

BULETIN • BIL. 4 • KELUARAN 3/94 • ISSN 0128-8466 • JULAI – SEPTEMBER 1994

# PERDAGANGAN

KEMENTERIAN PERDAGANGAN DALAM NEGERI DAN HAL EHWAL PENGGUNA

## SEMINAR PENGGUNAAN MAKLUMAT PATEN OLEH INDUSTRI



YB Dato' Haji Abu Hassan Hj Omar

**S**ATU seminar Penggunaan Maklumat Paten oleh Industri telah diadakan pada 11 dan 12 Julai 1994 di Hotel Istana, Jalan Raja Chulan, Kuala Lumpur. Tujuan seminar ini diadakan adalah untuk memberikan pendedahan kepada pihak industri dan institusi-institusi penyelidikan berkenaan dengan kepentingan dan penggunaan maklumat Paten (*Patent Information*) dalam mempertingkatkan lagi teknologi dalam industri di negara ini sesuai dengan matlamat kerajaan menuju ke arah Wawasan 2020.

Seminar ini telah dirasmikan oleh Menteri Perdagangan Dalam Negeri Dan Hal Ehwal Pengguna, YB Dato' Haji Abu Hassan Haji Omar. YB Menteri dalam ucapannya menekankan akan kepentingan Paten dalam mempertingkatkan lagi ekonomi negara. Dengan

adanya sistem Paten yang menyeluruh, ia akan meningkatkan lagi aktiviti reka cipta dan menggalakkan pelaburan asing di Malaysia. Pereka cipta-pereka cipta akan lebih yakin untuk mencipta sekiranya hak mereka dilindungi. Justeru itu beliau menyarankan per-

untuk yang lebih besar dalam Penyelidikan dan Pembangunan (R&D).

Beliau juga dalam ucapannya mengambil Jepun sebagai contoh. Jepun telah memperkenalkan sistem Paten pada tahun 1871 lagi dan hasil dari lawatan pemimpin-pemimpin mereka ke Amerika Syarikat, mereka telah menyatakan:

*"We have looked about us to see what nations are the greatest, so that we can be like them. We asked, "What is it that makes the United States such a great Nation?" and we investigated and found that it was Patents and we will have Patents".*

Menyedari akan hakikat ini, beliau menyatakan bahawa pihak kerajaan sentiasa memberikan sokongan kepada aktiviti-aktiviti penyelidikan dan aktiviti-aktiviti yang me-

LIHAT MUKA 16

### KANDUNGAN

REGULATIONS  
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# REGULATIONS ON TRADE DESCRIPTIONS (ARTICLES MADE FROM PRECIOUS METALS) 1994

**T**HE Trade Descriptions Regulations (for Articles made from precious metals) 1994, under the Trade Descriptions Act 1972, was gazetted by Government Gazette P.U. (A) 292 dated 1 August 1994 and shall come into force on the 1st August 1995.

A grace period of one year (1st August 1994 to 31st July 1995), was given to enable the Ministry with the cooperation of manufacturers associations, consumer associations and other NGO's to disseminate information to the relevant purchasers/consumers, sellers and also to manufacturers of precious metals. This grace period gives time for SIRIM to approve standard methods for testing of gold, silver and platinum as well as establish a standard, method for sampling. A nationwide education programme through 'road shows' for buyers and traders of precious metals has been planned by the Ministry of Domestic Trade and Consumers Affairs, with the help of relevant bodies such as the Federation of Goldsmiths and Jewellers Association of Malaysia.

"Precious metals" as stated in the regulations, refers both gold, silver or platinum in its fine form or these metals in the form of alloys.

The regulations have 3 main objectives:-

- To protect the rights and interests of a buyer/purchaser by guaranteeing the standard of fineness of the precious metal;
- To enhance purchasers' confidence regarding the

quality of locally made gold, silver and platinum articles;

- To encourage orderly growth and development of the gold, silver and platinum industry.

Highlights of important provisions of this new legislation are as follows:-

- That articles made from precious metal are marked with "standards of fineness" which are specified by legislation. The "standards of fineness" for gold are 999, 950, 916.6, 875, 835, 750, 585 and 375. The standards of fineness for silver are 958.4, 925, 830 and 800; and for platinum os 950.
- That the use of solder is now controlled;
- That is mandatory now to issue receipts in Bahasa Malaysia for every transaction for the purchase of articles made of gold, silver and platinum. Details such as the seller's name and address, date of purchase, standard of fineness, price per gram, net weight and overall price should also be stated.
- Where any item is plated with gold, silver or platinum, the word "plated" is to be clearly stated and should at least be the same size as the words "gold", "silver" and "platinum" on the said articles.

Articles manufactured prior to 1st August 1995, shall be exempted from the ambit of the regulations.

Anyone found contravening these regulations shall be liable to a fine. For an individual first time offender, a fine not exceeding RM100,000 or a jail term not exceeding 3 years, or both shall be imposed. For a second or subsequent offence; the individual shall be liable to a fine not exceeding RM200,000 or a jail term not exceeding 6 years, or both.

For corporations the fine for the first offence shall not exceed RM250,000 and for second or subsequent offences, shall not exceed RM500,000.

## SIDANG PENGARANG BULETIN PERDAGANGAN

Penasihat

Y.Bhg. Datuk Samsudin Osman

Ketua Pengarang

Hajjah Aminah bte Pit Abd. Rahman

Pengarang

T. Nagalingam

S. Supramaniam

Mr. Khoo Beng Chit

Yaacob bin Mentol

A.R. Gunasegaran

Mohd. Nor Abu Bakar

Susunatur grafik

Ismail bin Hamad

## BULETIN PERDAGANGAN

diterbitkan 3 bulan sekali dengan tujuan untuk menyebarkan data-data, maklumat dan petunjuk-petunjuk komersil dan ekonomi bagi kegunaan pihak swasta dan awam. Maklumat diperolehi dari data sekunder (secondary) dan primer (primary) bagi sektor-sektor tertentu. Bagi maklumat selanjutnya, sila alamatkan sebarang pertanyaan kepada:-

**Urusetia:**  
**Buletin Perdagangan,**  
**Bahagian Perancangan dan Pembangunan,**  
**Kementerian Perdagangan Dalam Negeri**  
**dan Hal Ehwal Pengguna, Tingkat 23,**  
**Menara Maybank, 100 Jalan Tun Perak,**  
**50050 KUALA LUMPUR.**  
**Tel: 03-2329955 Faks: 2389558**

## CONSUMER PRICE WATCH: PRICE DIFFERENTIALS WITHIN CHAINS IN THE KLANG VALLEY

In August 1994, the Ministry of Domestic Trade and Consumer Affairs carried out a random price comparison of 18 household products among 12 established department stores in various locations in the **Klang Valley**. All these stores/chains have between two to four outlets each within the Valley. This survey was carried out in order to prepare a price auditing report on several consumer products. The result of the survey revealed a surprising and somewhat disturbing anomaly in the pricing policy of retailers in this locality.

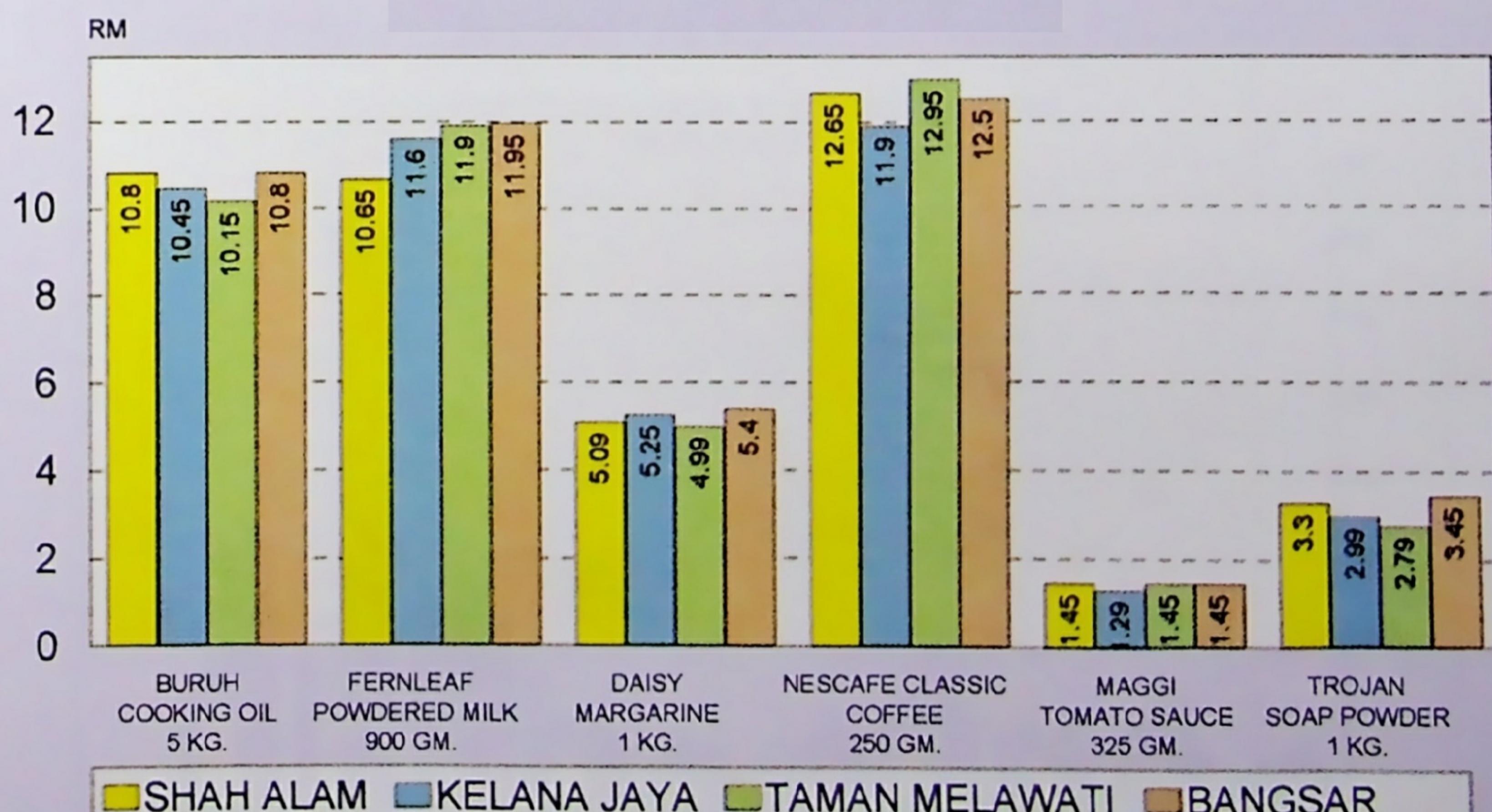
It was found that there were unusual price variation for like products at different outlets and different locations of a similar department store/chain. What was even more disturbing was the fact that price differences at various outlets in different locations of the Klang Valley varied by as much as 0.30 sen to RM2.01 or 2.5% to 20% for a product of standard brand and

