



# CONSUMERS ASSOCIATION OF SINGAPORE

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## MEDIA RELEASE

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**Embargoed till 26 June 2020, 2pm**

### **CASE launches Price Kaki nationwide to empower consumers to make informed purchasing decisions**

The Consumers Association of Singapore (“CASE”) is launching Price Kaki, a mobile application, nationwide to empower consumers to make informed purchasing decisions. This nationwide rollout comes after a pilot run that started in September 2019, which has since garnered more than 34,000 downloads and more than 21,000 registered users<sup>1</sup>. With this nationwide rollout, consumers can use Price Kaki to compare prices for common household items and groceries, found in major supermarkets, and cooked food from hawker centres across Singapore. Price Kaki is now available for download on Apple’s App Store and Google Play.

#### **Background**

In line with CASE’s efforts to educate consumers on their rights to choose and make informed purchasing decisions, CASE piloted Price Kaki in Jurong West, Tampines, and Toa Payoh in September 2019. It is the first mobile application in Singapore that allows consumers to have easy access to in-store retail prices and promotions of common household items, groceries, and hawker food through a single platform. Based on user feedback received during this pilot run, enhancements were then made to the mobile application.

#### **Nationwide Rollout**

With this nationwide rollout, there will be an increase in geographical and product coverage.

Consumers can use Price Kaki to compare prices for products or cooked food sold in 278 supermarket stores and 94 hawker centres across Singapore. The remaining hawker centres will be progressively available in the application.

Price Kaki now covers approximately 4,000 frequently purchased household items and groceries such as eggs, milk, and rice found in major supermarkets, and about 1,019 common cooked food such as chicken rice and fishball noodles found in hawker centres.

For household items and groceries, CASE is pleased to have the support of NTUC FairPrice, Giant, Sheng Siong, and Prime Supermarket who are providing price and promotion information. CASE will continue to work with them to ensure the information is up to date. CASE will also regularly review the list of products available in the application based on consumer feedback.

Aside from an increase in geographical and product coverage, users will also have a more user-friendly experience for usage and contribution.

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<sup>1</sup> As at 15 June 2020.

Moving forward, CASE will continue to engage with users to explore future enhancements including a wider product mix and features which could potentially be integrated into the mobile application.

To raise awareness of Price Kaki, CASE will be embarking on a series of outreach campaigns to guide consumers on how to use the mobile application to compare prices and share information.

### **Key Features of Price Kaki**

Consumers can use Price Kaki to:

- Compare in-store retail prices and promotions of items;
- Track price changes of items;
- Contribute new in-store retail prices and promotions they come across and confirm existing prices and promotions;
- Search for supermarkets and hawker centres nearby; and
- Earn points and be rewarded for their contributions.

Please refer to **Annex A** for the screenshots of the key features.

Mr Melvin Yong, Vice-President, CASE and Chairperson, CASE's Consumer Empowerment Taskforce, said: "We have received good feedback from the pilot run of Price Kaki. With the nationwide launch of Price Kaki, we urge more consumers to tap on Price Kaki to compare prices and stretch their hard-earned dollar when they shop for daily essentials."

### **About the Consumers Association of Singapore:**

The Consumers Association of Singapore (CASE) is an independent, non-profit organisation that is committed towards protecting consumers' interest through information and education, and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) which came into effect on 1 March 2004.

