



PRESS RELEASE

THREE PROMINENT TRADERS UNDER INVESTIGATIONS

MONDAY 10 SEPTEMBER 2018

Three traders are currently being investigated by the Fijian Competition and Consumer Commission (FCCC) following issues raised by consumers regarding unfair trade practices.

It is alleged that the three prominent traders operating Fiji wide were engaging in Bait Advertising and False and Misleading Advertisements which are in contravention of the Fijian Competition and Consumer Commission Act 2010 (FCCC Act 2010).

The traders extensively advertised a number of items on “sale” and “special”, however, it was brought to FCCC’s attention that when consumers ended up in the stores, the items were either out of stock or all sold out. The FCCC through its advertisement monitoring noted that the traders’ sale period was effective till a later date, hence they should have sufficient stock to last the sale period. It was also noted by FCCC that despite the advertised items being out of stock and sold out, the traders continued to run paid advertisements to lure the consumers to their supermarkets.

In addition, a prominent supermarket chain advertised that one of their products that was sold for \$9.99 was reduced to \$7.99 during the sale period. The label on the shelf for the same product reflected the actual price of the product being \$7.95.

The FCCC has begun its investigations into the issues and the traders may be charged for breaching provisions of the FCCC Act 2010.

As per the requirements under FCCC Act 2010, traders and/or individuals shall ensure compliance with the requirements of the law. At the same time members of the public are encouraged to highlight matters for consideration through the right forum and refrain from venting their frustration via social media sites.

If consumers feel their rights as a consumer have been compromised they should come forward and lodge their concerns with FCCC with evidences. FCCC will be more than willing to assist them with their issues.

For more information, please contact FCCC, Communications Officer, Ms. Khusboo Singh on 8921991 ext. 335 or email: khusboo.singh@fcc.gov.fj