weight. For example the price of a 5 kg. tin of "Buruh" brand cooking oil costs as much as RM10.80 at the Shah Alam and Bangsar outlets of the Giant chain, but costs only RM10.15 at its Taman Melawati outlet. Please see Chart No. 1. Similar pattern of differential pricing seems to be the strategy of all the other departmental chains in this Klang Valley. At OCEAN the price differential is 0.50 sen with the outlet at Kajang being the cheapest at RM10.20 and highest at the Klang outlet RM10.70. One wonders why different branches of the same department store at various locations within the Klang Valley has such varied prices for like goods.

In the case of the price of the 900 gm. tin of **Fernleaf Instant Powdered Milk**, the intra chain as well as inter-chain price differential is alarming. This product at OCEAN-Kajang costs only RM11.00 but at its Klang outlet it is at a high of RM13.00 - a RM2.00 or a 18% price differential. At Giant outlets the highest price is RM11.95 (Bangsar) while the lowest at RM10.65 (Shah Alam) for a price differential of RM1.31 sen or 12%. When one compares across chains, a similar picture appears. A tin of **Fernleaf Instant Powdered Milk** costs only RM11.25 at the Overseas Union Garden

See Page 10

GIANT SDN. BHD.  
PRICE COMPARISON OF HOUSEHOLD PRODUCTS IN VARIOUS LOCATIONS  
IN THE KLANG VALLEY - AUGUST 1994



## KETUA SETIAUSAHA BARU KEMENTERIAN PERDAGANGAN DALAM NEGERI DAN HAL EHWAL PENGGUNA

KETUA Setiausaha yang baru iaitu Y.Bhg. Datuk Samsudin bin Osman mula menjalankan tugas di Kementerian ini pada 1 September 1994 menggantikan Y.Bhg. Datuk Dr. Johari bin Mat yang telah bertukar sebagai Ketua Setiausaha, Kementerian Pendidikan Malaysia.

Sebelum bertugas di Kementerian ini, Y.Bhg. Datuk Samsudin bin Osman telah berkhidmat di Pejabat Setiausaha Persekutuan (Sabah), Kementerian Pengangkutan Malaysia, Institut Tadbiran Awam Negara (INTAN), Setiausaha Sulit Khas kepada Ketua Setiausaha Negara dan Jabatan Perkhidmatan Awam Malaysia.



Y.Bhg. Datuk Samsudin Osman

## TRADE MARKS

DURING the last eight months of 1994, trade mark applications increased by 28.3% in comparison to the year 1993. The increase could be attributed to the reduction in processing time of a trade mark application. Prior to 1993, an application could only be processed in about 60 months whilst now it could be registered within an estimated time of 15-18 months. The reduction in processing time is due to the increase in manpower specifically trade mark examiners, automation and streamlining of certain examination procedures.

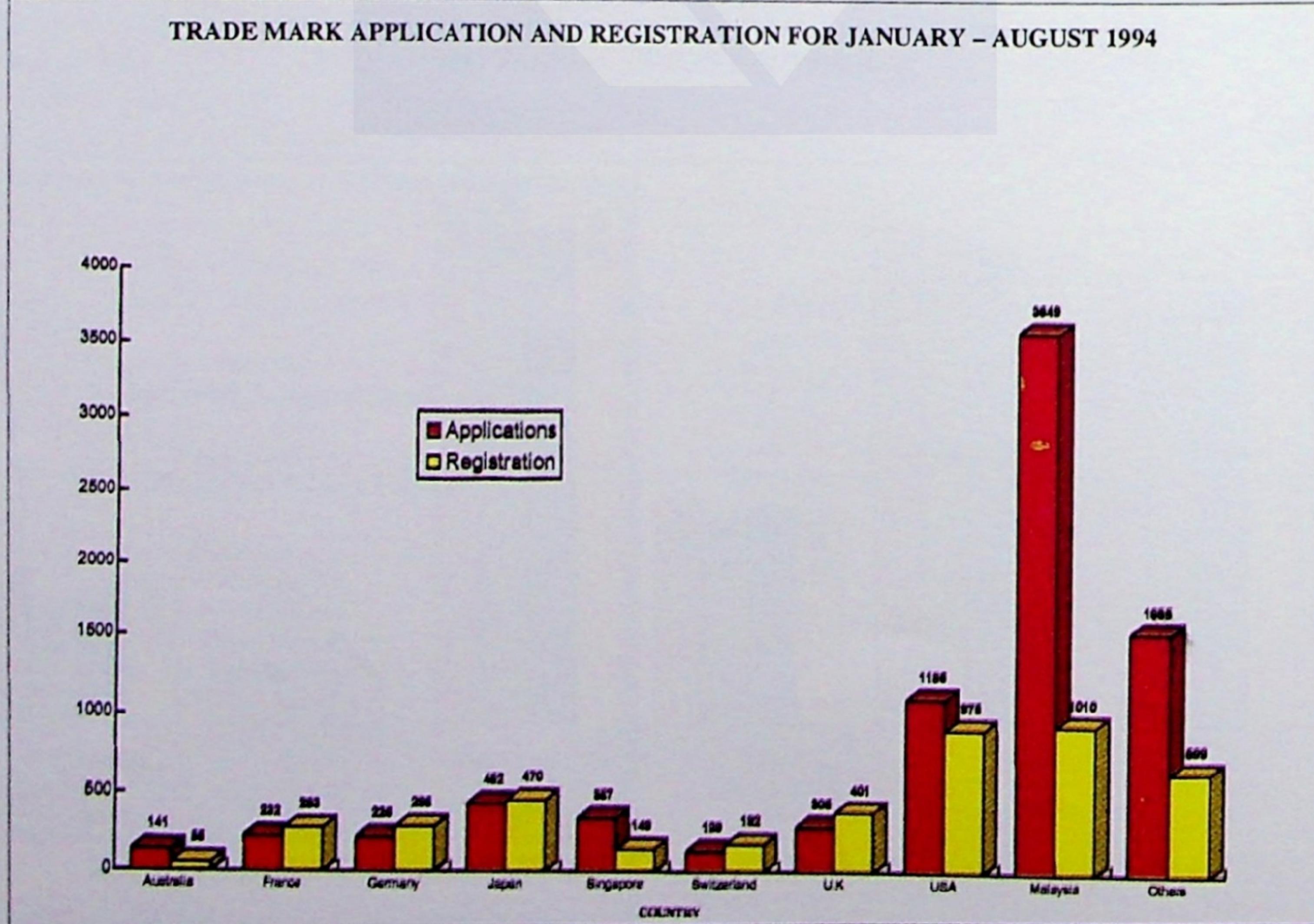
As regard to the applications processed, it must be

explained that in 1993, the Intellectual Property Division (IPD) inherited an accumulated number of applications over the last 7-8 years totalling about 60,000. A concerted effort by the examiners together with prudent management team enabled IPD to process a large number of applications amounting to 47,681.

