This passage is about two shopping experiences of a woman who dressed in different ways and the behaviors of a snot shop assistant. As commonly acknowledged, snob is a bad manner, as those snobs perform differently towards the power and rich, and the people of low social position. However, shop assistants' task is to maximum their sales; it is natural that they put certain groups in priority in their services. Based on the fact, that rich people buying more, it is no doubt a more efficient way to promote their products by putting more effort, on these target customers. Thus, it is the shop policies, not shop assistants alone, to be blamed for these bad practices. I strongly suggest that shop owners should put equality into company missions to balance between sales and fairness even from their business considerations.

First, from the sales point of views, poor people also have certain buy power. They visit shop, which indicate they are interested in some goods and will add sales anyway. Moreover, the rich only consist of a few percentages of whole customer numbers and they are not able to contribute all the sales of a shop. In addition, judging people by what they wear is not always correct because nowadays people including rich ones tend to wear more casual. Snobbish acts can make both rich and poor people very angrily,

which can result in a loss sale.

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