



The Consumer Protection Act

On 24 April 2009 the Consumer Protection Bill was signed into law by outgoing President Kgalema Motlanthe.

The Act focuses on consumer protection by aiming to "promote a fair, accessible and sustainable marketplace for consumer products and services and, for that purpose, to establish national norms and standards relating to consumer protection". It is the result of the Department of Trade and Industry's (DTI) intention to "create and promote an economic environment that supports and strengthens a culture of consumer rights and responsibilities".

The effects of this legislation however are:-

- It puts a tremendous amount of power in the hands of the Consumer. This Act will apply to almost every business transaction when supplying a product or service.
- It will change the entire way business is conducted. No longer will simple compliance be sufficient as the Cross-cutting nature of the Act will require behaviour changes at all levels
- It will require effective Risk Management as anyone in an organisation can place the organisation at risk.
- Severe penalties and "American Style" law suits are a real possibility with the advent of this legislation

Target Audience: All management and customer facing staff.

Programme: The purpose of this Online Learning programme is to give an overview of the legislation which will inform and provide basic guidelines, as well as the possible implications for the dealerships and what changes need to be made with regards policy, procedure and processes.

This will include:

- Understanding the Act
- Protecting your Business
- Know your obligations