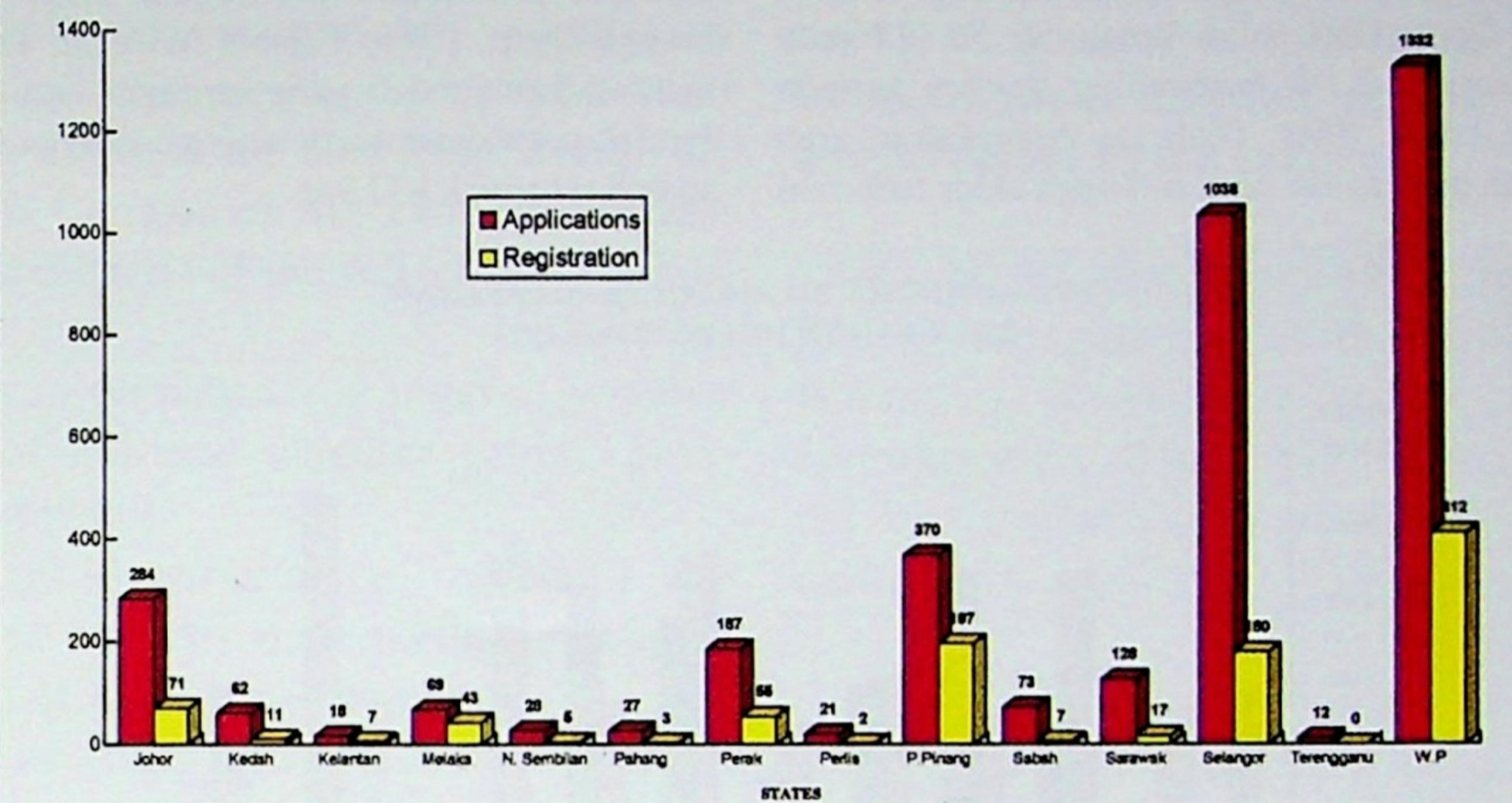
About 68.5% of the applications in Malaysia are filed in the Klang Valley. This reflects the entrepreneurs awareness to seek protection of their trademark besides indicating the concentration of industrial growth in the Klang Valley as compared to the other states.

In comparison to their foreign counterparts, the total applications filed from the Malaysian states account for 50.2% whilst 49.7% are from the foreign countries. Out of this, about 32.7% applications filed were from the U.S.A.

