

The Necessity of the Merchant

The merchant - his role is strange. He does not produce, but rather, he takes the creations of others for a paltry sum, then demands a higher price from those to which he sells. But, he does have a purpose. The merchant's obligation to society is to bring the best goods for the lowest price to those in the greatest of need.

A popular example of this is Walmart. While they may not have the best goods or the best prices, they keep a wide range of items stocked at a large number of locations. To put this into perspective, let's say that I urgently need a tire patch. Now, I could go to the local sporting goods store - but what if I also need printer ink? I can only find an array of goods such as this at Walmart, or a similar general store. While I may not always need such a strange pairing of items, the ability to get them at the same location reliably is highly desired.

While these merchants may sometimes get a bad reputation for expanding aggressively by opening too many stores, or offering terrible customer service, they are doing their job. These stores are offering the highest-quality goods for the lowest price to those in greatest need. They should be respected for this, not heckled for the steps they have to take in order to ensure this.