

Using “Closing Down Sale” and “Fire Sale” Advertisements

when not ceasing operations or in financial distress



Misleads consumers into believing there is a genuine price benefit and scarcity for the products offered



Creates false or unwarranted sense of urgency in consumers to make hasty purchases



Gives the errant supplier an unfair advantage over other suppliers who do not make misleading representations of discounts or promotion periods

Good Practices for Retailers on Offering Discounts:



Use genuine previously offered prices when making comparisons



Record evidence of past sales and prices



State time period of discounts clearly and prominently



Advertise 'Closing Down Sale' only when the retail outlet is genuinely ceasing operations