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QSR plans 24 new KFC stores 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 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 groundbreaking ceremony for the new drive-through KFC restaurant here yesterday.

Meanwhile, QSR Brands and Matrix Concepts signed a memorandum of