

Abe Yus Malaysia advances with expansion via Pre-Franchise Program

23 August 2023 | News

Abe Yus Malaysia has garnered renown for its delectable “Kari Puffs” from grab-and-go food carts, establishing itself as a frontrunner in the Malaysian F&B landscape



Abe Yus Malaysia has garnered renown for its delectable “Kari Puffs” from grab-and-go food carts, establishing itself as a frontrunner in the Malaysian F&B landscape

Abe Yus Malaysia, a distinguished F&B brand under the esteemed Treasure Global Inc umbrella, announces its successful accreditation in the esteemed Perbadanan Nasional Berhad (PERNAS) Pre-Franchise Program. This significant achievement paves the way for aspiring Bumiputera entrepreneurs to access startup financing, marking a milestone in culinary entrepreneurship and empowerment.

Abe Yus Malaysia has garnered renown for its delectable “Kari Puffs” from grab-and-go food carts, establishing itself as a frontrunner in the Malaysian F&B landscape. With a steadfast commitment to innovation, quality, and customer satisfaction, the brand has continued to thrive, even amid challenges.

The accreditation by PERNAS attests to the remarkable quality and business potential of Abe Yus Malaysia's F&B concepts. This recognition not only validates the brand's excellence but also opens doors for Bumiputera entrepreneurs to collaborate with a proven entity in the culinary world.

In line with this accreditation, potential franchisees from the Bumiputera community can now leverage PERNAS financing options, significantly reducing entry barriers and fostering entrepreneurship within the F&B industry. This strategic partnership between Abe Yus Malaysia and PERNAS contributes to the growth of local talents and the overall economic development of the community.

Sam Teo, Chief Executive Officer of Treasure Global Inc, commented, "Abe Yus Malaysia's PERNAS Pre-Franchise Program accreditation is an exceptional achievement that highlights the brand's unwavering commitment to excellence. This milestone enhances our shareholders' investments by expanding our brand's reach and empowering Bumiputera entrepreneurs through accessible startup financing."