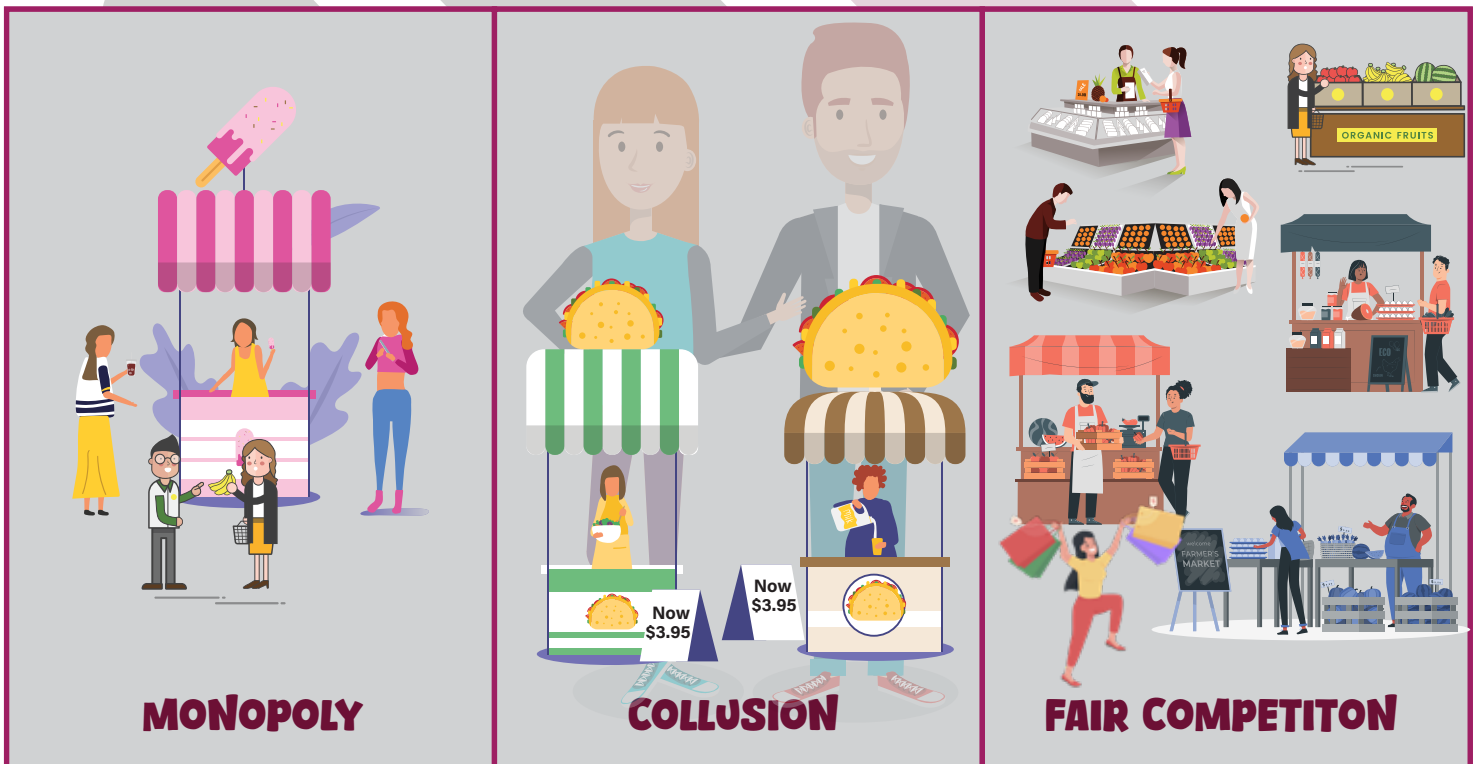


# WHAT IS COMPETITION?

Competition in the marketplace isn't like a soccer game it's more like a bunch of coconut water stands on the beach, each trying to sell the best, freshest drink. Some might offer ice-cold coconut water, while others might add a splash of lime or serve it in a fancy cup. The more stands there are, the better the quality and prices of coconut water become, and people can pick which one they like best. So, if one stand has a special twist, like a free straw or a cute umbrella, others will try to make their stand even better too. In the end, everyone gets a tastier drink, and that's what competition is all about!



