



CONDITIONS TO CONDUCT A CHEAP SALE PRICE EVENT FOR GOODS OR SERVICES IN ACCORDANCE TO THE PRICE CONTROL (CHEAP SALE PRICE) REGULATIONS, 2012

- 1) The Price Control (Cheap Sale Price) Regulations, 2012 can be downloaded from the website of the Department of Economic Planning and Statistics (DEPS) (<https://deps.mofe.gov.bn/SitePages/Cheap%20Sale%20Price%20Event.aspx>).
- 2) Businesses that wish to conduct a cheap sale price event are to notify DEPS through the Department of Consumer Affairs by submitting a completed Notification Form via email to sales@jpes.gov.bn or hand in over at the Department of Consumer Affairs, DEPS counter, at least 5 working days prior to the commencement of the said cheap sale price event. DEPS will issue a Sales Notice, which businesses must display at a conspicuous location of the business premises prominently during the period of the cheap sale price event.
- 3) The maximum duration of a cheap sale price event is 21 days with an extension of 10 days allowed (with an addition of 5% minimum discount on the current discount (%) being offered). After the end of each cheap sale price event, a 14-day gap should be given before conducting another cheap sale price event.
- 4) Price lists (indicating details such as bar code, brand, original price, discounted price and percentage of discount) and any other relevant information are to be maintained and made available in each branch that conducts a cheap sale price event, to be provided to Department officials during random inspections, aligned with Regulation 11(a) and (b) in the Price Control (Cheap Sale Price) Regulations, 2012.
- 5) All goods or services put on sale must be clearly tagged with the original price, discounted price, and/or discount percentage as required by Regulation 9(1) of the Price Control (Cheap Sale Price) Regulations, 2012. The original price refers to the lowest normal price at which the goods or services were supplied in the course of business on the same premises during the continuous period of 30 days prior to the commencement of the cheap sale price event.
- 6) Any advertisement made through the media must include (i) the registration number, date and duration of the cheap sale price event; (ii) the type of goods or services being offered; and (iii) the location of the cheap sale price event. The advertisement must be clear to avoid any misleading information. Banners and advertisements must use the title of the cheap sale price event and can be installed and released at the earliest of 3 days prior to the commencement of the cheap sale price event.
- 7) Businesses will be responsible for any complaint lodged by the public concerning the goods or services sold or offered during the cheap sale price event 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.
- 8) Businesses are required to comply with the Price Control (Cheap Sale Price) Regulations, 2012 which includes the need to provide truthful information in the Notification Form and Price List. Failure to comply with the Regulations is considered as an offence. Offences can be issued compounds not exceeding BND1,000. Repeated offences can be fined up to BND5,000 and 2 years imprisonment, and subsequent offences of up to BND20,000 and 5 years imprisonment.