



**KEMENTERIAN KEWANGAN DAN EKONOMI
NEGARA BRUNEI DARUSSALAM**

SIARAN AKHBAR

Memperkukuh amalan jualan yang beretika semasa Jualan Mega Brunei (JMB) 2026

1. Kepentingan untuk menjalankan jualan secara telus dengan terma dan syarat yang jelas agar tidak mengelirukan pengguna telah ditekan semasa operasi bersepadu baru-baru ini. Peserta bagi acara jualan tahunan kebangsaan Jualan Mega Brunei (JMB) 2026 turut diingatkan untuk melaksanakan jualan dan promosi yang beretika bagi memperkukuhkan kepercayaan pengguna terhadap peniaga. Perkara ini ditekankan semasa operasi bersepadu oleh Jabatan Perancangan Ekonomi dan Statistik (JPES) melalui Jabatan Hal Ehwal Pengguna bersama Unit Sukatan dan Timbangan (SDT), Bahagian Industri dan Ekosistem Perniagaan di bawah Kementerian Kewangan dan Ekonomi.
2. Operasi bersepadu yang dijalankan di kawasan Kampung Rimba di Daerah Brunei-Muara ini bukan sahaja memastikan kepatuhan terhadap Peraturan Acara Harga Jualan Murah, tetapi juga menguatkuasakan peraturan-peraturan di bawah Akta Kawalan Harga, Penggal 142 dan Akta Sukatan dan Timbangan, Penggal 151. Peraturan-peraturan ini berperanan dalam memelihara kepentingan pengguna dan mewujudkan iklim perniagaan yang wajar.
3. Berikutan daripada operasi bersepadu berkenaan, premis-premis perniagaan yang diperiksa didapati mematuhi Peraturan Acara Harga Jualan Murah. Walau bagaimanapun, sebuah (1) premis perniagaan iaitu Syarikat Jaya Hypermart Sdn Bhd telah didapati menjual melebihi harga maksimum yang ditetapkan bagi barangan yang dikawal harga iaitu minyak masak. Syarikat tersebut telah dikenakan kompaun berjumlah B\$500.00 di bawah Akta Kawalan Harga, Penggal 142.
4. Sementara itu, penguatkuasa Unit SDT telah mendapati sebanyak dua puluh enam (26) unit alat sukat dan timbang yang digunakan bagi tujuan jual beli. Dua (2) unit alat timbangan kepunyaan Syarikat Bristodeli Cafe gagal mematuhi Akta Sukatan dan Timbangan, Penggal 151 dan Peraturan-Peraturan (Penelitian) Alat-Alat Sukatan dan Timbangan, Bab 3 (1) dan (2) iaitu menggunakan alat sukat dan timbang yang tidak berdaftar dengan Unit SDT. Pihak syarikat telah dikeluarkan Notis Penyitaan dan kedua-dua alat tersebut telah disita. Dalam pada itu, pihak syarikat dikehendaki hadir ke Pejabat Unit SDT dalam tempoh tujuh (7) hari waktu bertugas dari tarikh notis dikeluarkan bagi memperbetulkan isu berkenaan. Pemilik alat yang telah hadir bagi membaharui Pencapan Tahunan dan Pendaftaran Baru, alat-alat berkenaan diserahkan kembali bagi tujuan aktiviti jual beli.

5. JPES dan Unit SDT secara berterusan menekankan kepentingan menjalankan aktiviti perniagaan yang beretika dan telus. Peniaga diingatkan untuk mengutamakan maklumat yang jelas dan betul bagi membolehkan pengguna membuat pembelian yang bermaklumat. Selain itu, premis perniagaan perlu memastikan alat sukatan dan timbangan yang digunakan semasa aktiviti perniagaan adalah berdaftar dengan tempoh penggunaan yang sah.
6. Sebarang pertanyaan lanjut boleh disalurkan melalui saluran rasmi seperti berikut:
 - a) Bagi Akta Kawalan Harga, Penggal 142: Jabatan Hal Ehwal Pengguna, JPES melalui Talian Darussalam 123 atau e-mel aduanpengguna@jpes.gov.bn; dan
 - b) Bagi Akta Sukatan dan Timbangan, Penggal 151: Unit SDT melalui e-mel sdt@mofe.gov.bn atau talian 2383142.

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**MINISTRY OF FINANCE AND ECONOMY
BRUNEI DARUSSALAM**

PRESS RELEASE

Upholding Ethical Sales during Jualan Mega Brunei (JMB) 2026

1. The importance of conducting sales transparently, with clear terms and conditions to avoid misleading consumers, was underscored during a recent joint operation. Participants of the national sales event, Jualan Mega Brunei (JMB) 2026, were also reminded to carry out sales and promotions ethically to strengthen consumer trust in businesses. This matter was emphasized during the joint operation conducted by the Department of Economic Planning and Statistics (JPES) through the Department of Consumer Affairs, together with the Weights and Measures Unit (SDT), Industry and Business Ecosystem Division under the Ministry of Finance and Economy.
2. The joint operation carried out in Kampung Rimba in the Brunei-Muara District not only focused on ensuring compliance with the Cheap Sales Price Regulations but also enforced other regulations under the Price Control Act, Chapter 142 and the Weights and Measures Act, Chapter 151. These regulations play a role in safeguarding consumer interests and fostering a fair business environment.
3. Following the joint operation, all inspected business premises were found to have complied with the Cheap Sale Price Regulations. However, one (1) business premise, Syarikat Jaya Hypermart Sdn Bhd, was found to have sold a controlled item, namely cooking oil, at a price exceeding the prescribed maximum limit. The business premise was issued a compound of B\$500.00 under the Price Control Act, Chapter 142.
4. Meanwhile, the SDT Unit found twenty six (26) units of weighing machines used for trading purposes. Two (2) units owned by Syarikat Bristodeli Cafe have failed to comply with Weights and Measures Act, Chapter 151 and the Weights and Measures (Verification) Regulations, Chapter 3 (1) and (2), which were using unregistered weighing machines. The company has been issued a Seizure Notice and both of the weighing machines have been confiscated. The company is required to report to the Weights and Measures Unit Office within seven (7) working days from the date the notice was issued. Owners of the weighing machines who have renewed the Annual Registration and New Registration may have their weighing machines returned for trading purposes.

5. JPES and the SDT Unit continuously emphasize the importance of conducting business activities in an ethical and transparent manner. Businesses are reminded to provide clear and accurate information to allow consumers to make informed purchasing decisions. Additionally, business premises must ensure that the weighing and measuring instruments used for business activities are registered and within their valid usage period.
6. Any inquiries can be reported to the following official channels:
 - a) For matters related to the Price Control Act, Chapter 142: Department of Consumer Affairs, JPES via Talian Darussalam 123 or email consumercomplaint@jpes.gov.bn; and
 - b) For matters related to the Weights and Measures Act, Chapter 151: SDT Unit via email sdt@mofe.gov.bn or contact at 238 3142.

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