

Dog Rocks Ltd cease Amazon supply

Submitted by: Dog Rocks UK Distribution Ltd

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Dog Rocks (<http://www.dogrocksus.com>) have come to the end of the road in supplying stock to Amazon Retail in the UK pet market after a successful year of sales. Despite good volumes sold, Dog Rocks (<http://www.dogrocksus.com>) have decided to pull the plug and end supply in the hope that when stock is depleted, realistic RRP and MAP will be reinforced & the brand will be better protected thus bringing back a level playing field for all retailers both online and bricks and mortar stores.

Dog Rocks (<http://www.dogrocksus.com>) have recruited a dedicated resource to handle this subject with specific goals in mind: to bring back a level playing field, maintain realistic RRP/MAPs, support online & independent retailers, protect the brand & provide support where necessary. In addition to ceasing supply to Amazon, Dog Rocks (<http://www.dogrocksus.com>) have also begun the process of contacting all retailers on 3rd party sites to remind them of RRP & MAP and will work with these 3rd party retailers to ensure that by supporting the MAP, the brand is better protected.

Asked recently as part of a pet supply study, Carina Evans, Dog Rocks (<http://www.dogrocksus.com>) MD reports that "despite good volumes, their great & navigable online vendor portal & potential reach offered by Amazon, by supplying direct to wholesalers & no longer supplying Amazon direct, we are able to better support other online & bricks & mortar retailers who will in turn be better able to respect and uphold our suggested RRP." Continuing, Carina states that "we seem to have spent so many unfruitful hours tied up in admin correcting anomalies generated by Amazon in the cyber world that it is no longer feasible for us to support this third party retail channel. On top of this we aim to protect our brand, uphold the suggested RRP/MAP and their proposed increased rebate was unworkable, potentially creating more of an uneven playing field with changing goal posts."

Amazon is an increasingly important retailer in the pet market, its potential reach is huge and there will be other products Dog Rocks (<http://www.dogrocksus.com>) look forward to selling on such a valued website but in choosing to support other online & bricks and mortar retailers, Dog Rocks (<http://www.dogrocksus.com>) have bravely put their head above the parapet showing empathy & affinity with their retailers; "Loyalty & efficiency are key to our business and we owe it to our retailers to give them the best chance possible to gain from the great margins offered by Dog Rocks (<http://www.dogrocksus.com>)."

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