

Summary of the case

Background : E-commerce has spread rapidly and intensified price competition among online shops and real shops, causing less profits of manufacturers, wholesalers and retailers.

Aprica Children's Products G.K. (Aprica)

Aprica conducted the following acts to find out retail prices of the Aprica's baby products;

- "Web team" under the sales division ① monitored retail prices of the Aprica's baby products on the internet every week, ② made a list of the retailers who were selling Aprica's baby products cheaper than the **recommended retail prices that Aprica had set (RRP)**, ③ shared the list within the sales division.

- Sales division confirmed the retail prices posted on drafts of the paper flyers and the electronic flyers before retailers circulated these flyers.

- Sales division received complaints about the retailers who were selling the Aprica's baby products cheaper than the RRP.

→
Distribution
Channel of
the Aprica's
baby
products

Resale Price Maintenance

The way of price restriction

Aprica conducted the following acts by itself or through the wholesalers;

- **Requested** the retailers to sell the Aprica's baby products at the RRP.

- **Took sanctions** such as blocking of supplies against the retailers if they refuse to sell the Aprica's baby products at the RRP.

"We would like to
force retailers to
correct their cheaper
price to the RRP
before other retailers
would follow them."

