

Naza Tutti Frutti expects fruitful growth in first year

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Tutti Frutti Frozen Yogurt (M) Sdn Bhd general manager Zain Azrai Azhar Simin said in Malaysia, five outlets will be opened this year, 20 outlets by next year and another 20 by 2012.

The company has earmarked RM2.5 million for the opening of the first five outlets. The subsequent outlets would be opened through sub-licensing.

"We are targeting people of all ages, including teenagers, students, young executives and families," he told reporters after the launch of Tutti Frutti's maiden outlet in Petaling Jaya, Selangor, yesterday.

In July, Naza Group had inked an agreement with US-based Well Spring Inc for the exclusive rights to expand the Tutti Frutti brand in Malaysia, Singapore, Thailand and India.

This is the second brand under Naza's food and beverage (F&B) division, after its first F&B franchise, Bubba Gump Shrimp Co restaurants, which is moving into its second year of operation.

Zain Azrai said Bubba Gump Shrimp, a seafood restaurant, is recording double-digit growth in sales.

Naza has invested some RM400,000 in the first Tutti Frutti outlet - a 700 sq ft-store with 20-seat capacity.

Four more Tutti Frutti outlets will be launched this year, which will be owned by the Naza Group. These outlets would be located in shopping malls such as IOI Mall, Capital Square and Bangsar Shopping Centre.

Zain Azrai said most of the Tutti Frutti business would come from sub-licensing.

The company has received many inquiries from people aspiring to be Tutti Frutti sub-licensees.

Most of the inquiries come from entrepreneurs in the Klang Valley, Johor Baru, Penang, Malacca and Kuala Terengganu.

He said investment for Tutti Frutti kiosk and outlet ranges between RM150,000 and RM200,000, covering training, corporate identity, guidelines, equipment and a month's stock supply.

The cost does not include interior design and rental deposit, which varies between location and size of outlet.

"For the next two years, we will be busy expanding the brand in Malaysia and other countries (Singapore, Thailand and India)," he said.

Tutti Frutti's personalised frozen yogurt is sold based on self-serve concept, priced according to its weight. It comes with a variety of flavours and toppings.

Tutti Frutti has 120 outlets worldwide, with 70 of them located in the US.

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