

**Coop 1M Brand To Sell Products Of IKS Entrepreneurs**  
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KUCHING, Feb 19 (Bernama) -- Small and medium industry (IKS) entrepreneurs and cooperatives in Sarawak now have the chance to market their products under the brand Coop 1M by April, said Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Ismail Sabri Yaakob.

He said a majority of the products available under the Coop 1M range were from local sources, including the IKS, as they were priced lower.

"The Coop 1M brand not only helps the local IKS market their products, but the price of these goods in Sarawak are much cheaper as there are no transport costs involved compared to imports from the peninsula," he told reporters after launching the Koperasi Nilam Kuching Berhad Distribution Centre (DC) as well as Coop 1M products for the Sarawak Zone, here today.

Also present were the deputy minister, Datuk Rohani ABdul Karim, and Sarawak Assistant Minister for Bumiputera Entrepreneur Development Datuk Mohd Naroden Majais.

Meanwhile, Ismail Sabri urged cooperatives and local IKS entrepreneurs to step up the quality of their products to retain credibility and the people's confidence for Coop 1M products.

"A committee was established to monitor the quality and price of products sold as the ministry is not willing to compromise quality for lower prices," he added.

Ismail Sabri said there were currently 37 items under the Coop 1M brand, and this number was expected to increase to 65 by month-end before reaching 100 items by March.

He said the ministry would also request transport companies involved with the Price Standardisation Project (PPH) in Sarawak to bring Coop 1M products along with other subsidised goods to rural areas.

"The PPH now carries sugar, flour, oil and rice so we will discuss with transport companies to bring Coop 1M products to give rural residents more variety," he said.

Koperasi Nilam Kuching Berhad was appointed as the DC, which distributes controlled goods to Sub-DCs in Kuching, Samarahan and Sri Aman.

All Sub-DCs in these areas need to obtain goods from the cooperative before they are channelled to private and cooperative sundry shops which will ensure a regulated supply.

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