

Abide by festivity price rules, Beaufort traders told

Published on: Tuesday, October 22, 2019

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Enforcement officers checking a shop in Beaufort.

BEAUFORT: Traders are advised to abide by the controlled price scheme during the festive season, including the upcoming Deepavali holiday, said Beaufort Ministry of Domestic Trade and Consumer Affairs Enforcement Officer, Fikri Lai Abdullah.

He said the selling price of controlled goods must not exceed the price set by the Government.

"I advised traders to put special red tag on the controlled goods to differentiate it with other prices. However, traders are encouraged to sell the controlled goods for less than the price fixed.

"It is an offence for traders to sell higher than the price set by the government for which KPDNHEP can take action under the Price Control and Anti-Profiteering Act and they can also be fined," he said.

He said traders can be fined up to RM100,000 or imprisonment of not more than three years, or both, or compounded up to RM50,000. For companies, they can also be fined RM500,000 or compound up to RM250,000.

"Those who fail to place price tags on controlled goods will also face a court fine of up to RM10,000 or compounded RM5,000.

"While for companies, they can be fined up to RM20,000 or compounded RM10,000," he said.

Complaints can be made to toll-free line at 1-800-886-800 or visit KPDNHEP's official e-complaint portal at edauan@kpdnhep.gov.my or e-mail to edauan@kpdnhep.gov.my.

They can also file a complaint at the Strategic Movement and Information Centre (PIGOS) at 03-8882 6088/6245 or report to any KPNHEP's Beaufort branch offices.