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Distinguished customer: Sardi assisting Dr Mahathir to choose a Songkok Tun at Pekan Rabu, Alor Star recently.

Songkok Tun a big hit at Alor Star's Pekan Rabu

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ALOR STAR: In business, one must always innovate or come up with something new to stay ahead of the competition.

Songkok maker Sardi Dahar, 49, has just done that with his latest creation, Songkok Tun.

Named in honour of one of Kedah's illustrious sons, Tun Dr Mahathir Mohamad, the songkok is in big demand.

The Pekan Baru trader said the demand for the design was 50% more than the songkok of other designs.

Pekan Rabu was where Dr Mahathir used to sell banana fritters when he was a young boy.

Sardi said he had so far sold about 500 Songkok Tun during the fasting month.

"There is high demand for Songkok Tun while the sale of the other songkok has gone down by between 10% and 20%," said Sardi at his shop yesterday.

He said the songkok, sold at RM95 each, was being produced only at his outlet.

"I plan to build a factory and market the songkok abroad including to Indonesia, Singapore, Brunei, and Saudi Arabia," he said.

A check around Pekan Rabu showed that Hari Raya cookies were also selling well although the prices had been raised by about 30%.

Koperasi Pekan Rabu Alor Star Bhd chairman Wan Pariduddin Wan Ibrahim said demand for cookies had increased with sales exceeding RM800,000.

"Last year, the sales of cookies in Pekan Rabu barely hit RM500,000," he said.

More suprising, Wan Pariduddin said the sales of cheaper cookies, which were sold at about RM2 per packet, had gone down by about 20%.

As for textile and clothes, traders were reporting slower sales.

Meanwhile, Wan Pariduddin said the cooperative would pay a 15% dividend this year compared to 10% last year.

"Our 1,200 members will be getting dividend totalling between RM60,000 and RM70,000 before Hari Raya," he said.