

Comparison of Three Loyalty Programs Organizer

1. If a shopper has spent \$5,000.00 on groceries after three months, which of the above grocery store loyalty programs would be best? Justify your choice based on how they may have chosen to spend their money each month. Be sure to include sample calculations for each option.

2. Assess the advantages and disadvantages of each option.

3. What are some things to consider before signing up for a loyalty program?

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4. How have the grocery stores in the example above incentivized and motivated shoppers to make purchases? Look carefully at the language used in each of the examples, and be sure to jot down some strategic marketing ideas that have been used.