

Money Saving Expert - CEO Of Furniture In Fashion Warns Consumers Shopping Online

Shopping online has lots of its obvious benefits as well as pitfalls

LANCASHIRE, UK, May 29, 2015 /EINPresswire.com/ -- As it turns out, it's too easy to fall victim to cheaters, whose aim is far from delivering quality products and services. Asad Shamim is making a stance to protect customers from online stores` deceitful practices, such as displaying links to obsolete products on shopping feeds

"A lot of retailers displaying ads in the shopping feed (PLA) give links to products that are discontinued or obsolete, which means that customers will never get their orders," - explains Asad Shamim, -"Make no mistake, though, this is not unlucky coincidence or negligence, as these companies actually reap hefty benefits from luring customers into ordering non-existing merchandise."



"Indeed, what looks like a mistake may even be done by intention."

"It takes up to 40 days for the customer to get a refund for the product which hasn't been available in the first place," - says Asad Shamim, - "While you are waiting for a refund, the retailer is free to use your money for his own purposes. Actually, there is no positive incentive to remove links to obsolete products from the shopping channels, as displaying them actually turns out to be lucrative for retailers."

Asad Shamim, who has previously urged the government to create favourable conditions for UK's small businesses by reducing VAT to its 2008 rate of 15%, regulating rental rates for business property and putting an end to corporate bullying, now calls on the lawmakers to pay more attention to protecting consumer rights.

"There needs to be a stricter regulation, which governs the fact that if items are obsolete, retailers should not be allowed to advertise for sale," - he insists, - "This is only fair, because people, who display images of outdated stock or products that they have no permission from the manufacturer to sell, are actually creating false competition. This situation is highly unbeneficial for customers and for those companies who adhere to honest business practices."

The outrage of an entrepreneur, who runs an e-commerce platform FurnitureInFashion, is quite understandable:

"FurnitureInFashion is one of the very few retailers in the UK that has 99% items in stock for immediate dispatch, unlike some of the large corporates. We are dedicated to transparent and honest business practices and we would like such practices to become common in UK's business culture," -

Asad Shamim says. "Unfortunately, now it seems like it's a prerogative of only few companies who really want to establish long lasting and mutually beneficial relations with customers."

About FurnitureInFashion

German based warehouse and has a showroom in Bolton, UK. The company provides everything from living and dining room furniture, tv stands to coffee tables. Offers excellent free delivery and has a fantastic customer service as well.

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