

The C is for convenience

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I was a culprit; in fact, most of us Panthers still are or used to be guilty as charged. The crime? We walk into our on-campus convenience store—otherwise known as the C-Store—take



one look at the prices, and walk right back out, convinced that we can buy that toothbrush or box of cereal for three dollars cheaper at the local Food Lion.

“A lot of people come in and complain about the prices and how high they are,” stated C-Store student employee Beth Meloro. “But in reality, this is a convenience store, and compared to everywhere around here that is a convenience store, we actually are cheaper.”

C-Store customers don't realize that the convenience store cannot be compared to a grocery store—*ever!* The two are completely separate and cater to entirely different needs.

By definition, according to AllBusiness.com, a convenience store is

a “small centrally located store featuring ease of access, late-night hours and a limited line of merchandise designed for the convenience shopper. Convenience stores charge above-average prices compared to large supermarkets that generate large-volume sales.”

“People don't realize that part of the price is paying for your convenience with it being so close and so quick and easy,” stated Meloro. “And it's not the same as a Harris Teeter or a Food Lion or Target.”

Although the C-Store prices can't technically be compared to those of nearby grocery stores or other food markets, their prices are still looked unfavorably upon by many High Point students.

“I thought they were insane,” said freshman Sam Paetow. “I would always go in and not want to buy something because I was like, ‘This is crazy, I'm spending way too much money on this bag of chips when I could get it for so much cheaper at a grocery store.’”

What we all must keep in mind is that we are paying for the mere fact that we are able to purchase those chips in the same building as our dorm rooms.

It may be true that a 12.8 ounce box of Cinnamon Toast Crunch costs \$4.59 at the C-Store while costing only \$2.99 for a 17-ounce box at Harris Teeter, but how practical is a last minute trip to the

grocery store for a student without a car on campus?

“It's a convenient store, it makes it easier,” Paetow said. “But still it's like ‘Uh!’ I'm still spending this money when I could go to a grocery store and get it cheaper. I accept the prices, I just don't like them.”

Many students do not understand that the C-Stores are not meant to compete with surrounding food markets; they are simply unaware of the underlying purpose of the campus stores: to get them what they need, and get it to them fast.

With a new understanding of the term “convenience” and thus of the C-Store itself, student complaints should be silenced.

“When you go in initially, you think, wow, this is totally overpriced but when you do think of it in terms of going to a 7-Eleven or a Rite Aid—some sort of convenience store—the prices do make more sense,” said sophomore Katie Bayer.

Do you want a midnight snack while you're cramming for that midterm, or not? Then stop complaining, pay the extra \$1.40 for that box of Nilla Wafers, and carry on with your studies.

After all, the ability to shop in your pajamas comes with a price.