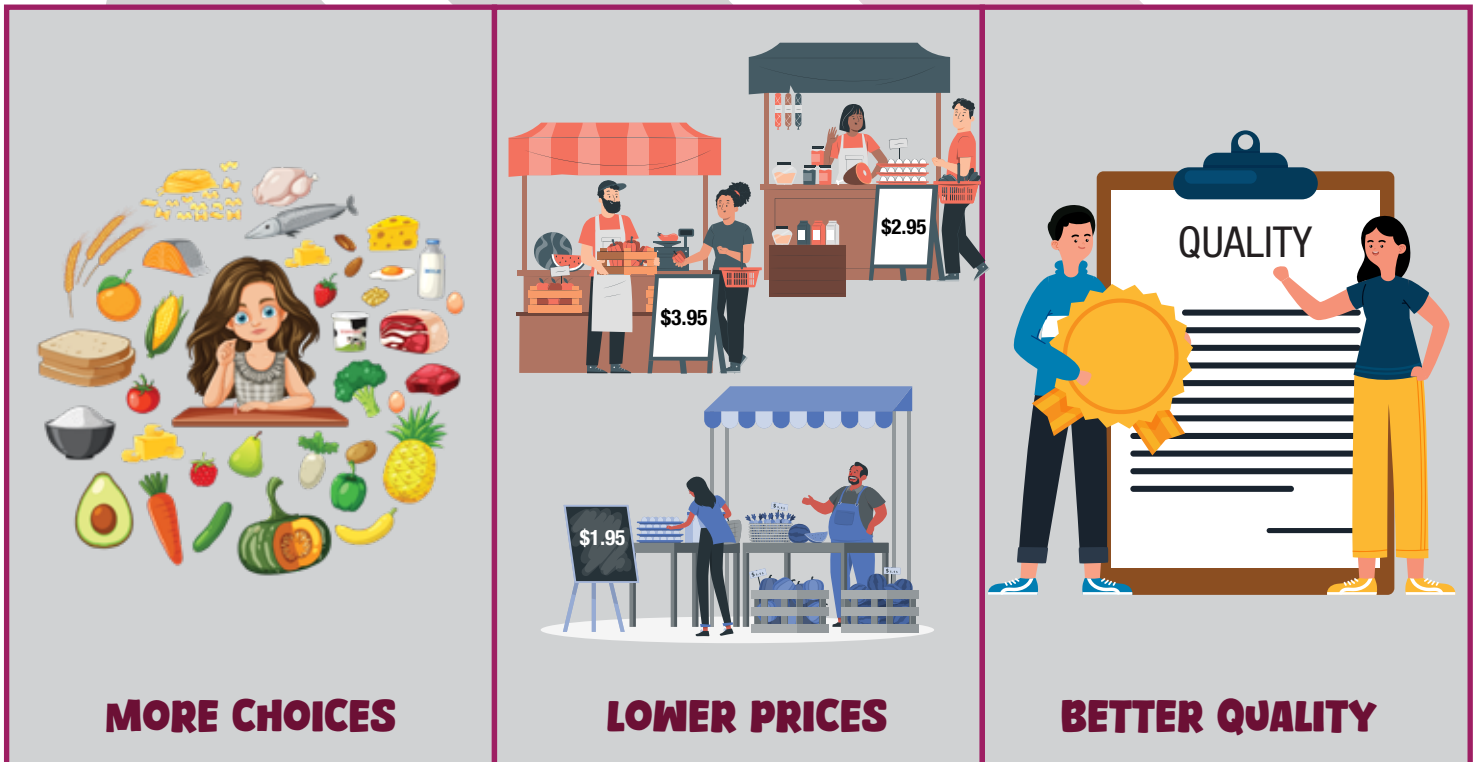
In the real world, businesses compete with each other in a similar way. They try to make their products better, cheaper, or more attractive to customers. This competition is good for us, as consumers, because it leads to better products, lower prices, and more choices.



# WHY IS COMPETITION IMPORTANT?

Competition is a driving force in the market. Businesses aim to be the best by offering better products, lower prices, and good service. This benefits consumers by providing more choices and ensuring fair prices.

Competition is good for us, the consumers, because it means we get to choose from a variety of products and services, and we can be sure that businesses are doing their best to offer us the best deals.



For example, if one market vendor sells rotten mangoes, we can simply buy from another vendor who sells fresh mangoes. This competition encourages all vendors to sell the best quality products.



# WHAT DOES FCCC DO?

Imagine the FCCC as the referee in a rugby match. We ensure that everyone plays fairly, no one cheats, and the game is enjoyable for all. Similarly, the FCCC acts as a referee in the market, making sure there is a fair play.

Sometimes, businesses might try to team up and fix prices, or stop other businesses from competing. This is like cheating in a game! FCCC makes sure this doesn't happen. We also watch out for big companies buying smaller ones, making sure it's fair for everyone.



So, the next time you go shopping, remember FCCC is working hard to make sure you get a fair deal.



# WHAT CAN YOU DO?

**YOU** as a consumer can help ensure competition! Think of it like a market with several stalls selling the same product, such as fruits. If there is only one stall in the market, even with high prices or poor quality, that stall has little incentive to improve. However, in a market with multiple stalls competing, consumers have more options, and this competition forces sellers to offer better prices and higher quality to attract customers.

Therefore, if consumers look around, compare prices, and pick the best deals, businesses are forced to either drop their prices, improve their products or offer better service to attract customers.



**KEEP AN EYE FOR ANTI-COMPETITIVE PRACTICES**



**EDUCATE YOURSELF**



**REPORT TO US!**

So, by being a smart shopper, you're basically the "boss" of the market, making sure everyone keeps their prices fair, their products fresh, and their service above the bar. It's like being a superhero, but with a shopping bag

Fair competition benefits everyone. Here in Fiji, the FCCC Act 2010, Section 67 (2), prohibits "prescribed anti-competitive conduct." This means businesses shouldn't engage in practices that prevent competition.

If you suspect a business engaging in such practices, report it to us at: <https://linktr.ee/fijianccc>

**You can do your part for a competitive marketplace in Fiji!**



**FIJIAN  
COMPETITION &  
CONSUMER  
COMMISSION**