

'Avoid saturated areas' advice

Move into new fields, urges PM

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SERDANG, Sat. — Datuk Seri Dr Mahathir Mohamad today advised entrepreneurs to venture into new areas instead of penetrating businesses and industries which are already saturated.

Speaking at a Press conference after visiting the Mardi complex here, the Prime Minister said there were a number of areas with excellent commercial and market potential such as in agriculture and food industry.

"With the proper and adequate promotion, these areas could prove to be both popular and profitable," he said.

Dr Mahathir criticised entrepreneurs, in particular Bumiputras, who were only keen to venture into areas which were already saturated.

If a certain industry proved popular, he said, there was a tendency among Bumiputeras to venture into it without considering whether it would be profitable.

Entrepreneurs must be willing to venture into new fields, he added.

Dr Mahathir said the success achieved by Mardi in food research and development could be valuable to entrepreneurs, provided they accepted the results of the research and were will-

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ing to invest in areas which could utilise the research.

As an example, he said the planting of *pisang emas*, mangoes and ginger on a wide scale could prove a success as these crops had excellent market potential.

He regretted that entrepreneurs were still doubtful about the success achieved by Mardi in its food research and development programme.

"As long as such attitudes prevail, we may never receive the benefits derived from research," he said.

Dr Mahathir said there was a number of people who argued that there were inadequate opportunities to venture into business.

He brushed aside such arguments by pointing out that the opportunities were in fact wide but had become limited because most people wanted to venture into areas which were already saturated.

Dr Mahathir congratulated Mardi for developing a new line of convenience meals for local tastes, pointing out that these could be popular with adequate and proper promotion.

Earlier, the Prime Minister, accompanied by Datuk Paduka Dr Siti Hasmah and Agriculture Minister Encik Anwar Ibrahim, toured the Mardi complex.