



REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG KALAKALAN AT INDUSTRIYA
(Department of Trade & Industry)
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DEPARTMENT ADMINISTRATIVE ORDER NO. 4
Series of 1999

SUBJECT: Amending the provisions of Department Administrative Order No. 2, Series of 1993 specifically Section 1, Rule XI, Chapter IV, Title III thereof (Requiring Clear Indication of Prices in Price Tags, Lists) and Rule IV, Chapter VI, Title III thereof (Price Advertising)

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 product/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 I, 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."

SEC. 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 the Value-Added Tax."

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

Makati City, April 27, 1999.


JOSE TRINIDAD PARDO
Secretary *sm*

Recommended by:


ZENAIDA CUISON-MAGLAYA
Caretaker

Bureau of Trade Regulation & Consumer Protection