

Dr M: Avoid going for fast gains

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KUALA LUMPUR, FTI. — Prime Minister Datuk Seri Dr Mahathir Mohamad told industrialists tonight that their enemy to continued success was the desire to make short-term gains.

"By giving priority to short-term gains, work is carried out and goods are produced without consideration for repeat orders," he said at the presentation of Industry Excellence Awards.

Dr Mahathir presented the awards to 10 companies in the hotel and manufacturing industry. Among them were the Rasa Sayang Hotel and Bay View Hotel Penang and the Suraya Hotel of Kuantan.

The winners in the manufacturing sector include Motorola of Penang, Hewlett Packard Sales, Heveafil Sdn Bhd, P.K. Electronics and Nestle Bhd.

He said: "Products or services which are of low quality and cheap may bring big profits but this may occur only once or for a short period of time.

"The products may eventually be rejected by the market and this could result in long-term losses."

Quality products and ser-

vices might increase production cost and reduce profits, but this would be more beneficial and might ensure long-term revenue, he said.

Stressing that there is no short-cut to success other than through hard work and diligence, Dr Mahathir said it was necessary to emphasise on "excellence" in all types of work.

"Advance communication systems have resulted in consumers having wider knowledge of products and services which collectively give them wider choices," he said.

"Production and marketing have to take into account the sophisticated knowledge of consumers."

He said Malaysia's exports this year were expected to reach record levels because in the first nine months, \$21.2 billion in foreign exchange earnings have been recorded.

Dr Mahathir attributed this to hard work and the policies which have guided Malaysia's industries towards the achievement of excellence in all sectors.

"It is the responsibility of all individuals to provide their best service to ensure the achievement of excellence. Excellent service is in itself a reward."

He said the Industry Excellent Awards were given to the manufacturing and hotel industries for showing impressive growth.

He said the manufacturing sector contributed 25 per cent of the gross national product and 54 per cent of the nation's total exports.

He urged industrialists to increase the use of local raw materials and components.