

Samuri promoted town's image

KUALA LUMPUR — What started out as a small unassuming enterprise at Gerai No. 5, Medan Sate Kajang in 1992 has become not only synonymous with Kajang but also an economic game-changer for the town itself.

An icon for Kajang, Sate Kajang Haji Samuri's founder Datuk Samuri Juraimi, felt the need to rebrand his product to make it stand out from the competition.

Prof Datuk Dr Mohamed Fadzil Che Din said Sate Kajang Haji Samuri contributed a lot to the economic and social development of the country, particularly Kajang.

"Among its contributions is the economic development of the Malay community through the formation of the Sate Kajang Haji Samuri network which gave members the opportunity to venture into the enterprise," he said.

"In addition, the rebranding became a symbol of community solidarity in Malaysia because not only Malays but also Indians and Chinese appreciate and enjoy eating satay at the outlets."

Fadzil, who is also Universiti Pertahanan Nasional Malaysia deputy vice-chancellor (Academic and International), said the rebranding indirectly promoted the image of Kajang which then was overshadowed by two neighbouring districts, Bangi and Serdang.

"Bangi and Serdang have their own brand in Universiti Kebangsaan Malaysia and Universiti Putra Malaysia (UPM), respectively," he said.

"Kajang is famous for its Sate Kajang Haji Samuri and the Mass Rapid Transit Sungai Buloh-Kajang line."

Recalling his varsity days at UPM, he said he would help himself to Sate Kajang Haji Samuri every month as a self-motivation gift.

"At my graduation, I was the recipient of the UPM Chancellor's Gold Medal Award and my sister-in-law organised a celebration for my success at Sate Kajang Hj Samuri restaurant," he said. — Bernama