



TEMPTING SPREAD ... Rafidah ready to try some roast chicken after opening the outlet.

## Hartz Chicken to open more outlets

By Trina Thomas Raj

HARTZ Chicken Buffet International Inc, which has 78 outlets worldwide, expects to establish 60 to 70 more by the end of next year, chairman Budiardjo Tek said.

He said the company had allocated US\$70 million (RM214.9 million) for its worldwide expansion plan.

The company has outlets in the United States,

Shanghai in China, Hong Kong and Jakarta in Indonesia.

The chain has three outlets in Malaysia, namely in Kuching, Malacca and Bandar Sunway, Selangor.

Tek said 10 new outlets would be set up by the end of next year in strategic areas in Malaysia.

"We will be investing US\$10 million to set them up," he said, adding that the locations had not been identified.

The company is embark-

ing on an aggressive four-year expansion programme which will cover Jakarta, Thailand, the Philippines, Shanghai and Beijing in China, Singapore and Hong Kong.

He said Hartz International, which is still negotiating with its Malaysian franchisee, expected to own 70 per cent stake in Hartz Chicken (M) Sdn Bhd.

Tek was speaking after the launch of the third Hartz Buffet Chicken outlet at Sunway Pyramid in Ban-

dar Sunway yesterday by International Trade and Industry Minister Datuk Seri Rafidah Aziz.

Indonesia-based PT Sierad Produce — a subsidiary of PT Anwar Sierad — holds a 70 per cent stake in Hartz Chicken Malaysia.

Tek, who is also the president of PT Anwar, said:

"We expect the group to become the largest restaurant operator in the Asia-Pacific region within the next two to three years."

The Anwar Sierad group,

which is involved in food-related business, also operates Wendy's and French Cafe.

Meanwhile, Rafidah said Malaysia did not only depend on multinational companies to boost its economy but also small retailers, including food outlets.

Apart from that, she also urged Malaysian entrepreneurs to co-operate with other Asean businessmen to boost the region's economic standing.