

# **RETAIL MARKET IN POLAND : LOYALTY PROGRAMS**

**by Marcin Mazurek**

**Intelace Research  
October 2005**

# ONE OF STEPS TOWARDS IMPROVING CUSTOMER PERCEPTION MIGHT BE A WELL DESIGNED LOYALTY PROGRAM...

## Shopper quotes on loyalty programs and in general

„Although usually only few articles I buy are rewarded, I always use my Skarbonka card”

Auchan Shopper, October 2005

„...and this reward card is a good idea – You can collect points quite quickly”

Geant Shopper, October 2005

„Collecting points pays off. Once I get about 600 points or so, I exchange them for a 20PLN shopping voucher”

Geant Shopper, October 2005




With expansion of retail networks clients have more options and they use them, shopping at various stores

„I live close to Leclerc, but I frequently shop at Tesco and sometimes I go to Geant”

Tesco Shopper, October 2005

Retail Trade in Poland - 2005

# ...AND LOYALTY PROGRAMS DO NOT HAVE TO BE EXTREMELY EXPENSIVE WHEN DONE RIGHT

Chain	Loyalty scheme		Description
	Regular	Seasonal	
<b>Geant (Casino)</b> 	✓	✓	<ul style="list-style-type: none"> <li>Loyalty card (basic or combined with credit card)</li> <li>Collecting 1 point for every 4PLN purchase</li> <li>Extra points for selected products</li> <li>Seasonal bonus point vouchers directly mailed to clients</li> <li>Low direct costs below 1% of purchase value*</li> </ul>
<b>Auchan</b> 	✓	✓	<ul style="list-style-type: none"> <li>Loyalty card (basic or combined with credit card)</li> <li>Collecting directly cash on purchasing of selected products (applies to &lt;10% of total assortment)</li> <li>Actions of multiplying cash on selected days to manage traffic</li> <li>Direct costs of the program relatively low</li> </ul>
<b>Tesco</b> 	-	✓	<ul style="list-style-type: none"> <li>No regular loyalty scheme</li> <li>Seasonal loyalty programs only : Eastern and Christmas actions: collecting of “Santa Claus” or “rabbits” exchangeable for free shopping bon</li> <li><b>Relatively high costs of the program: up to 9,4% purchase value in the most favourable case for the client</b></li> </ul>

Retail Trade in Poland - 2005

\*\* Shopping voucher of PLN 75 offered after spending in the store 800 PLN (promotion limited to 6 weeks of pre-Cristmas time)

\* Client gets shopping voucher of PLN 20 after spending in the store approximately 2200 PLN (special offers not included)

---

**THE END**

## On this report

---

This report has been prepared using publicly available sources including: press publications, industry magazines, directories, financial databases, expert opinions and a part of „2005 shopper research” performed by Intelace Research.

It has been made independently of any company mentioned in it or of any other third party. Views presented in this report reflect solely independent and unbiased opinion of Intelace Research and the author.

All due care has been taken in the production of this report, however Intelace Research does not accept any responsibility or liability for any omissions or inaccuracies of the information contained in this publication.

## On Intelace Research

---

Intelace Research is an independent and privately owned research firm based in the heart of Eastern Europe in Warsaw / Poland.

Our company is specializing in value-added research services and tailored business intelligence solutions.

Through our customized research services we help our clients to better understand their consumers, competitors and overall market dynamics.

The lead researcher and founder of Intelace Research is Marcin Mazurek.

Our contact details:

Intelace Research - Marcin Mazurek  
Stryjenskich 13c/78, 02-791 Warszawa ,  
POLAND  
Tel. +48 50 251 21 78, Fax. +48 22 408 66 20  
mail: [info@intelace.com](mailto:info@intelace.com) ,  
url: [www.intelace.com](http://www.intelace.com)