

Naza to open maiden Tutti Frutti outlet by September

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Its Malaysian master licence holder, the Naza Group of companies, will spend some RM3.5 million to open Tutti Frutti outlets across the country and provide training, corporate identity guidelines and equipment.

"We plan to open 25 outlets by the end of 2010 and to double the number by 2012," Naza Group director Nur Diana SM Nasimuddin said at the signing of the master licence agreement between the Naza Group and US-based Well Spring Inc in Kuala Lumpur yesterday.

Under the licence agreement, the Naza Group will hold exclusive rights to develop Tutti Frutti franchisees in Singapore, Thailand and India.

To achieve this target, Nur Diana said, the Naza Group will invest in developing the Tutti Frutti brandname in the respective markets and will invite entrepreneurs who are interested in becoming franchisees.

She said the business concept of Tutti Frutti would be such that the group will be appointing sub-licences to set up and operate individual outlets.

"We aim to be the number one purveyor of quality frozen yogurt in Southeast Asia," she added.

Naza Group food and beverage general manager Zain Azrai said it will operate the first five outlets in the Klang Valley on its own, likely to be located in supermarkets or hypermarkets, while the remaining 20 outlets will be operated on franchisee basis.

He said Naza Group will also operate the proposed outlets in Singapore on its own, while in Thailand and India it will be done through joint ventures.

"We expect to open the outlets in Singapore and Thailand immediately after we open our first outlet in Malaysia. We will open an outlet in India next year," he said.

Well Spring president Jay Kim said the company hopes its Tutti Frutti brand yogurt will be well-received by the South-east Asian markets following the agreement.