

No more quota for 'cheap sales' from next year

PROGRAM



Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail said traders need not notify the ministry if the cheap sales is for a period of less than three days at a time. - NSTP/RAMDZAN MASIAM

By Audrey Dermawan
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SEBERANG JAYA: Beginning Jan 2 next year traders are allowed to organise as many cheap sales they can as possible in a year.

This follows amendments to the Trade Descriptions (Cheap Sale Price) Regulations, which was gazetted on Nov 29 this year.

Prior to this, traders are only allowed to organise four cheap sales a year — three dates gazetted by the government and another on a date of their choice.

Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail said traders need not notify the ministry if the cheap sales is for a period of less than three days at a time.

He said for cheap sales for a period of more than three days at a time, they need to notify the ministry a day prior to the event.

Prior to this, traders needed to notify the ministry two weeks before the period of the cheap sales started.

"We feel that it is no longer suitable for the ministry to impose any quota for the retail sector due to stiff competition with the rise of e-commerce.

"So, beginning Jan 2 next year, we are giving traders the freedom to decide how many times in a year they want to have cheap sales and for how long a duration.

"With this move, we hope to further boost the retail sector and create a healthy and open competition," he said after the launch of a "Back to School" programme at Tesco Extra, here, today.

Some 150 underprivileged children received school bags, courtesy of Tesco.

Saifuddin said the decision to allow the traders to decide for themselves came about following various engagement sessions and studies.

Meanwhile, Saifuddin said despite the move, the ministry would not abandon consumers' interest.

He said, on the ministry's part, they would ensure that advertisements put up by traders would not confuse consumers.

"We will continue to focus on the aspect of strict enforcement to protect consumers," he stressed.

