

# COMPETING FAIRLY IN BUSINESS AT-A-GLANCE GUIDE

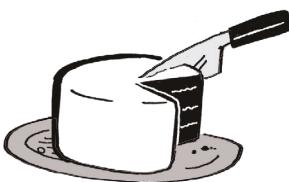


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Competition encourages businesses to improve and innovate, for the benefit of their customers. Competition law makes sure businesses are competing on a level playing field and are protected from others acting unfairly.



## THE THREE MOST DAMAGING BEHAVIOURS YOU NEED TO WATCH OUT FOR



### DIVIDING UP AND SHARING MARKETS

Agreeing not to go after a competitor's customers, or deciding which territories each business will 'take'. This can lead to less choice and prices may be higher. Victims will often be other businesses, who end up overpaying or getting a lower quality service as a result.



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### BID-RIGGING AND DISCUSSING TENDERS

Agreeing with other businesses how much you will bid in a tender, and who will have the lowest bid so that they win the contract. This deceives buyers into thinking they've got a good price, when it could have been much lower if the businesses had been genuinely competing. In public contracts for goods and services, this can mean a waste of tax-payers' money.



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### PRICE-FIXING

Agreeing with competitors what price you will charge to avoid having to compete with each other. This can mean higher prices and customers - who will often be other businesses as well as consumers - end up overpaying for what they get.



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## OTHER THINGS TO WATCH OUT FOR



Businesses abusing their dominant position in a market



Suppliers forcing retailers to sell at a certain price



Sharing sensitive commercial information

## WHY IT MATTERS

Doing any of the activities listed here could end up breaking competition law, which has serious consequences.

Businesses can face big fines and individuals can be banned from running a company and can even go to jail.



## HOW TO REPORT ILLEGAL ACTIVITY

Use the [online reporting form](#) or call the Cartels Hotline on **020 3738 6888** to report the 3 behaviours above. You could even earn a reward for supplying information.



If you've been involved yourself, [confess it to the CMA first](#) and you could avoid going to jail or paying any fines: call **020 3738 6833**