

# 'Good cost control is part of excellence'

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PRODUCT excellence accompanied by high production costs is not a true measure of success as the product is no longer competitive in the marketplace, says Prime Minister Datuk Seri Dr Mahathir Mohamad.

"While the quality of work must be maintained, costs should also be controlled so as not to hinder the success of an effort. Good cost control is one of the aspects of excellence," he said at the presentation of the Industrial Excellence Awards 1990 in Kuala Lumpur last night.

The Prime Minister said product excellence and cost-effectiveness form the basis of today's marketplace competitiveness, adding that it is paramount for the management to fully understand the cost-control concept.

He cautioned Malaysian businessmen not to go for short-term gains as it is not beneficial in the long run and can retard their business development.

On the Malaysian economy, Datuk Seri Dr Mahathir said the successes achieved to date are not due to pure luck but through the Government's hard work and right policies.

The country, he noted, is expected to register a Gross Domestic Product growth of 9.2 per cent this year, more than three times better than the global economic growth of 2.9 per cent.

Foreign investments in the country for the first nine months of the year totalled \$21.2 billion. Malaysia's total exports this year is expected to surpass that of last year's, he added. In tourism, Malaysia has managed to attract 5.8 million tourists in the first nine months of 1990, more than the 4.3 million projected for the whole of this year.

The Industrial Excellence Award 1990, organised by the Ministry of International Trade and Industry, is aimed at giving recognition to companies in manufacturing and hotel sectors.