

KUALA LUMPUR (Bernama) -- The government absorbs the cost of transporting goods sold under the 1Malaysia People's Shops 2.0 (KR1M 2.0) initiative so as to streamline the sale prices across the country, said Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi. Ahmad Zahid, who

measure of the government and also covered the cabotage policy in terms of reducing the cost of transportation for KR1M 2.0 goods sold in Sabah and Sarawak. "We're putting in efforts in coordinating the pricing, especially for Sabah and Sarawak outlets," he said, adding that the government

Terminal here Wednesday. Ahmad Zahid said KR1M 2.0 to help the people purchase essential goods at affordable prices was not a seasonal initiative. "The government hopes that the measures introduced by the Prime Minister (Datuk Seri Najib Tun Razak) will be ongoing. Insyaa



## GOVERNMENT ABSORBS TRANSPORT COST OF KR1M 2.0 GOODS - AHMAD ZAHID

is also the chairman of the National Cost-of-Living Action Council, said a special allocation was given to the relevant transport companies so that even people in Sabah and Sarawak enjoyed the same affordable prices like those in the peninsula. "This is a proactive

was taking measures to provide financial assistance with a view to reducing the cost of transportation as well as distribution. Ahmad Zahid spoke at a media conference after launching a KR1M 2.0 convenience store at KK Super Mart at the Southern Integrated

Allah (God willing), KR1M 2.0 will continue to be implemented with goods obtained directly from the producers so as to keep the prices below the market prices," he said. Ahmad Zahid said the positive response from the people had prompted the government





to expand KR1M 2.0 to Sabah and Sarawak, including in the remote areas of the two states. The branded goods sold under the KR1M 2.0 initiative were in their original wrapping and no longer sold as in-house goods in white wrapping as was done previously, he said. The owners

of outlets associated with KR1M 2.0 were existing supermarkets or shops which displayed the KR1M 2.0 logo, he said. Fifty-two outlets selling KR1M products had been and would be opened, and the target was to have 3,000 outlets over the next three years, he said. The KR1M outlets were

now operating in Selangor, Negeri Sembilan, Pahang and Kuala Lumpur. KR1M 2.0 was launched last month with improvements to the old scheme.

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