



SIARAN AKHBAR
JABATAN PERANCANGAN EKONOMI DAN STATISTIK
KEMENTERIAN KEWANGAN DAN EKONOMI

**Premis perniagaan dikenakan kompaun
kerana menawarkan harga yang tidak selaras dan mengelirukan pengguna**

Tarikh: 03 Februari 2022

1. Jabatan Persaingan dan Hal Ehwal Pengguna (JPHEP) di Jabatan Perancangan Ekonomi dan Statistik (JPES), Kementerian Kewangan dan Ekonomi telah mengeluarkan dua kompaun dan satu notis amaran kepada tiga buah premis perniagaan kerana melanggar Perintah Paparan Tanda Harga.
2. Atas kesalahan memaparkan harga barangan yang tidak selaras dengan harga sebenar yang dibayar oleh pengguna, Faizee Trading Co. dan Orbit Supermarket Sdn Bhd masing-masing dikenakan kompaun berjumlah \$700 dan \$500, manakala Bismi Enterprise diberikan notis amaran.
3. Perintah Paparan Tanda Harga dan Perintah Pelindungan Pengguna (Perdagangan Wajar) dikuatkuasakan untuk melindungi pengguna daripada amalan perniagaan yang tidak beretika. Para peniaga hendaklah peka dan sentiasa mengamalkan amalan perniagaan yang wajar dan beretika termasuk memaparkan harga dengan jelas dan tepat serta tidak mengelirukan pengguna dalam membuat keputusan pembelian. Amalan perniagaan yang beretika adalah asas dalam membina kepercayaan pengguna dan mewujudkan persekitaran perniagaan yang sihat.
4. Para peniaga yang didapati melanggar Perintah Paparan Tanda Harga boleh dikenakan denda maksimum sebanyak \$20,000 dan penjara selama 5 tahun.
5. Pengguna yang mengesyaki sebarang amalan perniagaan yang mengelirukan adalah digalakkan untuk melaporkannya kepada JPHEP melalui Talian Darussalam 123, aplikasi mudah alih PenggunaBijak atau melalui e-mel kepada aduanpengguna@jpes.gov.bn / consumercomplaint@jpes.gov.bn.

Jabatan Persaingan dan Hal Ehwal Pengguna
Jabatan Perancangan Ekonomi dan Statistik
Kementerian Kewangan dan Ekonomi



PRESS RELEASE
DEPARTMENT OF ECONOMIC PLANNING AND STATISTICS
MINISTRY OF FINANCE AND ECONOMY

**Retail stores issued compound for
inconsistent price conducts and misleading consumers**

Date: 03 February 2022

1. The Department of Competition and Consumer Affairs (DCCA) in the Department of Economic Planning and Statistics (DEPS), Ministry of Finance and Economy has issued two compounds and a warning notice to three retail stores for infringing the Display of Prices Order.
2. The infringement involved displaying prices of goods which are inconsistent with the actual price consumer had to pay upon purchase. The retail stores facing compounds were, Faizee Trading Co. and Orbit Supermarket Sdn Bhd. Both were issued a compound of \$700 and \$500 respectively, while Bismi Enterprise was issued a warning notice.
3. The Display of Prices Order and the Consumer Protection (Fair Trading) Order are enforced to protect consumers from unethical business conducts. Businesses are to be mindful in ensuring fair and ethical business practices including to display price information clearly and accurately and not to mislead consumers in making purchase decisions. Ethical business conducts is the key building block to earn consumer trust and in creating a healthy business environment.
4. Businesses found to violate the Display of Prices Order may face a maximum penalty of \$20,000 fine and an imprisonment of 5 years.
5. Consumers that run into suspected misleading or deceptive business practices are encouraged to report to the DCCA through Talian Darussalam 123, the PenggunaBijak mobile app or via email to aduanpengguna@jpes.gov.bn / consumercomplaint@jpes.gov.bn.

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