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# BE A FAIR TRADER

**Stop These Unfair Trade Practices**

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WORLD'S BEST!

ZERO BREAKDOWN!

UNBREAKABLE!

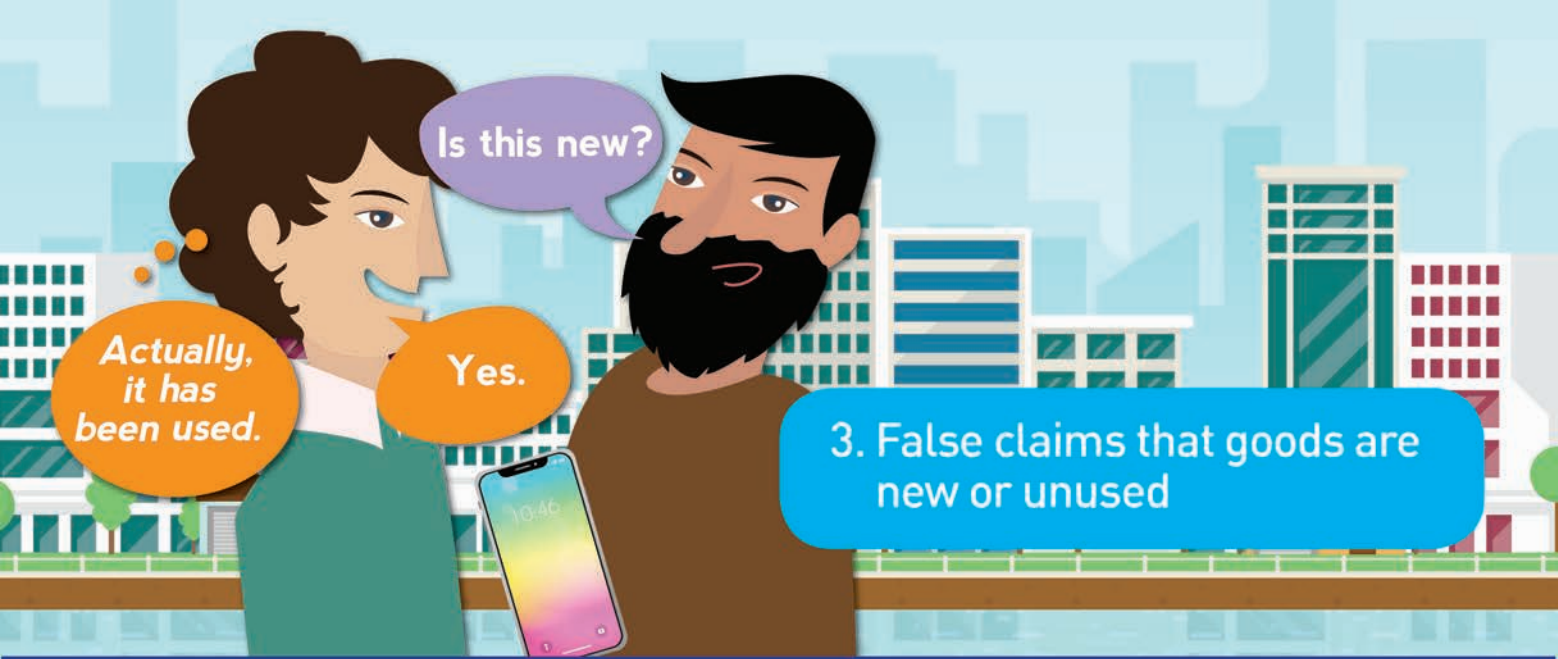
ZERO MAINTENANCE!

1. False claims about the functionality or benefits of goods or services

All these jewellery are handmade by artisans!

Wow! I'll buy some!

2. False claims that goods or services are of a particular standard or quality



3. False claims that goods are new or unused



4. False claims of the history or extent to which goods have been used



**ONE DAY OFFER**

This is the last piece, special price for you.

**LAST ITEM!**

5. Misrepresent that goods or services are available in particular quantities or prices



**UNDER  
REPAIR**

*The phone is fine,  
no repair is  
actually needed.*

6. False claims that servicing on goods is needed or has been provided

7. False claims about discounts, benefits or advantages of goods or services

Actual price is \$40 instead of \$100.

Was \$100. Now \$50!

What a good deal!

8. Charge a higher price for goods or services than actual quotation provided to consumers

Please pay \$100.

That's not what you quoted.

QUOTE  
**\$80**



Denied. Warranty covers only labour but not parts.

9. False claims that a transaction gives consumers certain rights or remedies




*Boss says I can't give discounts, but let me just seal the deal first.*

*I can close the deal by giving you a 50% discount now.*

*Wow! Ok let's close it.*

10. False claims that a person has or does not have authority to close a deal



11. Draw excessively one-sided agreements or contracts which benefit the seller

Very good deal not to be missed!

Really ah? But it says no exchange, no refund, no cancellation, no amendments...



I am not keen to buy...

Must buy, or you can't leave!

12. Excessively pressuring consumers to purchase goods or services



I have ABC vouchers from store XYZ.

No, we don't accept ABC vouchers here.