For more information, please visit the CASE website at [www.case.org.sg](http://www.case.org.sg) or follow us on:

Facebook: [www.facebook.com/casesg](https://www.facebook.com/casesg)

Twitter: [www.twitter.com/casesg](https://www.twitter.com/casesg)

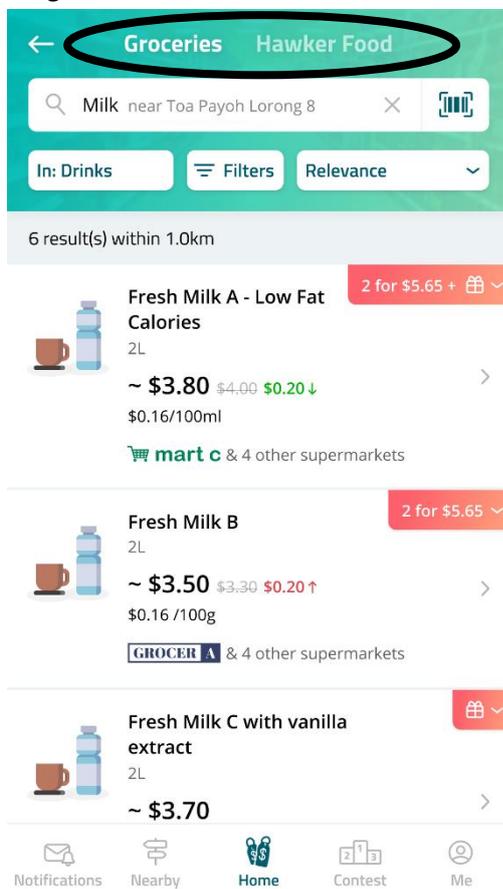
## Annex A – Key Features of Price Kaki

Consumers can use Price Kaki to:

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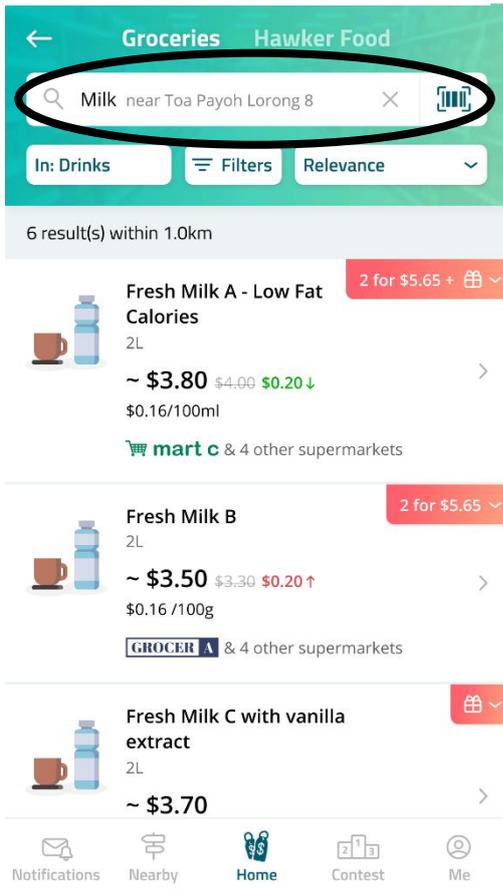
### a) Compare in-store retail prices and promotions of items;

Figure 1



Users can toggle between the Groceries and Hawker Food tabs.

Figure 2



Under the Groceries tab:  
Users can search for a specific grocery item or search for items via list of grocery categories.

