

KPDNHEP invites supermarkets, fair price shops to participate in I-KeeP

BY JACQUELINE DAVID ON OCTOBER 21, 2019, MONDAY AT 1:20 PM



Chong speaking to reporters when met after closing the three-day 'Buy Malaysian Products' campaign and Hawkers and Small Traders Day celebration at MJC Square in Kuching last night. Also seen are Pending assemblywoman Violet Yong (second right) and state KPDNHEP director Datuk Stanley Tan.

KUCHING: The government through the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) has invited supermarkets or fair price shops to participate in the Consumer Economic Shop Initiative (I-KeeP).

Domestic Trade and Consumer Affairs Deputy Minister Chong Chieng Jen said even though there is no target for the fair price shops participation, they are encouraged to take part in the initiative to help reduce the burden of consumers in view of the rising cost of living.

"Thus far, since its launching in Kuching, we only have Everwin Sdn Bhd which participates in I-KeeP, and any fair price shops or supermarkets are free to cooperate with us.

"We hope there will be more players taking part in I-KeeP, so that we can offer more essential goods to the consumers at lower prices," said Chong when met after closing the three-day 'Buy Malaysian Products' campaign and Hawkers and Small Traders Day celebration at MJC Square here, last night.

Chong said since its launch, I-KeeP has received an encouraging response from consumers and has been able to somewhat lighten the consumers' burden.

As of April this year, a total of six supermarket chains and cooperatives have established strategic cooperation with the government on this initiative, namely Tunas Manja Group (TMG), KK Supermart & Superstore Sdn. Bhd. (KK Super Mart), Segi Cash & Carry Sdn. Bhd. (Segi Fresh), Koperasi Permodalan Felda Malaysia Berhad (D'Mart), Koperasi Orang Melayu Kerajaan Perak Berhad (SKOMK) and Big Supermart Sdn. Bhd. (BIG Supermart), while in Kuching, only Everwin has taken part.

Chong said grocery shops or supermarkets that are interested to participate in I-Keep can register with the nearest KPDNHEP office.

"i-Keep has been implemented through the government's strategic cooperation with companies of calibre, without involving government assistance.

"The emphasis of sales will be on basic needs such as sugar, cooking oil, wheat flour and rice and there are easy to spot in supermarkets or grocery stores, as long as you see an i-Keep tag to the product, it means that the price of the product is much lower than ordinary price," he said.

