

Blanch, Belinda

From: Colin Hayes, Inhabit Homewares [REDACTED]
Sent: Monday, 6 August 2012 11:44 AM
To: Adjudication
Subject: Notification N95877 Peter Mcinnes Interested Party Consultation

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Categories: Submission

To whom it may concern,

We wish to advise that our business was the very first Bricks & Mortar retail outlets in Australia to stock and sell Kitchenaid Mixmaster.

We have found that the dynamics of how we sell kitchenaid have changed, people are coming into our store, gathering information, coming to our instore demonstrations, and going away and purchasing the product Online. The reason is that we cannot compete with pricing. Even when they buy online, and there is a problem with the Kitchenaid they have purchased, we are the ones that the consumer calls on to solve their problems. If we had to compete with everything that we sell with online retailing, we would not have a business, full stop.

We have over the last 17 years built the brand of Kitchenaid products, through hard work, staff training, excellent product knowledge, and ongoing product demonstrations.

and to lose ground to online retailers, puts us at a disadvantage. We do have a web site promoting our products only. We are not a retail online store..

This product is an Iconic brand, and should be treated with respect and not bastardised for the sake of a quick buck.

For us here at our store, this product is like a member of the family, much loved and respected.

Our business is very much a small family owned business which is very much hands on, and we employ local people which is very important for small businesses.

Yours Sincerely,

Colin Hayes.

Owner Inhabit Homewares.