Figure 3

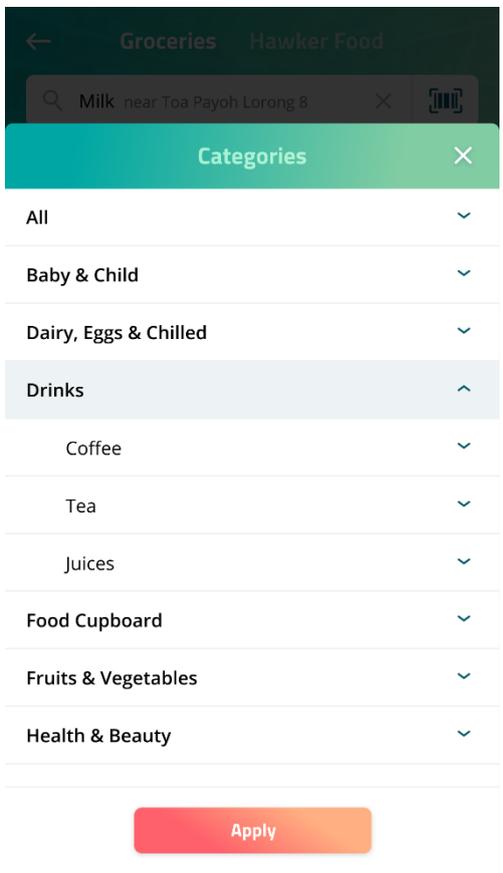


Figure 4

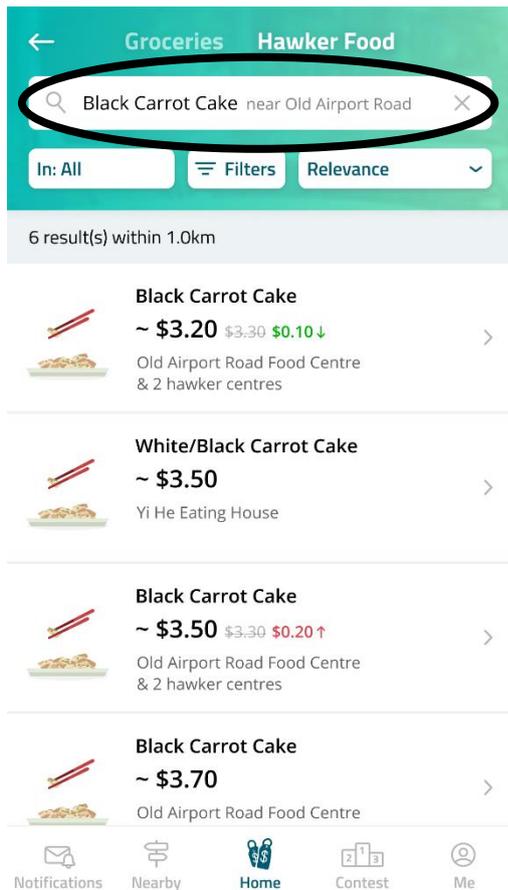


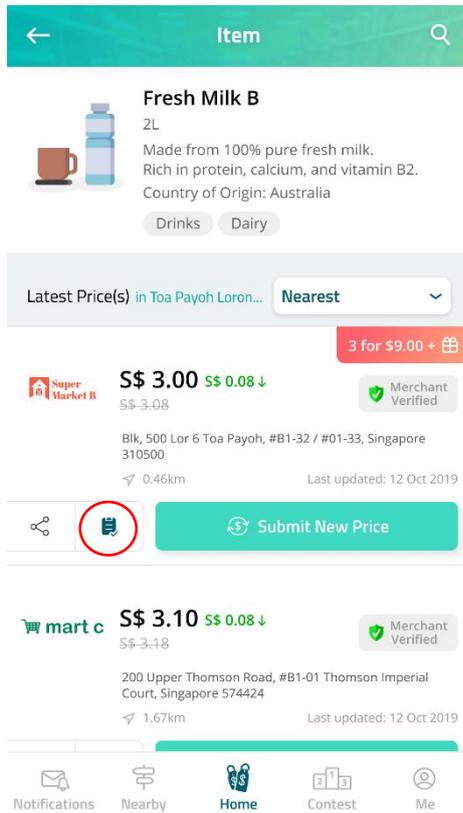
Figure 5



Under the Hawker Food tab:  
Users can search for a specific hawker dish or search for dishes via list of cuisine categories.

