



08 – FAKE BLACK FRIDAY 'DEALS'



Journalist: The consumer group which has found more than 90 percent of Black Friday deals were actually the same price or cheaper in the six months before Black Friday last year. The Consumer Rights Campaign group is urging shoppers to make sure that discounts are truly genuine ahead of this year's sales. Let's talk to... sorry, earlier I spoke to independent shop owner Claire Lee from Woking who told us she won't be taking part in Black Friday.

Claire Lee: I totally understand the appeal of Black Friday to consumers. I mean, everyone loves a bargain, don't they. But I think people also need to understand the impact it has on small businesses who just can't really compete in this arena. Once we've paid for our stock and then we've factored in all the costs of running a bricks and mortar store, then additionally this year you've got issues of extra costs with Brexit. And supply chain issues with Covid. Then there really isn't much wiggle room for discounting at that point and it's a huge risk for small stores to buy in bulk with such an unpredictable event.

Journalist (turning to a Magazine Editor): Hello to you. Tell us about your investigation then in terms of what was on sale and for what price last year.

Magazine Editor: Yeah, well, we looked at over 200 products around Black Friday in 2020 and, as you said in your intro, we found that more than nine in ten of those products were cheaper in the six months before. The vast majority of them were cheaper afterwards as well. So it goes to show basically that while there are a small number of deals around on Black Friday, and if you do your research it is possible to find those, the vast majority aren't worth getting excited about and it absolutely pays to keep your nerve and seek out only those bargains that you absolutely are confident in.