

Product prices to be monitored by 2,300 officers during holiday season



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KUALA LUMPUR: A total of 2,300 enforcement officers will monitor the prices of essential goods at supermarkets, markets and retail outlets nationwide to ensure that traders comply with the Festive Season Maximum Price Control Scheme (SHMMP) during the Christmas and New Year festive season, said the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP).

Its deputy secretary-general Dr Alauddin Sidal said that traders found guilty of increasing the prices of 19 controlled items for no valid reason, or failing to display price tags on items will face stern action under the Price Control and Anti-Profiteering Act 2011.

He said individuals selling items above their ceiling price could be fined up to RM100,000, or jailed for not more than three years, or both; or pay a compound of up to RM50,000.

Companies, meanwhile, could be fined up to RM500,000 or pay a compound of up to RM250,000.

"For failing to display the pink price tag on controlled goods, individuals can be fined up to RM10,000 or issued a compound of up to RM5,000, and companies can be fined up to RM20,000 or pay a compound of up to RM10,000," he said today. – Bernama

