



GAZDASÁGI
VERSENYHIVATAL

Case number:	Vj-73/2006
Type of case:	Deception of consumers
Undertaking(s) concerned:	Rossmann Magyar Kereskedelmi Kft.
Short description:	<p>In the competition supervision proceedings the Competition Council of the Hungarian Competition Authority (Gazdasági Versenyhivatal – GVH) established in its decision that Rossmann, an undertaking active on the market of retailing of household goods and cosmetic products, infringed the provisions on the prohibition of unfair manipulation of consumer choice of the Hungarian Competition Act.</p> <p>In the competition supervision proceedings the Competition Council concluded that despite Rossmann's advertisements, which informed consumers about a certain promotion, its shop in Nyíregyháza possessed an unreasonably small stock of the promoted product, thereby creating a false impression of an especially advantageous purchase.</p>
Decision:	The Competition Council of the GVH imposed a fine of HUF 1 million (approx. EUR 3 800) on Rossmann for its unlawful behaviour.
Date:	Budapest, 26 October 2006