## b) Track price changes of items

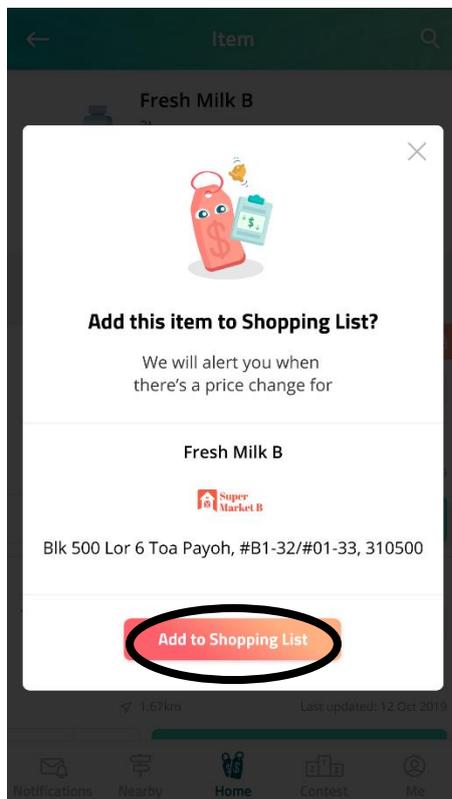
Figure 6



On individual item page:

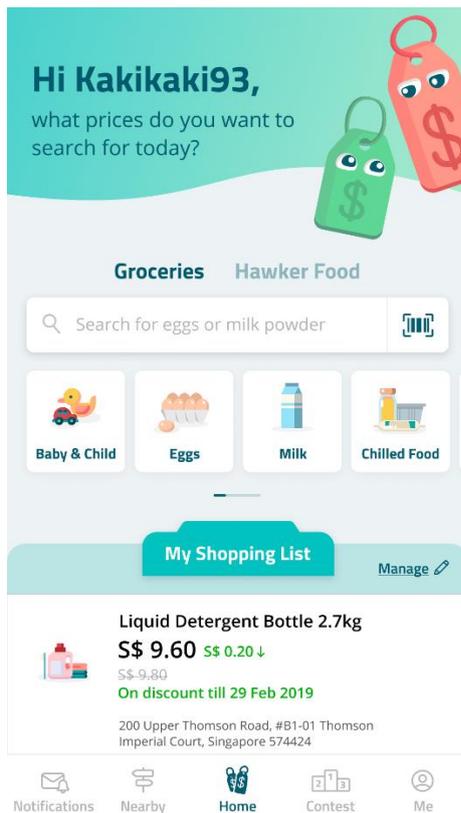
Users can add the item at the particular outlet to their shopping list as circled in red.

Figure 7



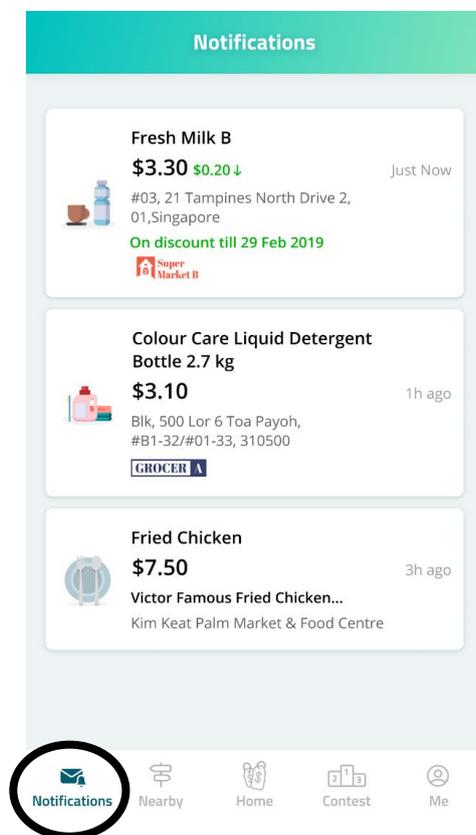
Users will then be led to a screen allowing them to "Add to Shopping List".

Figure 8



Items added to their shopping list can be viewed on the Homepage, where they can be managed.

