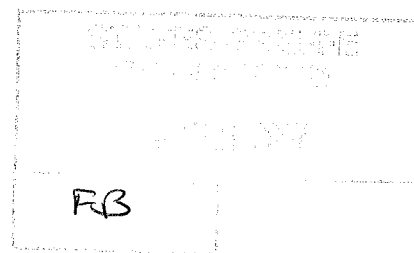


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**From:** John Shield |  
**Sent:** 06 February 2007 19:02  
**To:** Scrutiny  
**Subject:** Supermarket



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Dear Sirs

I favour the introduction of a new supermarket chain in Jersey and in answer to your questions:

1. It must lower prices and only destroy local businesses which are inefficient and not competitive. Any chain interested in setting up in Jersey should first prove they can bring in and maintain a wider range of goods and cheaper prices. They will probably not have to pay tax in Jersey and local people should therefore be able to enjoy material cost savings.
2. It must increase choice. These chains have admirably wide ranges of their own products which would be of great benefit. St Helier is already a "clone" UK town to all intents and purposes whereas Jersey is most certainly NOT a clone - it is unique and your script writers are to be criticised for suggesting otherwise.
3. It must create a manageable number of new jobs offset by some staff cutting as other businesses become more efficient.
4. It will help local people, which is very important. It should not harm existing businesses that are efficient. If located out of town it cannot destroy the town centre whereas less cars going into town would actually improve the town centre.
5. The waterfront should be developed less for commerce and more for pleasure (parks, amenities for young people, etc)

French supermarkets should not be discounted.

Regards  
John K Shield