

# PM: Ensure quality in all areas of work

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KUALA LUMPUR, Fri. — Malaysia needs a society which is capable of implementing an excellent work culture to produce quality services and products, Prime Minister Datuk Seri Dr Mahathir Mohamad said today.

He said quality should be emphasised in all aspects of work, including services, management and manufacturing.

"We need total, company-wide and nation-wide quality control. To ensure quality, we have to work conscientiously and responsibly.

"It is the hope and wish of the Government that all individuals in the public and private sector will be more committed to their duties and responsibilities to achieve quality in all

aspects of work," he said.

Speaking at the presentation of the "Prime Minister's Quality Awards" at the Putra World Trade Centre here, he said all products must satisfy the customers' requirements.

"The slogan 'the customer is always right' must be our slogan. If we work to satisfy our customers, the chances of success in marketing our products will be brighter.

"But if we work just to fulfil the conditions of our duties, sooner or later we will fail," he said.

The Prime Minister later told reporters that more workers would be given the chance to undergo training at "character-building centres" to instil in them a work culture that stresses quality.

He said the Treasury had

been asked to provide a special allocation to build such centres. Existing centres were insufficient since they can only accommodate 9,000 workers a year.

He added that the Government would engage more psychologists and other professionals to make the programme more effective.

Dr Mahathir gave away awards in three categories — the public sector, private sector and social organisations.

The recipients were the Johor State Economic Development Corporation (public sector), Intel Technology Sdn Bhd (private sector) and Selangor and Federal Territory Mentally Retarded Children's Association (social organisations).

Dr Mahathir said achieving a "zero defect" situation (producing a product without any flaw) was not impossible.

"The work process can be continuously improved because the target for achieving quality is a long-term process and the standards for fulfilling 'zero defects' can be continuously upgraded.

He said although Malaysian products have a competitive edge in international markets because of the lower labour costs, this alone cannot ensure the success of the products if they are of low quality.

"Only high quality and reasonable prices can help us compete successfully in the world market," he said.

He urged all concerned to address themselves towards creating an excel-

lent work culture as a long-term investment.

"The excellent work culture movement is not a short campaign but a long-term process that touches on the dignity of individuals, families, society and nation in striving for a top-quality life.

"The National Council of Excellent Work Culture Movement, set up last July, should come up with dynamic ways to ensure the success of efforts to boost quality," he said.

He said attitudes played an integral part in moulding an excellent work culture and this depended on the values that one held.

"If we appreciate trust, responsibility, diligence and other noble values and practise them, then we have what it takes to be successful," he said.