

CONSUMER PROTECTION LAW IS THE CORNERSTONE FOR REGULATING MARKETS

Law No. 67/2006, promulgating the Consumer Protection Law en toto represents a good framework for the application of the policy on protecting the consumer against fraud, deceit, price escalation and lack of transparency in display and quality.

Consequently, the law aims in the first place at alleviating the burden of the increasing cost of living and as such it falls under “the role of the state” in liberating market conditions (free trade).

It must be taken into consideration that this law is phased, which means that periodic evaluation shall be conducted to allow amendments to the law as well as additions so that it may achieve its purpose.

Laws must always accept changes and constant development to as to be suitable to future needs.

In order to achieve its desired effect and ensure its compatibility of application so as to fulfill the hoped for results, it is important during implementation to ensure the following:

First: Regulating markets and upholding quality standards:

Market as well as trade and industrial regulation must be achieved by laying the organizational fundamentals, foremost amongst which are:

- 1- Commitment to provide the buyer with a lawful invoice with the name of the store as well as commercial registry number, store address and a description of the merchandise, its value and confirmation of payment.
- 2- Commitment to issue Guarantee Certificates for the merchandise specifying the period covered.
- 3- The vendor and manufacturer are jointly responsible vis a vis the buyer for exchanging faulty goods of the same kind if acceptable to the buyer or refunding the cost or exchanging for other goods of same value acceptable to the buyer.
- 4- Commitment to recall defective merchandise within a given period, about one month for example, without breaking the law, on condition that the defect is not buyer related.
- 5- Elimination of the slogan “sold merchandise are not returnable” from all invoices or stores and considering it a violation of the law, severely punishable by law.
- 6- The consumer has the right to the discount specified by the vendor for same merchandise if sold to another consumer for less. Exception to this are the discounts designated during sales, which abide by the rules set for them.

7- Commitment buy the vendor to keep accurate records indicating internal and external merchandise movement as well as warehouse inventories.

Second: Inspection vehicle and examination and documentation of results:

To achieve the desired outcome of the law, which is greatly needed more than any time in the past, there is a dire need to establish comprehensive laboratories as quickly as possible to cover the different needs or the various products in different fields. These need to be independent, neutral and transparent. They must be away from the sphere of influence. Their results must be documented so as to complement the active follow up of these results and the following samples of same products or same source.

Third: Engineering and home appliances:

The above appliances must have a set of documents, to be handed with the product in the same original packaging. Most important of these are:

- Quality inspection certificate
- Warranty for no less than one year
- Operation manual and troubleshooting guide covering the hazards of use
- A list of spare parts and their serial numbers
- A list of the agencies and accredited maintenance locations
- Maintenance of these appliances must not be allowed except in centers accredited by the manufacturer. There must be a valid contract between the center and the manufacturer for training

individuals working at the center, by the manufacturer so that they are qualified to maintain certain products to be listed in a certificate hung at the center. Moreover, the center must be committed to always provide original spare parts at listed prices.

In the end, we need to point out that the Consumer Protection Law comes as part of a batch of laws prepared by the government to purify the legislative environment and activate economic situations.