

Response ID ANON-FTNX-YRT5-M

Submitted to Supermarkets inquiry issues paper
Submitted on 2024-03-27 18:39:43

Introduction

What is your name?

Name:

[REDACTED]

What is your email address?

Email:

[REDACTED]

What is the name of your organisation?

Organisation:

[REDACTED]

Are you responding to this survey as:

Supplier

If other, please specify: :

What is the size of your organisation?

Small business – less than \$10 million annual turnover

Do you wish to publish your submission anonymously?

Yes - please suppress my name and organisation name

Confidential information

Guided submission - Tell us about yourself

Your response:

Please provide some background information about yourself:

Is there any confidential information you would like to provide in support of your response?

Please provide any confidential background information if applicable here:

[REDACTED]

Why is this information confidential?

Please provide reason for background confidential reason:

[REDACTED]

Guided submission - Market structure and impact on level of competition

Your response:

Please provide response to question on market structure and impact on level of competition:

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response on market structure if applicable:

Why is this information confidential?

Please provide reason for confidential response to market structure question:

Guided submission - Price and non-price competition

Your response:

Please provide response to price and non-price competition question :

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to price and non-price question if applicable:

[Redacted]

[Redacted]

Why is this information confidential?

Please provide reason to confidential response of price and non-price competition question:

[Redacted]

Guided submission - Pricing and margins

Your response:

Please provide response to pricing and margin question:

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to pricing and margin question if applicable:

[Redacted]

[Redacted]

Why is this information confidential?

Please provide reason for confidential response to pricing and margin question if applicable:

[Redacted]

Guided submission - Industry trends

Your response:

Please provide response to Industry trends question:

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to industry trend question if applicable:

Why is this information confidential?

Please provide reason for confidential response to industry trend question:

Guided submission - Barriers to entry and expansion

Your response:

Please provide response to barriers to entry and expansion question:

As previously mentioned, offering Co-Op money to the retailer at range review to accept any new products can be a major barrier to entry for smaller brands, as it is hard to maintain such high margin expectations along with high fixed co-op spend that often gives no return on investment. Therefore, for each new innovative product which could be developed, the expectation of having to pay further Co-Op removes the likelihood of this innovation making it to the shelf.

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to barriers to entry and expansion question if applicable:

Why is this information confidential?

Please provide reason for confidential response to barriers to entry and expansion question:

Guided submission - Consumer experiences

Your response:

Please provide response to consumer experience question:

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to consumer experience question if applicable:

Why is this information confidential?

Please provide reason for confidential response to consumer experience question:

Guided submission - Grocery supply chains

Your response:

Please provide response to grocery supply chain structure question:

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to grocery supply chain structure question if applicable:

Why is this information confidential?

Please provide reason for confidentiality response to grocery supply chain structure question:

Guided submission - Buyer power

Your response:

Please provide response to buyer power question:

As has been previously stated in this submission, Woolworths and Coles' demands with Co-Op spend, high margin expectations and refusal to entertain any proposal to amend promotions or pricing that might be decreative to their margin is debilitating and destructive for small suppliers.

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to buyer power questions if applicable:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Redacted]

[Redacted]

[Redacted]

Why is this information confidential?

Please provide reason for confidential response to buyer power question:

[Redacted]