Competition within our own company

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From: "Lisa Robson" <barnet@babysensory.co.uk>

To: "Kaye" <kaye.bhatt@babysensory.co.uk>

Sent: 09/06/2015 20:10:48

Subject: Cometition within our own company

Hi Kaye

After long discussions with yu about the struggles I have been having with the number in areas one saving grace was knowing that Plamers Green/ Whichmore Hill was a closed off area and not being allocated to anyone (good for Vicci and myself)

I have since seen today that there WILL be classes running in this area.

<http://www.babysensory.com/en/classdetails/palmersgreen>

<https://www.facebook.com/groups/542169945866774/856106884473077/?notif_t=group_activity>

And the location is right in between Vicci and I.

I cannot afford to have any more things have an impact on running classes

High rent in London and high competition is hard enough but to have someone set up our own brand right next to us is too much to sustain.

Tasters to start 16th June and a significant amount come from these areas and I advertise heavily in them too - now this will not be either

Why has this happened when you had assured me only recently that no one would set up in this area?

As I mentioned I really cannot afford anything like this to happen and this makes my franchise not viable to run. I already had to drop a third class in Barnet as numbers were not enough.

Regards

Lisa

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