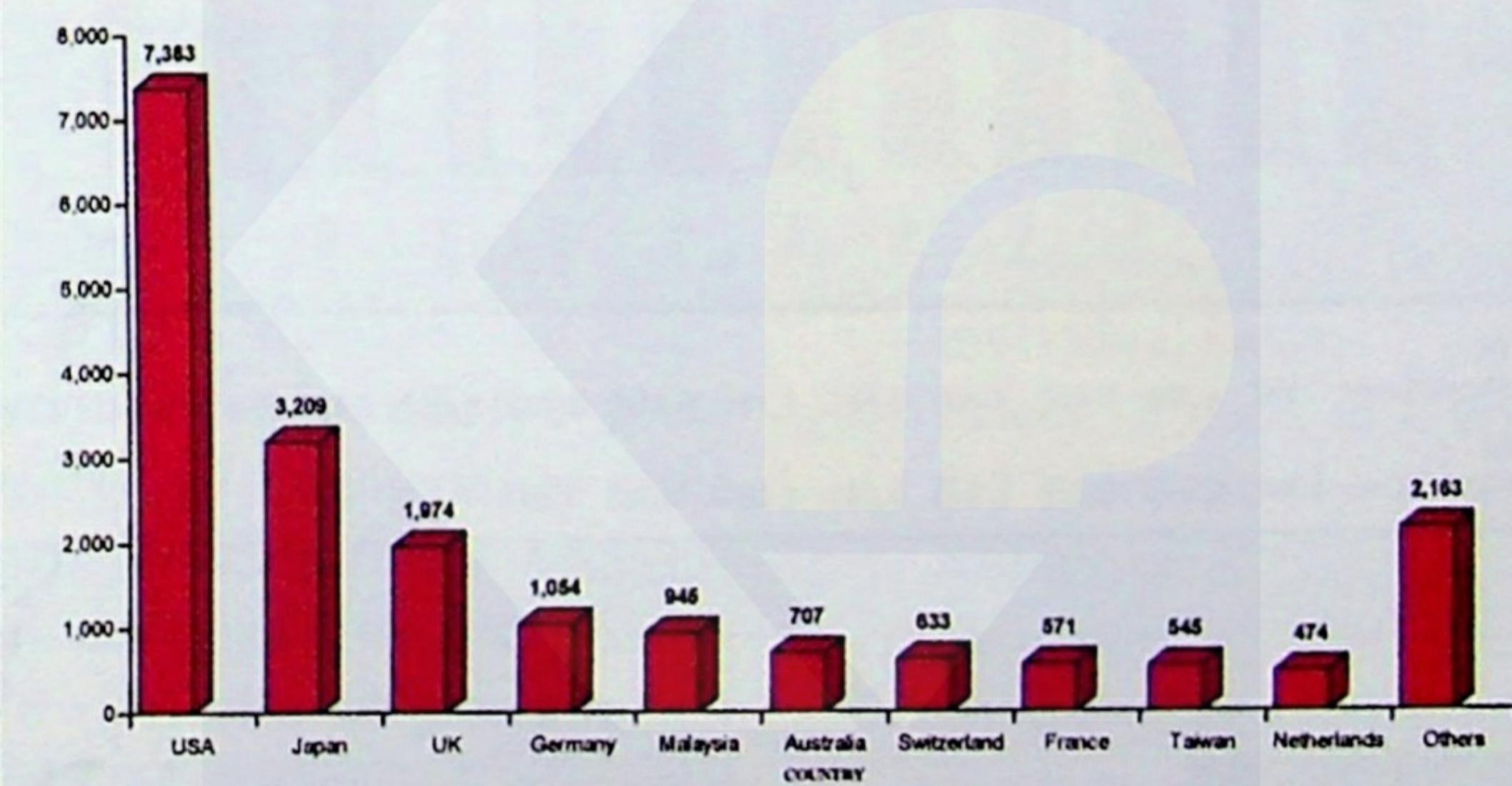
TRADE MARK APPLICATION AND REGISTRATION FOR JANUARY – AUGUST 1994



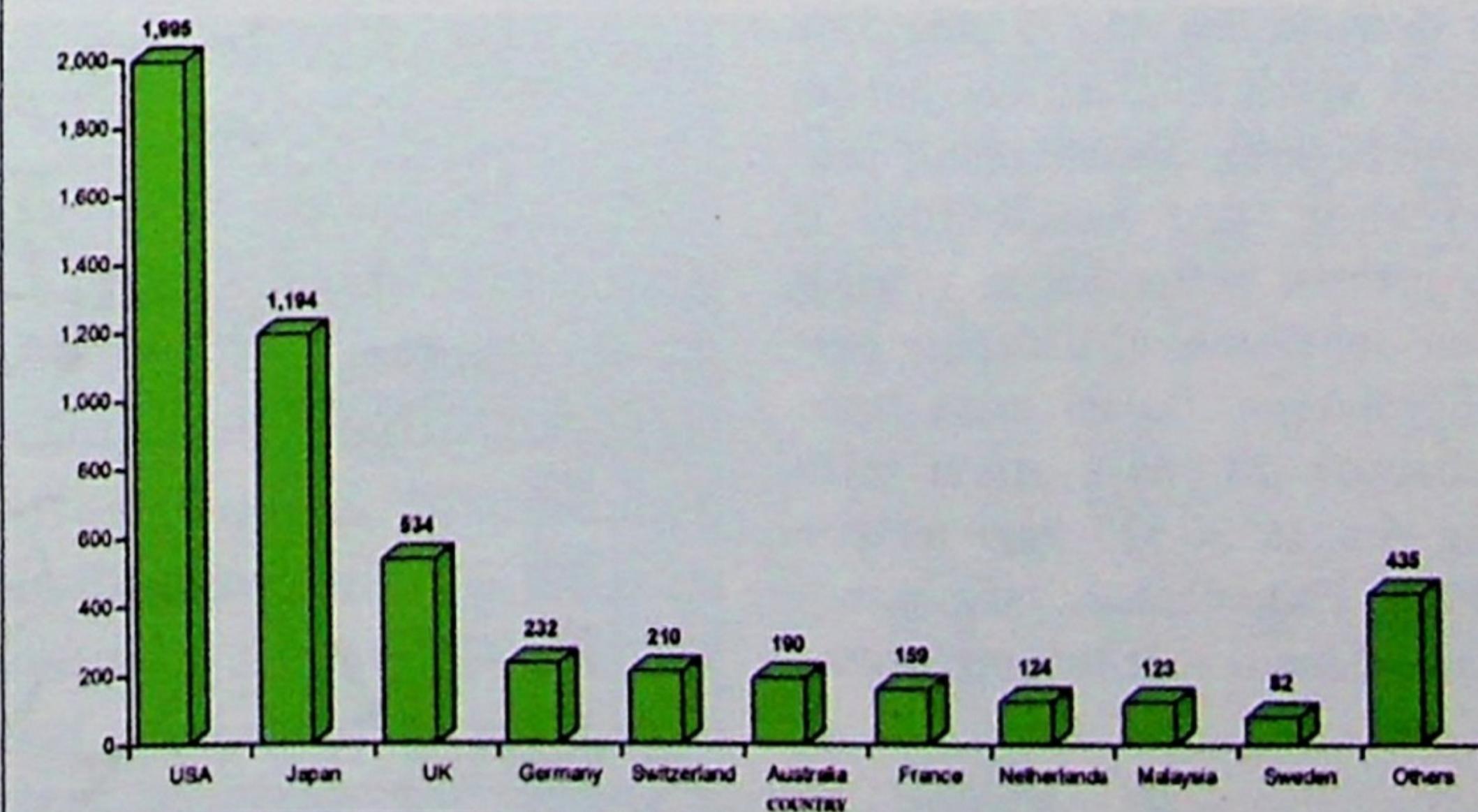
TRADE MARK APPLICATION AND REGISTRATION FOR JANUARY – AUGUST 1994



PATENT AND UTILITY INNOVATION APPLICATIONS RECEIVED  
(AS AT AUGUST 1994)



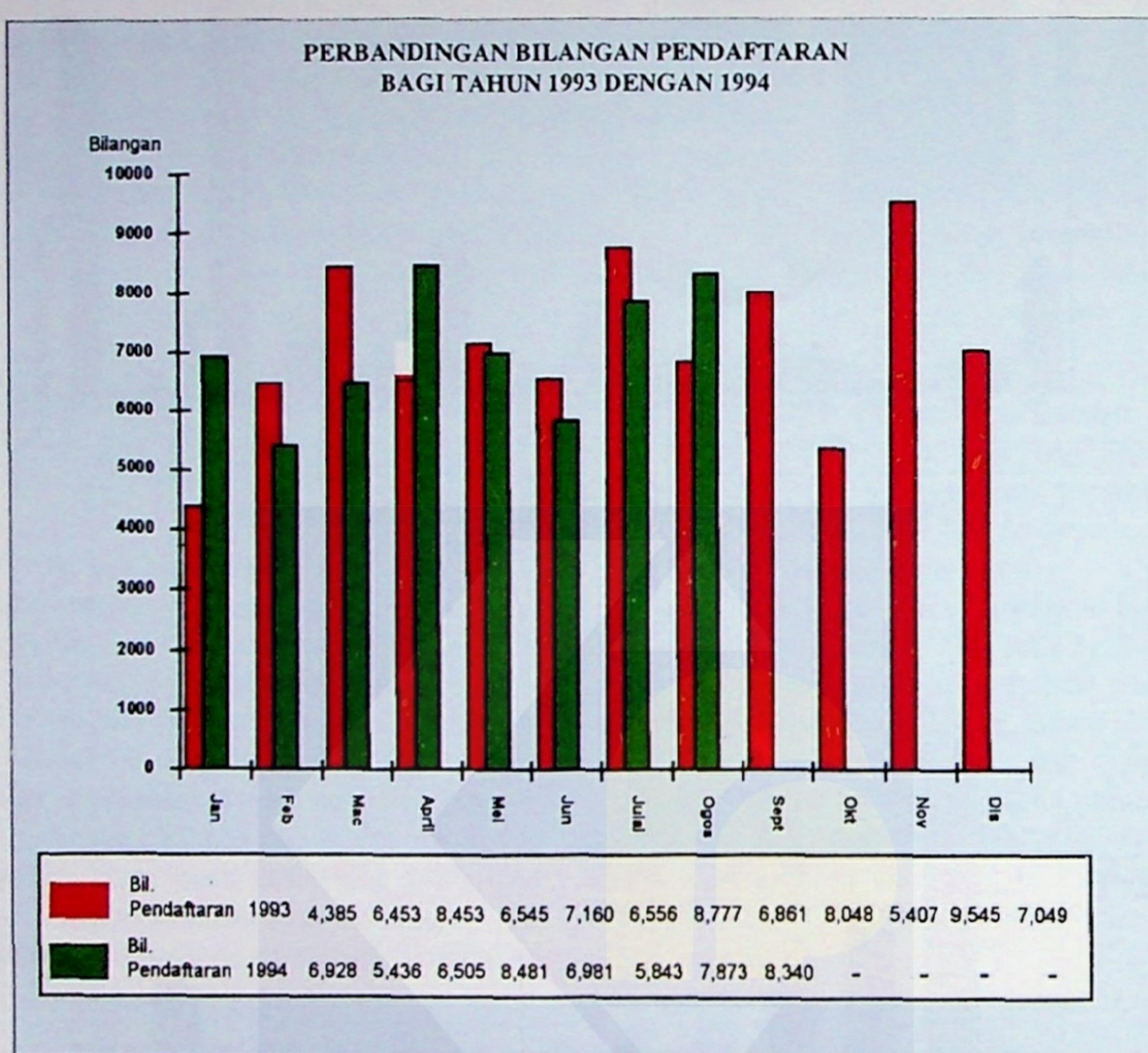
PATENT AND UTILITY INNOVATION GRANTED  
(AS AT AUGUST 1994)



## PENDAFTARAN PERNIAGAAN

**JUMLAH** perniagaan baru yang didaftarkan bagi tempoh Januari hingga Ogos 1994 ialah sebanyak 56,383 iaitu peningkatan sebanyak 2.1% berbanding dengan tempoh yang sama bagi tahun 1993. Oleh itu dijangkakan arah aliran pendaftaran perniagaan baru sehingga akhir tahun ini

akan meningkat pada kadar dua hingga tiga peratus. Bagi tempoh Januari hingga Ogos 1994, Pejabat Negeri Selangor masih lagi mencatatkan jumlah pendaftaran yang tertinggi iaitu sebanyak 11,413 dan diikuti oleh Pejabat Wilayah Persekutuan sebanyak 9,241. Semenara penutupan perniagaan bagi tempoh Januari hingga Ogos 1994, Pejabat Wilayah Persekutuan telah mencatatkan jumlah yang tertinggi iaitu sebanyak 5,219. Jumlah perniagaan yang wujud sehingga bulan Ogos 1994 adalah sebanyak 872,946.



## PENDAFTARAN SYARIKAT

SEHINGGA akhir bulan Ogos 1994, sebanyak 84,786 permohonan carian nama diterima dan 45,273 atau 53% diluluskan untuk penubuhan syarikat. Daripada jumlah tersebut, cuma 28,184 atau 62% digunakan untuk pendaftaran syarikat.

Jika dilihat dari segi prestasi pertumbuhan syarikat berbanding dengan tahun sebelumnya, didapati pertumbuhannya adalah menggalakkan. Dalam masa lapan bulan pertama 1994, sebanyak 28,184 syarikat telah diperbadankan berbanding dengan 20,527 bagi tempoh yang sama pada tahun 1993. Pertumbuhan yang menggalakkan ini menunjukkan kedudukan ekonomi negara yang bertambah baik.

