

# Sears Canada Inc in Retailing (Canada)

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## Abstracts

As Sears strives to return to profitability, the company is largely focused on brand loyalty and bolstering its product categories and locations that are the strongest performing. The company is continuing to promote its Shop Your Way loyalty program – which allows consumers to gain points through purchases either in-store, online or over the phone, which can then be applied for discounts on future purchases. Brand loyalty is extremely important to the company, as more than 70% of its sales...

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