Subject: Re: Best Buy and High End
Posted by Wayne Parham on Wed, 27 Jul 2005 21:12:00 GMT
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I think its the road less traveled thing. There will always be more traffic on the cheap and easy road, but the discerning customer will go the extra mile. Some people don't care about the view and just want to get there fast and easy. Others want to do it in style, but they have to go through more to do it.I also think that big volume low margin types probably make more cash. If that's the goal, that's the place to go. But the coolest stuff is always more rare than that. An example is the one-off race car. It's not going to make much in the way of profits, in fact, it will probably lose money. Twenty or thirty economy cars may have the same value, but will probably generate much more profit through direct sales.It's just cooler to say you have a race car than a bunch of Yugos I guess. Cooler to drive too.