

## Blanch, Belinda

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**From:** Blanch, Belinda on behalf of Adjudication  
**Sent:** Friday, 29 June 2012 1:10 PM  
**To:** Jones, David; Cunningham, Megan  
**Subject:** FW: Notification N95877 re Peter McInnes Pty Ltd SUBMISSION [SEC=UNCLASSIFIED]

**Security Classification:** UNCLASSIFIED

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**From:** Syd Weddell [<mailto:sweddell@essentialingredientvic.com.au>]  
**Sent:** Friday, 29 June 2012 10:39 AM  
**To:** Adjudication  
**Subject:** Notification N95877 re Peter McInnes Pty Ltd SUBMISSION

Attention Megan Cunningham  
ACCC

Dear Ms Cunningham,

I refer to your Notification N95877 re Peter McInnes in which you invite comment in your letter dated 15 June 2012.

I am the franchisor of The Essential Ingredient which comprises 6 specialty cookware stores located in NSW, ACT and Victoria and I have been trading with Peter McInnes for over 10 years and consider the firm to conduct all of its affairs in a well considered businesslike manner and always mindful of the needs of the market. Indeed, every decision made by the executive team of Peter McInnes seem to me to be with long term vision for a fair and logical distribution of their products, not just for this year but for the coming 10 years.

In the past two or three years the retail market for electrical goods and kitchenware has become a complex and highly competitive marketplace with a vast oversupply of retailers which service a small population, the influx of very cheap products from Asia and the expansion of online internet selling from sites within and outside Australia. All these competing forces require an exacting market plan for distribution, particularly of the Kitchenaid mixers, which require retailers to educate the consumer through demonstration, exacting staff training and the comprehensive merchandising of the vast range of models and attachments. This requires a serious investment from the retailer to be able to properly represent the brand and consequently the distribution needs to be channelled to those retailers who can meet this minimum service standard.

I believe that Peter McInnes, whilst wanting to maximise their return on their investment, are also very considerate that the consumer will be able to purchase Kitchenaid appliances at a fair competitive price and with good instruction and advice to maximise safe and efficient benefits to its consumers.

Kind regards,

Syd Weddell  
Managing Director



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