

Our main aim on our websites is to make them easy to use and hope we have achieved this. When we designed the sites we looked at the 2 different systems for creating websites available then, HTML & Database. At the time, Database sites often all looked the same and there was little scope to set out pages exactly how you wanted. At that time our webmaster, Carole, had no experience of Databases, also the first shopping basket we used did not support them. However they can be slightly easier to globally change a price like VAT. Hindsight is a wonderful thing. HTML is more labour intensive but gives the webmaster total control over navigation, therefore giving ease of use for customers, and is also relatively easy to do day to day changes without outside help. As our webmaster was (and still is) in-house and was experienced in HTML, we chose HTML.

Along with ease of use, we have always wanted to make sure that we are up front with our prices for customers. This is why we chose, almost 11 years ago, to use VAT inclusive prices on our websites. Then a couple of years later when we started using Mal's e-commerce shopping baskets, we had the choice on whether to show VAT inclusive prices in the actual shopping basket pages or to add VAT separately. We felt that the second option could cause confusion with a different price being shown in the basket to the price ones on the websites. Therefore we went with the first option even though we knew it would be very difficult to change our mind later on.

These 2 reasons (HTML site with VAT inclusive prices and VAT inclusive prices in the shopping basket) do mean however that we cannot change the prices on the websites straight away to take account of any VAT rate change as some other retailers may be able to.

In real terms this means the prices in the Shopping Basket will not change to UK and EU customers in the near future. What we intend to do is absorb the increase until the next Manufacturers price rise when the increase will be included. Non EU customers will be informed of the VAT discount on their order via the Shipping and Packing quote email as normal.

We are committed to continuing to give you the best deal we can and hope you understand our position.

Peter Underwood

For and on behalf of the CPU Enterprises Partners