



3rd May 2007

ACCC
P.O. Box 1199
Dickson ACT 2602
Sarah Chubb
Fax: 02 6243 1088

Dear Sarah,

re: Third line forcing notification N92536 lodged by Bakers Delight Holdings Ltd

Further to your letter dated 16th April, 2007, I apologise for contacting you after the deadline of 30th April, 2007, however I find that your letter did not allow enough time for consideration prior to that date.

In relation to the request for a submission of views on the matter, please note that I wish to provide the following opinions in point form addressing "Concerns raised in relation to notification N92536":

1. I would disagree that being compelled to purchase supplies from nominated/approved suppliers would have a detrimental effect upon my franchise, specifically, and I could not see any counter-balancing public benefits that would not be provided for under such a scheme.
2. I have not had experience significantly of any price increase from an established supplier within the Bakers Delight supply system.
3. Although it could be argued that another supplier could provide the product at a cheaper price, initial research into this and any problems along the way I believe would outbalance this saving, particularly given that buying power tends to provide enough stimulation for service and dispute resolution to be given priority as opposed to a smaller buyer who may not receive as fast and accurate a service on any matter.

Celcius Enterprises Pty Ltd trading as Bakers Delight Bulleen
Shop 24, Bulleen Plaza, 83 Manningham Road, Bulleen, Vic, 3105.
Ph: 0418 332 445 Fax: 03 9850 5255

4. I have not experienced any unreliability with the nominated suppliers so far and I would imagine that all suppliers would come across a problem with their supply and service at some stage, therefore making it impossible to envisage that providing more suppliers would solve that problem.

5. I cannot comment on regional areas as I own a metropolitan franchise.

Further to these direct points, I wish to note my support for Bakers Delight Holding Ltd's submission. A franchise relies heavily on consistency of product across the franchise system and this is all but guaranteed when using the same suppliers. I could only see improvement within our franchise if all franchisees were compelled to purchase from the same supplier and thus improve that consistency.

Please contact me on 0418 332 445 if you require any further comment.

Again apologies for the lateness of this submission.

Yours sincerely

CELCIUS ENTERPRISES PTY LTD
trading as Bakers Delight Bulleen

per: 

STUART CASSIDY
Director