

Discounts and Rebates

Zniżki i rabaty

Streszczenie. Celem artykułu jest zaprezentowanie istoty rabatów i zniżek, przyczyn ich wykorzystania w praktyce biznesowej, a także ich rodzajów. Rabaty i zniżki są ważnym narzędziem służącym pozyskiwaniu i utrzymywaniu klientów – można zatem wnioskować o ich użyteczności zarówno z perspektywy transakcyjnej, jak i relacyjnej dla klientów oraz dla podmiotów oferujących swoje produkty i usługi. Ze względu na często potoczne, częściowe rozumienie tych pojęć warto przedstawić ich szerokie spektrum dla usystematyzowania wiedzy teoretycznej i praktycznej w tym zakresie.

Słowa kluczowe: rabaty, zniżki, klient indywidualny, klient instytucjonalny, lojalność, zarządzanie ceną.

1. Introduction

In the process of price management, it is important to know the types and meaning of discounts and rebates. They are important for both customers and the party offering its products on the market. The concept of discounts and rebates encompasses many techniques and tools. Their selection should depend on the specifics of the industry, the company's objectives, the current market situation and competitors' activities, the types of customers and the company's experience. Due to the scope of this issue, it is therefore important to present the functions of such price-related activities and the classification of discounts and rebates.

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2. The concept of rebate

We may have at least a few terms used interchangeably, such as rebate, discount or promotion. There are various types of slogans in the shops, such as a 10% discount, beer in promotion “buy four get four free” or a total sale. There are many examples that we face daily. There is therefore an ambiguity in the use of the above mentioned terms. From a business management perspective, this polysemy of the term rebate needs to be clarified. Consequently, it is worth answering the question what a rebate is, whether it has certain features and when we can talk about it, and when not. Are there any differences between the rebate and these terms and can we use them interchangeably? The definitions will help us. The terms such as rebate, price lowering, discount or sale are not defined in tax or civil law. In this case, we must use a dictionary of foreign terms that states that the rebate is:

- a reduction in the fixed price of a single purchase in large quantities or at a specific time;¹
- a reduction in the price of a good by a certain amount;²
- a price reduction, expressed as a percentage or as an amount of the fixed price of a given price;³
- it consists of a reduction in the amount of the payment by an appropriate amount or percent.⁴

So, we will talk about the rebate when we lower the price under certain conditions.

The analysis of the definition of these terms does not leave any doubt that we will be talking about rebates when we are dealing with a reduction in the base price, which is the one that our contractor can see before the changes. Secondly, sometimes it is a so-called cash benefit, or a certain kind of debt that we take with the buyer in return for his purchase. Thirdly, the counterparty makes the purchase under certain conditions and in due time. However, how and under what conditions rebates are granted is certainly a type of strategy or price policy for the company. It is a truism to say that the seller wants to sell as much as possible, while the buyer wants to buy the product as cheap as possible. However, this statement clearly shows us that the way in which rebates are granted is a tool to mitigate the conflicting interests of the seller and the buyer. To conclude, we have already considered the definition of the rebate. The three following criteria should be met so that we can speak of a rebate. The original price must be reduced, the specific conditions, under which the rebate will be granted, must be met and the transaction must be made in good time. However, the way rebates are

1 <https://slownik-wyrazowobcych.eu/category/r/page/4/> (accessed: 8.01.2021).

2 <https://sjp.pwn.pl/slowniki/rabat.html> (accessed: 8.01.2021).

3 [https://pl.wikipedia.org/wiki/Rabat_\(handel\)](https://pl.wikipedia.org/wiki/Rabat_(handel)) (accessed: 8.01.2021).

4 Encyklopedia Zarządzania, <https://mfiles.pl/pl/index.php/Rabat> (accessed: 8.01.2021).

granted is a kind of strategy that serves to achieve goals and is a certain level of agreement, standardizing specific behaviors and trade relationships. A discount⁵ is the next term that appears in use for rebates. The rebate and discount are applied interchangeably in everyday use, and the authors believe that it needs to be clarified even though both are based on a price reduction, but the discount is applied to the transaction and is unconditional and it becomes the basis for a reduction in taxation.⁶ Another new concept that is worth explaining is a sale. We can talk about sales when a company sells its products at reduced prices, but this action occurs when a company is disposing of its products, such as when a store is being liquidated.⁷ The last frequently used phrase is the promotion.

