



RESEARCH A LOYALTY SCHEME BEFORE THE NEXT SESSION

<p>Which loyalty scheme did you choose to research?</p>	
<p>Give a brief description of the scheme, and the benefits it offers.</p>	
<p>What (if anything) do you like about this loyalty scheme and the benefits it offers?</p>	
<p>What (if anything) do you like about the marketing and branding of the scheme?</p>	
<p>Was there anything you don't like about the scheme that you would change to make it more appealing to your age group?</p>	