

**GUIDELINES ON PARTICIPATION IN
CHEAP SALE PRICE EVENT TITLE BRUNEI SALEBRATION (BSb) 2016 IN
RELATION TO GOODS PURSUANT TO THE PRICE CONTROL (CHEAP SALE
PRICE) REGULATIONS, 2012**

28 November 2016 – 31 January 2017

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1. Any businesses who wishes to conduct the Brunei *Salebration* (BSb) 2016 event must notify to the **Department of Economic Planning and Development (JPKE), Prime Minister's Office**.
 2. All goods on display must be **clearly price tagged** as required by Regulation 9 (1) of the Price Control (Cheap Sale Price) Regulations, 2012.
 3. All prices involved in the Brunei *Salebration* (BSb) 2016 event must be given a **discount of not less than 20% and are encouraged to be given higher discount percentages**.
 4. Department stores and other businesses are encouraged to give discount for as many goods displayed in the premises as possible or **not less than 60% of the goods displayed in the premises**. For grocery, electrical and electronic goods, at least 15 types of such items must be given discount.
 5. For the remaining stock outside the 60% minimum requirement, participating stores may offer discount between the ranges of 10% to 20%. However, it must be supplemented with additional promotions such as purchase-with-purchase, free gifts, vouchers, coupons, etc.
 6. Businesses are required to furnish (hard copy and soft copy) the price list of goods or services to be offered at cheap sale price event with details of the goods or services such as bar code, brand and indication of the normal and the cheap sale prices and/or discount percentages. Any participating branch are also required to submit the price list separately.
 7. All goods or services on sale must bear **original price, discounted price and/or discount percentages**. The original price means the lowest price at which were supplied or offered to be supplied in the course of business on the same premises during the continuous period of 30 days immediately prior to the commencement the Brunei *Salebration* (BSb) 2016 event.

8. Businesses must complete the form which can be downloaded from JPKE website (<http://www.depd.gov.bn>). The completed form must be submitted to JPKE **not later than 14 days before the Brunei *Salebration* (BSb) 2016 event starts. Notification form received after the deadline will not be entertained/considered.**

Jabatan Perancangan dan Kemajuan Ekonomi (JPKE)
Bilik 2A 3:06, Tingkat 3, West Wing,
Blok 2A, Jalan Ong Sum Ping,
Bandar Seri Begawan BA1311
Negara Brunei Darussalam

9. Businesses can submit the notification form and the price lists via email at sales@jpke.gov.bn.
10. Notification form that is incomplete or businesses that failed to comply according to the guidelines will not be considered.
11. Applicants are required to display clearly the **Participation Notice** throughout the Brunei *Salebration* (BSb) 2016 event.
12. The approval for the Brunei *Salebration* (BSb) 2016 event is for **65 days only**.
13. After the end of the Brunei *Salebration* (BSb) 2016 event, a 14-day gap should be given before submission of the following sale event.
14. Every advertisement to the public through any means of media must include the Brunei *Salebration* (BSb) 2016 reference number, the type of goods or services being offered, the location where the event is being carried out and the amount of reduction in price (if necessary) which have been approved.
15. Banners and advertisements if any must use the title of the Brunei *Salebration* (BSb) 2016. The lettering for in-store banners and advertisements must not be less than 1/2 the size of A4 paper.
16. Banners and advertisements can **be installed and released at the earliest, three (3) days before the sale event starts**. All sale banners and advertisements will be required to state the duration of the Brunei *Salebration* (BSb) 2016 event.

17. Failure to comply with the requirements of the Price Control (Cheap Sale Price) Regulations, 2012 will result in the revocation of his/her application. All signages for sale event will be taken off immediately.
18. Applicants shall be responsible for a complaint lodged by the public relating to the goods sold during the Brunei *Salebration* (BSb) 2016 event in relation to:-
 - a) merchantable quality of the goods;
 - b) that the goods are reasonably fit for their purposes; and
 - c) any warranty or guarantee of the goods
19. Failure to comply with any provision of these Regulations is guilty of an offence. Offences can be issued compound not exceeding BND1,000. If continue to do so can be penalised BND5,000 with 2 years imprisonment and subsequent offence BND20,000 with 5 years imprisonment.

*note: JPKE has the right to change the content of guidelines of BSb 2016 without any notification.