

## Competition Commission One-minute TV Episode - Subtitles

### “Compete With Integrity”

#### Episode 6: Resale Price Maintenance

- Super: Compete With Integrity  
The following story is purely fictitious
- Voice-over: Please take a seat.  
What brings you here, Ms Chan?  
Is there any problem with my products?
- Voice-over: It’s not about your products. I’m just not happy with the small competitors!  
If I sell something for \$1200 in my chain stores, smaller retailers sell the same for \$1100, then my customers all ask me for discount.
- Voice-over: Well, it’s common for consumers to shop around.
- Voice-over: But this is getting more and more common!  
Look, why don’t you fix a resale price for each product and make sure that all the retailers will sell your products at your fixed prices.  
So everyone can make a profit, the customers don’t have to shop around and we don’t have to get into a price war.  
Our chain has so many outlets, and being one of your major clients – you surely know what to do?
- Voice-over: My business is built on reputation and integrity.  
I won’t play dirty tricks to get business.  
I’m sure you will do the same.
- Super: Resale price maintenance may restrict competition by preventing businesses setting their prices independently. Businesses should be free to compete with each other based on price, quality and service.

Competition Commission