

Daily Express

Don't hike prices during CNY, traders warned

Published on: Friday, January 17, 2020

By: Ahmad Apong

BEAUFORT: The Domestic Trade and Consumer Affairs Ministry (KPDNHEP) warned traders not to hike the prices of goods beyond the set price during the Chinese New Year festival, said its Senior Officer Fikri Lai Abdullah.

"If we receive complaint that a trader deliberately raised the price of goods and found to have committed the offence, then they must also be prepared to receive punishment.

"The KPDNHEP will carry out a price control checking operation around Beaufort, Kuala Penyu, Membakut and Sipitang at any time to ensure that no trader will commit the offence," he said when contacted Wednesday.

Those who do so would be fined.

He said the Festive Season Maximum Price Control Scheme (SHMMP) will be implemented starting Jan 20 until Feb 2 for 14 days (five days before and one day during the festival and eight days after the festival).

"The list of 15 items includes RM5.90 per wholesale chicken and at retail price is RM6.60 per kg, standard and slaughtered chicken with feet, head, liver and gall bladder or any part of it for wholesale is RM8.50 and at retail price of RM9.50 per kg and Super Chicken for whopping RM8.80 and retail price of RM9.80 per kg.

"For other items such as Grade A, B and C chicken eggs, imported round cabbage, red chilli, tomato, imported potato, white pomfret, Whiteleg shrimp, pork and fat.

"I ask cooperation from traders to put a special pink price tag on all these items that shows the price control. However, traders are encouraged to sell less than the maximum if the supply is available at low prices," he said.

Fikri warned that those who violated the rules can be fined under the Price Control and Anti-Profiteering Act 2011 (AKHAP 2011).

"For individuals who commit the offence of selling controlled items beyond a specified maximum price may be subject to a fine of up to RM100,000 or imprisonment of not more than three years or both or a fine of RM50,000.

"For a company, they may be fined up to RM500,000 or compounded up to RM250,000.

"Individuals who commit the offence of failing to place a pink price tag on controlled goods for sale may be fined up to RM10,000 or compounded up to RM5,000 while a company may be fined up to RM20,000 or compounded up to RM10,000," he said.

He said for complaints and inquiries, the KPDNHEP provide a toll-free line at 1-800-886-800 or visit their official e-complaint portal at eaduan@kpdnhep.gov.my or email e-adian@kpdnhep.gov.my.

The public can also contact the Ez ADU KPDNHEP through the smartphone application or the Strategic Information & Movement Centre (PIGOS) at 03-8882 6088/6245 or report to the Beaufort KPDNHEP Office or any of their offices or WhatsApp to 019- 2794317.