

# PM tells why bumi traders fail in business

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Prime Minister Datuk Seri Dr Mahathir Mohamad today criticised bumiputra businessmen for their lack of perception when venturing into business.

In a frank and candid speech today, the Prime Minister stressed that this lack of perception was the main reason why bumiputra businessmen fail in their business enterprise.

"An in-depth study of the locality and market research are imperative when opening a business. One should not open a shop just to imitate others," he said when he launched the adoption scheme for bumiputra retailers here.

Datuk Seri Dr Mahathir said bumiputra businessmen when opening a business always "think big".

"They feel that when they open a big shop their profits would be bigger. They forget that if their business is big

## Study market first before setting up ventures: Dr M

**By NOR HAWA YUNUS**

their losses would be big too," he said.

What is important in business is a starting point, he added.

In the bumiputra adoption scheme, the Kedah Malay Chamber of Trade and Industry and Pemas Edar would adopt bumiputra retailers and provide them with advisory, financial and marketing services. Initially, five retailers would be adopted by these agencies.

Datuk Seri Dr Mahathir also criticised the bumiputra bu-

sinessmen's attitude towards their failure in making inroads in the business sector.

He said these businessmen should look inward and ask themselves why they sometimes failed in business.

The weakness, he said, was their attitude towards education, training and advice.

"These businessmen are too proud to listen to good and solid advice, always thinking that they know everything.

"In business, one has to be humble and learn from and listen to others", he said.

The Chinese, he explained, had succeeded in their ventures because of training and experience in business management.

He said when children returned from school, the parents exposed and taught them about the business.

In the case of bumiputras, they would not expose their children to the business as they feel that their children deserve something better," he added.