

Approve "garage sales" as a form of retail marketing

Category: News

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The Extraordinary Official Gazette No.66 published on Tuesday Resolution 97/2021, of the Ministry of Internal Commerce (Mincin), which approves garage sales as an eventual retail marketing modality, and establishes the regulations for its realization. According to the legal document, to carry out this activity people do not require a business license or self-employed worker, and the items to be sold must be for domestic and personal use, used, pre-owned and new. Sales must be made in garages, portals and other residential areas that do not obstruct traffic on sidewalks and roads; and they can also be organized by territorial authorities in parks and other areas, with the same concept. The text provides that this modality excludes the commercialization of batches of new imported articles and of the national industry, animal skins, precious woods and food. Permits to carry out garage sales are granted by the designated office of the Council of the Municipal Administration, with prior information from the municipal authorities, within a period not less than one week prior to the authorized date. Said authorizations, the Resolution indicates, are granted electronically or in person, and a minimum fee may be charged for the permit, which will not exceed fifty pesos and is taxed against the budget of the territory. The days on which the sales are made, hours, residential area or locality and maximum duration in consecutive days will be defined by the councils of the Municipal Administration; while people can apply for permission at once for all scheduled dates in a year, semester or quarter, as appropriate.

Regarding the ways to promote these activities, the document authorizes social networks and advertisements on portals and houses facing the street, in this case from the day before the sales are made and until the end of the sales, according to with the established regulations. The text also clarifies that the placement of advertisements on poles, streets, trees, and facades of entities, is only carried out with prior agreement with the authorized authority, and must be withdrawn at the conclusion of the sale. As indicated in the Resolution in its introductory section, these provisions are

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~~intended to make marketing modalities more flexible in the country and~~
bring commerce closer to the community.