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U E075 AAE  
MAHATHIR-ATTITUDE  
BM

KUALA LUMPUR, APRIL 87 (BERNAMA) -- DATUK SERI DR MAHATHIR MOHAMAD TODAY URGED MALAY PETTY TRADERS AND HAWKERS TO CHANGE THEIR ATTITUDE AND EQUIP THEMSELVES WITH ORGANISED BUSINESS MANAGEMENT TO EXPAND THEIR BUSINESS. (P)

THE PRIME MINISTER SAID THEY SHOULD NOT CONTINUE BEING PETTY TRADERS BUT INSTEAD BE PREPARED TO EMBARK ON BIGGER BUSINESS ENTERPRISES.

MOST OF THE WORLD'S SUCCESSFUL BUSINESSMEN STARTED FROM SCRATCH, HE SAID AT THE +MALAM ANUGERAH 87+ OF THE FEDERATION OF MALAY PETTY TRADERS AND HAWKERS ASSOCIATIONS HERE.

HE CITED AN EXAMPLE IN THE HISTORY OF THE WORLD-FAMOUS MCDONALD'S HAMBURGER CHAIN WHICH STARTED AS A SMALL BUSINESS VENTURE BY TWO BROTHERS, SAYING HE HOPED PETTY TRADERS IN THE COUNTRY WOULD ONE DAY START A BUSINESS ENTERPRISE RENOWNED THROUGHOUT THE WORLD.

+TO BECOME A CONGLEMORATE, PETTY TRADERS MUST BE WILLING TO CHANGE THEIR ATTITUDE AND ACCEPT CHANGES AND IF CURRENT PRACTICES ARE FOUND TO BE UNSUITABLE, WE MUST BE PREPARED TO ACCEPT NEW METHODS TO GRAB MORE OPPORTUNITIES TO EXPAND BUSINESS,+ HE ADDED. -- MORE

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HE ALSO EXPRESSED HIS HAPPINESS AT THE SATAY BUSINESS, WHICH WAS PREVIOUSLY CARRIED OUT ON A SMALL-SCALE, CURRENTLY BEING CARRIED OUT COMMERCIALY BY MARA THROUGH THE SATAY RIA CHAIN WHICH PROFITTED OTHER PETTY TRADERS.

DATUK SERI DR MAHATHIR SAID THE SATAY BUSINESS SHOULD BE EXPANDED BY WAY OF FRANCHISE, ADDING THAT IT MIGHT ALSO OVERSHADOW THE MCDONALD'S CHAIN BECAUSE SATAY WAS VERY POPULAR AMONG LOCALS AS WELL AS FOREIGNERS.

+IT IS NOT MARA'S AIM TO TAKE WAY BUSINESS OPPORTUNITIES FROM PETTY TRADERS BUT TO GIVE THEM A CHANCE TO EMBARK ON THE SATAY BUSINESS EVEN THOUGH THEY KNOW NOTHING ABOUT MAKING SATAY,+ HE ADDED.

HE ALSO SAID MALAY TRADERS SHOULD EQUIP THEMSELVES WITH EFFICIENCY IN MANAGING LARGE BUSINESS ENTERPRISES BECAUSE AFTER THEIR BUSINESS HAD EXPANDED, MORE WORKERS WOULD BE NEEDED AND EXPENDITURE INCREASED.

+THE GOVERNMENT HAS MADE VARIOUS EFFORTS TO PROVIDE PETTY TRADERS WITH COMFORTABLE AND CLEAN TRADING AREAS AND PUSH CARTS THROUGHOUT THE COUNTRY,+ HE SAID. -- MORE

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+THE GOVERNMENT WILL MAKE EFFORTS TO PROVIDE PETTY TRADERS WITH TRAINING IN BIG BUSINESS ENTERPRISES TO ENSURE THEY DO NOT INCUR LOSSES,+ HE ADDED.

HE ALSO REMINDED PETTY TRADERS THAT THE CURRENT ECONOMIC RECESSION WAS NOT ANTICIPATED, SAYING THEY SHOULD ACCEPT THE REALITY OF THE SITUATION AND WORK TOWARDS ACHIEVING SUCCESS.

+THE GOVERNMENT ALSO REALISES THAT MANY HAVE LOST THEIR JOBS AND THE GOVERNMENT DOES NOT WANT TO SEE THE UNEMPLOYMENT SITUATION WORSEN BUT IT CANNOT ASSIST THEM DIRECTLY AND THEY HAVE TO MAKE EFFORTS TO ACHIEVE SUCCESS BY EMBARKING ON PETTY BUSINESS VENTURES,+ HE SAID.

+I AM CONFIDENT NATIONAL ECONOMY WILL RECOVER AND THERE ARE SIGNS INDICATING THAT THE COUNTRY WILL PROGRESS FURTHER,+ HE SAID.

MEANWHILE, DEPUTY PRIME MINISTER GHAFAR BABA WAS AWARDED THE TITLE +THE FATHER OF THE DEVELOPMENT OF MALAY PETTY TRADERS AND HAWKERS+ BY THE FEDERATION. -- MORE  
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ENCIK GHAFAR SAID SEVERAL BUSINESSMEN FROM JAPAN, CANADA AND ITALY VISITED THE COUNTRY RECENTLY AND EXPRESSED INTEREST IN INVESTING IN THE NATION.

HE ADDED THAT HE WOULD SUGGEST TO THE CABINET THAT A DELEGATION OF ENTREPRENEURS AND GOVERNMENT AGENCY OFFICIALS BE SENT TO THE THREE COUNTRIES TO ATTRACT MORE INVESTORS.

ENCIK GHAFAR EXPRESSED CONFIDENCE THAT THE COUNTRY WOULD BE INDEPENDENT AND WOULD NO LONGER REQUIRE FOREIGN INVESTMENTS BY THE 21ST CENTURY. -- BERNAMA