



SIARAN MEDIA
JABATAN PERANCANGAN EKONOMI DAN STATISTIK
KEMENTERIAN KEWANGAN DAN EKONOMI

Mengelirukan pengguna semasa aktiviti jualan dan gagal mematuhi syarat-syarat jualan, empat (4) premis perniagaan dikeluarkan Notis Amaran

Tarikh: 24 April 2024

1. Jabatan Perancangan Ekonomi dan Statistik (JPES) di Kementerian Kewangan dan Ekonomi telah mengeluarkan empat (4) Notis Amaran kepada empat (4) buah premis perniagaan kerana ketidakpatuhan terhadap Peraturan-Peraturan Acara Harga Jualan Murah pada hujung bulan Februari dan dalam bulan Mac 2024.
2. Berikutan pemeriksaan ke atas peserta-peserta acara Jualan Mega Brunei 2024 yang dilaksanakan oleh JPES dan aduan pengguna, Syarikat D Euro Fabric, Batu Bersurat telah dikeluarkan Notis Amaran kerana menjalankan aktiviti jualan murah yang mengelirukan pengguna di mana harga sebelum dan selepas diskaun adalah sama. Syarikat berkenaan telah melanggar Peraturan 16 (1) dan (2) di bawah Peraturan-Peraturan Acara Harga Jualan Murah.
3. Pemeriksaan yang dijalankan oleh JPES juga mendapati Syarikat Shahira Jaya Supermarkert Sdn Bhd, Jalan Lumapas, Syarikat Sports Nation Company, Mabohai dan Syarikat Best Eastern, Mabohai masing-masing melakukan atas kesalahan di bawah Peraturan 16 (3) dan (4) dari Peraturan-Peraturan Acara Harga Jualan Murah iaitu mengadakan jualan murah tanpa makluman, tidak mempamerkan Notis Jualan dan tidak memberi dokumen yang relevan seperti di dalam syarat jualan semasa pemeriksaan dijalankan di premis perniagaan. Syarikat-syarikat berkenaan telah dikeluarkan Notis Amaran.

4. JPES sentiasa menasihatkan peniaga untuk menjalankan acara jualan murah secara beretika dengan mematuhi Peraturan-Peraturan Acara Harga Jualan Murah, Akta Pelindungan Pengguna (Perdagangan Wajar), Penggal 261 dan Perintah Paparan Tanda Harga. Ini termasuk mempamerkan tanda harga, diskaun serta terma dan syarat dengan benar, jelas dan betul bagi membantu pengguna untuk membuat pilihan pembelian yang bermaklumat. Amalan perniagaan yang beretika dan wajar adalah penting bagi membantu meningkatkan keyakinan pengguna dan membina persekitaran perniagaan yang kondusif.
5. Peniaga turut disarankan untuk memberikan kerjasama kepada JPES dengan membekalkan maklumat-maklumat perniagaan yang terkini dan sahih seperti senarai harga jualan apabila pemeriksaan dilaksanakan di premis perniagaan. Notis Acara Harga Jualan Murah yang dikeluarkan oleh JPES juga hendaklah dipamerkan dengan terang dan jelas di premis perniagaan.
6. Peniaga yang masih didapati gagal mematuhi Peraturan-Peraturan Acara Harga Jualan Murah boleh dikenakan kompaun maksimum sebanyak BND\$1,000 menurut Bab 10A, Akta Kawalan Harga, Penggal 142. Bagi kesalahan berulang, boleh dikenakan denda maksimum BND\$20,000 dan penjara 5 tahun oleh Mahkamah di bawah Akta Kawalan Harga, Penggal 142.
7. Aduan mengenai amalan perniagaan yang tidak beretika boleh disalurkan kepada JPES melalui aplikasi mudah alih PenggunaBijak atau Talian Darussalam 123, dengan menyertakan dokumen sokongan seperti resit pembayaran atau gambar sebagai bukti, bagi penelitian lanjut.

Jabatan Perancangan Ekonomi dan Statistik
Kementerian Kewangan dan Ekonomi



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

Misleading consumers in sales activities and non-compliance with sales conditions, four (4) business premises issued Warning Notices

Date: 24 April 2024

1. The Department of Economic Planning and Statistics (DEPS) in the Ministry of Finance and Economy has issued four (4) Warning Notices to four (4) business premises for non-compliance with the Cheap Sale Price Regulations at the end of February and in March 2024.
2. Following the inspections conducted by DEPS on Brunei Mega Sales 2024 participants and consumer complaints, Syarikat D Euro Fabric, Batu Bersurat has been issued a Warning Notice for misleading consumers in sales activities where the price before and after discount were found to be the same. The business has infringed Regulations 16 (1) and (2) of the Cheap Sale Price Regulations.
3. The inspections by DEPS also found Syarikat Shahira Jaya Supermarket Sdn Bhd, Jalan Lumapas, Syarikat Sports Nation Company, Mabohai and Syarikat Best Eastern, Mabohai to have infringed Regulations 16 (3) and (4) of the Cheap Sale Price Regulations namely conducting sales activities without notification, non-display of Sales Notices and failure to provide relevant documents as required in sales conditions during inspection at the business premise, respectively. The businesses were issued with Warning Notices.

4. DEPS continuously advise businesses to conduct their sales activities ethically by complying with the Cheap Sale Price Regulations, Consumer Protection (Fair Trading) Act, Chapter 261 and the Price Display Order. This includes the requirement for businesses to clearly and accurately display prices, discounts and any terms and conditions, to help consumers make informed purchase decision. Ethical and fair business conducts are crucial to enhance consumer confidence and contribute to create a conducive business environment.
5. Businesses are also advised to cooperate by providing DEPS with a true and updated business information such as sales prices lists, when requested during inspections at their business premises. Sales Notices issued by DEPS must be prominently displayed in participating business premises.
6. Businesses that are found to still not comply with the Cheap Sale Price Regulations can be issued a compound not exceeding BND\$1,000 under Chapter 10B, Price Control Act, Chapter 142. Subsequent offences can be faced with a maximum price of BND\$20,000 and imprisonment for 5 years by the Court under the Price Control Act, Chapter 142.
7. Complaints on unethical business conducts can be lodged to DEPS through the PenggunaBijak mobile application or Talian Darussalam 123, with supporting documents such as payment receipts or pictures as evidence, for further assessment.

Department of Economic Planning and Statistics
Ministry of Finance and Economy