**ETHICAL DILEMMA in this Project**

* This is a set of rules of a human moral behavior.
* Set of laws that dictate which activities in this society are deemed to be wrong.
* The competitive nature and dynamic environment within which retails operates, it is important to monitor the legal and ethical constraints affecting this sector.
* Employees should make sure that ethical behavior is demonstrated not only in how they act toward others but also in how they treat property that doesn’t belong to them.
* The key to success is in understanding who owns what & what boundaries exist for its use.
* The defrauding of a consumer of various projects and services which do not perform as advertised or overcharging or levying hidden charges through deceptive business practices.