

The Bullettrain Entrepreneur, 5 Pillars Towards SME Success

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I was given a copy of *The Bullettrain Entrepreneur* written by Peter Ong as I was one of the 100 people interviewed by the author in writing the book. I was recommended to him by an old friend, someone I have known since elementary school.

I have read it and feel it deserves a review. It really stimulates my mind to embrace the 5Bs: strengthening Belief, overcoming Barriers, pushing Boundaries, crossing Borders and Be destined. We live in a fast-paced, rapidly changing business world that demands we adapt to continual change from stakeholders, shareholders, customers, employees, regulators and society. This book will provide you a sane, solid and sound framework in sustaining business growth and profitability – a new competitive landscape for the new business world.

This book is well crafted with powerful proven illustrations familiar to Malaysians and others around the world, inviting us to give what the writer says serious consideration. Peter Ong does a magnificent job in raising our awareness to adopt a more holistic approach in sustaining our business growth and profitability.

This book talks in a clear and simple manner about the 11 sound principles embraced by a successful entrepreneur, the 10 myths of entrepreneurs and lays out the five master pillars for SMEs to achieve greater heights. You will find lots of practical advice and pearls of wisdom that you can't afford to miss on how to turn your labour of love into a profitable and sustainable business. The book also provides illustrations on how each principle can be applied to make a company successful and significant.

The writer tells us that one of the myths is that big ambition starts with big action. In fact, big accomplishment is not king unless you are able to perform bigger accomplishments with regularity. Consistency is. Start something that can drive you to consistently continue with it. This is because consistency forms habits which can ultimately move mountains. It has worked for me and has kept me moving forward. Bravo, Peter Ong.

I must confess that I too subscribed to the five Ps as stated by the author i.e. Purpose, People, Process, Performance and Profit in building the foundation of my business model, overcoming barriers to gain strength in every aspect.

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physical, mental and spiritual. Shaping ourselves to be adept and to accept the new environment is the surest way of obtaining success. Keep learning, unlearning and relearning to navigate our personalized path to our pre-set destiny. This is the journey every successor has to go through to grow from strength from strength that can withstand any storm, typhoon or even hurricane. This is because its roots are already deeply rooted in the ground.

What Peter did extraordinary well is to use the bullet train as a metaphor. He emphasizes that the “secret” of successful SMEs and entrepreneurs is actually the alignment, balancing, and integration of five master pillars.

Peter illustrates his points with numerous compelling success stories of prominent business entrepreneurs worldwide. By doing so, we are able to see the entire scene through appropriate lens without being side tracked by the complication of the business process.

The Bulletrain Entrepreneur is a timely business book which dares to raise issues often overlooked by the majority of entrepreneurs. This book is right for new and existing entrepreneurs who aspire to gain the broadest perspective on how to sustain long-term prosperity in today's changing world. It is not meant to persuade or dissuade you; it's meant to inform and to inspire you with appropriate and broad perspectives so that you are much better prepared for the times ahead.

It goes without saying. Accept and follow the new solid foundation towards the sustainability of business success as reflected in the title of this handy book. I hope I have stirred you to read this book.

To know more, do get this well-researched book and read it. Enjoy reading. ■