



Competing To Grow

Fair Trading Commission

March 24, 2015

Mobile Business Clinic (Mandeville)

Purpose of Competition Law

- ▶ Promote efficiency in the production and distribution of products
- ▶ Promote lower prices, better quality and greater variety of products

Purpose of Competition Law

- ▶ Fair Competition Act, 1993
- ▶ Applicable to all businesses in Jamaica
- ▶ Benefits both businesses and consumers

Ways to grow

- ▶ Price competition
- ▶ Nonprice competition
 - Product quality
 - Customer service
 - Packaging
 - Creating new products/services



Packaging



Attracting Customers

- ▶ Section 37 of the Fair Competition Act–
Misleading advertising
- ▶ Provide customers with material information



Misleading Advertising



Attracting Customers

- ▶ Consistency
 - Advertising methods (flyers, newspapers)
 - Advertised vs. actual product/service
- ▶ Provide information about your refund policy

Limiting Liability

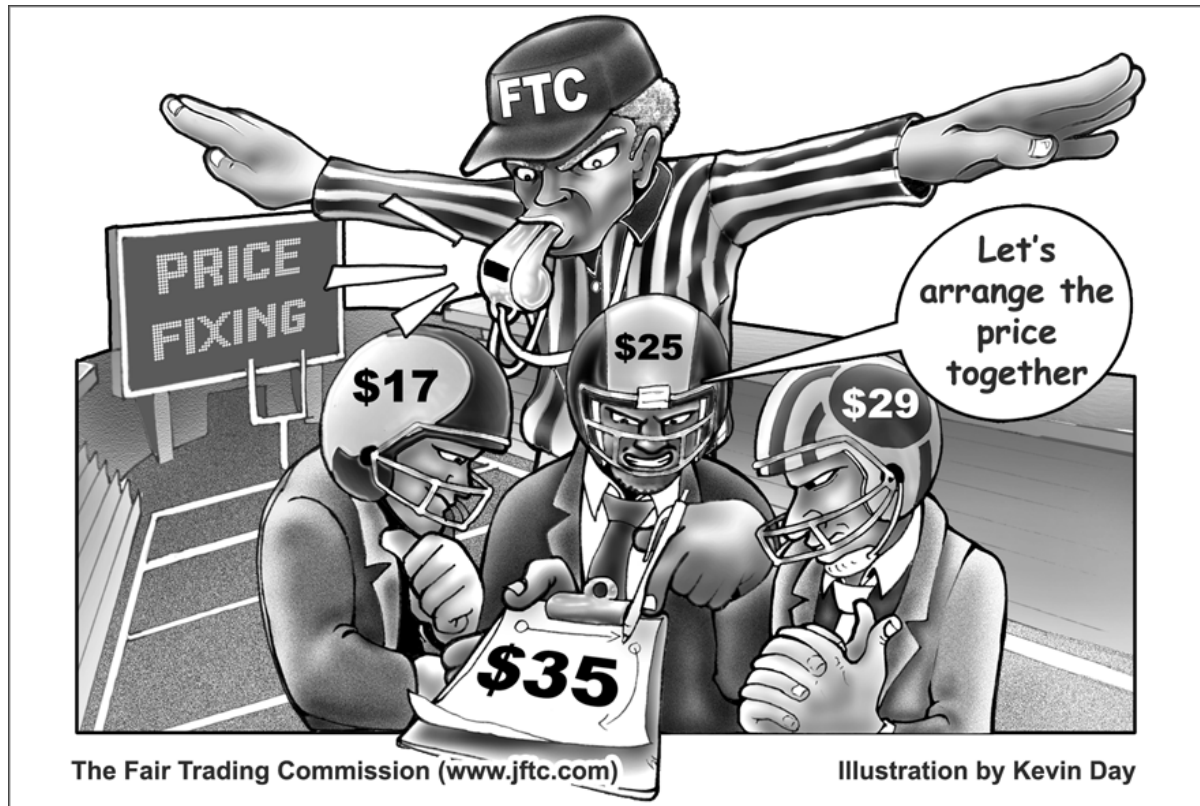
- ▶ Sensitize staff about products or services
- ▶ One price should be attached to a product
 - Section 39 of the FCA– Double ticketing
- ▶ Price on shelf should be the same as price at cash register
 - Section 41 of the FCA– Sale above advertised price

Forbidden Practices

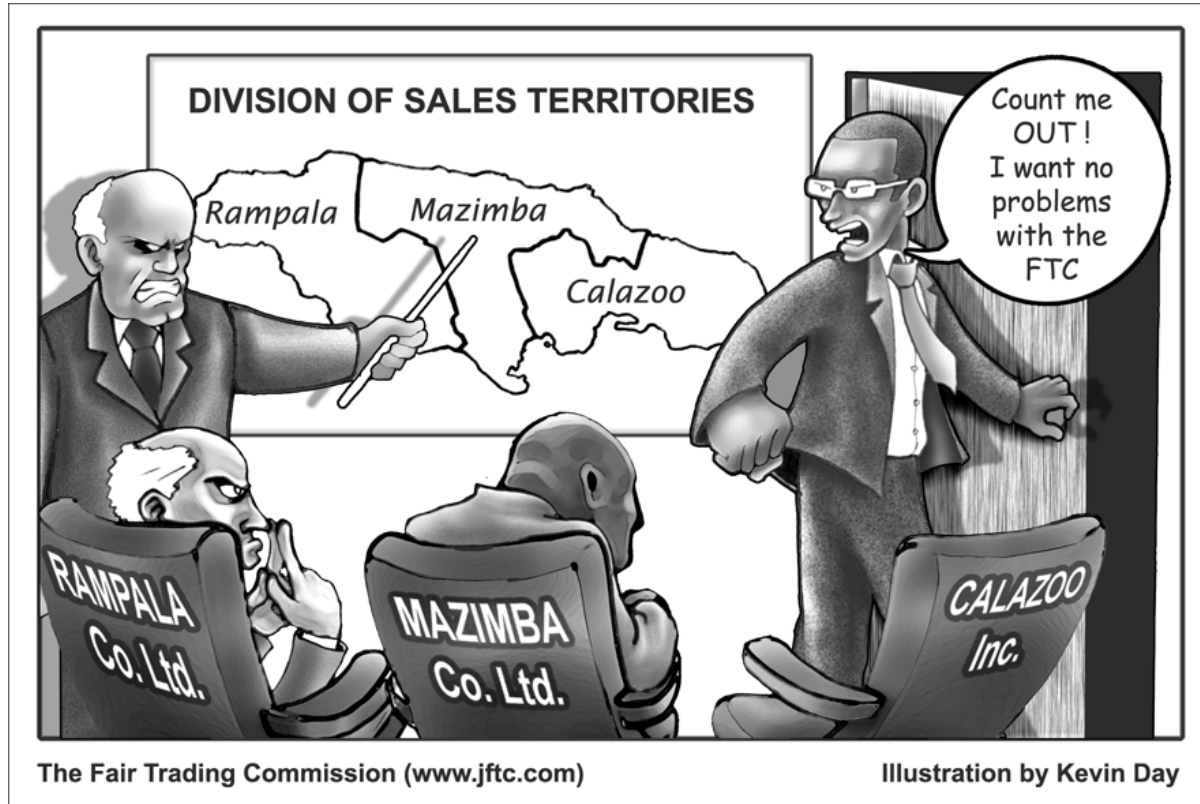
- ▶ Cartels
 - Price fixing
 - Market allocation
 - Market division
 - Bid rigging



Price Fixing



Market Division



Questions

THE END