

14 August 2013

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CASE: Stay alert and compare prices when buying electronics

We refer to Ms Wong Shin Shin's letter "Blacklisted shop continues operating under new name" (11 August 2013).

The Consumers Association of Singapore (CASE) receives a large number of complaints every year involving the electrical and electronics industry, mostly on defective goods, unsatisfactory services and overcharging. We have been working closely with the Sim Lim Square Management Corporation Strata Title (MCST) to tackle the problem since the mall is an electrical and electronics shopping hub.

Besides setting up a complaint booth at Sim Lim Square last year, we identify and put up on the mall's noticeboards a list of the top ten shops that received the most complaints. This list is also published online on our website, Facebook and Twitter. Consumers should be careful when shopping at these shops.

Despite these steps, it is not possible to give advance warning on all the shops that rip consumers off. Errant shops can change their names as pointed out by Ms Wong. Consumers should therefore remain vigilant and shop around to compare prices before committing to a purchase. When the discounts or free gifts appear too good to be true, they usually are. The right thing to do in such instances is to just walk away.

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