



Marketing

CURRENT ISSUE LETTERS TO THE EDITOR



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Quiznos' low road

Quiznos is celebrating its 10th year of phenomenal growth in Canada with a reduction in prices and, surprisingly, an attack on the virtue of profit-making. As all marketers should know, profits are evidence that a business has provided a solution perceived to be of value to customers. This is true, even if those profits are earned by a bank or an oil company, as long as they are earned through voluntary exchange in a free market.

It is therefore unfortunate that the writers of the latest Quiznos radio ads criticize business profits and thereby imply that Quiznos' lowering of its prices is an attempt to take the moral high road by decreasing its profit ambitions. Such immoral rhetoric only serves to reinforce the anti-business sentiment deeply imbedded in our society, a sentiment that is, by extension, anti-Quiznos. Quiznos is a great success story, and deserves every penny of profit it earns, and should never have to apologize for it or put the legitimacy of those profits into question.

Shame on Quiznos and its agency for catering to this irrational sentiment and aligning itself with minds that are only too willing to deny the right of Quiznos, its franchisees, and its agency to keep the profits they have justly earned entirely through voluntary exchange of values.

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