KFC HOLDINGS (MALAYSIA) BHD

Topic of Talk : Career Opportunities in KFC
Date : 29th March 2007 (Thursday)
Time : 11.30am – 1.00pm
Venue : Lounge, Block A
Speaker & Designation : Mr Chanthren (Training & Development Support Coach)

COMPANY PROFILE

KFC is among the best-established brands under the QSR Brands Bhd in the Western Quick Service Restaurants market. It is by far the most popular restaurant chain in the Malaysia, commanding a market share of over 44% per cent. With about 447 KFC restaurants in Malaysia, Singapore and Brunei, KFC sees millions of people flocking to its various outlets year in, year out.

It began with Colonel Harland Sanders. He discovered his penchant for cooking when he was only 9 years old. Through the years he grew up to become a personage the world knows as Colonel Sanders, founder of KFC. He reached celebrity status in 1952, when he decided to franchise his famous Kentucky Fried Chicken recipe blends of 11 herbs and spices to the rest of America. By the early 70's, that special recipe reached Malaysia.