

## **Parties Able To Manage Eight Key Criteria Will Win GE14 – Salleh**

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LUMUT, Aug 13 (Bernama) -- Parties that are better able to manage internal issues, image, perceptions and media, including social media are in a better position to win the 14th general election (GE14), said UMNO treasurer Datuk Seri Dr Salleh Said Keruak.

He said it was also imperative for political parties to manage campaign machinery well to deliver the goods.

"These eight criteria will determine which parties can win in the next general election. So pay special attention to these criteria and all these have to be well managed," he said when opening the Lumut UMNO Division delegates conference here today.

Also present was Perak Menteri Besar Datuk Seri Dr Zambry Abd Kadir, who is also Perak UMNO liaison committee chairman.

Outlining the eight possible determining factors to notch up a victory in the upcoming general election, Salleh, who is also Communications and Multimedia Minister said these included issues, image, party machinery, leadership, the media, funding, manifesto and candidate.

"These are the determining factors and whoever is control of the situation will have the upperhand to win the general election," he said.

As such, Salleh urged UMNO members to step up preparations for GE14.

"I hope UMNO members will work hard... be united and focused on winning the election," he said.

He also called on the people to give their undivided support to Zambry Abd Kadir who is also Pangkor assemblyman.

Salleh asserted that Zambry's slogan 'none left out, none sidelined' was not just an empty government slogan.

He said Zambray was instrumental in looking for initiatives and bringing numerous development projects for the benefit of the people in this state.

"He (Zambray) has done a lot for the people of Perak. Actions speak louder than words. He also possesses positive personality traits, well educated, and has the characteristics of a good leader," he said.

Salleh was confident the people of Perak would continue to faithfully support the Barisan Nasional (BN) to maintain the present state government.

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