

KR1M 2.0 to help boost purchasing power – Najib

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KUALA LUMPUR, March 16 (Bernama) -- The strategic collaboration among manufacturers, producers and distributors in the rebranding of the 1Malaysia People's Shops (KR1M 2.0) can boost the purchasing power of the people, said Datuk Seri Najib Tun Razak.

The Prime Minister said more shopkeepers could also become KR1M 2.0 partners because the business model was more open and encompassed more private sector organisations and traders.

"The government aims to open up to 3,000 outlets that will also involve retailers, and boost economic growth that begins from the grassroots because the small traders can also benefit from this strategic collaboration," he said.

Najib said this in a speech on KR1M 2.0 uploaded onto his website, www.najibrazak.com, today.

KR1M 2.0 was launched on Feb 4 with improvements to the old scheme that was terminated in September 2017.

Najib said that based on the rising trend of people making purchases at mini markets, the strategic collaboration of various parties in opening more KR1M 2.0 outlets would enable the people to make savings almost at their doorstep.

He also said that 50 daily essential goods of various brands would be listed under the initiative to raise the purchasing power of the people in stages.

"If previously the products were listed under the name of KR1M, the KR1M 2.0 new model enables the people to buy branded goods as in the usual market but at lower prices, thus raising the quality of their life," he said.

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