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ACS | advice

# FAIR TRADING

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There are various laws applicable to convenience stores, such as the way you display prices and ownership information. Consumers have rights when buying goods from you, but it is important to strike a fair balance between these rights and your own. This guide provides an overview of what is required of you as a business owner to ensure that you remain in compliance with these laws.

Running a retail business presents a number of challenges and requirements when it comes to trading fairly, especially in a business that relies on a large percentage of sales through promotions such as a convenience store.

The illustration below highlights some of the rules around displays of promotions and how to ensure that your customers are treated fairly, along with the requirements of where you need to display details about your business.

## ADVERTISING PRICE REDUCTIONS

Where you advertise '30% off' or similar, it must be clear to the customer what goods are included in this offer.

## UNIT PRICING

Shops with a floor area or display under 280m<sup>2</sup>, are **NOT** required to provide additional 'unit pricing' information. Speak to your local trading standards office for additional advice on this issue.

## BUSINESS DETAILS - PAPERWORK

The trading name and **FULL** address of your business must be displayed on all of your official paperwork and on your website if you have one.

If you are a sole trader(s) or a partnership, you must display the details of the legal owners of your shop(s).

### LIMITED COMPANY

ACS Local Shop (UK) Ltd registered in England and Wales  
 registration number: 1234567  
 Registered office: ACS House, New Trading Estate,  
 Barchester Barchester BA4 5QR

### SOLE TRADERS & PARTNERSHIPS

**QuickStore**  
 12 High Street, Barchester, Barchester BA1 2YZR  
 Proprietors: C. Smith & M. Khan

## REDUCED PRICE DISPLAY

Where you are reducing the price of goods by a percentage (eg 50% off), you must show the previous price that the goods were on display for as well as the new lower prices.

## CLEAR PRICE DISPLAY

Where goods are offered for sale they must have their price clearly indicated, and be inclusive of VAT. Prices can be shown on goods themselves on a ticket or notice near to the goods.

## BUSINESS DETAILS DISPLAY

The trading name and address of your business must be prominently displayed on a notice in your shop, as required by the Companies Act 2006.

## CERTIFICATES OF APPROVAL

It is illegal to display any form of trust mark, quality certificate or similar if you are not authorised to do so. You cannot use an approval or endorsement logo without permission.

## REFUNDS POLICY NOTICE

If you do display a refunds policy notice the following statements are **NOT** permitted to be used: no refunds given, goods can only be exchanged, only credit notes will be given against faulty goods, sold as seen. An ACS approved refunds notice is available at <http://www.acs.org.uk/advice/fair-trading/> for members only.

## REFUNDS POLICY - EXISTING LAW

A consumer may be entitled to a refund or replacement where goods are faulty or not as described. You should not display a refunds policy notice unless you intend to give the consumer more rights than they have under the law (for example, the right to a refund if they change their mind).



PARTICULARS OF OWNERSHIP OF ACS LOCAL SHOP (as required by section 4 of the Business Names Act 1985)  
 ACS Local Shop UK Ltd  
 12 High Street  
 Barchester  
 Barchester BA1 2YZ

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## ABOUT THIS GUIDE

This guide is provided by the Association of Convenience Stores in consultation with Buckinghamshire and Surrey Trading Standards. It was last updated in February 2018. Please refer to the ACS website for the most current version of this guidance.

## ACS Primary Authority Scheme

This advice was developed by ACS, Buckinghamshire and Surrey Trading Standards, Woking Borough Council and Surrey Fire and Rescue Service; as part of a dedicated primary authority scheme. This means that all the advice that has this mark against it is 'Assured Advice'.

Assured Advice means that if you adopt this policy in your business, then it must be respected by all other local authorities and they cannot ask you to adopt a different policy.



This guide covers a range of different issues of best practice and law. Those that qualify as assured advice are marked by this hallmark.

To benefit from assured advice you must sign up to the ACS scheme. All ACS members can sign up to the ACS Primary Authority Scheme for details of how to join up visit [www.acs.org.uk/advice](http://www.acs.org.uk/advice)

## CONTACT

For more details on this guidance, contact a member of the ACS team on 01252 515001.

For more details on ACS:

Visit: [www.acs.org.uk](http://www.acs.org.uk)

Call: 01252 515001

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