

How Malays can succeed in business

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PENANG, Sun. — Bumiputra businessmen have been told to conduct their businesses in a more professional manner.

Datuk Seri Dr Mahathir Mohamad said marketing management and production techniques were essential in business.

"Possession of mere skill and craftsmanship do not ensure the success of a business," he said when opening the new \$6 million building of the Penang Malay Chamber of Commerce and Industry here today.

The Prime Minister said that while he was pleased to learn that the Penang Malay Chamber was sending a few bumi-

putras to Manila to make lamp shades from shells and other local handicraft, he stressed that learning the art of making handicraft alone was not enough.

"It has to be coupled with training in business and management," he said.

Datuk Seri Dr Mahathir said some Malay businessmen had failed in their business enterprise as they did not possess the necessary knowledge in business management.

Experience

"Since bumiputras do not have the experience in business as the Chinese do, training is necessary," he added.

The Prime Minister also called on vocational schools to train their students in business and management so that they would be better equipped when they want to go into business.

He said most trainees in vocational schools could not appreciate the expensive machinery because they were not told of the cost of the machine.

On the Look East policy, Datuk Seri Dr Mahathir said the policy was adopted so that the people could emulate the Japanese work ethic and ensure "our success in

business enterprises."

He admitted that adopting the policy did not ensure bumiputra success in business.

"Even in Japan, there are about 17,000 cases of bankruptcy every year," he said.

Datuk Seri Dr Mahathir also advised the Penang Malay Chamber of Commerce and Industry not to turn itself into a company, as profits would then have to be shared among the company shareholders and not among members alone.

However, he said the chamber could sponsor

bumiputras who want to open up a business.

Datuk Seri Dr Mahathir also advised members of the chamber to maintain their new building and streamline their activities.

On relationship with foreign businessmen, Datuk Seri Dr Mahathir stressed that bumiputras had to prove themselves and convince these companies that they were capable.

"Before these companies can take bumiputras as partners, they have to be convinced that bumiputras are capable," he added.