

# Returns and Exchanges

HOW IT PROTECTS THE COMPANY

## Overview

Returns and exchanges in the retail world have been a regular occurrence in the retail world since corporations have been created. Products can have several reasons for why they would have been returned. Ranging from the product being the wrong size to it having a fault with the product, With the correct information the product could easily e returned for a refund. When it comes to an exchange there could be more reasons as to why an exchange happens. It could be the gift was purchased in the wrong size, it was not the correct product needed for what is completed, these are all things that can make a customers want to exchange a product understandable.

	History
Returns	<ul style="list-style-type: none"><li>• The first return request happened in 1750 BCE.</li><li>• Requested during the age of ancient Mesopotamia</li></ul>
Exchanges	<ul style="list-style-type: none"><li>• have been around just as long if not longer.</li></ul>

The return and exchange program allows companies to protect the name they have when it comes to the products attached to the companies name. Specifically it allows customers to learn that their opinions on quality of products matter and their decision to purchase that fit the customers needs and wants are necessary. On top of that, ensuring that those customers can exchange these products for the correct size or product the customer needed.