

Blanch, Belinda

From: Cameo Gift Shop [REDACTED]
Sent: Monday, 13 August 2012 4:33 PM
To: Adjudication
Subject: FW: Notification N95877 lodged by Peter Mcinness

From: [REDACTED]
To: ajudication@acc.gov.au
Subject: Notification N95877 lodged by Peter Mcinness
Date: Mon, 13 Aug 2012 16:53:56 +1030

To whom it may concern,

We wish to advise our support for the proposal lodged by Peter McInnes Pty Ltd.

We are a family run business that has been selling homewares since 1989.

As you would be well aware the 'bricks & mortar' stores cannot compete in pricing with the online retailers. Many 'bricks & mortar' stores pay high rents or rates to be in a location that has passing trade. While the online retailer could be renting a warehouse in the middle of nowhere at a fraction of the cost with a minimal fitout.

Some customers use our store as merely a 'showroom'. A place to view the KitchenAid mixer (distributed by Peter McInnes Pty Ltd) and ask questions about its many attachments. Then once they are completely satisfied it is the product they want they then buy it online. Many are quite open about the fact that they have researched the price of the item online before coming to our store. Usually they inform us of the online price once they have all the information and touched and felt the product. Other customers (who could actually be intending to make a purchase) can be left waiting while showing someone a KitchenAid mixer.

Competition is fine, but only if the playing field is the same for everyone. And it no longer feels that it is the case when we provide all the information and on going support and someone else gets the sale.

Lastly, in my opinion I believe in many cases that having a product or brand sold over the internet cheapens its name.

Yours sincerely

Adam Burnett
Owner- Cameo Gifts & Homewares