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## DBE Gurney Resources eyeing 3,000 franchise kiosks for new chicken brand in three years

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PETALING JAYA: D.B.E Gurney Resources Bhd, which has inked a strategic co-operation agreement with Pexden Holding Sdn Bhd, targets 3,000 franchise kiosks within the next three years, through its newly launched halal-certified fried chicken brand, called Harumi.

Under the agreement, Pexden shall provide the technical know-how, machinery, production expertise, branding, related software and other advisory services, as well as to market the secondary processed value-added chicken products under Harumi brand to D.B.E Gurney.

On the other hand, D.B.E Gurney shall utilise the services provided by Pexden to market and sell secondary processed value-added chicken products throughout the country under the brand through kiosks, mobile trucks, outlets, restaurants and cafes.

Speaking to a press conference today, its group managing director Datuk Alex Ding Seng Huat said the Harumi brand is the first local fried chicken brand that has obtained halal certification from the Department of Islamic Development Malaysia (Jakim).

"We also aim to have 30 restaurants and 300 mobile trucks by 2018 through franchising," added Ding.

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