



Media Release

FCCC Reminds Consumers to Shop Wisely During Post-Festive and Back-to-School Season

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As the festive season concludes and families across Fiji gear up for the new academic year, the Fijian Competition & Consumer Commission (FCCC) urges consumers to remain vigilant and informed while conducting their back- to- school shopping.

FCCC CEO, Joel Abraham, emphasised the importance of planning, preparing a budget, and adhering to it during this busy period.

“Parents and guardians often face financial strain when purchasing school supplies. By comparing prices, choosing reputable retailers and staying alert to sales gimmicks, they can maximise their spending and ensure their children have all the essentials for the year ahead,” said Abraham.

FCCC, through the Counter Inflation (Price Control) (Stationery and Textbooks) (No.24) Order 1993, regulates the prices of stationery and textbooks. This order stipulates the margins allowed for wholesalers and retailers trading stationery and textbooks.


The order ensures that traders engage in fair pricing practices for stationery and textbooks. FCCC safeguards consumers by ensuring compliance with the order through monitoring efforts such as surveillances and inspections.

So far, FCCC has conducted over 140 surveillances and inspections specifically targeting back-to-school stationery items. During these inspections and surveillances, we take into account the pricing practices of the traders and calculate whether the price markups of the stationery are within the confines established in the order.

One key concern this year is the rise of scams related to school vouchers. Fraudulent offers often circulate, promising significant discounts or “free” supplies, only to leave consumers disappointed or financially affected. Abraham advises parents to be extra cautious when dealing with any voucher schemes.

“Scammers often prey on the urgency of back-to-school shopping. Be sure to verify the authenticity of any offers before sharing personal or payment information,” he added.

Before making any purchases, it is advisable to check and compare prices across multiple outlets to take advantage of promotions on essentials such as uniforms, stationery and books. Always examine product labels and ensure items meet the required quality standards to avoid substandard or counterfeit goods.



Additionally, inquire about a store's return or exchange policy, particularly for electronic devices like calculators or gadgets and keep your receipts in case proof of purchase is needed. Lastly, if you suspect price gouging or any unfair trading practices, report these issues to the FCCC immediately.

"With the back-to-school rush, unscrupulous traders can sometimes exploit consumers," Abraham said.

"We advise everyone to remain attentive and report any suspicious practices to FCCC. By doing so, you help protect your own interests and those of the wider community."

FCCC also reminds retailers of their legal obligations. Engaging in unethical conduct, such as charging unreasonable prices, misrepresentation of goods or providing false promotions can result in penalties. Traders must uphold ethical standards to foster trust with consumers and help create a fair marketplace.

"We appreciate the many retailers who are compliant," Abraham added.

"By adhering to regulations and adopting fair practices, traders not only support consumer rights but also build long-term loyalty with their customers. Traders who are engaging in unethical conduct and mislead consumers will face serious consequences, as permitted under the law."

As part of its ongoing commitment, FCCC will continue to monitor the market closely throughout the back-to-school period and take swift action against any breaches identified through inspections or complaints.

"As the Government's \$200 Back-to-School Support initiative being rolled out for another school year, we want to ensure that the benefits of the initiative are maximised for families," said Abraham.

Information gathered from our market survey, containing the prices from stationery retailers, will be published on FCCC's social media pages and website from today. This will allow consumers to make more informed choices and engage in comparative shopping that can save them money.

Last month, FCCC carried out 1,062 inspections to ensure retailers were complying with fair trading and consumer protection regulations. During these nation-wide inspections, 40 breaches were found, primarily related to overcharging and failure to display prices.

For more information or to report suspicious activity, the public can contact the FCCC by calling 8921991, emailing helpdesk@fcc.gov.fj, or through any of the channels at <https://linktr.ee/fijianccc>.

About FCCC

The Fijian Competition and Consumer Commission is an independent statutory authority committed to promoting competition and fair trading and regulating national infrastructure for the benefit of all Fijians.

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