



CHAPTER 5

BUSINESS LEVEL STRATEGY



[Internet Activity: Managing Customer Relationships](#)

In the retail industry customer loyalty cards have proliferated. These provide the customer with discounts and offers and allow the retailer to maintain contact with customers. Write a short paper based upon researching, at least, the following examples of loyalty schemes and determine what the advantages of each are for the customer.

<http://www.tesco.com/clubcard/clubcard/>

<http://www.nectar.com/NectarHome.nectar>

What are the advantages for each of the participating organizations, and are there any new technologies that could be used to enhance/replace loyalty cards?

What potential drawbacks might there be for customers?