13. False claims that another supplier will provide discounts for consumers with vouchers



Research shows that weight loss is guaranteed!

Really? Research by whom?

14. Using seemingly objective reports as advertisements without stating disclaimers



WATCH STORE

Actually there is no other offer.

15. False claims that there is another prospective buyer for goods or services

Closing deal soon. Someone has offered \$900.


Ok, I offer \$1000.

**BUY NOW  
FREE REPAIR  
GUARANTEED!**

LAPTOP REPAIR

**PERMANENTLY  
CLOSED!**

16. False claims that the goods can be repaired in the future, in order to secure an immediate purchase



Isn't there a mystery gift that comes with this purchase as advertised?

Oops. Sorry. You need to top up \$50 for this mystery gift.



17. Falsely offering gifts that tie with the sale of goods or services



**BIG SALE**

ONLY ONE DAY!

*But this "one-day sale" has been on since last year!*

18. False claims that discounts for goods and services are for a limited period only

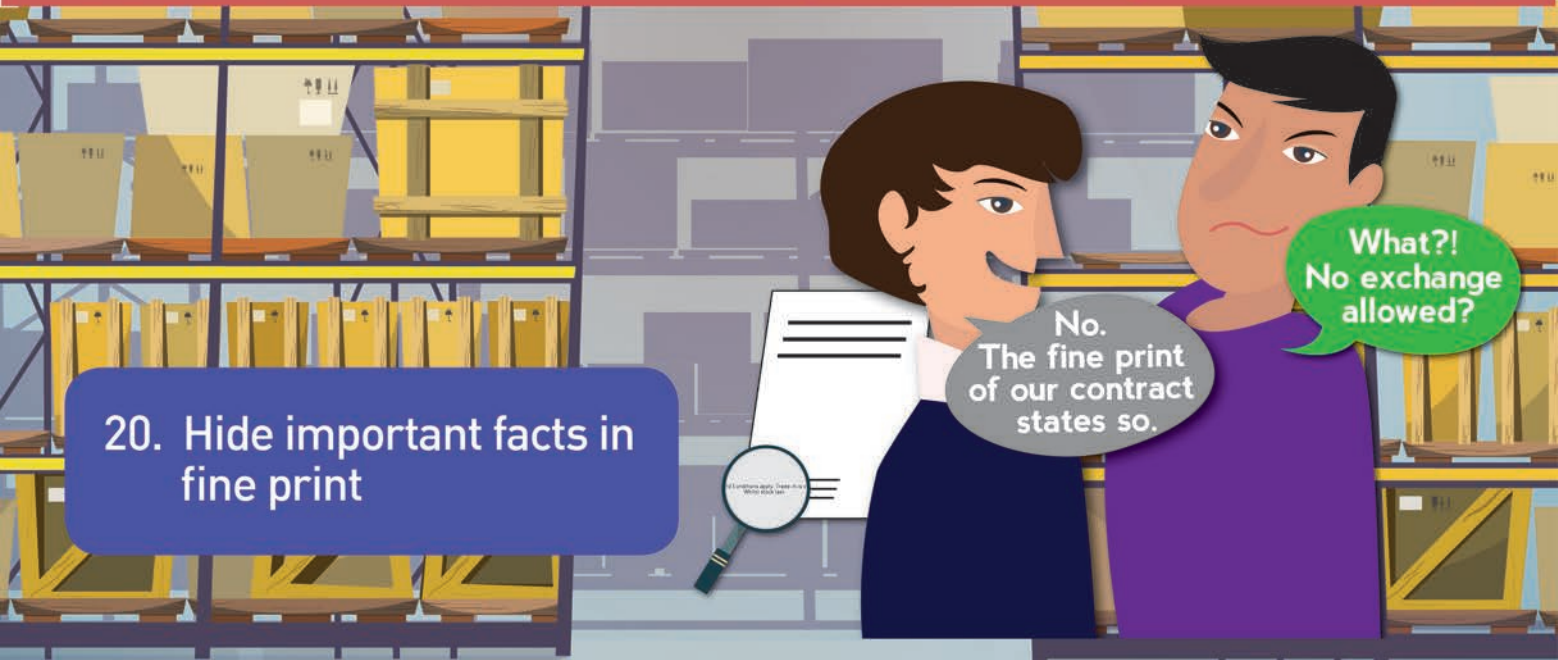


19. Giving false reasons for selling goods or services at a discount



We're selling cheap for this last piece!

Wow! Ok I'll take it!



20. Hide important facts in fine print

No. The fine print of our contract states so.

What?! No exchange allowed?

# Bags & Shoes

Stock has actually discontinued...

When is the stock coming?

Stock Discontinued

21. Accept payment despite knowing that goods or services will not be provided

The stock will come in next week, but you need to pay first.

Pay \$100.

What for?

\$100 is for cleaning services.

Cleaning services? But I didn't ask for such a service from you!

22. Insist on payment for providing goods or services that were not asked for



This bill amount is for your hair colour treatment.

Err... But I didn't ask for this in the first place?!



23. Bill consumers for unsolicited goods or services



Can I have a copy of this agreement?

No. Only the seller keeps a copy.

24. Refuse to extend a written copy of the agreement when requested by the consumer

