

**BUSINESS**

## Focus Dynamics awards exclusive food delivery job to Lambo Group

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KUALA LUMPUR, June 10 -- Food and beverage outlet owner Focus Dynamics Group Bhd is tapping into the burgeoning cloud kitchen industry by appointing Lambo Group Bhd as its exclusive fulfilment agent for last-mile delivery.

In a joint statement, the two listed companies said Focus Dynamics' wholly-owned subsidiary, Marquee International Sdn Bhd, today awarded Lambo Group's unit Lambomove Sdn Bhd an exclusive food delivery agreement to deliver food from its cloud kitchens.

Focus Dynamics executive director Tay Ben Seng said the food delivery business had grown exponentially as the population adjusted to a new paradigm of social distancing due to COVID-19 pandemic.

He said this had propelled the company to bring forward the launching date for its Cloud Kitchen business and seize the opportunity before the big boys such as CloudKitchens, Kitchen United, Virtual Kitchen Co and DoorDash Kitchens could penetrate the local and Southeast Asian markets.

"It is always the big pioneer in the new techno-services market who is going to get the lion's share eventually," he said.

He said the company had already moved into the food delivery business during the Movement Control Order period.

Under the agreement, Lambo will assign and provide drivers and riders to Focus Dynamics' cloud kitchen and dedicated hub to sort and arrange for the last mile delivery jobs as well as providing event tracking delivery during delivery.

Meanwhile, Focus Dynamics will provide the necessary information to enable Lambo to plan for collection and delivery to customers and integrated into Lambo's platform.

Focus Dynamics' first cloud kitchen is at Menara Persoft Tropicana in Petaling Jaya.

"More cloud kitchens would be built in capital cities of each state and in our neighbouring countries, if our market feasibility research shows that a critical mass of food delivery business has been achieved," Tay said.

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