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KFC OUTLETS

QSR, MATRIX CONCEPTS EXPAND TIE-UP

Drive-through restaurant in Kluang township expected to be ready next year

KUALA LUMPUR

QSR Brands (M) Holdings Bhd has continued its strategic KFC partnership with developer Matrix Concepts Holdings Bhd.

This time, both parties are bringing the "finger lickin' good" excitement to residents of the sprawling Bandar Seri Impian township in Kluang, Johor.

Following a successful collaboration and the launch of KFC's 700th restaurant in Seremban recently, QSR Brands entered into a partnership with Matrix Concepts to establish a new KFC drive-through restaurant in the township's up-and-coming commercial centre.

The outlet is set to open its doors by the fourth quarter of next year.

A memorandum of agreement (MoA) was signed, followed by a groundbreaking to mark the inauguration of the project be-

tween QSR Brands and Matrix Concepts at the commercial hub called Impiana Square.

The MoA was signed by KFC Malaysia chief operating officer Ling Mee Juwan and Matrix Concepts property development chief executive officer Leong Jee Van.

Also present were QSR Brands managing director Datuk Seri Mohamed Azahari Mohamed Kamil and Matrix Concepts group managing director Ho Kong Soon.

Impiana Square is poised to become the new commercial hub in Kluang due to its strategic location beside the Kluang-Pasir Gudang Highway, also known as Kluang Southgate.

Azahari said the partnership was an integral part of QSR Brands' restaurant expansion strategy.

"QSR Brands and Matrix Concepts have been able to achieve mutual business success by leveraging each other's strengths," he said in a statement.

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DATUK SERI MOHAMED AZAHARI MOHAMED KAMIL
QSR Brands managing director



(From left) Matrix Concepts Holdings Bhd property development chief executive officer Leong Jee Van, Matrix Concepts group managing director Ho Kong Soon, QSR Brands (M) Holdings Bhd managing director Datuk Seri Mohamed Azahari Mohamed Kamil and KFC Malaysia chief operating officer Ling Mee Juwan at the signing of a memorandum of agreement between the companies yesterday.