

Dear Mr Hamilton,

Day2dayshop.com is a Jersey e-commerce business targeting the United Kingdom home consumables market and is wholly owned by the Jersey Electricity Company. As such, day2dayshop is a customer of Jersey Post and is therefore affected by the 'Postal Service (Jersey) Law' (2004) and the Jersey Competition and Regulatory Authority's intention to introduce competition to the bulk mail market in 2010.

For Day2dayshop, like many other e-commerce companies in the island, postal charges are a significant variable cost and increases to this cost have a major impact on overall profitability. It is highly likely that the introduction of competition would ensure that local postal costs are comparable with those experienced by businesses in other locations such as Guernsey and the UK long-term. Therefore we believe competition is essential to ensuring Jersey e-businesses remain competitive.

In addition we also believe that competition will deliver access to improved services. One prospective supplier for instance, is able to provide tracking information which will enable businesses to recover the cost of lost Royal Mail post. This is a service not currently available via Jersey Post.

Day2dayshop currently directly employs four members of staff and has plans to increase this number in the near future. Furthermore day2dayshop indirectly supports several picking and packing staff via work undertaken by Professional Fulfillment Services Ltd on our behalf and uses local agencies such as Webreality and Side-on for technical and design work. We believe the future employment of Jersey residents by e-commerce companies is threatened if local businesses are unable to remain competitive, and a large factor affecting this is access to postal services at a cost comparable to businesses in other jurisdictions. For this reason, we support the JCRA's decision.

Best Regards
Stuart Murphy
day2dayshop.com

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