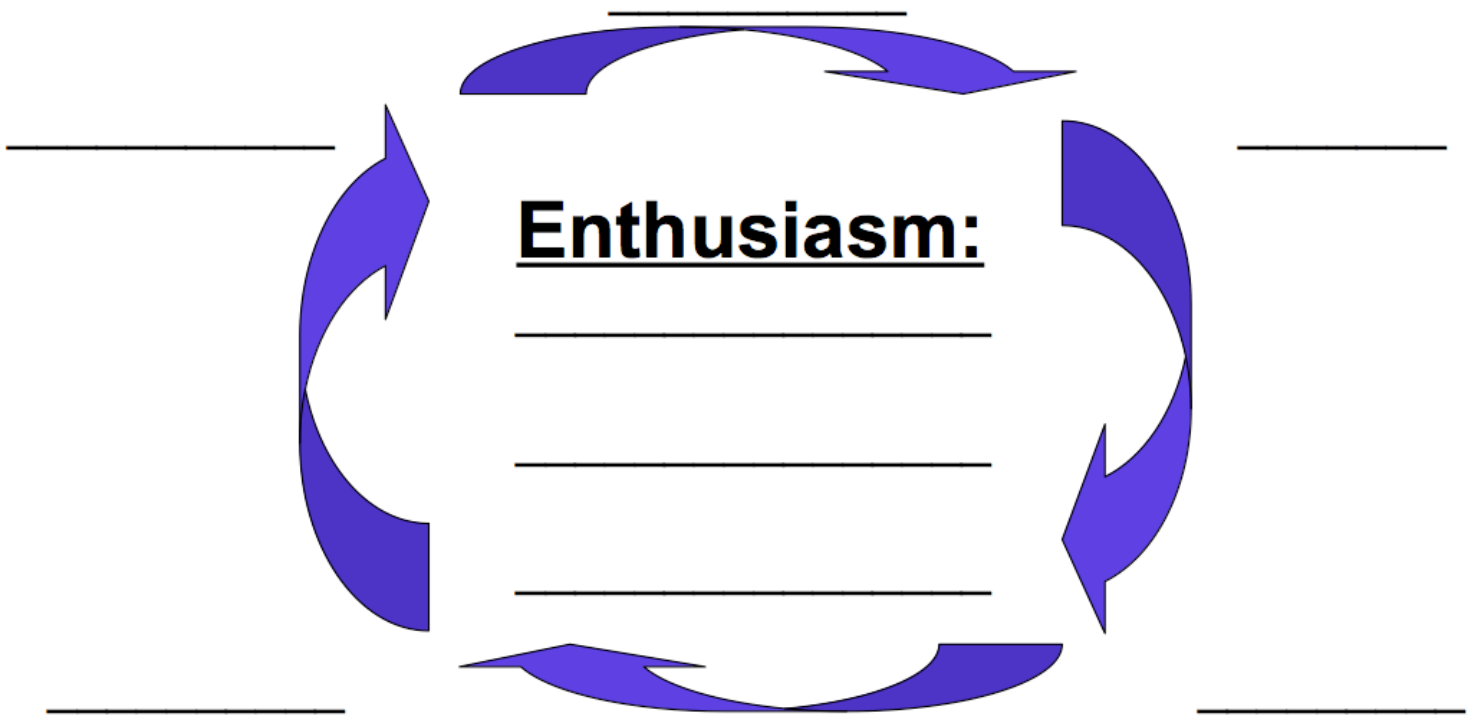


## Subway Development of Atlanta



### Success Equation:

$$\underline{\underline{V = P E Q S}}$$

**P**

**E**

**Q**

**S**



## **Noteworthy**

**Enthusiasm: Greek – having God within**

**V – Value**

**P – Price**

**E – Expectation**

**Q – Quality**

**S – Service**

**Value is determined by the price paid when compared to the expectation, quality, and service delivered.**