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department of
Economic, Small Business Development,
Tourism and Environmental Affairs
FREE STATE PROVINCE

Media Statement

To: All media houses

22 November 2023

Consumers warned of spending on unbudgeted items ahead of Black Friday-Festive season

With Black Friday and festive season approaching, DESTEA cautioned consumers to be wise spenders and save during the Black Friday and festive season.

As consumers' spending period has arrived, the majority change their spending patterns during Black Friday and festive season without focusing on critical items such as next year's school uniform, school and investments.

Consumers are reminded that in this period, criminals are stepping up their efforts to take advantage of consumers searching for bargains.

DESTEA MEC Thabo Meeko explained that lack of financial education and planning are contributing factors because most consumers continue to spend without considering growing inflation and rising interest rates.

"We warn the public to be on the lookout for fraudsters and online scams, avoid to enter on deals which sound too good to be true; be wary of unverified offers and be careful of clicking on links. Become a smart consumer on Black Friday and Festive season because criminals turn to take advantage of the hype. Be vigilant at all times with your hard-earned money, car keys, and bank cards. Always shop with January in mind" MEC said.

MEC continued that DESTEA through Consumer Protection Office, together with law enforcement agencies, will be on high alert for those selling fake goods, illicit food and alcohol.

Become a smart consumer on Black Friday and festive season by:

- Planning ahead before spending and working out what you can afford--draw up a budget.
- Avoid spending your money on wants but your needs.
- Always shop around for the best deals



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- Be careful of 'buy now and pay later' deals.
- Always avoid walking around with cash.
- Remember it is within your right to reject or ignore any deal/request.

Members of the public are reminded that bills such as electricity and water do not go on holidays over the festive season and will have to be paid in the new year.

For Free State Consumer Protection Services, please contact:

Mr Timothy Radikeledi on 0827739949, radikelt@destea.gov.za

OR send a WhatsApp message to DESTEA Customer Care Unit on: 0829475394.

END!!!!

**Issued by the Free State Department of Economic, Small Business Development,
Tourism and Environmental Affairs**

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