

Dr M on need to ensure quality goods production

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THERE is a need for Malaysians to be more competitive in view of the emergence of newly industrialising countries in the international market. Those who fall will not be able to hold on to their positions, Prime Minister Datuk Seri Dr Mahathir Mohamad said.

Since Malaysia is promoting exports of manufactured products, it has to make an effort to ensure that its industries have the ability to produce quality products, Datuk Seri Dr Mahathir said at a lecture on white collar quality management in Kuala Lumpur yesterday.

He stressed the importance for managers to be open-minded in coping with changes and new

approaches that have to be adopted in the face of the current economic uncertainties.

"We must be prepared to re-assess principles, methods and management style. It will be up to senior managers to provide leadership direction in adjusting to the prevailing situation," he said.

A change in attitude in the context of quality control is to take more serious interest as well as greater pride in one's work and that of the organisation, he said.

The feeling of personal satisfaction will lead to greater productivity and ensure work quality and, in the final analysis, make the country's name and

image, he added.

Datuk Seri Dr Mahathir said cultivation of good work ethics is a continuing process, one which should not cease even on attainment of the objectives.

He noted that the Government is the biggest employer of white collar staff. As such, the culture of quality has to be instilled at all levels.

Asked whether the software industry will receive incentives, Datuk Seri Dr Mahathir said he did not see the need for it.

"If all the industries wait for incentive, there will be no industry then. The people must learn to work without incentives," he added.