

Quality



Quality of life is starting point for every decisionmaking process! Our everyday's choices in quality of products and services and all other aspects are derived from that one-and-only wish we have to improve our wellbeing with every next step. Although we often make different decisions in different circumstances, in our heart we feel always that same feeling as pilots in the history of flying always said: faster higher further! But also "le Petit Prince" said to the famous aviator Antoine de Saint Exupery: only with your heart you can really listen! And that's about "inner" quality. Because so many things are about qualities you can't see but are real! For instance taste, sphere, composition, situation, but also for instance aspects of planetary influences on food in the same way as sun and moon are relevant for growing crops and fruits! Quality has also to do with time and space and with the possibilities we have to buy one thing or another. Quality can be a composition of many aspects but in the end it is our well-being which is the last check. In other words: the quality of OUR life!!

For consumer organizations as for producers as well quality is also an aspect of statistics because mass production means thinking about what is the expected degree in quality for most of the consumers? Although in combination with production in modules, extra service and help(desks) a kind of tailormade endresult is possible, choices are to be made even before starting up research and development of new products and services. More and more we can see that consumer organizations are doing the "bottom-up" marketing by collecting the questions! In fact working in an economy of questions and answers. In the dialogue between producers and consumers, between productdevelopers and consumerorganizations, between retailers, service and packaging etc etc, in fact in the dialogue throughout the whole chain from idea or nature to product, sculpture or culture as an impressive creative process is ongoing from version 1.0 and so on and so on until something complete new is invented!

A special remark must be made to the consumer him / herself! To enjoy the quality you chose for it is of course also important to read the userguides! Plus beyond those guides our own creativity plays a big role to MAKE the quality of life we wished ourselves! For instance in preparing food, in creating circumstances, in choosing and using! Everybody is an artist! (Joseph Beuys: Jeder Mensch ein Künstler).

Quantity



Quantity is about how much we need for our daily needs. It's about the barometer with all the indications between too little and too much. Where Ghandi said: "there's enough for everybody's needs but never enough for anyone's greed..." It's about asking questions from dividing the labour to dividing the production. It's about income. But as simple as it sounds the discussions have just begun about basic income and what about the extremes at the upper side of the scale. More and more everybody is thinking and talking about income, about the first Millenium Development Goal of eradicating poverty. But also about income in general - in fact the discussions have switched from producers to consumers, to everybody!

Somewhere in between we shall see the solutions in the coming years. In the same way that all kinds of social systems were developed including young old and sick people we could expect all kinds of thoughts about realistic income for everyone worldwide. For everybody a reasonable way of living must be possible because nature is for us all. So we should say: a REASON-able income is a right! It is a question between consumers! More and more consumer-initiatives are taken worldwide to think about new ways how to live together on this one-and-only planet! Beyond charity everybody is not only talking about fair trade, but also about sharing (basic) incomes, directly and via taxes

As dividing is a question between people, the daily needs themselves we only can judge ourself! What do we need, what do we really need? A complex of twelve necessities of life, thus only twelve questions! What do we need for food, housing, education, transport, communication, etcetera? And to be realistic: including what we need for our addictions, our hobbies and collections, for our "greeds". If there is enough room for all the extra's depends of course on what is left after everybody has his / her basic income cq reasonable income.

The translation for the quantities that are to be produced in the end can be done by consumer organizations. Producers can then calculate how much production will be realistic according to different qualities and prices. If the consumer-producer relations are also confirmed by subscriptions, prepaid, consumer-owned inventories or consumer guarantees, producers can work without fear that they are alone in taking all the risks. Many banks already accept for this reason lower risk-percentages and less bankruptcies are the result.

Price



Price is 100% payment for labour only! Because nature is a gift by definition. That's the basis of pricing. But in practical life there are different corrections plus and minus. For instance time (fruit), place (cigarettes, food, water), scarcity (art) or abundance (books), etcetera. Including these we don't speak about price anymore but about value. Thus price is not only a figure but it's the work and enthusiasm of a human being who made it for you! It is human reality as well! Buying and even negotiating is a process which can reveal us the reality of human labour and give us a feeling of deep respect for the other. It gives us in every situation the basis of what trade is and what fair.

Although the basis is simple, practical pricing is indeed much more complex. Price discrimination (different prices for different incomes), speculation, subsidising, taxes and insurances, risk premiums etc etc are making every price calculation a jungle! But even then all 100% price is going somewhere to someone who did something for this product or service! Direct or indirect... Every discussion about price is therefore talking about what labour is delivered, what is real what is fair what is value.

But pricing is in the end also very simple again: only a way of administration in exchanging products and services. For making possible that the producer becomes enough income to make the next product.

Guarantee



Oscars

To check if quality quantity and price are correct the consumer is always the controller in the end! Although producers and hallmark institutes do their continuing checks they can only check at random. Which means per definition that only 98 % is ok. In calculating those plus 2 percent in the prices these last 2 percent are already financed. That means that every discussion about guarantee should never be about the failure of the product itself, but only an understandable investigation if it occurred because of mistreatment by the user himself / herself.

In practical daily life all kinds of situations are of course much more complex. Mistakes, badly read or written instructions, irritations, transport and insurance, etc etc. So therefore often actions have to be taken to solve the dispute. (for instance: 1. Go to another retailer first for a "second consult" so you can see the problem in the best perspective 2. Google to the website of a Consumer Authority or institute where you can find all information about consumer laws 3. Talk with your retailer 4. If problem not yet solved go to consumer organization for individual or collective help 5. Sometimes a problem can generate ideas for new solutions (hallmark organizations are especially interested and willing to help)!

Read more

- www.oneworldstandards.com
- www.isealalliance.org
- www.people4earth.org

Payment



Three ways of payment are possible: backward (credit) cash and prepaid. The easiest way to understand the practical difference is looking from the bankers' perspective. Backwards is the most riskfull way so the interest rates will be highest, in fact the interest rate is containing the extra riskpremiums for not paying or even bankruptcy. Paying cash looks most simple but still there is a great risk for the retailer if continuation of business will be possible in the future.

Most secure ways of doing business are the prepaid versions like subscription, prepaid chipcards, consumer-financed stocks. In fact we give then the right signal that we're asking an economic question. And by arranging for instance a three month or six months' notice we have the freedom to change to another producers or retailer. But that gives all parties to think and talk about problems and to arrange changes if necessary.

Already many payments are prepaid: housing, papers, communication etc etc. In many other areas there are experiments for instance in the chain of food and agriculture, But bankers can tell you that all these constructions make the possibility of bankruptcy to a minimum risk. And in the end consumers will have to pay less for their products.

Delivery



Point of sale, packaging, just-in-time, just-in-place (special point of sale for instance at stations, mountain hotels or delivery by couriers in the middle of the desert. Direct from the factory or the farm, delivery and service at home or in the office, or even preparing fresh to your home or to your table in a restaurant. Information "channel management" is as complex as the many ways of delivery. The only simple thing is the question where the consumer is at every moment of the day.

Consuming



The quality of products and services are in the end also the result how we as consumer treat those products and services. If food of high quality is degenerated for instance by our running-out-of-time hurry putting it in a magnetron, we don't get the best possible results! The same with bad maintenance of a car, not reading all the necessary guideline`s for use of a refrigerator, or neglecting misuse in general. User guides are for reading! To get the quality intended!