



PRESS RELEASE DEPARTMENT OF ECONOMIC PLANNING AND DEVELOPMENT

Retailers are urged to comply with maximum prices

Date: 25 September 2019

1. The Department of Economic Planning and Development (JPKE) in the Ministry of Finance and Economy through the Department of Competition and Consumer Affairs found that the rate of compliance with the Price Control Act has improved in July and August 2019 with only 7 and 2 offences recorded respectively compared to 22 and 14 offences respectively for the same period last year. However, businesses are continuously advised to ensure measures are in place in order to comply with the Price Control Act.
2. In the last two months, JPKE issued a compound of \$500 each to three businesses, while another received a compound of \$700 for a repeated offence related to selling cooking oil above the set maximum price. The compounds were issued to business premises located in the Brunei-Muara District. During the same period, five warning notices were issued for price tagging offences and maximum price violations.
3. These offences were found during JPKE's daily routine inspections conducted in all four districts aimed at ensuring that businesses comply with the Price Control Act. While on duty, the JPKE's Price Inspectors also frequently advise businesses and educate consumers on the Act and its regulations, including the display of prices regulations and the cheap sale price regulations.

4. Businesses are reminded that self-compliance with the Price Control Act brings benefits such as creating and maintaining a good business reputation and enhancing consumer loyalty. This in turn can lead to building a more sustainable domestic consumption and vibrant business environment in Negara Brunei Darussalam.
5. Additionally, businesses are advised to display prices on items for sale in their business premises to enable consumers to exercise their rights in making informed purchase decisions by comparing prices of goods. Price transparency promotes consumer welfare.
6. Although maximum prices are set for eleven items listed under the Price Control Act, which include cooking oil and powdered infant milk, businesses are encouraged to offer competitive prices not exceeding the set maximum prices. Up-to-date information on maximum prices are available through the Department's website at www.depd.gov.bn/cad or via the *PenggunaBijak* / SmartConsumer mobile application. Meanwhile, prices for items not included in the Act are subject to the market forces of demand and supply.
7. Failure to comply with the Price Control Act and its regulations may be met with a compound of not more than \$1,000. Repeat offenders may face a maximum fine of \$20,000 and imprisonment of up to 5 years by the court.
8. For more information relating to price control, the public can contact the Department of Competition and Consumer Affairs at:
 - 2230223 (office hours)
 - Consumer hotline: Talian Darussalam 123
 - Mobile application: *PenggunaBijak* / SmartConsumer
 - Email: aduanpengguna@jpke.gov.bn | consumercomplaint@jpke.gov.bn
 - Website: www.depd.gov.bn/cad
 - Facebook group: AduanPenggunaJPKE
 - Walk-in:
Department of Competition and Consumer Affairs
Department of Economic Planning and Development
Room 3.06, Level 3, West Wing
Block 2A, Ong Sum Ping Road, BA1131
Negara Brunei Darussalam



SIARAN MEDIA JABATAN PERANCANGAN DAN KEMAJUAN EKONOMI

Peniaga digesa patuhi harga maksima

Tarikh: 25 September 2019

1. Jabatan Perancangan dan Kemajuan Ekonomi (JPKE) di Kementerian Kewangan dan Ekonomi melalui Jabatan Persaingan dan Hal Ehwal Pengguna telah mencatat kadar kepatuhan Akta Kawalan Harga yang menggalakkan bagi bulan Julai dan Ogos 2019 dengan rekod masing-masing sebanyak 7 dan 2 kesalahan berbanding 22 dan 14 kesalahan pada tempoh yang sama tahun lepas. Walau bagaimanapun, para peniaga terus dinasihatkan untuk sentiasa mengamalkan langkah-langkah bersesuaian bagi memastikan kepatuhan terhadap Akta Kawalan Harga.
2. Dalam tempoh dua bulan kebelakangan, JPKE telah mengeluarkan kompaun berjumlah \$500 kepada tiga buah syarikat perniagaan dan satu kompaun berjumlah \$700 kepada sebuah syarikat perniagaan bagi kesalahan berulang iaitu menjual minyak masak melebihi harga maksima. Kompaun-kompaun tersebut dikeluarkan kepada syarikat-syarikat perniagaan di Daerah Brunei Muara. Pada masa yang sama, JPKE juga telah mengeluarkan lima notis amaran bagi kesalahan-kesalahan paparan tanda harga dan melebihi penetapan harga maksima.
3. Kesalahan-kesalahan berikut didapati semasa pihak JPKE melaksanakan lawatan pemeriksaan harian di keempat-empat daerah dengan matlamat bagi memastikan para peniaga mematuhi Akta Kawalan Harga. Semasa menjalankan lawatan pemeriksaan harian, para Pemeriksa Harga juga menasihatkan para peniaga serta memberikan pemberitaan kepada para pengguna mengenai Akta tersebut dan peraturan-peraturan di

bawahnya, termasuk peraturan paparan tanda harga dan peraturan acara harga jualan murah.

4. Para peniaga diingatkan mengenai manfaat dan kebaikan amalan kepatuhan diri (*self-compliance*) terhadap Akta Kawalan Harga dan peraturan-peraturan di bawahnya termasuk seperti menyumbang kepada membina reputasi perniagaan dan berupaya meningkatkan kesetiaan pelanggan. Ini seterusnya boleh membantu membina ekonomi domestik yang berdaya-tahan dan persekitaran perniagaan yang baik di Negara Brunei Darussalam.
5. Selain itu, para peniaga juga dinasihatkan untuk mempamerkan tanda harga dengan jelas pada barangan yang dijual di dalam premis perniagaan bagi membolehkan pengguna untuk mempraktikkan hak dalam membuat keputusan pembelian dengan melaksanakan perbandingan harga barangan terlebih dahulu. Ketelusan harga (*price transparency*) berfungsi dalam mempromosi kebajikan pengguna.
6. Walaupun harga maksima ditetapkan bagi sebelas barangan yang tersenarai di dalam Akta, termasuk minyak masak dan susu tepung anak damit, para peniaga digalakkan untuk menawarkan harga yang kompetitif tidak melebihi harga maksima yang ditetapkan. Maklumat terkini penetapan harga maksima boleh diperolehi melalui laman sesawang JPKE di www.jpke.gov.bn/cad atau aplikasi mudah alih PenggunaBijak / *SmartConsumer*. Manakala, harga barangan yang tidak tersenarai di dalam Akta adalah tertakluk kepada kuasa pasaran (*market forces*).
7. Kegagalan dalam mematuhi Akta Kawalan Harga dan peraturan-peraturannya boleh dikenakan kompaun tidak melebihi \$1,000. Kesalahan berulang boleh dikenakan denda maksima sebanyak \$20,000 dan penjara selama 5 tahun oleh mahkamah.
8. Bagi maklumat lanjut mengenai kawalan harga, orang ramai boleh menghubungi Jabatan Persaingan dan Hal Ehwal Pengguna melalui:
 - Talian: 2230223 (waktu pejabat)
 - Hotline Pengguna: Talian Darussalam 123
 - Aplikasi mudah alih: PenggunaBijak / *SmartConsumer*
 - Emel: aduanpengguna@jpke.gov.bn | consumercomplaint@jpke.gov.bn
 - Laman sesawang: www.jpke.gov.bn/cad

- Facebook: AduanPeggunaJPKE
- Pejabat JPKE:
Jabatan Persaingan dan Hal Ehwat Pengguna
Jabatan Perancangan dan Kemajuan Ekonomi
Bilik 3.06, Tingkat 3, West Wing
Blok 2A, Jalan Ong Sum Ping, BA1131
Negara Brunei Darussalam