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# Be less reliant on govt help, entrepreneurs told

**'USE KNOWLEDGE, SKILLS':** Those who use own capital more likely to be successful, says PM

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**P**RIME Minister Datuk Seri Najib Razak yesterday called on local businesses to be less reliant on government assistance as they stand a better chance of succeeding on their own.

While the government was prepared to draft policies that support economic growth, Najib said business owners needed to depend on their own skills and knowledge to achieve success.

"It is a paradox — we find that businesses that receive less assistance from the government are much more likely to succeed.

"This is because their owners have invested their own capital.

"When our own funds are involved, we tend to work harder to be successful," he said at the launch of Menara PNS, the new headquarters of Perbadanan Nasional Bhd (PNS), the government agency tasked with developing the country's franchise industry, in Bangsar South here.

He said PNS' academic training centre, located in the new building, would play a key role in helping Malaysia's franchise business-



**Prime Minister Datuk Seri Najib Razak** trying a cup of coffee at the Gloria Jean's Coffees outlet in Menara PNS in Bangsar South, Kuala Lumpur, yesterday. Earlier, the prime minister launched the new headquarters of Perbadanan Nasional Bhd. Pic by Aizuddin Saad

es gain the knowledge needed to succeed.

"Franchise owners must be fluent in various topics, including rules and regulations, contract law, marketing, quality control and bookkeeping."

Najib said global food franchises, such as Starbucks, Kentucky Fried Chicken and McDonald's earned their popularity by providing a memorable experience for their customers.

"The first experience is valuable. If local franchises hope to grow and

expand, they must ensure that their customers experience something that they would want to repeat in the future."

Malaysia, he said, needed more innovators and entrepreneurs to generate wealth and to grow the economy at a faster pace.

He said innovators should explore other fields beyond science and technology, while entrepreneurs who created employment opportunities were highly valued.

Najib also launched the two-day

International Franchise Summit 2015, which starts today.

Later, he attended Friday prayers at the Ar-Rahah Mosque, which was built by his family in Kampung Kerinchi here in honour of his late mother, Tun Rahah Mohammad Noah.

Present were Domestic Trade, Cooperatives and Consumerism Minister Datuk Hasan Malek, his deputy Datuk Ahmad Bashah Md Hanipah, ministry secretary-general Datuk Seri Alias Ahmad and PNS chairman Datuk Idris Hashim.