

Submission by [REDACTED] 12 February 2024

I am against the Bakers Delight Proposal, as I run low sale bakery in a small strip site, where I don't get the massive foot traffic of customers like the bakeries in big shopping centres (Most Bakers Delight Stores are in shopping centres). Therefore any discounting comes out of my margin line. We already pay a marketing and advertising fee to them, royalty fee, and they make money from various vendors and suppliers, so charging Franchisees an extra fee for not going with their proposal is highway robbery. I am struggling with the high cost of running a business as everything has gone up in the last 12 months viz. wages, rent, electricity, ingredients, insurance etc. at the same time sales have not gone up by that much, so my margins are low. I don't want to pay the extra fee to Bakers Delight for not going with their tier pricing system.