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Mahathir-retailers

SMALL RETAILERS SHOULD EMBARK ON HIGH QUALITY BUSINESS OPERATIONS, DR M
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KUALA LUMPUR, Jan 18 (Bernama) -- Datuk Seri Dr Mahathir Mohamad said today operators of small retail shops in the country, especially in large towns and cities, should embark on high quality business operations in line with the current modernisation of the society and the improving level of development in the country.

The Prime Minister said that they should make changes to adapt to the more affluent lifestyle and be more sensitive to the needs and requirements of the wealthier consumers.

"It will be a loss if we were to continue operating a business which is low in value in expensive and exclusive areas," he said when opening the Pernas Sogo Complex and launching the Sogo Pernas Departmental Store in Jalan Tuanku Abdul Rahman here.

He said that the increase in the population, especially in the large towns, with their newly-acquired wealth had resulted in small retail shops being unable to meet their needs.

"This was because the practice of shopping from door to door throughout the whole town for daily essentials was no longer practical," he said. --
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As such, Dr Mahathir said that with the presence of shopping centres and large complexes which could supply almost all the needs of the consumers, the problems of living in a modern city could at least be overcome.

The Prime Minister said that small traders might be affected by the presence of large complexes but they should be able to adapt themselves with the new situation.

He said that the presence of shopping complexes could actually create new business opportunities and improve the value of their assets.

"They should never suffer losses. In fact, if they are prepared to initiate changes, they would have a lot to gain from the changes in lifestyle brought about by development," he said.

However, he said by adapting to a more affluent lifestyle, it did not mean that they should be proud and arrogant. -- more

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Dr Mahathir also reminded local retailers to always place more importance on long-term profit and not seek short-term gain by selling goods at exorbitant prices especially to tourists.

Local retailers should also upgrade their knowledge and skills and learn the way their foreign counterpart conducted the retail business.

"We hope that one day Malaysian business complexes will be opened in foreign countries," the Prime Minister said.

Sogo is one of the largest chain of departmental stores in the world.

-- Bernama