

## “MI CAAN BODDER”

### **BUT YU MUST!**

Eileen is a well-paid secretary in a large office. She paid several hundred dollars for a pair of glamorous strappy sandals. The night of the dance she stepped in some water and – OOPS – out came one of the sole straps.

Mary is a busy housewife with three (3) children and a husband to care for. She needed a blender. Two (2) weeks after she bought it she filled it up to make Cherry Juice and pressed the button – **NOTHING**.

Patrick is a bright young man who likes to dress well. He bought a flashy shirt costing a few hundred dollars. He wore it to work once and washed it. The colour ran, a button came off, the right seam opened – **A WASTE OF MONEY!**

What do these people do about the failure of the goods they have bought? **ABSOLUTELY NOTHING**.

Eileen is too busy looking forward to the next date to bother to take the shoes back and ask for them to be replaced or repaired free of cost. She kisses her teeth and blames Jamaica’s manufacturers although the shoes were made in Taiwan.

Mary is always too busy trying to cope with feeding and clothing her family to go all the way back to the store where she bought the blender, to ask for it to be replaced or repaired, even though it has a guarantee.

Patrick? Well he is too busy “checking the girls” so he dumps the shirt and buys another at another store.

All these people could help to improve the standard and quality of life for all of us if they would just bother to complain about the shoddy goods and services they receive. That is why you must bother. If we all bother to complain, standards would improve. Our local goods would begin to have a high reputation both here and abroad.

Let us ask some questions about how Eileen, Mary and Patrick did their shopping. Did Eileen just pick up the sandals, fit them on and rush out with them because they were the right colour to match her outfit? Did she check the straps to see that they were firmly put in under the sole? Did she walk about in the store with both sandals on and move her feet about in them as she would if she were dancing or walking?

It is not good enough to buy something because it is pretty!!! It also needs to be worth the money you are paying for it.

In Mary's case the guarantee on the blender she bought might only have been for one (1) or three (3) months. Did she check this before having the store? Does she realise that now, she must bother to take the blender back within the guarantee time or else the store manager can say it is her fault that it does not work?

What of Patrick and his poor quality flashy shirt? He is the kind of shopper which storekeepers love. He will buy anything so long as it is in fashion so he can show-off how 'with-it' he is. He should have checked the label to see what the shirt was made from. Did the label say 'dry clean' only? Did it say 'hand-wash gently?' Patrick probably never reads labels.

Like so many of these shoppers in Jamaica, he buys something because it looks pretty, is fashionable, and may make him feel good for five (5) minutes on the Dance Floor.

If we are to improve the standards of services and goods available in Jamaica, we must shop carefully, get value for our money, and complain when something goes wrong.

**YOU MUST BOTHER!!!**

## **WHERE TO FIND US**

### **HEAD OFFICE**

Tel: 926-1650-2

### **REGIONAL OFFICE**

30 Market Street,  
Montego Bay,  
St. James  
Tel: 940-6154