

Pfitzner, Laura

From: Chef and the Cook [REDACTED]
Sent: Friday, 17 August 2012 10:21 AM
To: Adjudication
Subject: re N95877

Dear sirs

Reading the submissions by both Peter Mcinnes and the online stores there are a couple of interesting points In our experience the online stores do pose a real 'threat' to our bricks and mortar store as they operate under much lower overheads.

They could also argue their 'threat' comes from overseas sites and in particular in this case USA sites that offer Kitchen Aid products at a much lower price. To date the issue has been minimal due to the fact we need 240volt machines and the USA operates 110volt.

Most of my customers buy the mixer here and then purchase all the attachments overseas.

The inference is that Peter Mcinnes whilst offering a range of benefits such as aftercare servicing still charges a high mark-up. Comparisons with the UK suggest consumers are still paying too much in Australia

The Essential Ingredient and Myers are classified as Platinum retailers and are offered a range of machines which other retailers such as myself are not able to access – not exactly a level playing field.

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The probable future outcome will be that distributors will sell directly to consumers and bypass retailers all together. The price will then not be subject to any market competition other than overseas distributors

In conclusion I support Peter Mcinnes decision to try and dictate who can sell their brands and their approach to the problem is a more open and desirable one.

regards

Michael Robertson
Chef and the Cook

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