### PERMOHONAN CARIAN NAMA DAN KELULUSAN UNTUK PENDAFTARAN SYARIKAT BAGI TAHUN 1994



# UNIT TRUST

A method of investing in shares, which has proved exceptionally popular, is through the medium of a unit trust scheme. Unit Trust is an 'interest' within the meaning of the Companies Act 1965. An interest is defined in section 84 of the Act as:

"any right to participate or interest, whether enforceable or not and whether actual, prospective or contingent -

- (a) in any profits, assets or realization of any financial or business undertaking or scheme whether in Malaysia or elsewhere;
- (b) in any common enterprise whether in Malaysia or elsewhere in which the holder of the right or interest is led to expect profits, rent or interest from the efforts of the promoter of the enterprise or a third party; or
- (c) in any time-sharing scheme; or
- (d) in any investment interest,"

A Unit Trust Scheme is constituted by a trust deed made between a management company ('the managers') and a trustee ('the Trustee') for the benefit of beneficiaries ('the unitholders'). The main function of the manager will be to select and manage, within the terms of the trust deed, a portfolio of investments which will comprise the deposited property of the unit trust. In other words the money of a large number of people is pooled together and left in the hands of professional managers who make the investments for the benefit of unitholders. The rights of a unitholder are safeguarded by company law and its incidental legislations, and the provisions incorporated in the trust deed held by a trustee.

The principal duty of a trustee of a unit trust scheme consists of holding the investments of the trust and collecting and distributing the income of the trust. It is required, among other things, to exercise due diligence and vigilance in carrying out its functions and duties and to safeguard the rights and interests of the registered

holder as well as to ensure that the managers at all time comply with the requirement and guidelines of any regulatory and other authorities having supervision of unit trust. It will also cause the manager to keep proper books of account in relation to the fund and to have them audited at the end of each accrual period by the auditor.

As at 30 September 1994, there exists 52 funds managed by 20 managers. The total funds of these unit trusts amounted to approximately RM10.142 billion, representing the investments of over 5.8 million separate unitholders.

Some of the advantages of investing in units of a unit trust may be summarised as follows:-

- (i) Unit trust enables investment risks to be spread over a wide portfolio so that it does not suffer if there is a down turn on one particular sector;
- (ii) Unit trust enables the small investor to entrust his savings (however small) to professional management in a manner which would not be available to him on an individual basis;
- (iii) Prices of units in a unit trust scheme often fall more slowly than the overall stocks in bad times;
- (iv) New units can be brought from or existing units can be sold to, the fund managers at any time;
- (v) The professional manager has the time and facilities (expertise) to study the market, unlike the small investor; and
- (vi) Annual distribution of dividends provides a steady supplement income.

So, for small time investors, who want to invest in shares but money, time and expertise is limited, unit trust may be just the right medium.

**LIST OF UNIT TRUST MANAGERS  
AS AT 30 SEPTEMBER 1994**

Name of Management Companies	Total No. Of Fund
AMANAH SAHAM MARA BERHAD	Managed by ASM-MARA
ASIA UNIT TRUST BERHAD	6
PENGURUSAN KUMIPA BERHAD	1
AMANAH SAHAM MIC-TPG BERHAD	3
PELABURAN JOHOR BERHAD	2
KUALA LUMPUR MUTUAL FUND BERHAD	6
AMANAH SAHAM NASIONAL BERHAD	2
ARAB-MALAYSIAN UNIT TRUST BERHAD	4
AMANAH MERCHANT UNIT TRUST BERHAD	1
BBMB UNIT TRUST MANAGEMENT BERHAD	2
BHLB PACIFIC TRUST MANAGEMENT BERHAD	2
MBF UNIT TRUST MANAGEMENT BERHAD	1
MAYBAN UNIT TRUST MANAGEMENT BERHAD	2
DCM-RHB UNIT TRUST MANAGEMENT BERHAD	1
PHB UNIT TRUST MANAGEMENT BERHAD	1
AMANAH SAHAM SARAWAK BERHAD	1
BIMB UNIT TRUST MANAGEMENT BERHAD	1
ASM-MARA UNIT TRUST MANAGEMENT BERHAD	13
TABUNG AMANAH SAHAM SELANGOR BERHAD	1
SAHAM SABAH BERHAD	1
PTB UNIT TRUST BERHAD	1
<b>TOTAL</b>	<b>52</b>

## INFLATION CONTROL 5000% TO 8%

**T**HE Argentinian economy underwent a radical change in only four short years. In 1989 there was hyperinflation of about 5,000%! With complete market reform based on free market policies and the limiting of the role of the state in the economy the estimated inflation for 1993 is only 8%. Further the government wants to reduce this to 2%. This is indeed a remarkable achievement by any standards.

This was achieved through monetary and fiscal policies, deregulation, privatization and other free market strategies. Price controls were abolished and the tariffs on imports reduced.

"The Argentinian economy of today functions with

completely open and free markets that are also highly transparent," so said Dr. Domingo F. Cavallo, Minister of Economy and Public Works and Services, Republic of Argentina at a lecture at ISIS Kuala Lumpur on September 7, 1994.

### **Argentina in Numbers**

Population	-	33 million
GDP (1992)	-	US\$227 billion
GDP per capita (1992)	-	US\$6867 billion
GDP Growth (1992)	-	8.7%
Exports (1992)	-	US\$12.2 billion
Imports (1992)	-	US\$14.9 billion
Inflation - CPI 1992	-	17.5%
WPI 1992	-	3.0%
Estimated CPI 1993	-	8.0%
Foreign Debt (1992)	-	US\$58 billion

## BREAD AS SCHEDULED ARTICLE UNDER CONTROL OF SUPPLIES REGULATIONS 1974

WITH effect from 1st August 1994, bread weighing between 200g and 1000g (excluding french loaf) has been made a scheduled article under the Control of Supplies Regulations 1974. Thus no person can manufacture such bread without first obtaining a licence from Ministry of Domestic Trade and Consumer Affairs. And up to 20th August 635 licenses have been approved.

The Government's decision to make bread a scheduled article arose from the fact that there were some bread manufacturers who had increased or proposed to increase the price of bread without any reasonable justification. An increase in the price of bread which is a daily necessity would have been an added burden to the consumers who already had to cope with the increases in the prices of chicken, fish, vegetable and other basic foods. By declaring bread as a scheduled article, the Government will have better supervision and control of the bread industry. By controlling the supply it is hoped that price of bread will remain stable. One of the conditions imposed on the licensee is for mandatory consultation with the Ministry of Domestic Trade and Consumer Affairs before resorting to an increase in the price of bread. This will ensure that manufacturers will increase price

only when it is justified to do so.

It is pertinent to note that the action by the Government in making bread a scheduled article is not to burden the industry but to ensure healthy trade practices while at the same time ensuring that the consumers are given adequate protection from some unscrupulous traders

With bread being a controlled item the list of scheduled articles now comprises 11 items. Thus the Control of Supplies Regulations of 1974 still remains as an effective instrument to deal with inflation and to check on the general price increases especially with regard to essential goods.

It is in this light that studies are being conducted on whether other items need to be controlled as well. Already opinions have been put forward proposing that chicken, coffee and tea should have been controlled in addition to milk and onion. On the contrary, there are people who do not believe in too much regulations. They claim it is far better to let the market forces determine supplies and prices. Whichever is the better choice is highly debatable but any decision of government must rest on the balancing the interests of the industry and the consumers.

### From Page 3

**Yaohan** Branch but as much as RM13.00 at the Klang outlet of the **Ocean** Department Store. Here again, it is alarming to note that the price variation is as much as RM1.75 for like products. Please see Chart No. II.

Most households tend to use margarine and tomato sauce with meals, or for cooking and baking. Similarly we also drink coffee daily. Even these commonly consumed items with a fixed pattern of supply and demand tend to have seemingly arbitrary pricing, all of which may baffle the consumer even more. For example, the price of a 1 kg. tub of **Daisy** margarine which usually retails at around RM5.40 is available for as low as RM5.15 at the Overseas Union Garden outlet of **Yaohan** but costs an exorbitant RM6.00 at both the Damansara Jaya Branch of **Parkson Ria** and the Jalan Tuanku Abdul Rahman outlet of **Hankyu Jaya**.

