



# Conducting Sale Activities in Brunei Darussalam

Department of Consumer Affairs  
Department of Economic Planning and Statistics  
Ministry of Finance and Economy

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# Cheap Sale Price Regulations 2012

*Any businesses supply or offer to supply goods or services at cheap sale price has to notify to the Department of Economic Planning and Statistics (JPES) through the Department of Consumer Affairs*

*Section 3(1) of the Price Control (Cheap Sale Price) Regulations 2012*

# What are sales activities?

The selling of goods or services which involves the usage of:

- Comparative sale price (price before discount vs price after discount)
- Percentage of discount being displayed
- Words such as “Sale”, “Discount”, “Price Crash” and more...



# Indications or expressions of sales...





# Two types of sale activities

Details	Regular Sales	Scheduled Sales
1. Date of sales	By choice of businesses	Determined by JPES
2. Sales quota	4 times per year *excluding opening and closing sale	2 times per year (or as required/deem fit): - <i>Brunei Salesbration</i> (end of the year) - <i>Jualan Aneka Brunei, Jualan Mega Brunei</i> (Ramadhan - Syawwal)
3. Duration	21 days with 10 days extension (further discount)	50 – 70 days



# Notification Process

## 1. Notification Form to JPES

Forms available at JPES counter or downloadable [www.deps.gov.bn](http://www.deps.gov.bn)



## 2. Form Received

- Business details
- Read and agree to the terms and conditions
- Email to [sales@jpes.gov.bn](mailto:sales@jpes.gov.bn)



## 3. Issuance of Sales Notice

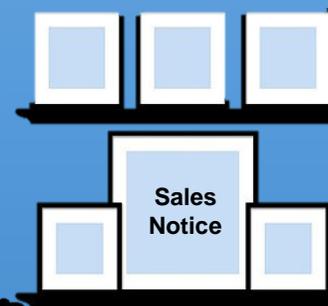
- Notify by phone
- Available for collection over the counter or by email

**SALES NOTICE**



## 4. Display Notice

To be displayed at visible spots



## Compliance Inspection

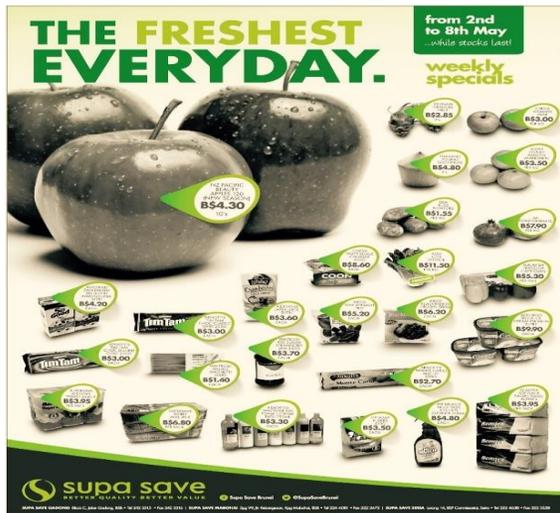
- JPES will conduct random inspections
- Penalty will be imposed on non-compliance to the Sales Regulations

5 working days



# Exemptions

Price reduction without indication of discount



Discount with conditions



Verbally agreed discounts



Discounts on perishable goods / 1 hour before closing





# Penalty

Non-compliance with the terms and conditions will face:

- Compound max \$1,000;
- Fine of \$5,000 and imprisonment for 2 years for the first offence by the court; or
- Fine of \$20,000 and imprisonment of 5 years for second or subsequent offence by the court.



*Section 16 of the Price Control (Cheap Sale Price) Regulations 2012  
Section 10A and 13 of the Price Control Act, Chapter 142*



# Key Takeaways

-  Conduct sales activities in accordance to sales regulations
-  Random inspections for compliance and consumers are eyes and ears
-  Uphold consumer welfare and promote competition among businesses



# Contact us

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