

Matrix Concepts in tie-up with McDonald's

PETALING JAYA: Property developer Matrix Concepts Holdings Bhd has inked a strategic cooperation agreement with McDonald's Malaysia, which has chosen Bandar Sri Sendayan (BSS) as the location for its newest outlet.

McDonald's is set to open a restaurant in Sendayan Merchant Square, complete with both dine-in and drive-through facilities.

In a statement, Matrix Concepts said the restaurant would be built on 21,000 sq ft of land within the bustling 100-acre commercial lifestyle hub.

Matrix Concepts group managing director Ho Kong Soon said the impending arrival of McDonald's to BSS is a testament to the township's vibrancy and maturity as well as to enhance the convenience lifestyle for those in the area.

He added that the collaboration with the fast-food chain of McDonald's Malaysia is curated as part of an ongoing plan together with a series of initiatives to further enhance the sustainability of the township to perpetuate its robustness.

"This strategic move will definitely benefit more than 120,000 populations in the entire Sendayan development area and is targeted to be ready for business in the first half of 2024," Ho said.

Matrix Concepts posted a 56.1% year-on-year (y-o-y) revenue growth to RM363.8mil in its third quarter ended Dec 31, 2023 (3Q23), supported by recognition from the group's recently completed The Chambers (Kuala Lumpur) and M. Greenvale (Australia) projects.