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Business

QSR brands, developers cooperate to open new restaurants nationwide

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SEREMBAN: QSR Brands (M) Holdings Bhd, the operator of the Kentucky Fried Chicken (KFC) and Pizza Hut restaurant chains, plans to work closely with major developers nationwide to open new restaurants as part of its new business model.

Its managing director, Datuk Mohamed Azahari Kamil, said the company wanted to collaborate with developers that were undertaking integrated township developments.

"In order for us to grow, we need to identify potential collaborators and partners as we believe in the spirit of collaboration that will make it easier for us, both in terms of reducing our cost as well as marketing KFC within the local community.

"We want to have more collaborations with respectable developers who are able to create good community because with the success of the township, there'll be more value and volume that will come to our restaurants," he told reporters after the groundbreaking of the 700th KFC outlet in Bandar Sri Sendayan yesterday.

Also present were Matrix Concepts Holdings Bhd (MCHB) chairman, Datuk Mohamad Haslah Mohamad Amin and MCHB Group Managing Director, Datuk Lee Tian Hock.

Mohamed Azahari said this was the first collaboration between QSR Brands and a developer, MCHB, in Negeri Sembilan

"In fact, we have forged collaborations with many major developers such as in Selangor and it is an ongoing process.

"This is the smart partnership that we talking about where it is not about KFC promoting KFC stores but the developers too are playing that role, while we are also playing the role to promote this new township," he said, adding another six KFC restaurants would be opened by year-end.

On another development, Mohamed Azahari said some 1,060 KFC and Pizza Hut restaurants nationwide would be equipped with WiFi services by January next year.

"This is a collaboration with TM and we are going to connect all the stores through the latest payment systems, so that the customers have many options to pay such as through e-wallet," he said.

On the new KFC restaurant in Bandar Sri Sendayan, Mohamed Azahari said the restaurant, to be built on a 0.4047-hectare area, was slated to be opened by September next year and would offer both dine-in and drive-thru concept.

"This single-storey restaurant can accommodate 600 customers at one time and also equipped with basic green technology such as solar energy and LED lighting," he said, adding that KFC served 20 million customers monthly.

Meanwhile, Lee said the KFC restaurant would serve as a rendezvous point for the township's residents and visitors while further boosting the commercial activities of the township. — Bernama

"The arrival of the KFC brand in Bandar Sri Sendayan will act as a catalyst for welcoming more renowned brand names to the township," he said. — Bernama

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