

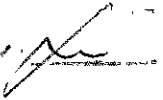
FIFTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
First Regular Session)

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SENATE

P.S. Res. No. 93

RECEIVED BY: 

Introduced by Senator Ramon Bong Revilla, Jr.

RESOLUTION
DIRECTING THE PROPER SENATE COMMITTEE TO CONDUCT AN
INQUIRY, IN AID OF LEGISLATION, IN THE PROPER IMPLEMENTATION
BY THE DEPARTMENT OF TRADE AND INDUSTRY OF ARTICLE 81 OF
REPUBLIC ACT 7394, OTHERWISE KNOWN AS THE CONSUMER ACT OF
THE PHILIPPINES.

WHEREAS, Article 81 of Republic Act 7394, otherwise known as The Consumer Act of the Philippines, provides that:

“Art. 81. Price Tag Requirement. - It shall be unlawful to offer any consumer product for retail sale to the public without an appropriate price tag, label or marking publicly displayed to indicate the price of each article and said products shall not be sold at a price higher than that stated therein and without discrimination to all buyers: Provided, That lumber sold, displayed or offered for sale to the public shall be tagged or labeled by indicating thereon the price and the corresponding official name of the wood: Provided, further, That if consumer products for sale are too small or the nature of which makes it impractical to place a price tag thereon price list placed at the nearest point where the products are displayed indicating the retail price of the same may suffice.” (Underline supplied for emphasis)

WHEREAS, Section 2 of Department Administrative Order No. 10, passed in 2006, reiterating the rules on price tags/labels and providing prohibition against the imposition of a Surcharge, Extra Charge or Additional Charge in the use of Credit/Automated Teller Machine (ATM)/Debit Cards for payment of purchases of consumer products or services, provides that:

“Section 2. One Price Tag Requirement. Every retailer is required to display a price tag to indicate the price of each consumer good and/or services, as required in Articles 81 to 83 of the Consumer Act of the Philippines or R.A. No. 7394.

*The price tag must be written clearly, indicating the price of the consumer product including Value Added Tax (VAT) whenever the consumer product is VATABLE. **Service charge**, if any, shall not be included in the price tag.” (Underline supplied for emphasis)*

WHEREAS, a reading of the above-mentioned provisions signify that every consumer product for retail is required to display a price tag to indicate the price of the commodity or service, including the Value Added Tax, and said product or service may not be sold at a price higher than that stated therein;

WHEREAS, there is a growing clamor on how some establishments would not include in their price tag the Value Added Tax (VAT) or the additional charge in case Credit/Automated Teller Machine (ATM)/Debit Card is used for payment of purchases of the said consumer products or services, creating thereby a delusory impression that the amount in the price tag of the product or service is the actual price when in fact, such is still subject to increase;

WHEREAS, government efforts against opprobrious establishments require clear policy directions and a more stringent penalty on erring establishments in order to protect the rights of the consumers;

WHEREFORE, be it hereby resolved by the Philippine Senate, to direct the proper Senate Committee to conduct an inquiry in aid of legislation, in the proper implementation by the Department of Trade and Industry of Article 81 of Republic Act 7394, otherwise known as The Consumer Act of the Philippines.

Adopted,


RAMON BONG REVILLA, JR.
Senator