The price of the well liked 250 gm. **Nescafe Classic** is available from a price of RM11.95 at various retail outlets in Taman Seri Rampai and Jalan Tuanku Abdul Rahman but may cost as much as RM13.80 at the Kajang **Ocean** outlet. Also, the price of the very popular 325 gm. **Maggie Tomato sauce** sells at RM1.19 a bottle at the Klang **Ocean** outlet to as much as RM1.65 at the **Parkson Ria** outlet at the same town. It further appears that even cheaper items are likewise priced. For example the 1 kg. **Trojan** brand soap powder, popular among the lower income groups costs at a lower price of RM2.79 at the Taman Melawati **Giant** outlet but as high

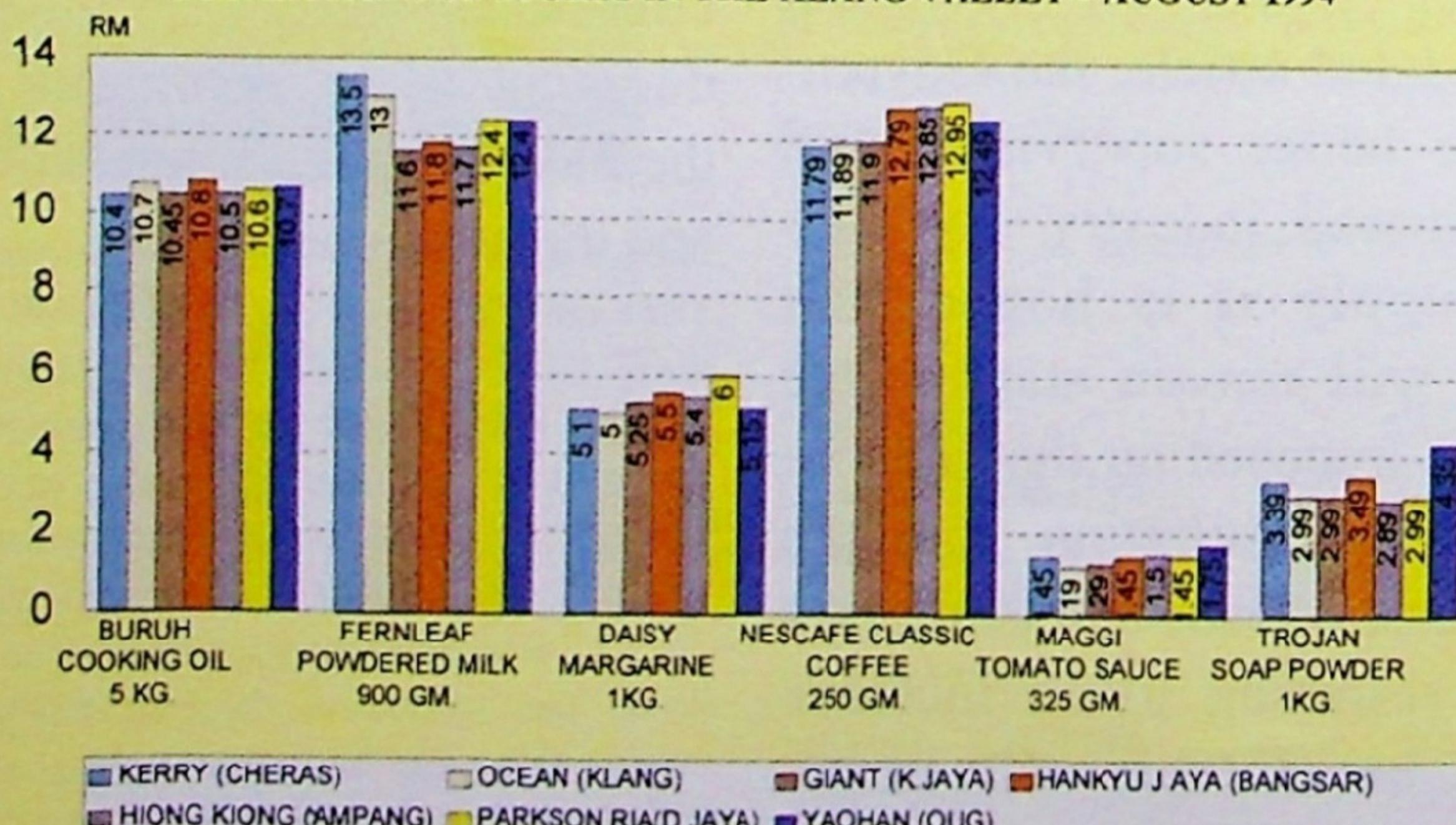
as RM4.35 both at the Overseas Union Garden and Mall outlets of **Yaohan**. Incidentally **OCEAN** seems to have a price differential of only 1 sen at its 3 outlets, the highest retailing at RM3.00 at Klang while the lowest at RM2.99 at the Jalan Sultan outlet.

It would thus appear that there is no fixed or logical reason why prices should vary as in the above instance even if one does take into account the relevant factors like supply and demand, transportation charges and location. The only other reason why such a strategy is being adopted by these chains could possibly be attributed to their profit maximisation goal. But experience have shown that excellent companies had always had consumer satisfaction as their superordinate goal and that they dare to be different from others. May be a different pricing strategy is in order for the innovative ones.

Another point to ponder for policy makers on the award of Fair Price Shops status is whether those awarded Fair Price Shop status who have more than one outlet in a stated geographical area should practice differential pricing at its outlets or should they, to qualify for the award, adopt similar pricing for similar products at all their outlets?

The Ministry will continue to monitor the price trends. The consumer on his part is invited to observe, learn and be wiser when making future purchase decisions. Consumer self education and awareness is important since it goes towards achieving equality in the bargaining position of the buyers and sellers.

CHART II  
PRICE COMPARISON OF HOUSEHOLD PRODUCTS OF SEVERAL  
DEPARTMENTAL STORES IN THE KLANG VALLEY – AUGUST 1994



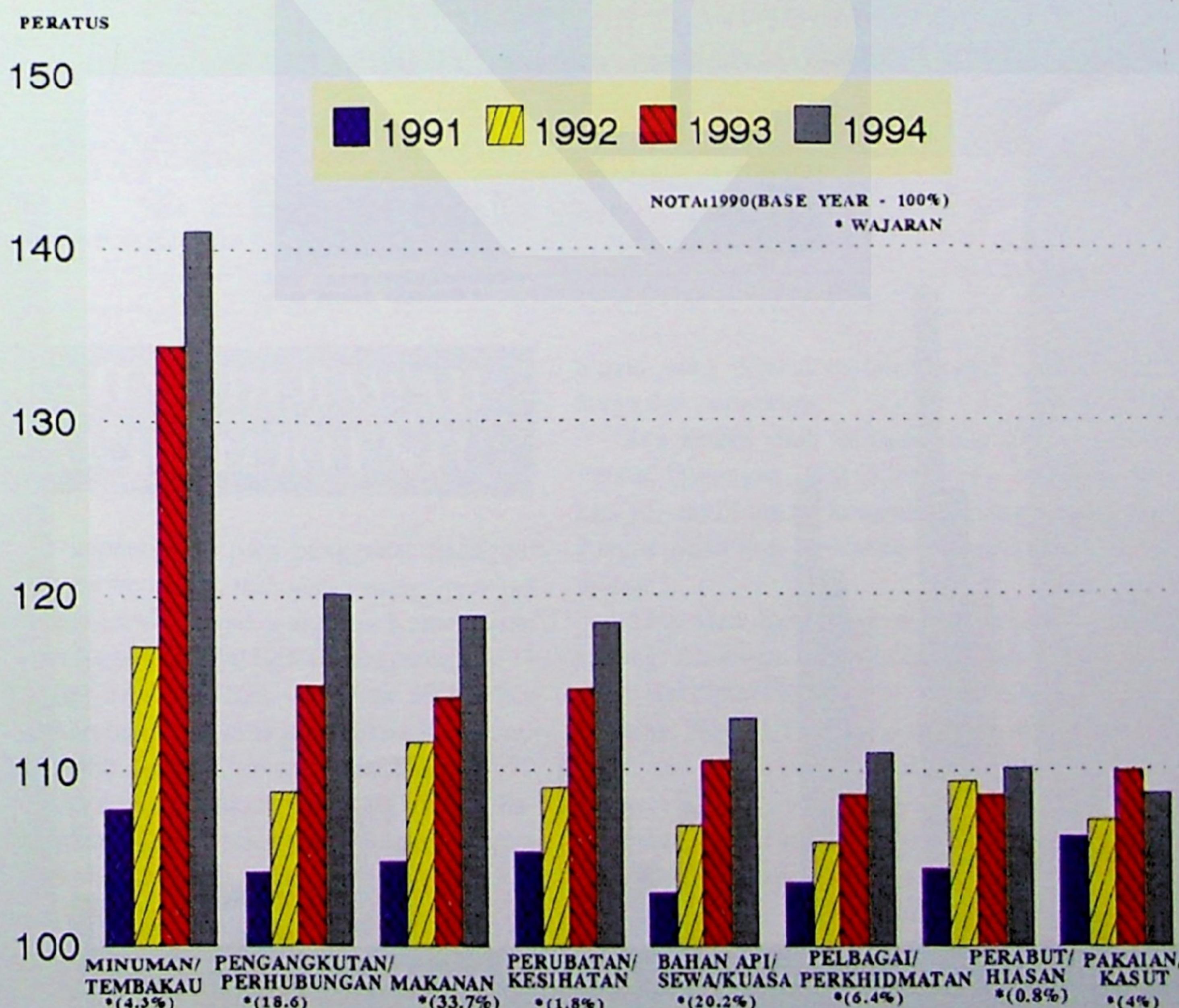
## MENCEGAH INFLASI - Peniaga Ikan/Sayur-Sayuran Dan Golongan Profesional Boleh Memainkan Peranan Masing-Masing Untuk Mengurangkan Atau Menstabilkan Harga

**P**URATA Indeks Harga Pengguna (IHP) dari tahun 1990 hingga bulan Jun tahun 1994 telah meningkat sebanyak 16.8%. Kenaikan yang paling ketara ialah kumpulan utama Minuman dan Tembakau (41.1% – disebabkan kadar cukai yang tinggi); Pengangkutan dan Perhubungan (20.2% –

kerana kenaikan harga kereta dan motosikal dan insurans); dan diikuti oleh Makanan (18.9%); Rawatan Perubatan dan Kesihatan (18.4%); Sewa Kasar, Bahan Api dan Kuasa (12.9%); Pelbagai (11.1%); Perabot dan Hiasan (10.2%); dan Pakaian dan Kasut (8.5%).

