

**CONDITIONS TO PARTICIPATE IN CHEAP SALE PRICE EVENT TITLED
“JUALAN ANEKA BRUNEI 2019” IN ACCORDANCE WITH THE
PRICE CONTROL (CHEAP SALE PRICE) REGULATIONS 2012**

29 April 2019 – 23 June 2019

Notification Process:

- 1) Businesses that wish to participate in the 56-day long *Jualan Aneka Brunei 2019* commencing from 29 April 2019 until 23 June 2019 must notify the Department of Competition and Consumer Affairs in the Department of Economic Planning and Development (JPKE), Ministry of Finance and Economy (MOFE).
- 2) Businesses are required to complete a Notification Form which can be obtained from the Department of Competition and Consumer Affairs' counter or downloaded from JPKE's website (<http://www.depd.gov.bn/cad>). The Notification Form must be attached with a Price List (hard copy or soft copy) detailing price reductions (discounts) with information such as bar code, brand, original price, discounted price and percentage of discount.
- 3) Businesses are required to comply with the regulations under the Price Control (Cheap Sale Price) Regulations 2012 including providing truthful information in the Notification Form and Price List. Failure to comply with any provision of the Regulations is considered as an offence. Those guilty of an offence can be issued compounds not exceeding BND1,000. Repeat offenders can be prosecuted and face a maximum fine of \$20,000 and imprisonment of up to 5 years by the court.
- 4) The Notification Form and Price List must be returned to the address below or through email at sales@jpke.gov.bn **at least 5 days prior to the commencement of *Jualan Aneka Brunei 2019* or not later than 24 April 2019.**

Department of Competition and Consumer Affairs
Department of Economic Planning and Development
Room 2A 3:06, Level 3, West Wing,
Block 2A, Jalan Ong Sum Ping,
Bandar Seri Begawan, BA1311

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Conditions:

- 1) The Participation Notice must be displayed appropriately in areas that can be easily seen during the period of *Jualan Aneka Brunei 2019*.
- 2) All goods or services on display for sale must be clearly tagged with original price, discounted price and/or discount percentage as required by the **Regulation 9(1) of the Price Control (Cheap Sale Price) Regulations 2012**. The original price refers to the lowest normal price at which goods or services were supplied in the course of business on the same premise during the continuous period of **30 days prior to the commencement of *Jualan Aneka Brunei 2019***.
- 3) Businesses are required to maintain records including the Price List of Goods or Services for each branch participating in *Jualan Aneka Brunei 2019* as required by **Regulation 11(a) and (b) of the Price Control (Cheap Sale Price) Regulations 2012** to be provided during random inspection when requested.
- 4) Any advertisement made through media must include the (i) *Jualan Aneka Brunei 2019* reference number; (ii) the type of goods or services being offered; and (iii) the location of *Jualan Aneka Brunei 2019*. The advertisement must be clear so as not to mislead consumers.
- 5) Banners and advertisement must use the title of *Jualan Aneka Brunei 2019*. Banners and advertisement can be installed and released at the earliest, **3 days prior to the commencement of *Jualan Aneka Brunei 2019***.
- 6) Businesses shall be responsible for any complaint lodged by the public relating to the goods or services sold or offered during *Jualan Aneka Brunei 2019* in relation to:
 - a) merchantable quality of the goods;
 - b) that the goods or services are reasonably fit for their purposes; and
 - c) any warranty or guarantee of the goods or services.
- 7) **Price Control (Cheap Sale Price) Regulations 2012** can be downloaded from JPKE’s website (www.depd.gov.bn/cad).
- 8) After the end of each cheap sale price event, a 14-day gap should be given before notifying the following cheap sale price event.