

Sandwich franchise couple honoured

BY JADE CHAN



Liew (left) and Tunku Mu'tamir (right) presenting the Lifetime Achievement in Food and Beverage award to Choo (second from right) and Cheong at the McMillan Woods Global Awards Night 2017. — Photos: IZZRAFIQ ALIAS/The Star

DATUK Vincent Choo and Datin Cynthia Cheong attribute the success of their business venture to their partnership in life and business, as well as team effort.

Choo and Cheong are the Subway development agents – the equivalent to a master franchisor – in Malaysia. They have been running the Subway franchise here, for nearly 15 years.

“It’s rare to have a husband-and-wife team in business together. It can be easy at times, difficult at other times,” said Choo.

Cheong feels there are more advantages to being a couple in business, such as it being easier to make certain decisions.

As they enjoy each other's company, she said it would make sense for them to run a venture together.

image: <http://www.thestar.com.my/metro/community/2017/03/29/sandwich-franchise-couple-honoured-they-were-among-recipients-of-awards-for-business-visionaries/~media/2ddd383e7b434607bc0ace450d1598f3.ashx?h=621&w=400>



Chew (left), seen here with his wife Iris Tan, was presented the Dynamic Personage award.

“We understand each other's personalities and quirks, and divide work according to our strengths,” said Choo, who oversees the business development and

franchise sales aspects, while Cheong handles finance, human resources and administrative matters.

The couple have set out a continuity plan for Subway Malaysia, and are open to the idea of their three children taking over the business, or even not.

“They are groomed to know what we do. We have laid a strong and solid foundation, and mapped out a long-term plan for the business,” said Cheong.

“There are plenty more opportunities for Subway to grow. In the Klang Valley alone, there are still areas where Subway stores can be opened, such as hospitals, colleges and stadiums,” said Choo.

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Sophie Tsang (second from left) with the rare painting by Prof Awang Damit (right) that she successfully bid for at a price of RM50,000. With them is Liew (left).

They were jointly honoured with the Lifetime Achievement in Food and Beverage award at the McMillan Woods Global Awards Night 2017.

The award ceremony was designed to highlight and recognise the achievements of global leading business visionaries across all industry sectors, honour their contributions towards global transformation and nation-building, encourage their determination to stay competitive and overcome challenges, as well as provide a platform for business networking opportunities.

Among the personalities who were celebrated were Alpha Fertility Centre founder Datuk Dr Colin Lee (Lifetime Achievement in Medicine), Only World Group chief executive officer Datuk Seri Richard Koh (Global Visionary Leader), Bonia Corp Bhd group managing director Datuk Albert Chiang (Dynamic Corporate Leader), YAST Group founder and chairman Esther Law (CSR Leader), songstress Ning Baizura (Jazz Diva of the Year), violinist Dennis Lau (Entertainment Entrepreneur of the Year), Datuk Leonard Tan (Entertainer Extraordinaire of the Year), Winnie K. (Vocalist Extraordinaire of the Year) and MK Curtain Group founder and chief executive officer Datuk Calvin Khiu (Dynamic Trailblazer of the Year).

Lifetime Achievement in Modern Art recipient Prof Awang Damit Ahmad contributed a rare artwork which he painted that was auctioned off for RM50,000.

Guest of honour Tunku Datuk Mu'tamir Tunku Mohamed said proceeds from the auction and all surpluses from the event would be donated to charity, through the McM Cares programme.

In congratulating the winners, he expressed hope that the global leaders would inspire young talents through their outstanding achievements and be captains of their own industries.

"This year, we chose to honour a successful and fabulous lady, Gina Rinehart," said McMillan Woods Global president Datuk Seri Raymond Liew.

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Tunku Mu'tamir (left), his wife Datin Paulene Tunku Mu'tamir (third from left) and Liew exchanging greetings with Rinehart (right).

“For having been named the world’s richest woman in 2012, her down-to-earth approach is truly admirable and a true example of modesty that I respect.”

According to *Forbes*, Rinehart is Australia’s richest woman with a net worth of US\$14.2bil (RM62.8bil, as of March 2017), based on an iron ore empire in Australia’s mineral-rich Pilbara region.

The Hancock Prospecting Group executive chairman was presented the Lifetime Achievement – Global Leadership title.

Pensonic Holdings Berhad group chief executive officer Dixon Chew, who was presented the Dynamic Personage award, attributed the win to the out-of-the-box methods used to transform the electrical home appliances company.



Lau, who received the Entertainment Entrepreneur of the Year award, entertaining guests with an electric violin performance.

“We have tried our best to build a local brand into a regional brand, and to compete with international players,” he said.

“Moving forward, we hope to put more focus into South-East Asia. While our current business models include original design manufacturers (ODM) supply to other brands and brand licensing, we want the brand to venture on its own in the region.”

Chew believes the award is a good recognition for a small medium enterprise, and that it would enhance Pensonic’s profile and brand image.

“This will spur us to take on the challenge of creating a greater presence in the global arena,” he said.