

Blanch, Belinda

From: myshop@netspace.net.au
Sent: Monday, 27 August 2012 7:37 PM
To: Adjudication
Subject: Notification N95877 re Peter McInnes Pty Ltd

Attention Megan Cunningham - I refer to your Notification N95877 re Peter McInnes in which you invite comment in your letter dated 15th June, 2012.

I am the owner of **my shop** - privately owned kitchenware stores in regional Central Queensland. I have 2 stores which are both leased in the respective towns main shopping centres. When opening the 2nd store - 3 years ago - in a major refurbishment of the towns main shopping centre I decided to stock KitchenAid products. I was very daunted at the prospect and not sure how it would first sell and second the cost of stocking the product. But with the help of our Queensland Agent from Peter McInnes and the staff at Peter McInnes the sales of the KitchenAid products we stock have surpassed my expectations.

With a quality product like this you need to have good information - feedback and hands on demonstrations and Peter McInnes provides all this. We follow through with this instore providing full information - hands on demos & stock many of the attachments so the customer can see exactly what they are paying for. My staff have great pride in selling a KitchenAid and spend quality time with customers to give them all the information that they need. It is extremely satisfying in seeing one of our KitchenAids going off in a customer trolley - knowing that we have given them complete instructions and the knowledge that they can come back to store to get follow through information and advice. The old fashioned talking and showing the attributes of the machine is what gets us our sales. It is very frustrating to spend time in giving all the information and demos to be asked to compete with an Internet Site in either Sydney or Melbourne. No we do not compete with Internet Sales even though we do have an Internet Site of our own. KitchenAid have a RRP and we are happy to sell the machines and accessories at these prices. This a quality product and by slashing the price just to get a sale cheapens the product and this is not what our aim is.

We are fast becoming a showroom for the prospective customer to see - touch and learn all about the machine and then jump online to get that cheap price. Some say this is competition and good for the customer but the Internet sites do not spend the time with customers - we do. The Internet Sites do not handle any complaints or problems that arise - we do. Fair competition we can handle but some sites are slashing the prices by a ridiculous amount just to be the cheapest in town and not selling the product as it should be sold as a quality product with in store backup and service.

We offer our full support to Peter McInnes.

Denise Rawsthorne

my shop - Yeppoon

my shop - Rockhampton