

## Prices of goods to be monitored during Xmas

**KUALA LUMPUR:** Some 2,300 enforcement officers will monitor prices at supermarkets, wet markets and retail outlets nationwide to ensure the Festive Season Maximum Price Control Scheme (SHMMP) is adhered to.

Domestic Trade and Consumer Affairs Ministry deputy secretary-general Dr Alauddin Sidal said those found increasing the prices of 19 controlled items without a valid reason and also failing to display the pink price tag would face stern action under the Price Control and Anti-Profiteering Act 2011.

He said individuals found guilty of selling the items above the maximum price could be fined up to RM100,000 or jailed not more than three years or both, or pay compounds up to RM50,000, while companies could be fined up to RM500,000 or compounded up to RM250,000 for committing a similar offence.

"For failure to display the pink price tag on controlled goods, individuals can be fined up to RM10,000 or compounded up to RM5,000.

"Companies can be fined up to RM20,000 or compounded up to RM10,000," he told reporters after the launch of SHMMP Christmas 2019 at a mall here yesterday.

In Terengganu, the ministry recorded 34 cases under the Price Control and Anti-Profiteering Act.

Its director Saharuddin Mohd Kia said a total of 13 investigation papers had been opened, while in other cases, compliance notices were issued.

"The number of offences was based on 43,304 inspections carried out at 8,786 premises involving four districts, namely Kuala Terengganu, Kemaman, Dungun and Besut.

"The offences included selling controlled items above the ceiling price and failing to display the pink price tag on goods," he told reporters after launching the state-level SHMMP campaign yesterday. —  
Bernama





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