

CORPORATE SOCIAL RESPONSIBILITY

BREAKING GROUND WITH TRADITIONAL VALUES

While we take pride of yet another successful year, we continue to acknowledge that with success comes great responsibility and that is the reason why Corporate Social Responsibility (CSR) continues to be our corporate priority. We continue to put great emphasis on conducting business in a responsible and ethical way. From improvement on our products and services to helping the communities in which we operate, we continue to seek out ways to enrich the lives of those around us.

Our journey is about a corporation that takes its social responsibility to heart. It is about strengthening local communities, promoting equal opportunities in the workplace, developing human capital, enhancing our customers' experience and improving the lives of those around us. It is about passionate commitment to CSR.

COMMUNITY

For the first time, we have drawn all our CSR activities under one organisation which from now on will be the means by which we help those in need. KFCH remains committed towards giving, whenever the opportunity arises, to anyone in need of a helping hand. And it all begins with the community.



Yayasan Amal Bistari

KFCH recently proposed the incorporation of Yayasan Amal Bistari, a corporate foundation which will be the means through which CSR activities, endeavours and programmes of all KFCH entities and brands are carried out. The foundation will be a non-governmental, not-for-profit organization that campaigns for and supports the six pillars.

- Halal
- Education
- Entrepreneur development
- Sports
- National unity
- The less fortunate

Catur Bistari Challenges and Cilik Bistari promote entrepreneurship

The state level playoffs of the KFC Catur Bistari Challenge 2009/2010 were held simultaneously throughout Malaysia in the month of October with the finals being held in January 2010. The Catur Bistari Challenge business board game national competition is a QSR corporate social responsibility project held annually to promote entrepreneurship among youths and young adults. It is undertaken jointly with Bistari Young Entrepreneur Sdn Bhd (BYE), a member of Johor Corporation Group and the developer and marketer of the board game. About 1,000 finalists competed for the chance to win RM150,000 worth of prizes up for grabs at the national level playoffs held in Persada Johor International Convention Centre. The Grand Prize winner received a Proton Persona.