

The Truth about the INTERNET DEALS!!

Can you handle this????

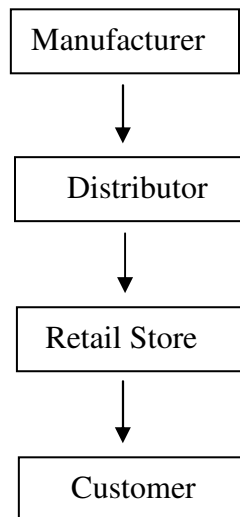
We will see....

Never buy any Car Audio item off the net!!! NEVER!! You will get burned!!!

CHAIN of DISTRIBUTION

The first item in this area that I am going to talk about is the chain of distribution. You might be asking yourself why you need to know about this. The reason why you need to know about this is because it will keep you from getting burned!

The proper chain of distribution applies to all electronics on this planet. The proper way that the chain works is like this...



First the Manufacturer makes the product; the distributor gets the product close to the store, usually within a few miles. The store gets the product, and the store displays the product to sell to you.

This is a very simple process, but it gets so much more complex. Here we go.

The Chain of Distribution is important to you, because this is a support system. This support system is designed to support everyone along the way. The retail store supports the customer, the distributor supports the retail store, and the manufacturer supports the distributor and the retail store. This is designed this way so if you purchase something you don't like you can take it back to the store. Or if something breaks the store can take care of you. If the store has an item that it cannot sell, or doesn't like, or a broken item the distributor will replace it for the store, and the distributor works directly with the manufacturer on all of the above issues. This is a support system that is designed for you the customer to be taken care of in the event of a problem.

This is how it is supposed to work in a perfect world. We don't live in a perfect world, so this is why I have to write this chapter.

As soon as this chain is broken, you are in trouble. You may get a deal, but the deal you get may not be so good in the long run. Here is why. Every item that leaves the manufacturer is tracked by serial number to the distributor and to the store. If the item you purchase has fallen out of the proper distribution channels then you have absolutely NO WARRANTY or guarantee what so ever. It doesn't matter what the person selling the item says.

Let's say you buy a Kicker product over the Internet.

The first problem you may encounter is that YOU NEVER GET THE ITEM YOU BOUGHT! This is happening every day. People advertise something on the Internet or an Auction Site on the Internet, you pay for the item and you never see it.

The second problem you could encounter is the item was not as it was described. Old, Refurbished, B-Stock, Damaged, Foreign Goods not made for this country, or just doesn't work....Hmm...Good Deal??

Well Kicker has strict rules forbidding any store to sell over the Internet. If you purchase something from an un-authorized dealer, and something happens to the item, you are out of luck. This is true with almost all electronics. Boston Acoustics is another example of this equation. Boston Acoustics does not allow any mail order or Internet sales. So if you purchase a Boston Acoustics product from anybody except an authorized store, you are really rolling the dice, and are going to get burned. These items are called gray market goods.

GRAY MARKET GOODS

Gray market goods are products that for some reason have fallen outside the proper distribution channels, and have no warranty from anybody. This is the fact. The ways of getting these items can be legal, or they can be illegal. Here are some ways that gray market goods get to the Stores or Internet.

Okay, here is a perfect example. Let's say your stereo system gets stolen from your car. Your insurance company is going to replace the equipment. You go to the store that is going to replace the equipment. Let's say you had an Alpine deck and 2 door speakers that were stolen.

The insurance company will call the store and ask them to replace the items. The store that you go to does not carry Alpine, but they say they can get the model that you need. You have the equipment put back in your car, and you are happy. You do not know how the store got the deck to replace your unit since they don't carry that brand. Well, the store did one of two things. The store went to another store that is an authorized dealer of the Alpine unit and purchased it and put it in your car, or they ordered it off of the Internet. Well, in either case if something happens to that unit, you are not covered. Even though everything is legal, you have just received a unit that was to be sold through another store. So even if you have a valid receipt from the store that put it in, the serial number is traced to another store so you are not covered! This happens all the time. You really need to be aware. Alpine only covers the first customer, which would be the store. It does not cover you. Warranties are not transferable EVER!! If you ever had to send this unit into Alpine with a copy of your receipt, Alpine would send it back because it did not come from an authorized store.

Here are some other ways items get to the stores, mail order houses or Internet.

#1 The item was stolen

#2 An authorized dealer will sell to another dealer to make a quick buck and that dealer puts it on sale in the store, on the Net or Mail Order even though they are not an authorized dealer.

#3 The items were purchased by a customer from the store, and then sold again on the Net.

In any of these cases you are taking a huge risk with electronics. It doesn't matter which brand you buy. The deal is never that good!!

Now, many companies do not care about sales over the Internet, but they still enforce the NO WARRANTY policy. It is much wiser to buy from an authorized dealer!! You are safe!! Even though you might pay a little more.....you are covered. At Outrageous Audio....we are authorized on every product we sell!

“B” Stock WATCH OUT!!!

Another item that I see all the time on the net and at other stores is “B” stock goods or “Refurbished” or “Factory Renewed”. What these terms mean, is that the item has been used, broken and has been fixed. These items are items you want to avoid at all costs. You are just buying somebody else's problem. This stuff may be cheap, but who wants a repaired unit with a maximum of a 30 to 90-day warranty even from a store!! Don't do it!! Never buy this stuff. You will get in trouble. And when you take it back to the store, there is nothing that will be done if it is past the 30 to 90 day warranty period! Some units even have ZERO warranty, even though you have purchased the item from an authorized dealer! Don't fall for this garbage!

At Outrageous Audio, all of our equipment is NEW, and we never deal with this stuff!

UPDATE: THE GAME HAS CHANGED!! I normally would never deal with this stuff, but with the way the economy is.....the manufacturers that I deal with have changed the rules. Some items now are available at a "B-Stock" and "Refurbished" price with 100% full "As New" warranty. This is a dream deal for you because you can save up to 70% off of the retail price. I am now carrying some "B-Stock" items in my store. These items carry the full warranty as if you were buying it "NEW". The items may have some scratches, and come in a generic "Non-Retail" box, but these items carry the same warranty as a brand new item. Can you believe this? Normally, refurbished items carry ZERO warranty, or have a warranty for a very limited time. Well, now that some companies are offering a full 100% "As New" warranty....how can we go wrong??

The only problem is this.....If we sell you a "Refurbished" or "B-Stock" item, and the unit does fail within the warranty period..(Usually 1 year on all Electronics), and we no longer have a replacement unit available.....we give you 100% credit towards any other replacement item. It is that simple. We will never let you down! At our store.....any "Refurbished" or "B-Stock" item will carry the full "As New" warranty unless marked otherwise. And when I say "Marked Otherwise", I am referring to some items we get in that are just too inexpensive to pass up...but there is a risk. And you will see that risk on the price tag. If you are getting a set of speakers that normally sells for \$120 for \$10.....you will be informed, that they are guaranteed to work, but will carry a minimal warranty. Got it?? Simple!