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Mustapa-Vending

VENDING INDUSTRY IN MALAYSIA STILL NOT TAPPED

KUALA LUMPUR, Aug 18 (Bernama) -- Local businessmen, especially food manufactures and retailers, should consider using vending machines to market their products, Entrepreneur Development Minister Datuk Mustapa Mohamed said today.

He said automated merchandising or vending machines had great potential in the future because of their increasing popularity but the market had yet to be extensively tapped.

He said the concept of automated merchandising was not alien to Malaysians who had recognised its convenience when they were introduced to Automated Teller Machines (ATM) by banks and financial institutions 10 years ago.

However, there were only 8,000 vending machines currently being used throughout the country including 6,000 by soft drink companies, he told reporters after opening the "Vending Asia'98" exhibition and seminar organised by ExpoAge International (M) Sdn Bhd, here.

"Although the vending machine is expensive it would be profitable in the long run because it is cash-oriented and does not incur expenses other than maintenance expenses," he said.

"It is also a good alternative for food manufacturers or retailers who face the problem of getting workers to market their products," he added.

ExpoAge International chairman Mirzan Mahathir said over 20 vending machine manufacturers from Japan, Germany, South Korea, Australia, France and the United Kingdom were taking part in the exposition.

He hoped that with government encouragement, the manufacturers would be interested to set up vending machine factories in Malaysia.

He said all the vending machines currently in use in the country were imported at a price of about RM7,000 each.

-- BERNAMA

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