

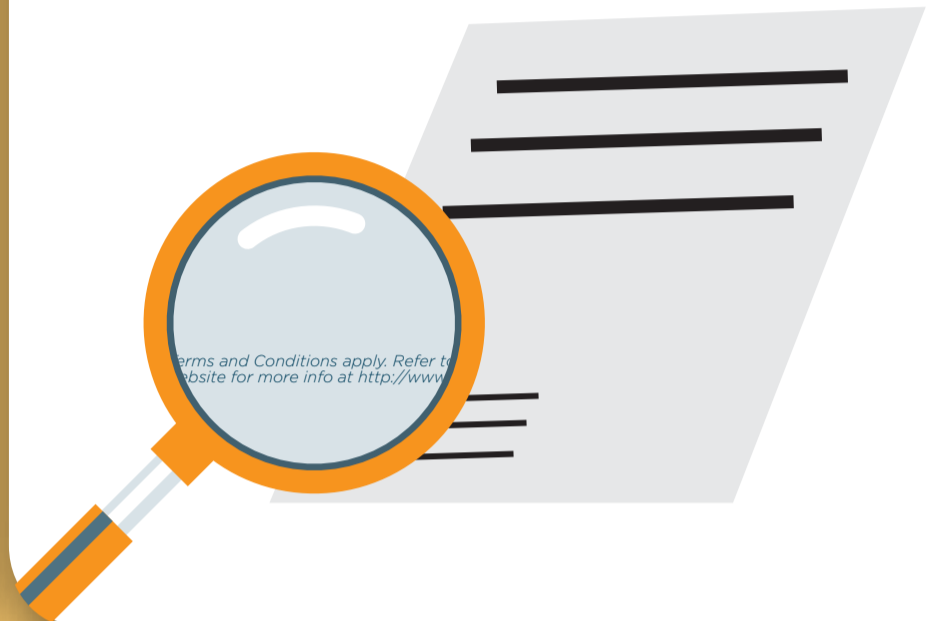
Be a Fair Trader

Avoid These Common Unfair Trade Practices

Do not excessively pressure customers to purchase goods or services



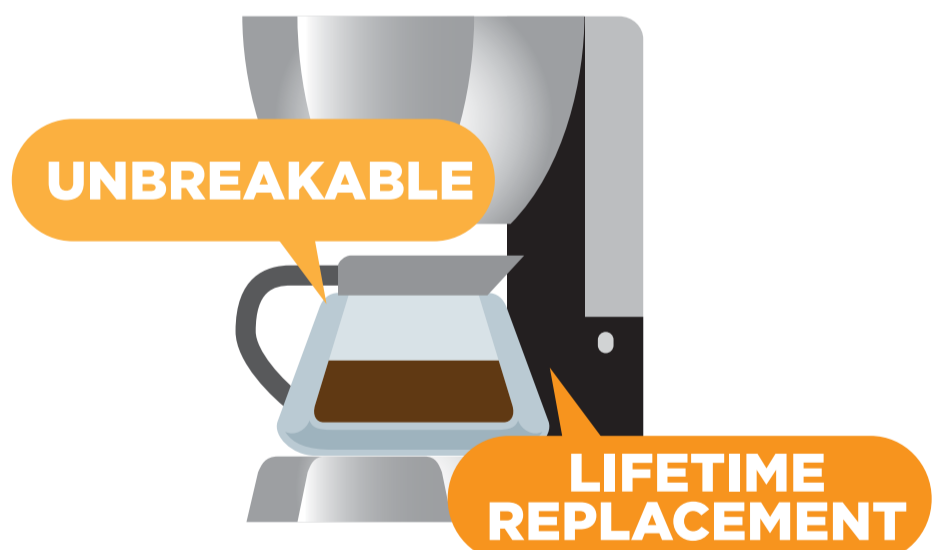
Do not hide important facts in the fine print



Do not misrepresent the quantity, price, time or reason that goods or services are on offer



Do not make false claims about goods or services



Fair Trading, Better Business

Fair trading gives businesses the edge and builds brand loyalty. The Consumer Protection (Fair Trading) Act or CPFTA contains measures that may be taken against errant retailers who persist in unfair practices.

To find out more about the 24 unfair trade practices, visit www.ccs.gov.sg.