

Submission by [REDACTED] 12 February 2024

I appose the Bakers Delight Holdings (BDH) proposal for tiered pricing structure as it limits individual franchisees from setting pricing based on their business requirements, local markets, outgoings and general overheads etc. Bakers Delight stores are located within a diverse range of communities, regional towns, capital cities, major shopping centres to stand alone stores, all have a wide range of business expenses and community demographics all of which require flexibility in pricing to meet business requirements and community needs/limitations. I also appose the the addition of \$25 p/m fee if the propose tiered pricing is rejected. As a franchisee we were not consulted by BDH on the new system being implemented with no discussion or input on its benefits or limitations. As part of this system upgrade BDH are already imposing systems (EFTPOS) that are in some cases showing ongoing fees and charges higher than other available providers that franchisees previously had access too. We have or will already see and increase in monthly fees related to this new system and I see no valid reason for charging franchisees an additional fees for implementing a system that was poorly chosen (due to its limitations to meet the needs of the overall Bakers Delight network) with no prior input or discussion with the business operators.