

ORDINANCE NO. SP- 1709, S-2006  
(PO2005-298)

AN ORDINANCE REQUIRING OWNERS/PROPRIETORS OF SUPERMARKETS, MINI-MARTS, GROCERIES, DEPARTMENT STORES AND OTHER SIMILAR ESTABLISHMENTS WITHIN THE TERRITORIAL JURISDICTION OF QUEZON CITY TO DISPLAY PRICE TAGS, IN ADDITION TO THE USE OF BAR CODES, ON CONSUMER PRODUCTS AND SERVICES FOR RETAIL AND PROVIDING PENALTIES FOR VIOLATION THEREOF.

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Introduced by Councilors RESTITUTO B. MALAÑGEN, ROMMEL R. ABESAMIS, ERIC Z. MEDINA, FRANCISCO A. CALALAY, JR., JANET M. MALAYA, BERNADETTE HERRERA-DY, ELIZABETH A. DELARMENTE, VICTOR V. FERRER, JR., ROMMEL R. ABESAMIS, JOSEPH P. JUICO, WINSTON "Winnie" T. CASTELO, RAMON P. MEDALLA, VOLTAIRE GODOFREDO L. LIBAN III, ERIC Z. MEDINA, JORGE B. BANAL, JR., DIORELLA MARIA SOTTO-DE LEON, WENCEROM BENEDICT C. LAGUMBAY and ANTONIO E. NTON, JR.

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WHEREAS, Section 2(b) of Republic Act No. 7394, otherwise known as "the Consumer Act of the Philippines", provides that "It is the policy of the state to protect the interests of the consumer, promote general welfare and to establish standards of conduct for business and industry." Toward this end, the State shall implement measures to achieve the following:

(b) protection against deceptive, unfair and unconscionable sales acts and practices;

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WHEREAS, Article 48 of the same Act states that " The State shall promote and encourage fair, honest, and equitable relations among parties in consumer transactions and protect the consumer against deceptive, unfair and unconscionable sales acts or practices;

WHEREAS, it has been observed that some supermarkets, mini-marts, groceries, department stores and other similar establishments sell their goods and products to the public through the use of bar codes without displaying the correct price of the same;

WHEREAS, the use of bar codes would somehow confuse, deceive and deprive the buying public of their right to buy the cheapest goods/products of their own choice;

WHEREAS, there is an urgent need to require owners/proprietors of supermarkets, mini-marts, groceries, department stores and other similar establishments to display price tags, in addition to the use of bar codes, on a particular consumer products and services in order not to deceive the buying public as to the correct price of the same.

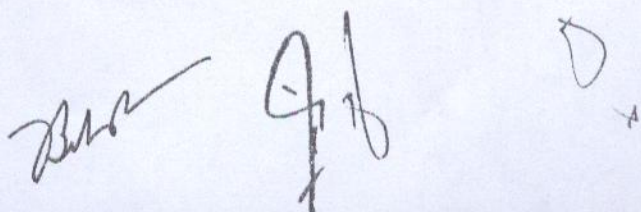
NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. All owners/proprietors of supermarkets, mini-marts, groceries, department stores and other similar establishments within the territorial jurisdiction of Quezon City are hereby required to display price tags, in addition to the use of bar codes, on consumer products and services.

SECTION 2. As used in this Ordinance, the following terms are hereby defined as follows:

- a. BAR CODE – a device that reads combinations of bars and numbers attached on the displayed consumer products or services;



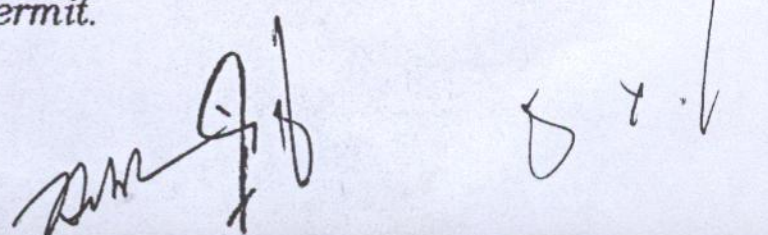
- b. TAG PRICE - means any devices, written, printed, affixed or attached to a consumer product displayed in a consumer retail or service establishment for the purpose of indicating the retail prices, permit or service, as defined under RA 7394, otherwise known as the Consumer Act of the Philippines;
- c. CONSUMER PRODUCTS AND SERVICES- shall mean any goods, food, or non-food items and services, which are primarily for personal or household consumption.

SECTION 3. The manner of price tagging shall be governed by the provisions of Article 81 to Article 83 of Republic Act No. 7394, otherwise known as "The Consumer Act of the Philippines", as amended by Administrative Order No. 09, Series of 2002, issued by the Department of Trade and Industry.

SECTION 4. For this purpose, the Business Permit and Licensing Office (BPLO) is hereby mandated to monitor compliance hereof and may, after investigation, recommend to the City Mayor to take any possible action thereon.

SECTION 5. Any owner/proprietor of supermarkets, mini-marts, groceries, department stores and other similar establishments found violating the provision/s of this Ordinance shall be penalized in accordance with the following:

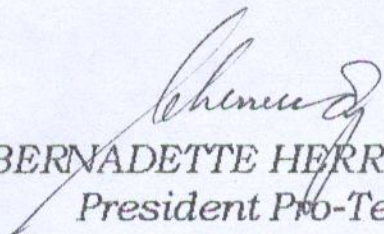
- a. First Offense - A fine of Two Thousand Pesos (P2,000.00)
- b. Second Offense - A fine of Three Thousand Pesos (P3,000.00)
- c. Third Offense - A fine of Five Thousand Pesos (P5,000.00) and revocation of business license and Mayor's Permit.



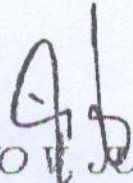
SECTION 6. If, for any reason, any part/s or provision/s of this ordinance shall be declared unconstitutional or invalid, other part/s or provision/s hereof which are not affected thereby shall continue to be in full force and effect.

SECTION 7. This Ordinance shall take effect fifteen (15) days after its publication in a newspaper of general circulation in Quezon City.

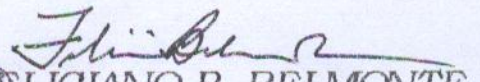
ENACTED: June 5, 2006.

  
BERNADETTE HERRERA-DY  
President Pro-Tempore  
Acting Presiding Officer

ATTESTED:

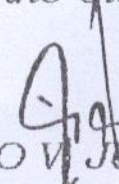
  
EUGENIO V. JURILLA  
City Secretary

APPROVED: July 30, 2006

  
FELICIANO R. BELMONTE, JR.  
City Mayor

CERTIFICATION

This is to certify that this Ordinance which was APPROVED on Second Reading on June 5, 2006, was finally PASSED on Third/Final Reading by the City Council, under Suspended Rules on the same date.

  
EUGENIO V. JURILLA  
City Secretary  
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