

KFC Holdings (Malaysia) Berhad

Mega Project

Presented to :

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In Partial Fulfillment of
Business Policy & Strategic Management
[MGT 650]**

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**19th March 2001
MARU University of Technology
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LETTER OF TRANSMITAL

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Dear Tuan,

A Mega Project on KFC Holdings (Malaysia) Berhad

On December 06, 2000 we were required to do a project paper, A Mega Project on KFC Holdings (Malaysia) Berhad.

2. We were informed to submit this report on 19th March 2001. We hereby submit this project paper and hope that you find everything satisfactory.

Thank you.

Yours truly,

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MALAYSIA MARKET OF KFC HOLDINGS (MALAYSIA) BHD

KFC (Kentucky Fried Chicken) Holdings (Malaysia) Bhd ("KFCH") commands a dominant position in Malaysia's dynamically expanding retail food industry. Since the first Kentucky Fried Chicken outlet opened its doors to a receptive Malaysian public in 1973, the Group has developed its operations in both breadth and depth and has evolved into a fully integrated food operator.

Its operations, comprising 2 major internationally renowned fast-food chains, local chicken retail chain, integrated poultry operations and ancillary operations, are uniquely structured to enhance its range of business activities, efficiencies and profitability. Being Malaysia's only integrated food operator, KFCH is involved in a highly profitable and fast growing food and food processing business. This includes a feedmill, breeder farms, hatchery, contract broilers farms, poultry processing plants, further processing plants, sauce manufacturing, bakery, commissary and industrial and institutional catering.

KFCH was incorporated in Malaysia under the Companies Act, 1965 on 22 December 1980 as a private limited company under the name of Poon Guan Holdings Sdn Bhd. The Company adopted its present name on 11 July 1986 and was converted to a public company on 13 March 1987. The Company was listed on the Main Board (Consumer Product) of the KLSE on 11 November 1988.

COMPANY PROFILE

The Company (KFCH) is involved in the fast food and related businesses which include poultry processing and distribution, commissary, bakery and institutional trading. KFCH has, in 1987, diversified upstream with a fully integrated poultry project comprising breeder farms and hatcheries, feedmill, contract broiler farming and processing and further processing plant.

The Group further launched the "Ayamas" chain of retail outlets and branched into industrial catering in 1988. In 1989, the Group commenced the export of processed and further processed chicken to various countries which to-date include Singapore, Brunei, Japan, China,