

PROJECT: SMART CONSUMER

Smart consumers know how to evaluate consumer purchases and agreements. Shopping is about making decisions and some of these decisions are difficult. How do you make difficult decisions? Yes, use the PACED decision-making method. Remember, the steps are to define the problem, list the alternatives, select the criteria, evaluate the alternatives, and make the decision.

Ray is purchasing four new tires for his car. The mechanic said he needs to replace the existing tires immediately. Help Ray shop for new tires.

Here is some information that you will need:

- He drives a 2006 Honda Accord.
- He can afford \$500.
- He would like tires that come with at least a three-year or 30,000-mile warranty.

STEP ONE:

Ray needs to buy new tires but he has never purchased tires before. Smart consumers find out information about the product they will be purchasing before they purchase it. How do you shop for tires? How can you compare tires? Some ways to find out information about products are to make phone calls, talk to experts, read, or do searches on the Internet.

Use the links below to read an article and watch a video on selecting new tires for your car:

How to Choose Tires for Your Car - <https://www.youtube.com/watch?v=zrP234-9qfU>

How to Choose the Right car Tires - <https://www.consumerreports.org/tires/how-to-choose-the-right-car-tires/>

Summarize below what you learned about shopping for tires.

STEP TWO:

Shop for tires on the Internet. Then use the PACED decision-making model to select the best tires for Ray. Show your work as you use the steps.

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|--------------------------------------|----------|
| 1. Define the P ROBLEM | P |
| 2. List the A LTERNATIVES | A |
| 3. Select C RITERIA | C |
| 4. E VALUATE the alternatives | E |
| 5. Make a D ECISION | D |

P:

A:

C:

E:

D:

STEP THREE:

Now Ray has had the tires for two months and he notices that the tread has started to pull away from the tire. He has already contacted the place who sold the tires and calmly and accurately explained the problem. They didn't help him because they no longer carry that tire. So he talked with the manager and he still did not get the tire replaced. His consumer rights are being violated. Pretend you are Ray and write a letter to the company's headquarters.

Here are some points to keep in mind when writing the letter:

- Include your name, address, and account number, if appropriate.
- Describe your purchase (name of product, serial numbers, date and location of purchase).
- State the problem and give the history of how you tried to resolve the problem.
- Ask for a specific action.
- Include how you can be reached.

Pretend you are Ray and write a letter to the company's headquarters. Here is a sample letter you can use as a guide:

Sample Complaint Letter

Your name
Your address
Today's date

Business name and address

Dear Sir/Madam:

On (date of the contract) I purchased (rented or leased) a (product or service) from you: model xyz, at a price of ..(give as much detail as possible—include model or other identifying numbers that might apply).

The purchase agreement was made at your store located at (give details about the location of the store, the person you dealt with and any particular or relevant representations made to you about the product, goods, or services).

Describe the problem here.

Then state exactly what you want from the business.

I look forward to your immediate reply. You can contact me at my home telephone number at (Conclusion: indicate that you are expecting an early response/resolution to/of your complaint and your emergency or other contact information)

Yours truly

Sign the letter, and send it by registered mail, fax, or courier