

## Woolies and Coles And Their Critics

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The Letters Editor

Yet again, intellectuals and bureaucrats who have never ever produced anything are complaining about and investigating Woolworths and Coles dominating the food and grocery market.

They are barking up the wrong tree. It is we very happy consumers who are keeping Woolies and Coles in business. So, if some smaller businesses are becoming insolvent it is we consumers who are to blame for our preference to buy from organisations like Woolies. They should not condemn Woolies for their excellent service.

The average Woolies supermarket has about 22,000 to 25,000 items on their shelves. Items that we consumers do not pick off the shelves on a regular basis, disappear.

They are a completely customer oriented marketeer. Roger Corbett, the now retired CEO used to say, "It all starts on the shop floor".

Reports indicate that Coles are catching up to Woolies. It will be a sad day when the bureaucrats tax Woolies and Coles for their service to we consumers.

It is service marketing goods for which the public scramble to buy at competitive prices, that makes small companies rich and sometimes, big companies small or even insolvent.

It all has nothing to do with intellectuals, bureaucrats or politicians.

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