

BUSINESS

# Focus Dynamics acquires 12.19pct stake in Brahims Holdings

By NST Business

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Focus Dynamics Group Bhd has acquired 12.19 per cent stake in Brahims Holdings Bhd following the former's strategy to increase its portfolio of food and beverage (F&B) assets. Pix by Aizuddin Saad.

KUALA LUMPUR: Focus Dynamics Group Bhd has acquired 12.19 per cent stake in Brahims Holdings Bhd following the former's strategy to increase its portfolio of food and beverage (F&B) assets.

In a statement today, the company said the acquisition is also part of the plan to revamp traditional business models to infuse digital technology and modern concepts while enhancing user experience.

Brahims is the leading in-flight catering service, with its business spanning various verticals including logistics, storage, catering and restaurant services.

The acquisition also provides Focus Dynamics with a strong partnership with an established company in the provision of quality and efficiency of F&B services.

The acquisition also allows the company to establish a solid platform of operations to cater for its expansion and growth plans in line with its plans for digital cloud kitchen services, e-kitchen network and other flagship outlets.

"With collaborative access to a large central kitchen, reliable and proven track record and a complete logistics network, fusing modern concepts and enhancing user experience becomes a matter of technology adoption, which is what Focus Dynamics is all about" said Focus Dynamics executive director Benson Tay.

He said the platform allows Focus Dynamics to accelerate its plans to develop a complete, end to end network of providing commissary kitchen services for corporate clients, existing partners, shadow kitchen networks and cloud kitchen services as well as its own portfolio of restaurants and entertainment outlets.

Establishing this cornerstone relationship with Brahims also opens the doors for an international trading network via airlines and in-flight catering services for Focus' brand of products.

"We are excited with the direction, and we hope to be able to speed things up significantly with this association.

"Having access to the largest central kitchen in Kuala Lumpur and with a strong existing portfolio of clients, we will be able to turnkey a few concepts into operational viability far quicker than an organic approach," Tay added.