



Rafidah helping herself to some chicken at the Hartz Chicken Buffet.

Hartz Chicken Buffet to open more outlets

By Norzuraida Kamaruddin

Petaling Jaya: Hartz Chicken Buffet (M) Sdn Bhd yesterday announced plans to open 10 more outlets in the country by the end of next year.

The company currently has three outlets with annual sales revenue of RM2 million.

"We are investing RM10 million to open

another 10 outlets," said Hartz Chicken International Chairman Budiardjo Tek after the launching of Hartz's third Malaysian outlet in Sunway Pyramid by International Trade and Industry Minister Datuk Seri Rafidah Aziz.

Tek, who is also the president of the Jakarta-based PTD Sierad Anwar Group, said the group bought over Hartz Chicken International about a

year ago for US\$5 million (RM15.5 million).

In Malaysia, the group owns 70% of Hartz Chicken Buffet (M) Sdn Bhd while the remaining 30% is held by local businessmen.

"We have plans to open 60 more outlets altogether, mostly in the Asean region by the end of next year," Tek said.

He added that the plan included 11 new Hartz

Chicken outlets in Jakarta, eight in Shanghai and six in Hongkong.

At the moment, the group has more than 50 restaurants, mostly in the Asean region.

Sierad Group, with an annual total revenue close to US\$300 million (RM930 million), also has interests in food retailing, food processing, poultry integrated marketing and distribution.