

## Choosing a Loyalty Program Organizer

When a skier was shopping for winter clothes, one website offered a VIP loyalty card that would give them a 20% discount on all regular price items.

On another website, the skier noticed an offer for a Smart Shopper card that would give them one free item once they purchased at least three items. This store stipulated that the least expensive item would be the free item.

On a third website, they were offered a Smart Saver card that would give them \$25.00 off of their purchase of \$100.00 or more.

Which loyalty card should the skier sign up for, and why? Use calculations to justify your choice.

Program	Offer	Calculations
1	20% off all regular priced items	
2	One free item for every three items purchased	
3	\$25.00 off a purchase of \$100.00 or more	