

To: Grocery Prices Inquiry
Sent: Mon Mar 10 15:17:17 2008
Subject: prices submission

Grocery Price Inquiry.

Dear Sir/Madam,

A certain line of shampoo was recently being sold at Woolworths supermarkets for \$10.00 for 2 X 400ml bottles.
Single item price \$6.49.

At the local HOT DOLLAR shop the same product was \$5.00 per bottle.
Would not Woolworths have greater buying power than a Hot Dollar Shop.
The practice of marketing 2 for so much, with single items being 2/3 the cost of the double items is surely discriminating against smaller families and people on a tight budget.

Red ticket specials, that when looked at more carefully, reveal the same price on the ticket on the shelf is deceitful.

The big supermarkets, in introducing generic brands, are not giving the customer what they want. The customer is getting what is best for the supermarket and in the long run I predict that the prices of the generic lines will be no different to those which they are replacing.

It is extremely difficult and time consuming to compare price for weight of different items and it should be mandatory for standard sized units ie multiples of 25g, as an example so that a worthwhile comparison can be made. The practice of bring down the size of a can or packet while keeping the price at the same level is surely downright dishonest.

Yours Sincerely
Noreen Slatter