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2. The Editor in Chief then sends the article to a reviewer for evaluation of the article and advises the Editorial Board on the following:
 - (a) Originality and contribution to knowledge;
 - (b) Relevance of the article in terms of substance;
 - (c) Propriety of the format;
 - (d) Whether the article should-
 - be published as it is;
 - be published after corrections indicated by the reviewer;
 - not be published at all.
3. After effecting corrections or improvements suggested by the reviewer the author resubmits the article to the Chief Editor for further processing.
4. The review team comprises all senior staff of the University of Dar es Salaam School of Law, i.e., those with PhD degrees and Professors and other qualified staff from outside the UDSM School of Law. An article is sent to a reviewer depending on the expertise of the said reviewer in the particular area of the law. The School has 13 professors

who are PhD degree holders and 15 PhD degree holders who are not yet professors.

Instructions to Authors

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Articles to be submitted should comply with the format and Guideline for Authors available at <http://www.sol.udsm.ac.tz/images/Mypdf/UDSoLJournals.pdf>

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SAFEGUARDING CONSUMERS' INTERESTS AGAINST MISLEADING AND DECEPTIVE BUSINESS CONDUCT IN TANZANIA

Deo John Nangela^{*1}

Abstract

In recent years, legislative enactments intended to shield consumers have proliferated in many countries, including the developing ones. Such proliferation signifies the importance of protecting consumers against unfair, misleading and deceptive business practices, as well as other market risks. This article examines, among others, the safeguards which consumers enjoy against misleading and deceptive business conduct in Tanzania.

Key Words: Consumer Protection, Consumer, Suppliers, Misleading and Deceptive Business Practices.

1. INTRODUCTION

This article provides, among other things, information which will assist businesses and consumers to understand their rights and responsibilities in Tanzania under the Fair Competition Act (hereinafter referred to as "the FCA"). Apart from adding to the existing knowledge about consumer protection, the article will also assist legal practitioners, when consulted by clients for legal advice. Ultimately, businesses will shun unfair and misleading or deceptive business practices, thus, acting in line with the

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