

AMENDING THE PROVISIONS OF DEPARTMENT ADMINISTRATIVE ORDER NO. 2, SERIES OF 1993 SPECIFICALLY SECTION 1, RULE XI, CHAPTER IV TITLE III (REQUIRING CLEAR INDICATION OF PRICES IN P...

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WHEREAS, the globalization of trade and the advancement in technology have brought about abundance of goods and services;

WHEREAS, consumers have to be guided in making choices from a wide array of goods and services;

WHEREAS, consumers need adequate information on the true prices of goods and services, as a point of comparison whenever they choose the products/service they will buy;

WHEREAS, price tags/labels/markings, price lists and advertisements of prices should provide the said needed information;

NOW, THEREFORE, the following rules are hereby prescribed for the compliance of all concerned:

SECTION 1. Section 1, Rule XI, Chapter IV, Title III of DAO No. 2, Series of 1993, is hereby amended to read as follows:

"Section 1. Clear Price Tags/Labels/Markings and Price Lists —

1.1 Price tags/labels/markings and price lists must be clear, and shall indicate the price of the consumer product per unit in pesos and centavos.

1.2 Price tags/labels/markings and price lists shall indicate prices of goods and services incorporating therein all price components such as the Value-Added Tax."

SECTION 2. Rule IV, Chapter VI, Title III of DAO No. 2, s. 1993 is hereby amended by adding thereto Section 2 to read as follows:

"Sec. 2. Advertisements — Advertisements used for the purpose of indicating prices of goods and services shall indicate prices that incorporate all price components such as Value-Added Tax."

SECTION 3. This Order shall take effect fifteen (15) days after its publication in two (2) newspapers of general circulation.

Adopted: 27 April 1999

(SGD.) JOSE TRINIDAD PARDO
Secretary

RECOMMENDED BY:

(SGD.) ZENaida CUIson-MAGLAYA

Caretaker

Bureau of Trade Regulation and Consumer Protection

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