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## QSR Brands plans to open 24 new KFC outlets in 2019

**KLUANG:** QSR Brands (M) Holdings Bhd is planning to open 24 new KFC restaurants throughout the country in 2019, following its success in opening 23 new restaurants this year.

Managing director Datuk Seri Mohamed Azahari Mohamed Kamil (*pic*) said QSR Brands would be focusing on building more drive-through restaurants due to consumer preference.

"Due to this (consumer) preference, we are working with several housing developers, one of which is Matrix Concepts Holdings Bhd

to build these type of restaurants.

"Together with Matrix Concepts, we have built the KFC's 700th restaurant in Seremban and we have agreed to continue our collaboration, including this new restaurant in Impiana Square, Bandar Seri Impian, Kluang," he told reporters after the ground-breaking ceremony for the new drive-through KFC restaurant here yesterday.

Also present were KFC Malaysia chief operating officer Ling Mee Juan and Matrix Concepts Group managing director Ho Kong Soon. Meanwhile, QSR Brands and Matrix

Concepts also signed a memorandum of agreement for the construction of KFC drive-through restaurants.

Mohamed Azahari said the strategic cooperation with well-known developers was an important step towards QSR Brands' restaurants as it would be a major growth component that proved to give long-term benefits to the group.

"QSR Brands and Matrix Concepts have successfully worked together due to the sharing of expertise and resources since our last project in 2017," he added. — Bernama

