

Penalties National Championships

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Abstract

Announcing a winner is always a real challenge. The connoisseurs know why. When the criterion is the number of claims and money collected as fines and penalties for nonobservance of trade rules, the ranking becomes even more challenging.

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We are not pleased at all to announce the winner: Carrefour Romania. One of the most important actor within the Romanian market and the holder of a huge retailing turnover is number one in a classification worked out by the National Authority of Consumers Protection according to the controls they made during the first half of 2011 and number of claims and money collected as fines and penalties for nonobservance of trade rules.

Usually, only big entities are mainly noticed in what they do because they are more exposed to both the consumers and the authorities. So what, many may say about this.

There is nothing unusual to walk the rules line when selling such a tremendous volume of goods to such a big number of people. The problem is in what concerns serious violation of rules we talk about. Much to our regrets inspectors found rotten foods on sale and this is the worst point that can make us forget all others like one price on the shelves and another one at the cash registers, mistakes in labeling and so on. Nobody knows in what degrees the inspectors were proceeding correctly in calculating the amount of money of their fines and penalties but sometimes such governmental workers tend to attack softer in case of a wealthy foreign victim. The connoisseurs know why!! Even so Carrefour had 151 customers claims accepted as right and true by inspectors and the total amount of money paid was about Euro 35,000.

Here is the complete ranking of big super and hyper markets for first 6 month of 2011 in what the number of consumers and authority claims is concerned:

- Carrefour –number of claims – 151 and an amount paid of abt. Euro 35,000
- Kaufland – a number of 143 claims and abt. Euro 25,000
- Real (Metro Group)– 122 claims and abt. Euro 40,000
- Praktiker - 60 claims

- Auchan- 57 claims and Dedeman – 58 claims
- Rewe group – 53 claims and the biggest amount of penalties and fines- abt.Euro 170,000

It is also to mention a member of Delhaize Group, Mega Image chain that paid more than Euro 20,000 fines and penalties.

All these figures have been disclosed by Mr. Constantin Cerbulescu the President of National Authority for Consumers Protection in a press conference recently .He also mentioned that from the total claims received from consumers as well as those declared by the respective inspectors 51 % were accepted as correct and true and 34% were solved amiably.

One may say that such number of complaints is produced by the Romanian stuff they employ. This may be one of the reasons. But in my opinion it is also true that here in Romania such big companies shown trade practices that in their country of origin are forbidden.

As you noticed already, among the 8 names of companies shown above only Dedeman is a Romanian one and all others are foreign. This is easily justified by the position such companies hold on the local market and, as I said before, due to the huge volume of goods they handle . This also speaks about who occupies the Romanian market today. Romanian capital is still losing the field and cannot resist the competition.