

**B**eleza

SCHOOL  
UNIFORMS

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# CASTLEMAINE S.C.

## PRICE COMPARISON WITH SCHOOLS IN CLOSE PROXIMITY REPORT

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# PRICE COMPARISON

## INTRODUCTION

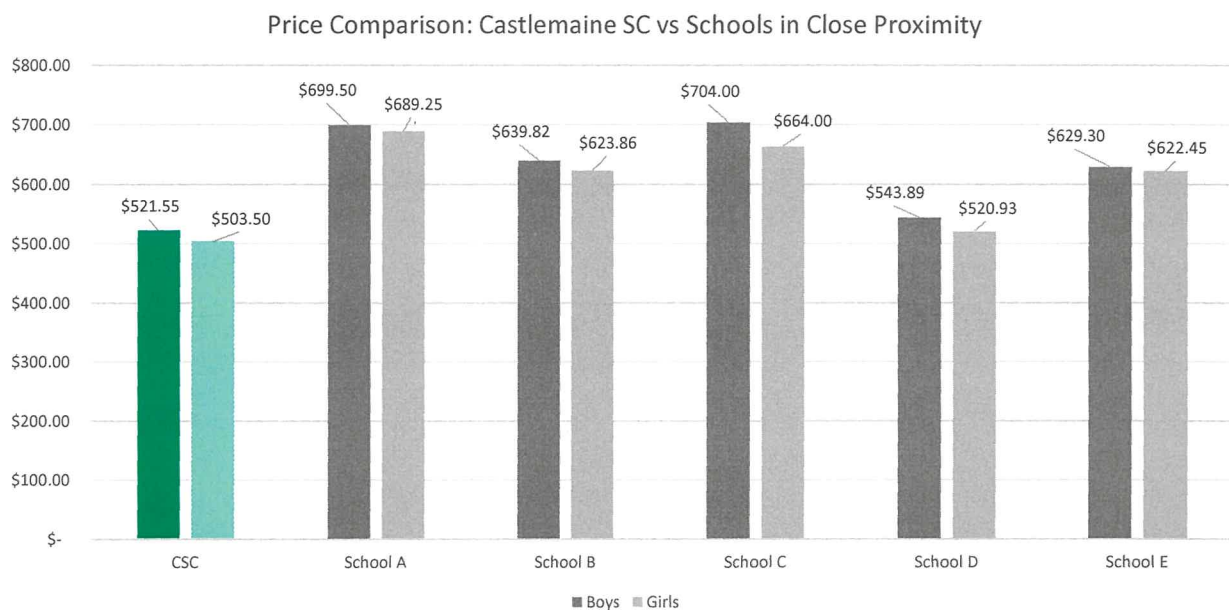
Given some initial feedback given by the School that the parents and students expressed that Beleza's prices were not competitive, Beleza's Sales Team took the initiative to conduct a price comparison between the prices paid by Castlemaine Secondary College Community versus 5 other Schools in the surrounding area supplied by our competitors based on their price lists.

### METHODOLOGY:

In order to ensure that the correct comparison was made (apples with apples), Beleza selected a "starter pack" (concept similar to the Consumer Price Index basket used by International Economists) of which is a generally expected purchase basket (staples) for each family starting at the school (per student). This is expected to be consumed throughout the entire year – consisting of both winter and summer uniforms.

For Boys, this consists of: 2 Short Sleeve Polos, 2 Long Sleeve Shirts; 1 Jumper; 1 Rugby Top; 1 Spray Jacket; 2 Shorts; 2 Boys Trousers; 1 Sports Top; 1 Sports Shorts; 1 Sports Track Pants; 1 Bucket Hat.

For Girls, this consists of: 2 Long Sleeve Shirt; 1 Jumper, 1 Rugby Top; 1 Spray Jacket; 2 Summer Dress; 1 Winter Skirt; 1 Sports Top; 1 Sports Short; 1 Sports Track Pants; 1 Bucket Hat.



## CONCLUSION:

**As seen above, CSC community's starter pack is the cheapest as compared to other School's in the surrounding areas.**

(The same items were used for all Schools with the same quantities, the only differences were prices as requested by each respective School Uniform Supplier. As explained above, this precise mathematical formula has been used in order to ensure that the comparison is fair.)

**Therefore, this is empirical evidence that the Beleza's prices not being competitive is unsubstantiated.**