Memandangkan kumpulan utama makanan adalah penting kerana merupakan 33.7% daripada Wajaran Indeks Harga Pengguna, maka kenaikan indeks sub-kumpulan makanan bagi tempoh tahun 1990 hingga Jun tahun 1994. Dalam kumpulan ini, didapati harga ikan, buah-buahan dan sayur-sayuran telah meningkat dengan banyaknya, iaitu masing-masing sebanyak 49.7% dan 35.2%. Kenaikan indeks bagi sub-kumpulan lain ialah Minyak dan Lemak 14.5%, Makanan Di Luar 12.9%, Daging

KENAIKAN HARGA KUMPULAN BARANGAN DAN PERKHIDMATAN  
Di bawah indeks Harga Pengguna (CPI) (1990 – 1994 Jun)



10.4%, Susu dan Telur 5.9% dan Beras dan Roti 4%.

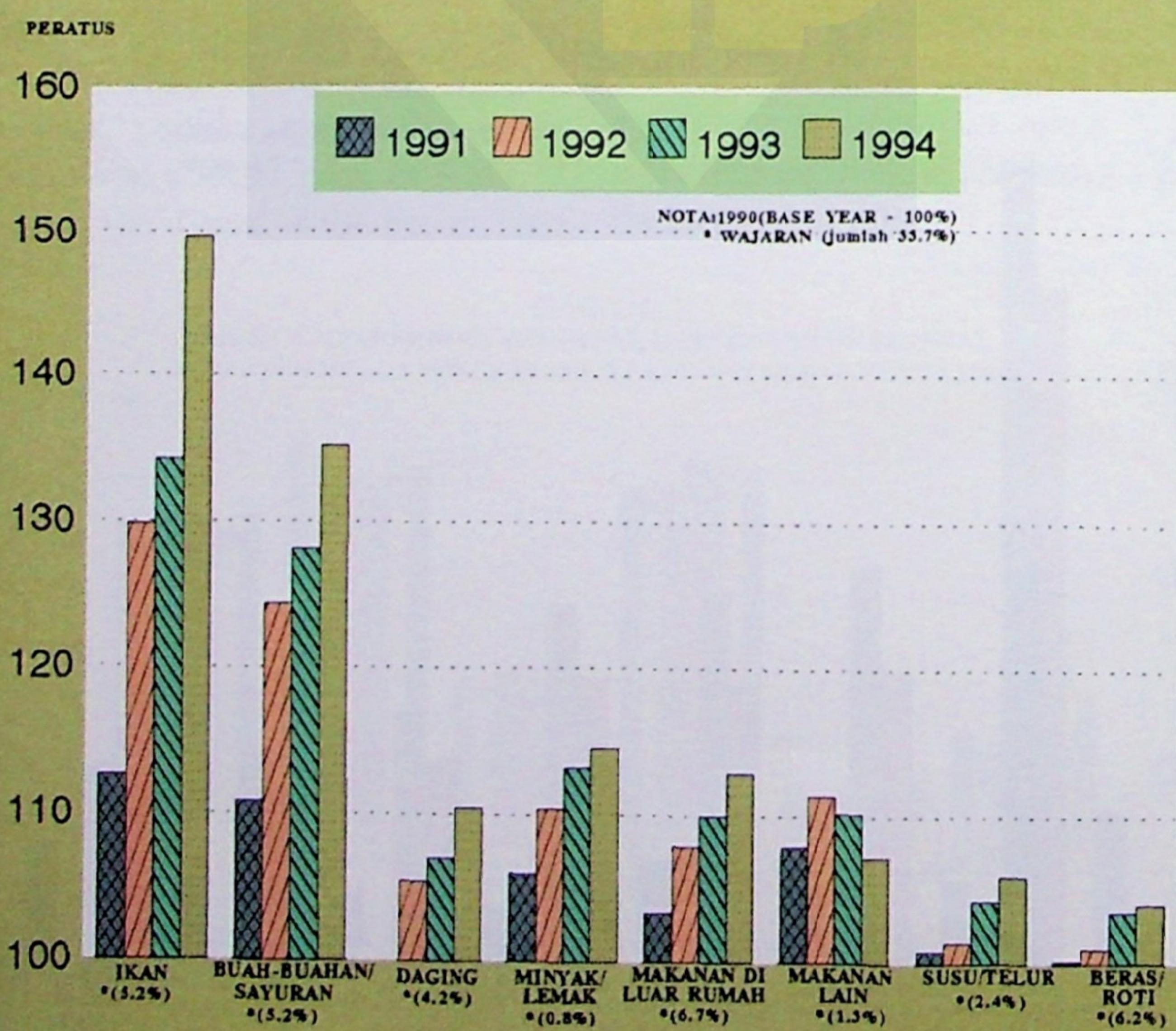
Adalah penting agar tindakan segera diambil oleh golongan-golongan tertentu untuk mengurangkan atau menstabilkan harga barang dan perkhidmatan yang telah meningkat dengan begitu ketara khususnya harga ikan, buah-buahan dan sayur-sayuran, rawatan perubatan dan kesihatan, makanan di luar dan sebagainya. Langkah-langkah positif atau aspek-aspek yang boleh diperhatikan adalah:

- Berusaha secara terancang untuk meningkatkan pembekalan ikan dan sayur-sayuran di pasaran dalam negara; lebih tanah perlu diagihkan untuk tujuan ini termasuk insentif dan pengimportan dibenarkan tanpa tarif atau kuota.
- Amalan-amalan orang tengah untuk meningkatkan harga sewenang-we-

nangnya perlu diatasi dengan mengadakan "retail outlets" oleh agensi-agensi pemasaran di seluruh negara demi meningkatkan persaingan.

- Amalan persatuan-persatuan dagang dan profesional tertentu kini untuk menetapkan harga/kadar "price fixing" tidak harusnya direstui kerana ia adalah amalan monopolistik dan anti-kompetitif.
- Golongan-golongan tertentu perlu berusaha untuk menyerapkan kenaikan kos dengan meningkatkan daya pengeluarannya dan perlu mengelakkan tabiat kenaikan kos dipindahkan kepada para pengguna.
- Mengelakkan tabiat dan amalan untuk sentiasa mengambil kesempatan untuk meningkatkan harga sebagai satu amalan, mencontohi golongan-golongan tertentu atau mengikut jangka masa tertentu.

**KENAIKAN HARGA BAGI SUBKUMPULAN MAKANAN\***  
Di Bawah Indeks Harga Pengguna (CPI) (1990 – 1994 Jun)



## INDEKS HARGA PENGGUNA (CPI)

- \* Purata Indeks Harga Pengguna (CPI) bagi Januari – Jun 1994 naik sebanyak 4.0 peratus berbanding dengan indeks bagi tempoh yang sama bagi tahun lepas.
- \* Indeks Harga Pengguna (CPI) bagi Jun 1994 naik sebanyak 3.2 peratus berbanding dengan bulan yang sama bagi tahun 1993.

\* Perbandingan CPI bagi tempoh satu tahun iaitu April 1993 – April 1994, Mei 1993 – Mei 1994 dan Jun 1993 – Jun 1994 ialah 3.9 peratus, 3.7 peratus dan 3.2 peratus masing-masing. Kumpulan-kumpulan utama yang meningkat bagi tempoh berkenaan ialah makanan (di antara 3.9 peratus – 5.8 peratus), minuman dan tembakau (di antara 3.9 peratus – 4.8 peratus ), sewa kasar, bahan api dan kuasa (di antara 2.1 peratus – 2.4 peratus), perbelanjaan rawatan perubatan dan kesihatan (di antara 3 peratus – 3.4 peratus) dan pengangkutan serta perhubungan (di antara 4.3 peratus – 4.8 peratus)

Peratus Perubahan Indeks Harga Pengguna (IHP)

BUTIR	% PERUBAHAN DENGAN BULAN SEBELUM 1994			% PERUBAHAN BULAN SEBELUM 1994 DENGAN TAHUN 1993 (BAGI BULAN YANG SAMA)		
	April	Mei	Jun	April	Mei	Jun
<b>INDEKS HARGA PENGGUNA (CPI)</b>	-0.2	-0.2	-0.3	3.9	3.7	3.2
Makanan	-0.8	0.1	-0.7	5.8	5.4	3.9
Minuman dan Tembakau	0.1	0.0	0.1	4.8	4.8	5.0
Pakaian dan Kasut	0.5	-0.3	-0.5	-0.5	-0.8	-0.9
Sewa Kasar, Bahan Api dan Kuasa	0.2	0.4	0.0	2.4	2.2	2.1
Perabot, Hiasan Dalaman dan Peralatan dan Pengendalian Rumah	0.1	0.0	0.0	2.2	2.0	1.6
Perbelanjaan Rawatan Perubatan dan Kesihatan	0.4	0.5	0.2	3.1	3.4	3.0
Pengangkutan dan Perhubungan	0.1	0.4	0.2	4.3	4.7	4.8
Perkhidmatan Rekreasi Hiburan, Pelajaran dan Kebudayaan	0.0	0.0	0.2	0.1	0.6	0.9
Pelbagai Barang dan Perkhidmatan	0.1	-0.1	-0.1	3.3	2.9	2.3

## KESALAHAN DI BAWAH AKTA-AKTA TERTENTU

DALAM menjaga kepentingan para pengguna, Bahagian Penguatkuasa sentiasa bertindak terhadap peniaga-peniaga yang tidak bertanggungjawab. Sejak wujudnya Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna pada 27 Oktober 1990 hingga 31 Julai 1994, sebanyak 30,313 kes telah diambil tindakan melalui 7 akta yang dikuatkuasakan.

