

Hartz targets 10 outlets by 2006

BY JACK WONG
IN KUCHING

HARTZ Chicken (M) Sdn Bhd, which operates the Hartz Chicken Buffet chain of restaurants, has targeted peninsular Malaysia for its expansion to 10 outlets by 2006 from four currently.

According to Hartz Chicken executive director Margaret Sie, the company hoped to add six more outlets within three years.

"We are scouting for suitable locations, like Mid Valley Mega Mall and 1-Utama (in the Klang Valley) and we plan to spread our wing to Johor and Penang.

"We are selective in choosing the localities, especially in new growth areas, as our principle is to make sure that every Hartz Chicken Buffet restaurant makes money," she told *StarBiz* recently.

The latest Hartz Chicken Buffet restaurant opened in Berjaya Times Square in Kuala Lumpur a month ago. There is another restaurant in Sunway Pramid, Petaling Jaya.

In Kuching, Hartz Chicken Buffet restaurants are located in Sarawak Plaza Shopping Complex and the busy Satok commercial district.

Sie said her company was the franchise holder for Malaysia and Brunei for the US-based Hartz Chicken Buffet chain.

"We are now preparing for a franchising

package. We will be selective in appointing franchise operators who not only have to be financially sound but also committed," she added.

Besides its speciality crispy and roasted chicken, Texas hot wings and chicken tenders, Hartz Chicken Buffet also serves hot vegetables and casseroles buffet, cold salad/fresh fruit/hot soup buffet. It also operates fresh bakery, beverages (including ice-cream) and dessert bars.

"We have over 100 recipes and rotate them on a daily basis. We serve a minimum of 50 varieties, inclusive of beverages, everyday," Sie said.

Sie said 40% of the food offered was local dishes and the rest American favourites.

She said for RM15.70 each, diners could eat all they could at Berjaya Times Square Hartz Chicken outlet which was very well

patronised.

"The response is overwhelming. The 210-seat restaurant is packed during the weekends.

"We expect even better business when the anchor tenant (a Britain-based departmental store) and the supermarket start business next month," she added.

She said Hartz Chicken had projected its annual turnover to increase to RM8mil a year with the recent opening of its fourth restaurant.

