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D.B.E. Gurney Sees 30 Per Cent Sales Contribution From Harumi

PETALING JAYA, April 14 (Bernama) -- Fully integrated poultry company D.B.E. Gurney Resources Bhd expects its new processed chicken product line Harumi to contribute 30 per cent to the company's overall sales.

Managing Director Datuk Alex Ding Seng Huat said the new segment would act as a catalyst in generating higher income, thus placing D.B.E in a better position.

"We can see the contribution from Harumi to be realised in the third quarter of 2016 and we will be in the black again in FY16," he told reporters during a press conference after launching Harumi today.

For the financial year (FY) ended Dec 31, 2015, D.B.E. posted a pre-tax loss of RM5.96 million compared to a pre-tax loss of RM5.68 million in FY14.

Harumi consists of four products namely chicken chop (RM6.50), chicken wing (RM2), chicken popcorn (RM4) and sweet potato (RM3).

Ding said the Perak-based company is introducing the franchise model to venture into food kiosk, food truck and fast-food restaurant operations.

"We are looking to open 500 kiosks, 50 food trucks this year as well as restaurants and within three years, D.B.E plans to open 3,000 kiosks, 300 food trucks and 30 restaurants.

"We have opened a few kiosks in Penang, Perak and Selangor," he added.

Asked on D.B.E.'s current production capacity, he noted that the company would utilise its current processing plant for the production of Harumi.

D.B.E. has a feed mill production capacity of 9,500 metric tonnes per month, six breeder farms producing 100,000 chickens per year, six set incubators generating 12 million eggs yearly, and 11 broiler farms producing 10 million chickens per year.

Meanwhile, at today's event D.B.E.'s wholly-owned subsidiary D.B.E. Poultry Sdn Bhd inked a 10-year strategic cooperation agreement with Pexden Holdings Sdn Bhd to cooperate in secondary processing of chicken.

Under the agreement, D.B.E. would also be involved in marketing secondary processed value-added chicken products.

Pexden is a company nominated by seven Taiwanese companies, including Shing Shang Co Ltd, JienPeng International Co Ltd, FuHsin International Co Ltd, Solatek Co Ltd, HTS Technology Co Ltd and UltraBrave Technology Formosa Food King.

Pexden is expected to provide the technical know-how, machinery, production expertise, branding, related software and other advisory services.

Going forward, D.B.E. plans to market Harumi products to Indonesia and Vietnam in two years' time and expand further to Asean countries.

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