

**Despite fuel hike, price cut campaign will proceed, says minister –
Bernama
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The National Price Reduction Campaign 2015 which begins today will proceed despite the hike in fuel prices.

Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Hasan Malek said fuel prices were not the only factor that determined the prices of goods.

"The other factors are the unexpected weather, natural disasters, and increased cost of rental, tariffs, foreign currency exchange and the economic environment.

"Rising food prices is universal and occurs anywhere," he told a press conference after launching the campaign at The Store Supermarket in Kuantan Parade in Kuantan, Pahang, today.

Hasan said the ministry took many initiatives to reduce the price of the goods by engaging the manufacturers, wholesalers, suppliers, dealers and the associations.

"The efforts allow us to conduct this campaign to lighten the burden of the people and to present the fair price shop award. In 2014, some 3,744 premises received the award of which 82 are in Pahang."

He described the nationwide campaign as historical as it came one day after the announcement to hike the petrol and diesel prices by 25 sen a litre.

The 16 supermarkets taking part in the campaign include The Store, Tesco, Aeon Big, Giant, Mydin, Milimewa Supermarket & Department Store, Econsave Cash & Carry, 99 Speed Mart, D'One Mart and Hock Kee Seng Supermarket.

Hasan said it involves over 1,000 supermarket branches and over 82,000 daily essentials offered at discounts ranging from 10 to 70%.

"The campaign period varies according to the supermarkets, which is between one to three months based on their capability and the public response. The most important thing is that despite the price reduction, the quality remains." – Bernama, March 1, 2015.

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