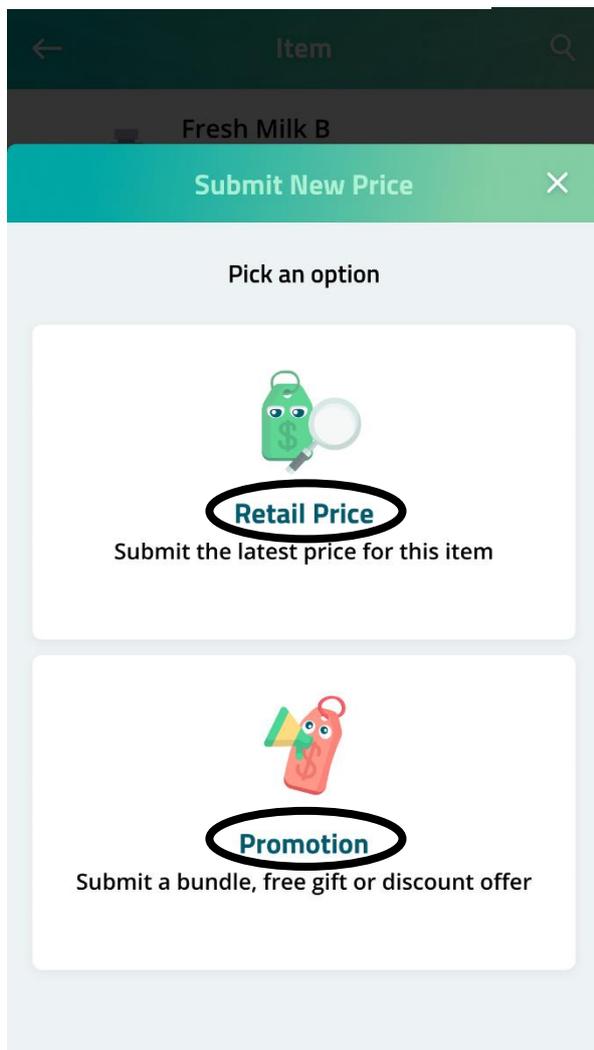
Figure 9



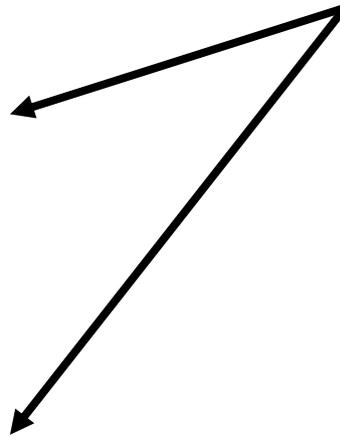
On Notifications tab:  
Users can view overview of price changes of the grocery items and/or hawker food dishes that they have added to the shopping list via "Notifications" as well.

- c) Contribute new in-store retail prices and promotions they come across and confirm existing prices and promotions;

