

An open letter to CheaperThanDirt.com

July 31st 2013

To: Management and ownership of Cheaper Than Dirt.

From: Kent Ward – a customer

My mom is from Ft. Worth, and I have family that lives in the area. I visit your retail store almost every time I go to visit family. I have also ordered via your web site and catalog numerous times over the last decade or so. I don't mind spending money on wants and needs and I consider myself a "regular" customer of CTD.

With that said, I am extremely disappointed in the pricing you chose during the panic buying from late December 2012 to now. I believe in capitalism but I am 100% against screwing the customer, and your pricing was doing just that, screwing the customer.

I have a micro business, it is a technology one. When RAM skyrocketed in 2004 due to floods overseas, the RAM I had in stock stayed the same price, only new RAM that cost me more was raised in price. The same for the hard drive shortage due to later floods overseas, no price increase for current stock. Please don't give me the baloney of "supply and demand", there is a difference.

If some individuals want to purchase product from you to resell the items and jack with the price, let them, it is important to keep your customers happy as well as make a profit. Profits are not about gouging your customers.

I cannot claim to speak for a large group of people, and I am not making any threats of "I'll never buy from you again". I can claim to have friends, many of who are preppers, they too noticed your gouging and reported it to each other, spreading the word via email and social media.

While many people may get mad at a business like Best Buy or Wal-Mart and swear they will never shop there again, most go back due to pricing or convenience. I don't believe you can win customers back so easily, I do believe you have enough competition and are not large enough to lose large quantities of customers. I am not sure you can win lost customers back on price alone. You have lost many customers over this price gouging, most of whom will not return.

You have offended me and others across the nation by charging \$1,000 for ammo that was \$400 and \$100 for \$14 magazines, also your drastic pricing on surplus ammo from the 80's (so how did that "cost more" to manufacturer?). I have not seen an apology from you in any formal way. I have seen continued higher than necessary pricing on ammo, firearms and magazines. Do you plan on reducing your pricing and apologizing or are you just going to "keep on doing business as usual"?

Below are unaltered screen shots that make my point.

Your reply is anxiously anticipated.

Sincerely,

Kent Ward

The Weekly Geek

Kent@TheWeeklyGeek.com

The screenshot shows a web browser window displaying the Cheapertandirt.com website. The browser's address bar shows the URL: www.cheapertandirt.com/ItemListing.aspx?sort=priceHigh&catid=110. The page content is a grid of 12 product listings for various types of ammunition. Each listing includes a product image, a product ID, a description, a price, and a stock status. The products are sorted by price from highest to lowest. The prices range from \$99.24 to \$959.52. The stock status for each item is either 'Out of Stock' or 'In Stock at Warehouse'. On the right side of the page, there are several promotional banners and links, including 'Norton SECURED', 'DONATE TO THE NRA', 'Need Help?', 'Live CTD Forum', and 'Gun Content'.

Product ID	Description	Price	Stock Status
64081	Ammo 5.56mm NATO Federal XM855 52 Grain FMJ SS109	\$959.52	Out of Stock
AMM-2230	Federal 5.56x45mm NATO Ammunition with 62 Grain SS	\$399.79	Add to cart
2-FEXM856	Ammo 5.56x45mm NATO Federal American Eagle Tactical	\$364.47	Out of Stock
76472	Ammo 5.56x45mm Federal Lake City XM855 62 Grain FMJ	\$233.58	Out of Stock
62702	.223 Remington Wolf Performance 55-Grain Full Match	\$151.10	Out of Stock
52785	.223 Rem Remington UMC 55 Grain Metal Case Bullet	\$99.24	Out of Stock
AMM-199	Ammo 5.56x45mm NATO PMC X-TAC LAP 62 Grain 20 Round	\$39.59	Add to cart
AMM-285	Ammo .223/5.56 NATO PMC X-TAC FMJBT 55 Grain 20 Round	\$39.59	Add to cart
7-AHDY80255	.223 Remington Hornady Training 55 Grain Jacketed	\$38.49	Out of Stock
7-AHDY80275	Ammo .223 Remington Hornady Custom 55 Grain FMJ Bu	\$38.49	Out of Stock
9-10766	Ammo .223 Remington Federal Gold Medal Match BTHP	\$37.97	Out of Stock
AMM-223	Ammo 5.56x45mm NATO Lake City 62 Grain SS109 Penet	\$37.59	Add to cart



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 - Winchester, S&W, Bellot
 - Hornady, Speer
 - See More ...
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 - Handguns
 - Rifles
 - Shotguns
 - Tactical
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Magpul PMAG 30 Polymer 30 Round AR-15 Magazine 5.56 NATO, Black
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Manufacturer: Magpul MAG211BLK
Item: MAG-074
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The PMAG is a lightweight 5.56x45 NATO (.223 Remington) AR15/M16 compatible magazine. It features an advanced impact resistant polymer construction, a top off-load Dust Cover for storage, and a unique disassemble design with a fixed baseplate for positive magazine retention.

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