

Focus Dynamics to expand Oversea restaurant to New York, Paris, Vegas etc

By Azanis Shahila Aman - October 7, 2020 @ 11:37am



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KUALA LUMPUR: Focus Dynamics Group Bhd has signed a heads of agreement (HOA) with Oversea Enterprise Bhd to embark on an international expansion plan and brand enhancement strategy for the Oversea restaurant brand.

The companies said they would pool resources, skillsets, investment and experience to execute an international network of new age Chinese restaurants, under the Oversea banner.

"Oversea restaurants have been an institution in Malaysian lives for over 50 years. We have a strong and loyal customer base spanning three generations.

"Now we are going to work together with Focus Dynamics to bring this experience to the world, enhancing it with an international flavour and incorporating the latest technological and digital F&B trends," said Oversea founder and group managing director Yu Soo Chye in a statement yesterday.

The venture sees Focus Dynamics and Oversea building a collaborative brand "EMP by Oversea".

The plan includes opening eight new international restaurants in global metropolises namely New York, Las Vegas, London, Paris, Sydney, Shanghai, Hong Kong and Singapore.

Focus Dynamic executive director Benson Tay said the eight locations had been targeted for their diversity, urban sophistication and being a truly global destination, all the hallmarks of the Oversea brand it would be creating.

Tay said Focus Dynamics had been quietly going about its business in rejuvenating its brands and broadening its portfolio.

"Our collaboration has actually already started, during this mooncake festival period. Our database and network of customers have been very active in ordering specially bundled mooncake packages from Oversea and sales are extremely robust," he added.

Identifying four key strategic spokes in the agreement, both parties have committed to finalise a commercial agreement on the quantum of investment in these eight restaurants.

Plans also include enhancing the manufacturing and distribution network of Oversea products, improving and expanding the catering and banquet business and tapping into the booming food delivery market.