

Know-how, not know-who

Change mindset and culture, Malay entrepreneurs advised

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SHAH ALAM: Malay entrepreneurs have to move from the culture of know-who to know-how in creating wealth and finding a niche in their businesses, said Deputy Prime Minister Datuk Seri Najib Tun Razak.

"There is a need to re-engineer their thoughts and culture if they wish to be successful business players," he said before launching *Gagasan Badan Ekonomi Melayu Selangor* (Gabem) here yesterday.

Najib said being committed, passionate and focused were the only keys to success.

He said that while it was not wrong to lobby for projects from the Government, it was most unfortunate that the commissions earned from the projects were not translated into new investments to create wealth.

"But when they get the commissions or profits they lobby for another new project again."

He said this made the Government "very tired" as there was no concept among the Malays to create wealth.

Entrepreneurs should adopt the "blue ocean" strategy by creating a new market space for themselves, making themselves different from everyone else and producing something that others did not have in order to stay put in the fast changing world, he added.

Citing an example, Najib said that when the National Service started,



Project: Najib (centre) and Selangor Menteri Besar Datuk Seri Dr Mohamad Khir Toyo (on Najib's right) looking at the Sepang Goldcoast model during the opening of Gabem in Shah Alam yesterday.

many had come forward to apply to set up camps.

However, the ideal number for a camp was 400, but because there were more camps than needed, the

number of trainees in a camp had to be decreased to 300, which means less profit for each operator.

"After explaining to applicants, some of them still don't mind and

wanted to proceed," he added.

Najib said the Malay entrepreneurs should be the first to produce a product rather than following what others had been doing.