

[Redacted]

Dear sir/madam,
I apologise for the late submission and brief description of this letter.

Firstly, I would introduce myself as Richard Bruce Kenyon. I am the franchisee of a [Redacted] store in the Settlement City shopping centre at Port Macquarie, NSW. This is the second store in this chain that I have owned.

To say that this store performs poorly is an understatement. From the outset, (New kiosk starting trade on 21st July 2005) this outlet has been in hardship. The major cause of this is the poor quality of product, (I have many many photos), the extremely intermittent daily deliveries (sometimes arriving as late as 11.30am) and the complete lack of assistance from the franchisor in all areas i.e. payment of daily credits, lack of attendance of area managers, return calls for assistance etc. the store generally turns over around \$10,000.00 per week, from this, the store has to honour, bank loan, wages, rent, insurance, packaging, marketing, coffee, milk, beverage stock, payg, bas committments, telephone, electricity etc. The simple truth is that the formula is not working. I have minimal, if any wastage, and, being a kiosk with 360 degree serving are, the staffing is appropriate. For the past two years, in this area, we have had minimal, if any marketing, either in print or otherwise.

Our wedding cake, christening cake and other large celebration cake market has been destroyed by the inconsistency of product by both finish of cakes and baking quality.

Weddings etc. in a smaller centre on the coast are usually at resorts or motels and after a long run of problems, we no longer get orders from these locations because the staff cannot be assured of great product from us! 'Word of mouth' in these centres also means that a large number of potential customers are 'headed off.'

Upon purchase of this store, we paid for and were supposed to receive a 'cosmos' broadband ordering system to assist in the accuracy of stock ordering. This system was fitted TODAY, (16th September).

There are many problems associated with, from what I can see, country [Redacted] stores. I am aware of a number of store closures recently and I feel that we could succeed if we were given the guidance, attention, quality and expertise that we paid a lot of money for when purchasing the franchise.

I am in substantial personal stress at this moment and it appears that nothing is going to be done to assist us. We are very much alone and, if possible, I would certainly had ceased using [Redacted] as a supplier long ago and sourced good quality and timely cake deliveries.

Please accept this submission

Yours faithfully
Rick Kenyon
[Redacted]