

Managers must be committed to quality: Dr M

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KUALA LUMPUR, Thurs. — Datuk Seri Dr Mahathir Mohamad today called for a greater commitment towards quality at all managerial levels to ensure Malaysia's competitive edge in the international market.

The Prime Minister said every manager must be aware that the nation was entering a new era of competitiveness and as such, a commitment to quality must be instilled at the highest level in the nation's managerial structure.

"Our success or failure depends on

PROGRAMME FOR QUALITY,
FIRMS URGED

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the personal commitment of managers in instilling this concept of quality at all levels, particularly at the national level.

"We are aware that this commitment towards quality will not succeed if it does not begin at the top-most level of the nation's managerial structure," he said when opening the lecture on *White Collar Quality Improvement* here.

Dr Mahathir also said that serious attention must be directed towards creating an industrialised capability based on quality since Malaysia was now making efforts to encour-

age export of locally manufactured goods.

He said competition in the international market would become stiffer with the entry of new industrialised nations, adding that the country that could manufacture the best quality products would have the edge.

He hoped that work ethics based on confidence and belief in quality would form the basis for greater industrial growth in the country.

Dr Mahathir also spoke on the need for top-level managers to be open-minded toward changes and new approaches that have to be adopted in the wake of the current economic uncertainties.

He said they must be prepared to reevaluate their management approach, methods and principles, adding that it was up to them to provide leadership in pioneering new management styles.

Privatised Government companies especially, he said, needed a more dynamic management style — one that was prepared to take into consideration the customers' needs with regard to quality and service.

"Privatisation by itself will not bring any benefit. It will only benefit the people and the Government if quality commercial management

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Aim for zero defect, says PM

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styles are adopted," he said.

Dr Mahathir also said that pride in personal and organisational achievement was important, adding that through the feeling of pride, productivity could be upgraded and the country would in turn be respected as well as held in high esteem by others.

The Prime Minister also drove home the point that the inculcation of quality work culture was a continuous process and should be upgraded at all times.

"We aim to achieve zero defect or perfection," he added.

Dr Mahathir also said the "quality culture" should be imbued in all Government servants so that they would want to achieve excellence and quality in their work.

He said that with the development of modern technology in the country, more skilled workers would be needed in white collar jobs.

The lecture organised by IBM and Sirim was conducted by IBM's Quality Institute director Dr Thomas J. Barry. More than 100 senior Government and private sector officials attended the function.