Kes-kes di bawah Akta Timbang dan Sukat 1972 (15,716 kes – 51.85%) merupakan kes yang paling banyak diambil tindakan. Kesalahan-kesalahan yang lazim dilakukan di bawah Akta ini ialah peniaga-peniaga menggunakan alat timbang dan sukat yang tidak disahkan serta telah luput tarikh sahnya.

Kes kedua terbanyak adalah di bawah Akta Kawalan Harga 1946 (7,595 kes – 25.06%). Kesalahan-kesalahan

utama yang dilakukan ialah gagal mempamerkan tanda harga dan perlabelan.

Kes ketiga ialah kes-kes yang dibuat di bawah Akta Perihal Dagangan 1972 (3,296 kes – 10.87%). Kebanyakan kes ini melibatkan kesalahan penggunaan perihal dagangan palsu dan kesalahan yang berkaitan dengan jualan murah.

Akta-akta lain yang dikuatkuasakan menghasilkan kurang daripada 10% dalam jumlah keseluruhan kes. Akta Hakcipta 1987 (2,081 kes – 6.87%), Akta Kawalan Bekalan 1961 (1,244 kes – 4.10%), Akta Sewa Beli 1967 (377 kes – 1.24%) dan Akta Jualan Langsung 1993 (4 kes – 0.01%).

Jika dibandingkan statistik kes-kes yang diambil tindakan sepanjang tahun 1993 dan 1994 (sehingga 31 Julai 1994), didapati bilangan kes bagi tahun 1994 (sehingga 31 Julai 1994) adalah berkurangan. Ini adalah kesan daripada pendidikan peniaga yang dijalankan oleh Bahagian Penguatkuasa.

## **BAR-CODING SYSTEM AS IMPLEMENTED BY MAKRO CASH & CARRY DISTRIBUTION (M) SDN. BHD.**

On December 1, 1993 MAKRO Cash & Carry Distribution (M) Sdn. Bhd. opened for business in Shah Alam, Selangor introducing the cash and carry wholesale distribution concept in Malaysia.

MAKRO a general wholesaler, distributes food and non-food consumer goods using the cash and carry system. MAKRO is able to provide very competitive wholesale prices due to its low operating costs. This is achieved by using a sophisticated computer system to support its operation in order to achieve high productivity and maintaining low costs. Barcodes and scanning equipments are extensively used for identification of a wide range of local and international products.

### **What is barcode?**

Barcode, is a worldwide accepted standard identification of products, that facilitates a computer system to identify a particular product.

The barcode allows trading partners throughout the whole distribution chain to refer to the same product and communicate in the most accurate and cost efficient manner.

This universal code is presented in a barcoded form allowing automatic data

capture and processing. The barcoded form is machine readable and consists of a series of bars and spaces of varying width to a pre-determined structure and standard.

The barcode numbers which in Malaysia is controlled by the Malaysia Product Numbering Association (MPN) and managed by the Federation of Malaysian Manufacturers (FMM) consist of a 13 digit number containing information on country of manufacture, the manufacturer and the product.

### **Benefits of Barcode**

Communication is simple as a common language is used. Everybody identifies the product or service with the same code.

Secondly, as the code is machine readable, the inflow of the information into computer systems guarantees speed, accuracy and reliability.

Within the distribution industry, and especially in the check-out area, barcoding enhances the quality of customer service. It allows better contact and rapport between cashiers and customers.

### **Reading of barcodes**

Barcodes are 'read' through scanning. Scanning has proved to be a very reliable way of reading and registration of codes with minimum errors.

### **Barcode Application in MAKRO**

In MAKRO Cash and Carry wholesale centre, barcodes are used to identify all products available to its customers.

When available on the products, the

manufacturers barcode is used. If not, MAKRO produces its own in-house barcode label which is attached to the products.

Using the barcode as the universal "name" or identification of a product, a computer software system is able through scanning, to recognize that code and to provide information related to that code and register any movement related to the product.

## Application

### • Identification of the product

Information such as article description, buying price, selling price, stock position and delivery conditions are linked to the barcode.

Article description and selling price are printed on the railcards for clear and up to date information to customers. All articles are presented in the warehouse with their corresponding railcard. This system guarantees the correct price indication and facilitates the selfservice system.

At the point of sales (check-outs) outgoing goods are registered with handheld scanners and complete article information is printed at the same time on the trade invoice. Customers receive a detailed invoice upon purchasing.

Product identification through barcode is used throughout the operational procedures in MAKRO to control the flow of merchandise both incoming as well as outgoing and to assure that the correct price is applied.

### • Control of merchandise flow

Barcode registration can be used to manage and monitor the flow of goods within the organization. MAKRO has developed a sophisticated computer system to maintain the required stock level and re-order merchandise automatically. When the incoming goods are scanned, the information is registered into the computer files and subsequently the stock position is automatically updated. Likewise, through the P.O.S. system outgoing goods are registered and the system again updates the stock position and cash flow movements.

Registration of this flow creates historical and statistical information that allows the indication of a required stock level and the quantity of goods to be replenished. This application also produces a flow of information into the computer system that is used to compile the management information

## Conclusion

The basic principle in Barcode application is simple :-

"communicate in a common language and provide an automatic application into computer systems".

The principle is accepted world wide with its accuracy and efficiency proven. Increase of its application by Malaysian manufacturers will certainly benefit the distribution industry in Malaysia. It increases productivity and reduces costs and it will help businesses to serve their customers even better.



Para peserta yang menghadiri Seminar Penggunaan Maklumat Paten oleh Industri pada 11 dan 12 Julai 1994

#### DARI MUKA 1

libatkan reka cipta dan salah satu cara untuk menggalakkan reka cipta ini adalah dengan memberi kesedaran kepada pusat-pusat penyelidikan, institusi-institusi dan pereka cipta-pereka cipta tentang kepentingan paten ini supaya semua pihak dapat menikmati keuntungannya tanpa kehilangan hak masing-masing. Selain itu pihak kerajaan juga menyediakan anugerah pereka cipta negara setiap tahun untuk rekaan yang terbaik dalam pelbagai kategori dengan setiap kategori menerima wang tunai dan sijil.

Pihak Kementerian pula telah merancang untuk mengkomputerisasikan Bahagian Harta Intelek dengan teknologi image iaitu *Data Image Processing (DIP) Technology* dan akan membuat talian langsung ke Sabah dan Sarawak. Bahagian ini juga akan diperlengkapkan dengan sistem carian dokumentasi secara *Online* bagi memudahkan orang awam menjalankan carian.

Seminar ini adalah anjuran bersama Bahagian Harta Intelek, Kementerian Perdagangan Dalam Negeri Dan Hal Ehwal Pengguna dengan Institut Standard dan Penyelidikan Perindustrian Malaysia (SIRIM) dan Kesatuan Eropah (*European Community*).

Peserta seminar ini terdiri daripada mereka yang terlibat dalam berbagai-bagai sektor di jabatan kerajaan, pusat-pusat penyelidikan seperti RRIM, FRIM, MARDI, PORIM, Uni-

versiti-universiti, Persatuan-persatuan seperti LES, MINDS dan MIPA dan pihak-pihak industri yang terlibat secara langsung atau tidak langsung dalam mempertingkatkan lagi taraf industri di negara ini.

Penceramah-penceramah terdiri daripada mereka yang berpengalaman luas di bidang masing-masing dan dua orang daripadanya ialah dari *European Patent Office (EPO)*. Antara tajuk yang disentuh ialah:

*Value-added Aspect of Patent Information; Technology and Patent Protection in the Electronic Industry, Emerging Technologies in the Industry; The use of Patent Information in an Electronic Company; Managing and Exploiting Patent Information in Small and Medium Enterprises; dan Use of Patent Ophostrophy Information - A user's perspective.*

Pada akhir seminar ini, para peserta telah mendapat gambaran sebenar akan kepentingan maklumat Paten dalam mempertingkatkan lagi taraf industri di samping perlunya mereka membangunkan bahagian Penyelidikan dan Pembangunan (R&D) sejajar dengan peningkatan teknologi masa kini. Para peserta juga telah dapat mempelajari bagaimana menggunakan maklumat Paten agar mereka mendapat faedah yang maksimum terutamanya di bidang elektronik dan biologi.