

Search Newspapers

Browse Newspapers

I am looking for



Advanced Search

Home > The Business Times > 28 May 1985 > Page 14 > Magnum maps out plans for motel chain

# Magnum maps out plans for motel chain

BUSINESS TIMES, 28 May 1985, Page 14

Article also available on Microfilm Reel NL15052

Add to Citation

Previous Article

Next Article

Previous Page

Next Page

## Magnum maps out plans for motel chain

MAGNUM Corporation has laid plans for a big move into the leisure industry, with the emphasis on hotels and motels. "We want to have a motel chain with motels in every state," said Magnum's executive chairman Datuk Choo Ching Hwa.

Magnum hopes to acquire a franchise from a US motel chain, according to Datuk Choo who said that Magnum's executive director in charge of leisure and resort activities, Mr H'ng Hung Yong, was now in the US for this purpose.

The group's decision to expand into the hotel industry is in line with the Malaysian Prime Minister's call to the private sector to boost tourism via expansion of the leisure industry.

Magnum will invest some \$50 million in the sector. "This investment will come out of the \$58.5 million proceeds from Magnum Plantation's sale of 696.49 ha of estate land," Datuk Choo said.

Magnum already has some motels at its Mimaland resort which are enjoying a high rate of occupancy. This is expected to be upgraded to cater for corporate clients.

"Magnum will work together with Bandar Raya to manage the development of its hotels and motels," he added.

It has thus far hived off most of its estate land to Bandar Raya to manage the development of its hotels and motels.

Bandar Raya earlier acquired the Cheras estate and

### Information



Newspaper: BUSINESS TIMES

Date: 28 May 1985

Reel Number: NL15052

Share



### Table of Contents

< Previous | Page 14 | Next >

#### Companies load up on shares

Companies load up on shares Extra \$200 m spent on investment portfolios By RAMESH CHANDIRAMANI

#### Magnum maps out plans for motel chain

Magnum maps out plans for motel chain MAGNUM Corporation has laid plans for a big move into the

#### Sealion to spend \$70m on extension

Sealion to spend \$70m on extension By AMY CHEOK SEALION Hotels Ltd had awarded contracts

View Full Table of Contents

has entered into a joint-venture with Permodalan Bersatu Bhd to develop the land into an integrated commercial, industrial and residential township.

Another piece of estate land hived off to Bandar Raya is at Kepong where another joint property development project is being undertaken with Permodalan Bersatu.

Datuk Choo said Magnum has applied for conversion of its remaining estate land consisting of the 809.4 ha West Country Estate at Bangi, in which Peremba holds a 40 per cent stake. "We intend to develop this into a housing estate jointly with Peremba."

On its four-digit operations, Datuk Choo said he was making a trip to Germany soon to acquire transparent drawing equipment that does not require the use of hands to operate, he explained.

Magnum also hopes to computerise its four-digit operations by the end of the year.

Datuk Choo felt that there were tremendous possibilities for mechanising the four-digit operations which could be introduced on a wide scale, provided approval could be obtained.

The four-digit operations account brought in a turnover of M\$544.2 million for the year ended Dec 31, 1984, and accounted for some 77 per cent of total group turnover of \$709.8 million.

Magnum Finance is also expanding. It has obtained Bank Negara approval to raise its paid-up capital from \$6 million to \$15 million by way of a one-for-four bonus issue and a one-for-one rights issue at \$1.50 a share. It plans to expand its network of seven branches.





**Datuk Choo ... hopes to acquire US motel franchise.**

## Related Articles



No related article found.

