

TEMERLOH, (Bernama) -- The 50 branded daily necessity goods that are sold more cheaply compared to the market price are among the innovations brought under the Kedai Rakyat 1 Malaysia (KR1M) 2.0. Prime Minister Datuk Seri Najib Tun Razak said they were among the improvements made on the KR1M Programme which had been implemented previously

Tunas Manja Group. "We have also decided not to sell goods that are not branded because we found from the feedback that the people are more interested in branded items...that is why we retained the branded goods but at a cheaper price compared to the market price," he said. He disclosed this to reporters after officially launching the KR1M2.0 at Pasaraya TMG, here today. The event

at a special price in conjunction with the launching of the KR1M 2.0. Najib said KR1M 2.0 also hoped to open 300 outlets within the TMG network chain as well as the KK Mart which became the strategic partners of Perbadanan Nasional Berhad (PNS), the main operator of KR1M 2.0 by the end of this year. Najib said unlike previously, the new business model of KR1M 2.0 would adopt a more open



KR1M 2.0 OFFERS MORE THAN 50 BRANDED NECESSITY GOODS MORE CHEAPLY

after studying the weaknesses of the programme based on feedback from the people. "There are several changes in terms of the elements of the present KR1M and the previous one where in the past we implemented it at special shops only. But now, we implement it at shops which have become partners of the Ministry of Domestic Trade, Cooperatives and Consumerism namely the

was also attended by the Minister of Domestic Trade, Cooperatives and Consumerism, (KPDNKK) Datuk Seri Hamzah Zainuddin, Rural and Regional Development Minister Datuk Seri Ismail Sabri Yaakob and Pahang Menteri Besar Datuk Seri Adnan Yaakob. More than 6,000 residents from the surrounding areas flocked to the supermarket to get daily necessities which were sold

policy, be competitive and provide opportunities for more small retailers to participate in the business. At the same time, Najib said that initially KR1M 2.0 shops would sell four types of basic necessities at a cheaper price compared to the market price. The goods are sugar sold at RM2.85 per kilogramme compared with RM2.95 in normal shops, flour at RM1.30 compared with RM1.35,



Bunga Raya-brand rice weighing 10 kilogrammes at RM24.90 compared with RM26, and cooking oil which is still sold at RM2.50 per kilogramme because of the subsidy given by the government. He said other branded daily necessities such as the one-kilogramme Milo beverage powder and disposable Pampers were also sold at a cheaper price compared to the market price.

“This government initiative will give significant benefits to the people and they can go and shop at the KR1M 2.0 branches and make comparison with the normal shops...I hope if we want to save expenditure we must become smart and prudent consumers. “Go to the shops which have become partners of KR1M 2.0 and they will give profits not only to the buyers but also shop operators participating in the scheme because they will get more customers compared to the past. “This is an example of a government that is concerned about the requirements and aspirations of the rakyat,” he added.

-- BERNAMA

