

**Kedai Rakyat 1Malaysia, A Boon To The People**  
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PETALING JAYA, Aug 7 (Bernama) -- Although Siti Fatimah Atuk lives in Sungai Buloh, she visits the Kedai Rakyat 1Malaysia here to get her children's necessities.

Her logic is simple.

She does not mind travelling the distance to the shop located near the Kelana Jaya LRT station as the goods are sold at affordable prices, as compared to shops elsewhere.

Thanks to the television, the 44-year-old housewife came to know of the shop, and has no regrets whatsoever.

For Siti Fatimah, the government's initiative to set up such shops helps lighten the family's expenditure, especially in the purchase of goods for children, such as milk and diapers.

"Prior to this, the cost of essential goods purchase alone would have exceeded RM300. Now, it has reduced by between RM40 and RM50, and as my children are still young, we have to be prepared," she said.

As a first-time visitor, Jamilah Mohammad was curious to check out the shop after hearing about it on television. Indeed, she found the goods sold there cheaper.

The shop was brimming with customers when Jamilah, 59, made her maiden visit. That was the impetus for her to return to the outlet.

"It can be said the goods sold here are cheaper but they are limited to items with the 1Malaysia logo only.

"What's important is that essential items such as rice, milk, eggs and the like, can be obtained at between 10 and 20 per cent lower than the original price," said the government retiree who lives in Sungai Besi.

Habibah Kamarudin, 28, "discovered" the shop while waiting for her sister at the LRT station.

"The things here are cheaper, more affordable and there is variety. Thus, if the shop is bigger, it would be better as it is (currently) very crowded," said the private sector employee.

Gregory Chee, 19, a student from a nearby college, said the price of fresh milk and milk shake were far cheaper by about RM1, as compared to other places.

"It helps to lessen the burden for a student like me," he said.

Another university student, Ahmad Awang, 23, said he and his family thought Kedai Rakyat 1Malaysia was big and could accommodate many visitors.

"I thought the shop was big but prices are competitively cheaper than other supermarkets...it is only that the stock of basic necessities is limited and run out fast," he said.

"The cost of buying daily family necessities could now be reduced slightly at over RM180, as compared to more than RM200 before this," he said.

Kedai Rakyat 1Malaysia at Kelana Jaya LRT station is open every day from 7am to 11pm.

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