

PM-TRADERS

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ALUR SETAR, NOV 27 (BERNAMA) -- (DATUK SERI DR MAHATHIR MOHAMAD)
TODAY DREW A NUMBER OF GUIDES AND PREPARATIONS FOR BUMIPUTERA
TRADERS TO ENTER THE FIELD.

AMONG THE REQUIREMENTS STRESSED BY THE PRIME MINISTER ARE STUDY,
PLANNING, CAPITAL, TRAINING, AND ALSO ATTITUDE.

OPENING THE RETAILERS' +FOSTER CHILD+ SCHEME SPONSORED BY KEDAH
MALAY CHAMBER OF COMMERCE AT KODIANG, ABOUT 40 KM FROM HERE TODAY,
DATUK SERI DR MAHATHIR SAID SUCH PREPARATIONS WERE NECESSARY TO
GUARANTEE THEIR SUCCESS IN BUSINESS.

STUDY AND PLANNING SHOULD BE MADE TO DETERMINE THE SUITABILITY
OF LOCALITY AND GOODS TO BE SOLD WHILE A SMALL CAPITAL WAS NECESSARY
FOR SMALL BUSINESS ONLY.

+THERE IS NO POINT FOR SOMEONE WITH \$100, FOR EXAMPLE, TO RUN A
BUSINESS REQUIRING A CAPITAL OF \$1,000 BECAUSE THIS WILL GIVE RISE
TO SPECIFIC PROBLEMS,+ HE SAID. -- MORE 1840/IB

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ON TRAINING, HE STRESSED THAT IT WAS IMPORTANT TO EDUCATE
THE TRADER IN THE FINER POINTS OF BUSINESS.

ON ATTITUDE, DATUK SERI DR MAHATHIR SAID BUMIPUTERA MUST
AVOID FROM BEING FOND OF +IMITATING+ A BUSINESS WHICH APPEARED
SUCCESSFUL.

THE GOVERNMENT HAS UNDERTAKEN VARIOUS PROGRAMMES TO HELP
BUMIPUTARA IN BUSINESS AND IF THERE WAS STILL FAILURE, THE TRADERS
THEMSELVES MUST REALISE THEIR OWN WEAKNESS.

+IF WE ARE SINCERE, WE WILL ADMIT THAT IT IS DUE TO OUR OWN
WEAKNESSES THAT WE FAIL IN OUR OBJECTIVE,+ HE SAID.

AMONG THE WEAKNESSES HE SAID COULD BE FOUND AMONG BUMIPUTERA
COMMUNITY WAS THE LACK OF A DESIRE TO LEARN EVEN THOUGH THE
BUSINESS HAD STARTED. -- MORE 1847/IB

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+EVEN THOUGH A TRADER MORE OR LESS ALREADY KNEW THE FINER POINTS
OF BUSINESS, HE NEEDS TO KNOW MORE IN THIS FIELD,+ HE SAID.

FOR EXAMPLE, HE SAID, BUMIPUTERA TRADERS OFTEN WASTE THEIR
PROFITS ON THINGS WHICH HAD NO RELEVANCE TO THEIR BUSINESS WHEN
IT WAS BETTER TO USE THE PROFITS TO INCREASE THE CAPITAL.

DATUK SERI DR MAHATHIR SAID +THINKING BIG+ IN BUSINESS SHOULD
NOT ARISE AT THE BEGINNING.

+THINKING BIG MEANS DOING BUSINESS IN A BIG WAY REQUIRING A LOT
OF CAPITAL, BUT IF THE BUSINESS DOES NOT RUN WELL, THE LOSS IS
ALSO BIG,+ HE SAID.

WHAT IS IMPORTANT IS DOING BUSINESS ON A SMALL SCALE TO GAIN
EXPERIENCE, WHICH THE PRIME MINISTER ILLUSTRATED WITH A CHINESE
PROVERB, +A JOURNEY OF A THOUSAND MILES BEGINS WITH ONE STEP.+--

MORE 1925/IB

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PM-TRADERS 4 ALUR SETAR

HE REGARDED THE RETAILING BUSINESS AS A FIRST STEP IN THE JOURNEY TOWARDS DOING BUSINESS ON A BIG SCALE.

+THE TRADER WILL GAIN PRACTICAL EXPERIENCE WHICH IS ESSENTIAL FOR A BUSINESS TO SUCCEED,+ HE ADDED.

GOVERNMENT AGENCIES SUCH AS PERNAS-EDAR ARE READY TO ASSIST IN TRAINING THE TRADERS, HE SAID.

MEANWHILE, THE KEDAH MALAY CHAMBER OF COMMERCE AND INDUSTRY PRESIDENT, HAJI HANAFI RAMLI, EXPLAINED THAT UNDER THE SCHEME FIVE RETAIL SHOPS WILL BE +ADOPTED+ AS A FIRST STEP.

THE SHOPS WILL BE GIVEN, LOAN, TRAINING AND OTHER FACILITIES BY THE CHAMBER. --BERNAMA 1930/18