Dear Sir,

First and foremost, I wish to thank NCCC for the prompt reply, where your justification on NCCC's point of view has been clearly outlined. From the explanation given, I have understood the grounds in which NCCC stood on when interpreting the content of the complaint.

I agree with NCCC that all businesses should be responsible in providing quality goods at fair terms, a policy in which our company has always been committed to. Unfortunately, when events like this occur, both parties (the consumer and the trader) could have a different understanding of the situation. Taking this case as an example, the consumer felt that she has been forced to purchase a poor quality product, whereas as the trader, until we received this complaint letter from NCCC, we perceived that the customer had purchased a product which she accidentally broken, an action in which she takes responsibility of her own actions.

Nevertheless, I understand that in the end, the law in force would be the ultimate reference for all parties, in this case, the Consumers Protection Act 1999. Therefore, do rest assured that our company will take all neccessary measures to prevent such incidents from happening again.

I would like to take this opportunity to express my gratitude to NCCC for its prompt actions in handling conflicts between the traders and the consumers. As both a business owner and a consumer, I felt that I have benefited greatly from this incident.

From a business point of view, this incident has enabled me to understand more on the responsibility of traders, and also the need to respect and take note of the consumers' rights. Whereas, as a consumer myself, I am utterly impressed with the effectiveness and efficiency of NCCC in playing a major role to protect the consumers' rights. Hopefully, NCCC will continue to act as a strong medium for consumers and traders to resolve their issues in a diplomatic way.

Finally, I hope that this reply will be able to ease the closure of this complaint, where it is resolved in an amicable manner. Should NCCC require any further clarification or information, please do not hesitate to contact me.

Thank you.

Yours sincerely,
Aderlyne Kuok
Director of Popins