Figure 10

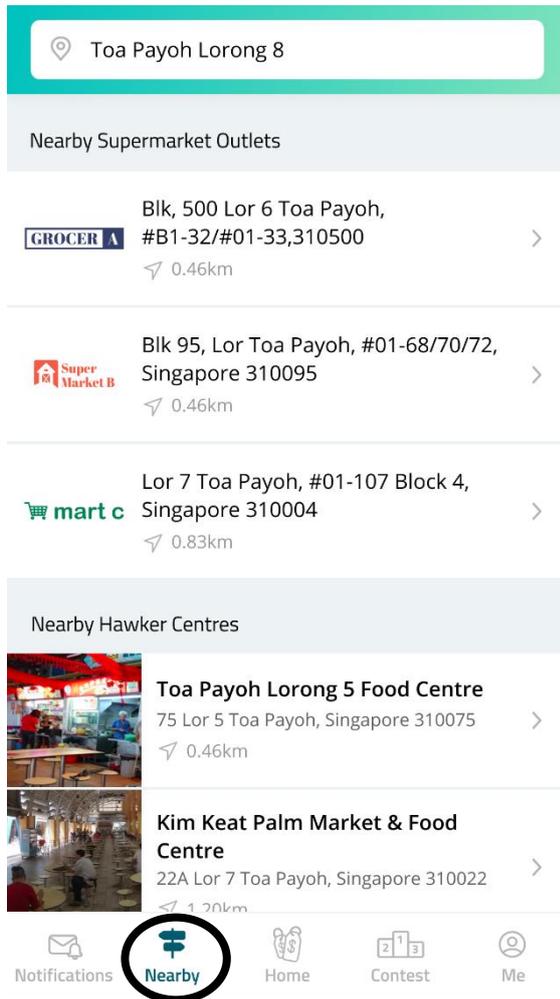


Once users click on "Submit New Price" on the individual item page, they will be led to either update the *Retail Price* or *Promotion* for the item.

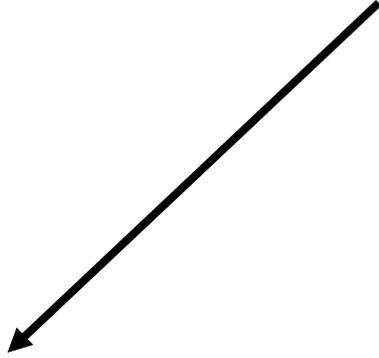


d) Search for supermarkets and hawker centres nearby

Figure 11

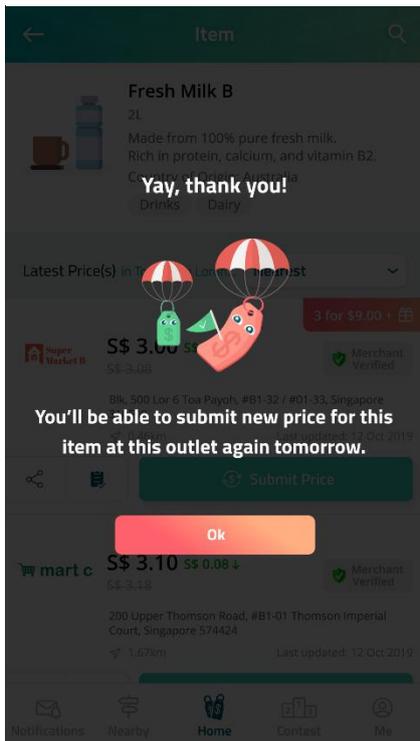


On Nearby tab:  
Users can search for nearby supermarkets and hawker centres in their vicinity for convenience.



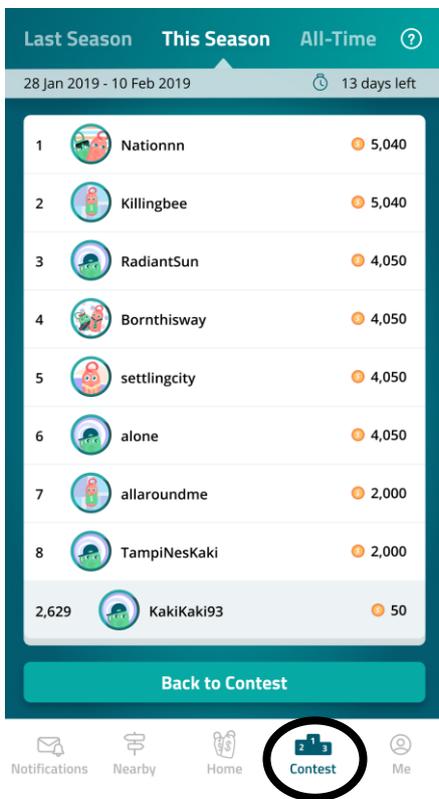
e) Earn points and be rewarded for their contributions

Figure 12



After users have submit the retail or promotional price for the item, they will receive pending rank points, which will convert to rank points once the entry has been verified by the team.

Figure 13



On Contest tab:  
Users can view their ranks for each season amongst other users on the leaderboard.

