

Rodó Hogar SA in Retailing (Argentina)

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Abstracts

In May 2013 and in line with its main competitors, Rodó removed heavy discounting promotions that used to be offered with credit card purchases. These benefits depended on the bank and the day of the week, with up to 30% discounts being offered on purchases. The decision to withdraw this discount was made because consumers had become opportunistic and were only purchasing products when a substantial discount was offered. High inflation and the reduction in profit margins did not favour these...

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