

Giant Milk Price Not As Advertised

Written by Administrator
Friday, 11 September 2009 10:22 -

A CONFUSED YONG wants to know why the sake price of a brand of milk powder at a Giant Hypermarket differed from that advertised in a newspaper.

She explains that on the evening of June 28, she and her husband had gone to the Giant outlet in Bandar Kinrara to purchase some items upon seeing the newspaper advertisement.

YONG says the hypermarket's Midnight Special sale, held from 7pm to 12 midnight that day, listed the reduced prices of several items.

"A tin of DuGro milk powder was listed in the advertisement as RM17.99 but when we went to the store, it was RM19.99 instead. When we asked the staff why this was so, the staff could not explain the difference.

"He said the store had been selling the milk powder all RM19.99 the whole day and we were the first to complain about it.

"In fact, he did not believe us until he checked the advertisement himself." YONG claims.

The staff allegedly told her that since it was already 12.00am, the midnight sale was over and they could not offer her the reduced price.

NCCC : This complaint was forwarded to the Ministry of Domestic Trade and Consumer Affairs (MTDCA)

Dear Ybhg Dato',

Please find another misleading advertisement complaint on Giant which appeared in the Malay Mail today. This problem is very rampant within hypermarkets. This one person has complained

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(thanks to him/her) but how many others were misled?

Giant Staff said "the store has been selling the milk powder at RM19.99 the whole day and the complainant was the first to complain about it".

We recommend that KPDNHEP issues a warning to all hypermarkets to pay particular attention to this issue. With prices sky rocketting, the last thing we want to see is hypermarkets taking advantage by misleading consumers.

Your intervention in this matter would be very much appreciated.

Thank you Ybhg Dato'

Darshan Singh
Director-NCCC
Director of Communication-FOMCA

GIANT Hypermarket Reply :

Dear Darshan

The Dumax Du-Gro milk powder was advertised in our papers for RM17-99 for our midnight sales from 7pm-12am.

Our store closes after 12 midnight and all midnight promotion items will be revised to its original prices the following morning when we opened for business. Our night stacker will fill up the

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stocks and change price labels for the following morning trading. For this particular incident our staff have started changing POS material before the last customer leaves the store.

Normally by 12 midnight customers will be at the checkout waiting for their groceries to be rang up, but there maybe one or two runing back and forth to get an item or two. And in this incident our staff have changed the label for tomorrow's price, thus the customer stumble over the price ticketing meant for tomorrow's price.

Even if the customer purchase the product after 12 midnight our price will be scan at the checkout as promotional price ie RM17-99.

We have already called and spoken to the customer last week. Customer have accepted our explanation.

It was never our intention to mislead consumers... we have been honouring promotion prices after mid night every month end mid night sales.

We have send out strict & stern instruction to stores to refrain from changing price labels for the following day's prices until everyone have left.

Regards
Ho Mun Hao
Marketing Director.