

Flour mills to produce one brand at uniform price

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By Irfan Aliji

KARACHI: Flour mills have decided to produce one brand of flour to be sold at all retail outlets in the city at the government approved rate of Rs 17 and Rs 17.5 for retailers, said All Pakistan Flour Mills Association President M. Iqbal Dawood.

Assorted flour brands such as Classic Chakki Atta, Tiger Fine Atta and Bake Parlour Atta were not considered

Rs 12.15 would not affect flour mills. Flour stalls would automatically be removed when retailers start buying flour from mills.

However, Karachi Atta Chakki Association (KACA) General Secretary Muhammad Anis Shahid told Daily Times that despite assurances, deputy district officers of revenue had raided several chakki outlets in Federal B Area, Karimabad, Gulberg, Soldier Bazaar and Empress Market. Chakki owners were issued penalty fees of Rs 2,000 to Rs 10,000 for selling flour at Rs 28 and Rs 30 per kg. When district officer (DO) revenue Matanat Ali Khan was contacted he denied any raid had taken place on chakki outlets.

Shahid had quoted the DO of revenue as saying that the director of food (DF), Jam Amanullah, had advised him to add Rs 4 per kg to the open market wheat price, but, chakki owners wanted an addition of Rs 5 to the price. Shahid said that the DO of revenue had asked a chakki owners

DF at 11 a.m. on Tuesday (today) so that price for chakki flour could be decided.

Unauthorized raid on atta chakki: Mukhtiarkar in Saddar Town raided atta chakki outlets even though the government has only empowered DDO revenues, with special judicial magistrates, to do so. He issued penalty challan number 96 on January 13 (Sunday) of Rs 5,000 against Aftab, the son of Khawaja Atta Chakki owner Akbar Ali. In Gulberg Town A. K. Atta Chakki owner Saleem was fined (challan number 50) Rs 2,000.

Previously, the owner of Kathiyawar Atta Chakki in Soldier Bazaar was fined (challan number 424) and sent to jail for two days on January 9 (Wednesday).

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Recently, the State Administration of Quality Supervision, Inspection announced the 2003 China Brand Customer Satisfaction Index survey of all involved in the food category in the first and second levels, and above-average customer satisfaction index.

Not long ago, the AQSIQ commissioned Enterprise Research Center of Qinghua University, including food, 20 categories of products to nearly 120 brands Customer Satisfaction Index survey. Survey results show that customer satisfaction index for the average 73.48. The Customer Satisfaction Index survey results are divided into four levels, the first level average customer satisfaction index between 77 to 81, significantly higher than the average level, the second level products in the customer satisfaction index between 73n

Involved in the investigation of the vinegar, soy sauce, and quick-frozen dumpling, bottled drinking water, plant protein drinks and quick-frozen dumplings are two levels in this.

In the first level, with vinegar, soy sauce and quick-frozen dumpling. Soy sauce, vinegar average customer satisfaction index were 77.71 and 78.53. Soy sauce, vinegar is the ethnic food, a stable consumer market. In recent years, with the development of brand strategy and the promotion of food safety project, food to the exemption system, soy sauce, vinegar quality greatly improved, and a number of brand-name products by consumers welcome. Qijiang Bridge, the sky Jin mind and taste of things such as soy sauce, as well as brand-day legislature, Hengshun, such as Bao-Ning brand vinegar Customer Satisfaction Index higher than normal. Quick-frozen dumpling average customer satisfaction index for 77.68. Among them, Longfeng, Cody, the three-wide licensing of quick-frozen dumpling customer satisfaction index higher.

In the second level of the food sector, bottled water, plant protein drinks and quick-frozen dumplings. Bottled water, plant protein drinks average customer satisfaction index were 75.72 and 73.91. Farmer Springs, Wahaha, Robust licensing bottled water customer satisfaction index is the first level; Lulu, the coconut trees licensing plant protein drinks customer satisfaction index higher. Quick-frozen dumplings average customer satisfaction index for 73.14, the primary reason for the customer to buy is convenient, but most of its consumer tastes relatively negative evaluation.

About the Author

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