

Profit-sharing way to aid handicraft industry: Dr M

By K.Y. Pung

KUALA KANGSAR, Thurs. — A new business approach with profit-sharing will be introduced to help develop the handicraft industry, Datuk Seri Dr Mahathir Mohamad said today.

The Prime Minister said the method involved the setting up of multi-purpose factories by Kraftangan Development Corporation (KDC) which would provide the management and marketing services.

"KDC has plans to set up such factories anywhere, even in Sayong (near here) if there is a need, for the making of all types of handicraft. The factory will provide the materials and take charge of the marketing services," he told newsmen

after visiting KDC's Perak complex here.

Dr Mahathir said entrepreneurs had only to take up floor space in such factories while the securing of materials and marketing would be done by the central planning agency.

"They only have to produce the handicraft and hand over the products to the factories who will market them. If we do not know marketing, we will lose out because overseas markets are bigger than the local market."

Dr Mahathir said entrepreneurs who used the facilities in such multi-purpose factories would have to share among themselves the cost of the management and marketing services provided based on a formula.

He said it had been proven that using the

business approach, the quality of handicraft could be improved in terms of the materials used, the colour and speed.

"In ceramic ware, we have found that the approach has helped to improve the quality of the clay materials used for making pottery. Entrepreneurs will not have to find and process the clay themselves. All they need to do is to buy the quality clay from the factories," he said.

Dr Mahathir said the factory could help entrepreneurs, like those dealing in batik, to introduce mass production techniques.

KDC chairman Tan-Sri Aishah Ghani said Japanese technical aid had helped KDC to improve the quality of its pots.