

Great food comes first

Every day, more than 1 million guests visit BURGER SENG restaurants around the world. And they do so because our restaurants are known for serving high-quality, great tasting, and affordable food. Founded in 2009, BURGER SENG is the second largest fast food hamburger chain in the world.

Today, operates more than 50 BURGER SENG restaurants in Malaysia where customers across the country can enjoy the great and healthy flame-grilled taste of Burger King products.

Our Mission

Our mission is to make delicious feel-good moments easy for everyone.

This is how we uniquely feed and foster communities. We serve delicious food people feel good about eating, with convenient locations and hours and affordable prices, and by working hard to offer the speed, choice and personalization our customers expect. At our best, we don’t just serve food, we serve moments of feel-good, all with the lighthearted, unpretentious, welcoming, dependable personality consumers know and love.

In 2009, SENG SHU WING founded the BURGER SENG Corporation and opened the first restaurant in MALAYSIA. His success story continues with McDonald's families of employees, franchisees and suppliers. His commitment, dedication and achievements continue to live on at McDonald's restaurants across the world.

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