

Book Review 'Koleksi Petua Niaga' (Malay Version)

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INTRODUCTION

Written by Siti Maimun Kamsu Wan Rafaei, this book is written to meet the need to get the tips and business principles as soon as possible within a limited time. At present, books on business are increasing and the complexity of the analysis has also increased especially in English. The core of the book is to present facts in a simple and illustrated form to create effective understanding and memory without much reading. This book is dedicated to business people and those who do not have much time but want to know the intricacies of the business in terms of tips. The tips in this book are a collection of mature business experience from Europe, the United States and Japan. If the experience time is summed up in reaching those tips based on the years from one Chief Executive to another, this will take thousands of man-years. In addition, the observations of scientists, consultants and authors themselves have been combined here to convey the tips. For those who want to explore any tips, references have been provided. The business concept or its abbreviation of commerce is associated with the handling of one or more items involving the kinds of tasks that continuously contribute to the income of an enterprise such as planning, finance, marketing, production, personnel administration and corporate resources. The written tips emphasize business aspects and not management.

The book is divided into seven chapters, involving business at one glance and is followed by six business activities - planning, finance, marketing, production, research and administration of personnel and corporate resources. The planning division is emphasized in this book and is compiled from a corporate strategy planning point. The finance division gives tips on how to generate budget profits, control finances and costs. The marketing

department is seen from selling, selling, distributing and offering goods. Production includes capacity issues, productivity, tools and technology, while research covers resource expenditure and resource use, and finally the administration section provides tips on employee recruitment, selection, formulation and reward while looking at corporate resources such as structure, manner of management style and corporate culture. Once a business, the business is related to war. There are similar features and there are different ones that can be tips on business. As with war, businesses have the key to success. Business challenges can be seen at times through business tips - profit and time, factors affecting, cost, price, market share, consumer, employee and encouragement. You can also see tips that differentiate whether one is capable of or does not handle a business. According to Bernard Taylor in James, 1985, there are similarities and differences between war and commerce. The war is to defend or capture the state while trading is about market control. The battle took a short time but the business took a long time. The war broke out in crisis, commercially, but also the crisis, but the main goal was to achieve increased productivity, quality of goods and services in the long run. War is often a government activity while a business, private enterprise activity.

In terms of war business activities, according to James (1985), success in competition as well as warfare should take into account the following: assume all competition such as the final war and not the following battle, always compete for objective not against enemy, do not diminish the task though small, depends on speed and efficiency and not the size and source of the company, getting ready, being creative, not choosing the wrong enemy, the time and the wrong place. The war in commerce is significant when competitors are considered

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enemies in capturing users. If it is clear who loses and who wins then the business war is called Business Games. According to Kenichi Ohmae (1982), every business has its own secret of success being named the Key to Success Factor. For every business, the Key to Success Factor needs to be tracked first and enhanced its effectiveness.

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