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PRESS RELEASE

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**SPEECH BY MR PHUA BAH LEE, SENIOR PARLIAMENTARY SECRETARY
(DEFENCE), AT THE OFFICIAL OPENING OF NTUC FAIRPRICE
SUPERMARKET, TAMPINES BRANCH, BLK 107 TAMPINES STREET 11
ON SATURDAY 6 OCTOBER 1984 AT 3.00 PM**

I am indeed happy to be here to officiate at the opening of NTUC FairPrice Supermarket in Tampines.

I understand that this is the second new store to be opened since FairPrice was formed on 1st May last year. With its opening, residents of Tampines New Town and the surrounding neighbourhood are able to shop conveniently in a comfortable environment for a wide range of supermarket and department store goods, including fresh market produce, at fair prices.

It is the policy of FairPrice to retail its goods at as low a price as possible. In working towards this objective, I understand that FairPrice management is constantly monitoring its prices against those of other retailers. Such efforts are commendable because this will ultimately benefit the consumer. FairPrice management must have found the results of the latest price survey conducted by the Consumers' Association of Singapore in June this year encouraging. The price-survey showed the NTUC FairPrice Supermarket to be the price leader, which means it offers the best price to the consumer, in the Holland, Katong/ Marine Parade and Toa Payoh Central areas.

Let us hope that FairPrice management will not rest on this laurel but to strive even harder to maintain its offer of best price and try to achieve even better and cheaper prices at their supermarkets. In order to attain

this goal they must constantly review and verify closely the prices offered are really competitive and much cheaper than those obtainable elsewhere. Furthermore, the goods must be of high quality, with a greater variety of choice.

The offering of the best price to consumers is laudable but let us not forget that the attending services rendered to consumers are no less important. Staff servicing the supermarkets should not only be courteous but helpful, attentive and pleasant. Consumers patronising FairPrice Supermarkets comprise mainly, if I am not mistaken, of housewives residing in the neighbourhood, the majority of whom are from the working class. It is all the more important that FairPrice should retail its goods at the most competitive and fair prices which should also come with a smiling and courteous service. FairPrice should endeavour to indentify itself with the local people and try to become the supermarket of the neighbourhood - reliable, genuinely fair in prices and with a polite and helpful service.

Many of you are probably aware that the NTUC FairPrice Co-operative is providing an important social service - through its supermarkets and department stores, the Co-operative is helping to combat profiteering by retailers, moderate prices of consumer goods and provide keen competition to other retail stores in Singapore. With the support of its customers and members, FairPrice has become the largest supermarket group in Singapore. To maintain its role as the market leader for fair prices, continued support is needed by FairPrice from its consumers. By shopping in the NTUC FairPrice supermarkets/ department stores, each one of us is, in our own small way, helping to ensure a better deal for consumers in Singapore.

In conclusion, I will like to congratulate the management and staff of NTUC FairPrice on the official opening of their latest store at Tampines.

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