

From: Jane Oldfield - Buy the Book
Sent: 17 January 2006 14:12
To: John Doyle
Subject: HMV/OTTAKARS

Dear John,

Further to our telephone conversation today.

I am managing director of a medium sized book business, retailing from five stores, two with coffee shops, with an annual turnover of about 1.5million.

My business pride's itself on customer service and offering a good selection of books, as many as possible at discounted prices.

All of our stores are situated in medium sized market towns, and aim to provide a valuable service to the community, in addition to selling books.

We also offer schools and nursery's a book ordering service and support local ventures and reading groups

Whilst we go to extensive lengths to source our books to offer the best possible discount, whatever terms we can negotiate are nothing compared to the likes of Ottakars.

Fortunately at present there are no Ottakars within close proximity to any of our sites, but were that to be the case we would have no option but to close that particular branch as we would not be able to compete.

This clearly would involve loss of jobs and loss of amenity to the communit.

It is very much similar to the corner shop/supermarket situation; however there is a subtle difference.

Given the importance of promoting reading to the younger generation, we feel that we provide more of a service than simply selling books; as a family business it is close to our heart to acheive this.

A huge concern of the type that would result from Ottakars/HMV could not possibly hope to offer that same level of comittment. However, because of the huge buying power they would hold inevitably they would force out of business many stores such as ours and others like us, which would in the long term result in the love of reading being lost within the huge commercial gains to be had from such a merger.

Don't let them do it!!

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Jane Oldfield
BuyTheBook