

## FOCUS POINT

## PRESS RELEASE



**FRANCHISE BUSINESS OPPORTUNITY:**  
**FOCUS POINT SIGHTSAVERS FRANCHISE PACKAGE OFFERS 70%**  
**SAVINGS TO NEW FRANCHISEES**

**KUALA LUMPUR, 28 FEBRUARY 2024** – The Ministry of Entrepreneurship and Cooperatives Development (KUSKOP), through its agency, Perbadanan Nasional Berhad (Pernas), has allocated RM 50 million in franchise financing this year, aiming to support 290 entrepreneurs nationwide.

YB Datuk Ewon Benedick, Minister of Entrepreneur Development and Cooperatives was present for the launching ceremony of the 'Focus Point SightSavers' Franchise Package & Memorandum of Understanding (MoU) Signing Ceremony between Pernas and Focus Point Vision Care Group Sdn. Bhd. for offering financing to franchisees who take the Focus Point SightSavers franchise package.

YB Datuk Ewon Benedick also urged entrepreneurs, to explore this business opportunity offered by Focus Point Vision Care Group Sdn. Bhd., regardless of their existing experience with franchising.

Focus Point Vision Care Group Sdn. Bhd (Focus Point) has introduced the 'Focus Point Sightsavers' franchise package which offers franchisees savings up to 70% on start-up costs through franchise financing provided by Pernas. This package offers flexible operating hours, renovation of business premises at no cost and affordable start-up capital for new franchisees.

Focus Point is the largest optical retail chain store in Malaysia with 35 years of experience in the optical industry. Focus Point also offers franchise business

opportunities to entrepreneurs since 2002 and was provided with the "Franchise of the Year" recognition in 2009.

Dato' Liaw Choon Liang, Chief Executive Officer of Focus Point, through his speech, emphasized the program's commitment to providing extensive support to its franchisees. "We are opening the widest possible opportunity for the community, especially professionals in the optical field, to join our franchise program," he stated. "We offer a range of attractive benefits, including marketing support, internal training, and more, to guide and empower our franchise entrepreneurs." He also expressed his hope for the program's success and future collaborations. "We encourage all parties to support this initiative and foster the growth of entrepreneurship within this Franchise Program. We also look forward to exploring further collaborations with Pernas to strengthen and empower the entire franchise sector in Malaysia."

Present was YB Dato' Ramanan Ramakrishnan, Deputy Minister of the Ministry of Entrepreneurship and Cooperative Development (KUSKOP), YBhg. Dato' Sri Suriani Dato' Ahmad, Secretary General of the Ministry of Entrepreneurship and Cooperative Development (KUSKOP), Yang Mulia Tengku Mohamed Fadhli Tengku Hamzah, COO of Pernas, and YBhg. Dato' Liaw Choong Liang, Chief Executive Officer of Focus Point Vision Care Group Sdn. Bhd.

Since 2023 till now, various business development and financing programs have contributed to the creation of over 300 new franchise entrepreneurs and over 800 job opportunities nationwide.

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### ***PERBADANAN NASIONAL BERHAD (PERNAS)***

Pernas is an investment holding company established on 29 November 1969 owned by the Minister of Finance Incorporated (MOF Inc.) with a mandate to lead the development of the franchise industry in Malaysia.

Starting from 2004, Pernas aims to lead the development of the franchise industry in Malaysia and develop the number of franchise entrepreneurs, through its expertise by offering quality services and products as follows:

1. A financing scheme that includes all business requirements including capital expenditure and working capital requirements;
2. Equity financing and investment to help increase bumiputera equity ownership in the strategic franchise sector; and
3. Training, guidance and consultation services for the development of entrepreneurs towards franchise business.

Pernas provides training services and special schemes for franchisors and franchisees and welcomes fellow franchisees to Malaysia. In addition, Pernas also offers other services such as training, retail space rental and equity investment.

Based at the Headquarters in Bangsar South, Pernas also has six (6) corridor offices namely the North Corridor Office, the East Coast Corridor Office, the South Corridor Office, the Sabah Corridor Office (Kota Kinabalu & Sandakan) and the Sarawak Corridor Office which are ready to carry out their roles in develop more franchisors and franchisees.

## **FOCUS POINT VISION CARE GROUP SDN BHD (FOCUS POINT)**

Founded in 1989, Focus Point is the largest optical retail chain store in Malaysia, as recognized by the Malaysia Book of Records. It is also the first optical chain to be listed on Bursa Malaysia. With over 190 outlets nationwide and a team of more than 260 eye care professionals, Focus Point offers a wide range of fashionable eyewear and exceptional optical services, upholding the highest standards in reliability, quality, and professionalism.