



## Best wishes for Christmas &



**F**rom all of us here at Martley, the very best wishes for Christmas and we hope that 2010 will be an especially good year for you all. 2009 has been a milestone for Babybase. The demise of ABC at the end of last year brought us many new customers and also new suppliers. It is difficult to remember that this time last year we didn't have Medela products in our range - or Baby Art or Doidy Cups or Fun to See or My Buggy Buddy or Alami or Skibz or Sock ons or Ventalux. We are now distributing the products of over 60 suppliers and I do hope that you are all able to buy from us the products that you need. As always we are grateful for suggestions for further additions - just drop Kate an email and she will get onto it! It is worth saying that the Babybase staff have coped wonderfully with the increase in business and the new product information. They have really given their all this year and fully deserve the nice long Christmas break. We will be closing at the end of the day on 23rd December and will open again on Monday 4th January. Orders sent out on 23rd (Wednesday) will be delivered on Christmas Eve. We hope you all have a wonderful Christmas holiday and

## The Vexed Question of RRP's

As a wholesaler, until quite recently we didn't have to think about Recommended Retail Prices. We sold the goods to our customers at trade price and left the retail pricing to them. That is still true except that these days we are getting caught in the crossfire between manufacturers trying to maintain their recommended prices and the value of their products, and the retailers who are all trying to capture the same market by offering goods at lower and lower prices. The prevalence of internet selling has caused this to be an issue and I feel that it is time for me to put my head above the parapet and have my say! I certainly don't want to tell anyone what prices they should be charging. Even if this weren't illegal I feel it is far outside my remit as a wholesaler. However I do feel that we should all be fighting hard to maintain the best profit margin that we can get. The old 50% plus VAT that the nursery trade used to work on was always considered to be a low margin - the fashion and gift trades wouldn't look at less than adding 100% - and yet this is being eroded more and more.

We all need to earn a certain margin in order to run our businesses correctly and look after our customers properly as well as earning a crust. I would encourage manufacturers to look hard at the prices they are charging their largest internet customers and I would ask my customers to think twice about slashing a recommended retail price and starting a price war that leads to no-one making a profit. We don't include RRP's in our price list but the manufacturers are more than happy to supply them, just ask.

## Credit Card Use

The majority of our customers pay us by credit or debit card. I have heard some worrying tales recently and wanted to reassure you that we only ever charge your card with the value of the goods being despatched to you that day. If we do back order any goods, you will NEVER, EVER be charged for them until they are back in stock and being despatched to you. As far as I am concerned, anything else is

## And finally

Special Offer Sheet enclosed. Ring us now on 01886 887758!  
**MERRY CHRISTMAS TO  
YOU ALL!**