



## *Promoting Competitive Markets*

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Friday, December 20, 2013

### **Christmas Advisory**

The Christmas season is now upon us, and persons are scrambling to shop for various products to complete their holiday shopping lists. As such, we anticipate that the inevitable interaction between consumer and merchant is steadily approaching that point of climax. It is therefore, absolutely important that consumers take the necessary precautions to limit or eliminate any issue which may arise from purchasing those items and services they so desire. Merchants should also take steps to ensure that they observe the rights of consumers. The Fair Trading Commission (FTC), in a bid to ensuring that consumers and merchants alike are informed, puts out this advisory to guide them in their interaction as buyers and suppliers.

#### **Guide to consumers**

- ❖ Carefully examine and have electrical & electronic items tested before buying.
- ❖ Get terms and conditions relating to the return of items.
- ❖ Pay close attention to the contents of television, radio and printed advertisements
- ❖ Examine carefully the deals/specials/promotions offered by merchants.
- ❖ Shop around for the best deals available.
- ❖ Carefully scrutinize the terms and conditions before signing documents such as, sale agreements, loan agreements and warranties.

- ❖ To ensure that you are not overcharged, compare prices stickered on the items with prices at the cash register or on the receipt.
- ❖ Pay close attention to, and calculate proposed discounts.
- ❖ When purchasing motor vehicles, conduct checks to ensure that the correct model year is represented. Also, take steps to determine the operational condition of the vehicle before purchasing, especially if the vehicle is being sold “as is where is” and no warranty is given.

### **Guide to merchants**

- ❖ When advertising goods and services, merchants must ensure that representations to the public are true and correct and will not be considered as being false, misleading or likely to mislead consumers.
- ❖ Merchants must place terms and conditions of sale in prominent places in their establishment where customers have ease of access, before the purchase is completed.
- ❖ Merchants must provide as much information as possible to aid consumers in the buying process. This will reduce or eliminate uncertainty.