

EVENT COVERAGE

7 August 2018

Spire explains market opportunities in Australia for Malaysian franchisors



Spire Research and Consulting was invited to speak at a Malaysian Franchise Association (MFA) symposium held jointly with the Ministry of Domestic Trade and Consumer Affairs on 7 August. Deric Yeo was the event moderator and Aqilah Binti Zamri (Analyst at Spire Malaysia), Terry Lim from Global Art, MATRADE's Pn. Anisah Ali and Pn. Noor Asiah Mahmud were panel speakers. The speakers shared their insights on market opportunities and challenges in Australia facing Malaysian franchisors.

The speakers shared insights on market opportunities in Australia for Malaysian franchisors.

Australians are increasingly dining out. As much as two thirds of the population (over 14 years of age) dine out at least once a month. To put this into perspective, the average personal consumption stands at around USD11 for fast food, USD7-10 for casual dining and USD 5-10 for snacks or desserts.

1,089 business franchisors ply their trade in Australia, of which 10% are foreign brands and 90% local brands.

Industries with the potential for franchise development in Australia include retail, restaurants, catering as well as support and administrative services, to name a few.

For Malaysian companies looking to enter Australia's market, it is advisable to invest in searching for the right franchisees and to establish a strong business in Malaysia first.

Nonetheless, challenges remain. The Australian government has enacted strict regulations pertaining to franchise rights. Hence, consulting local legal advisors is a must.

In 2015, the MFA and the Ministry of Domestic Trade and Consumer Affairs jointly launched the Enhanced Franchise Development Plan (EFDP) to assist Malaysian franchise brands to enter the Australian market.

About Aqilah Binti Zamri, Analyst, Research and Consulting, Spire Research and Consulting, Malaysia

Aqilah has been employed with Spire since January 2018. She has research experience in automotive, building & construction, consumer products, infocomm technology, and other domains that requires to do market assessment, consumer research, business partner selection, and competitor analysis.

Aqilah graduated from MARA University of Technology with a Bachelor in Statistics (Honours) degree and majored in Business Marketing.

About Malaysian Franchise Association (MFA)

The Malaysian Franchise Association was formed in 1994 to support the implementation of the Government program to promote entrepreneurship through franchising. The formation of MFA was indeed timely as to promote the development of franchising in Malaysia. For more information, please visit its official website [here](#).

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About Ministry of Domestic Trade and Consumer Affairs

Ministry of Domestic Trade, Co-operatives and Consumerism was established on 27 October 1990. The Ministry's goal of setting up is to promote the development of viable, competitive, competitive and sustainable domestic trade, particularly in the distribution trade sector. The roles and functions of the Ministry have been expanded in 2009 to include franchise and cooperative sectors. For more information, please visit its official website [here](#).

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About Spire Research and Consulting

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit www.spireresearch.com.

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