

Appendix K

I support the application for a premises licence @ 31 Azela Drive Swanly .

I strongly believe healthy competition promotes lots of advantages including consumer choice

Market competition, often benefits society

- By lowering costs and prices for goods and services,
- better quality,
- more choices and variety,
- more innovation,
- greater efficiency & productivity

The current existing store on the same road lacks appropriate staffing , lacks innovation to meet consumer demands & complaints are not dealt with in a timely manner as the owner is rarely present in the store .

A dose of healthy competition definitely be a winner for consumers

I hope the authorities take a favourable view to this application

Yours sincerely

Usha Vella

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