

**Parliament: Supermarkets, Traders Feeling Pressure To Lower Prices**  
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KUALA LUMPUR, Nov 10 (Bernama) -- Supermarkets and sundry shops are now feeling the pressure to lower their prices as the Kedai Rakyat 1Malaysia (KR1M) shops give them a run for their money, said Domestic Trade, Cooperatives and Consumerism deputy minister Datuk Rohani Abdul Karim.

She said following a survey on consumer brand choices for the past five months, they found that goods offered at KR1M were much cheaper.

"Finally consumers are reaping the benefits from the existence of KR1M. Supermarkets and traders are now thinking about dropping their prices," she said when wrapping up the debate for the 2012 Budget for the ministry at Dewan Rakyat here Thursday.

According to Rohani, discounts were not applied to products sold at the KR1M as its prices were fixed at between 10 to 40 per cent lower than market price.

Rohani also expressed her gratitude to three opposition Member of Parliaments who were said to have monitored the price at the KR1M, an initiative mooted by Prime Minister Datuk Seri Najib Tun Razak to help ease the burden of increasing costs of living.

"We will convey this information to KR1M operators because we want them to give their best to consumers," she said.

Yesterday, Lembah Pantai MP Nurul Izzah Anwar, Petaling Jaya Utara MP Tony Pua and Kuala Selangor MP Dr Dzulkifli Ahmad held a news conference alleging that the KR1M did not offer lower prices as claimed.

Rohani said the ministry planned to open up 85 KR1M premises by the end of 2012, including in Sabah and Sarawak.

"We will also give opportunities to individuals, companies, cooperatives and organisations to conduct KR1M businesses in rural areas. This is to ensure everyone is able to enjoy its benefits," she added.

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