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Vital to get the right market signals across speedily

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"WE are very bad in marketing in Malaysia. It is not just marketing our products but also our companies," said Prime Minister Datuk Seri Dr Mahathir Mohamad at the meeting of the Multimedia Super Corridor's International Advisory Panel recently in Kuala Lumpur.

Echoing him was Compaq Computers president and CEO Michael Capellas who reiterated that with the MSC infrastructure now in place, "marketing is the name of the game" to attract greater international interest.

Why are Malaysians repeatedly told that we are not good at marketing when the country sells billions of ringgit worth of products and services each year?

The observations are perhaps not so much about our marketing but more about our ability to correctly "market signal".