As with the rebate, we can use a dictionary of foreign terms to understand the meaning of the word: to promote, which is:

1. "a marketing venture of the company or an institution with a market which aims to increase demand for the goods and services it provides";⁸
2. "the impact on the recipients of a company's products by providing them with information that is intended to increase their knowledge of the products or services and the company itself in order to create market preferences for them";⁹
3. "measures to increase the popularity of a product or project; and: each of these activities";¹⁰
4. in traditional terms, a set of interdependent tools by which the company competes on the market. In a new view, it is responsible for communicating with the environment, providing product information and offering them;¹¹
5. the part of the communication, which consists of communications provided by the company, designed to raise awareness of its particular products and services, to attract and encourage them to purchase;¹²
6. all marketing activities which, by adding short-term incentives to the normal benefits offered by the product, aim to change the price/product value perceived by customers and thus provide an motivation for purchasers to take immediate action (purchase of the product).¹³

5 <https://sjp.pwn.pl/szukaj/zni%C5%BCka.html> (accessed: 8.01.2021).

6 Art. 14 ust. 1 ustawy z dnia 26 lipca 1991 r. o podatku dochodowym od osób fizycznych (Dz.U. 1991 Nr 80 poz. 350), art. 29a ust. 10 ustawy z dnia 11 marca 2004 r. o podatku od towarów i usług (Dz.U. z 2016 r. poz. 710, z późn. zm.).

7 <https://sjp.pwn.pl/slowniki/wyprzeda%C5%BC.html> (accessed: 8.01.2021).

8 Encyklopedia Zarządzania, <https://mfiles.pl/pl/index.php/Promocja> (accessed: 8.01.2021).

9 [https://pl.wikipedia.org/wiki/Promocja_\(marketing\)](https://pl.wikipedia.org/wiki/Promocja_(marketing)) (accessed: 8.01.2021).

10 <https://sjp.pwn.pl/slowniki/promocja.html> (accessed: 8.01.2021).

11 M. Chrzęścik, *Teoretyczne ujęcie promocji w aspekcie koncepcji marketingu terytorialnego*, "Zeszyty Naukowe Uniwersytetu Przyrodniczo-Humanistycznego w Siedlcach. Administracja i zarządzanie" 2012, no. 94, pp. 143–151.

12 P. Kotler, *Marketing od A do Z*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2004.

13 A. Sznajder, *Marketing sportu*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2008.

Therefore, the promotion is not a rebate or discount, it is an action designed to convince buyers of selected products. That is why, the use of the word “promotion” should be understood as an indication used by companies to distinguish selected products.

3. A practical example of calculating the rebate

To better understand what the rebate is and how it works, imagine a situation where the buyer is guaranteed a contractual rebate on the price from the product catalog which is 28% above 99 units. The net price for one piece of our product (i.e. unit price) is PLN 100 net. This is the price at which the rebate is applied. According to the contract rebate is 28%. Therefore, the unit price after the rebate will be PLN 100 minus 28%. The minimum quantity of products on the order that can be discounted is 100 units. So, the total amount to be paid will be PLN 7,200 net. Let's see how the calculations look like:

- Unit price: PLN 100 net
- Rebate: 28%
- Unit price after rebate: PLN 72 net
- Order quantity: 100 pcs
- Total: $100 \text{ pcs} \times 72 \text{ PLN} = \text{PLN } 7200 \text{ net}$

On the basis of this calculation, we can notice a few things. We are talking about a rebate here because the price has been reduced from PLN 100 to PLN 72. The conditions are clearly defined, because an order of more than 99 items is necessary to receive the rebate. Of course, we can accept that the transaction itself took place within the agreed term of the agreement (whether written or oral) on the basis of which the rebate was granted. In addition, please note that the rebate is based on the quantity ordered. Such conditions impose certain behaviors and attitudes on counterparties along with the resources required for this transaction. So if there is such a transaction, we can see a situation in which both sides benefit from the rebate. The seller sold more products, while the buyer received an attractive price.

4. Rebate functions

As we said in the previous section, the rebate policy is a kind of strategy and each strategy is applied to a specific objective. Let's look at the rebate policy from an enterprise perspective, and let's look at what their functions are.

- Increase demand for the products offered – the first, and most obvious function is to increase demand¹⁴ for the products offered. It is worth adding here that we do not just mean the quantities sold, but the demand. Demand law tells us that the cheaper the product, the more likely it will be bought, and the more expensive the less likely. A conscious look at this feature gives us the ability to manage this relationship. On the one hand, the increase in demand for products increases a number of pieces sold. On the other hand, the increase in the quantities sold leads to a decrease in the price. It is worth noting here that the price of a single product is also margin and final profit. We will use an example to illustrate this mechanism. We have a situation in which as a seller we buy a product for PLN 100, then we add 40% of our margin to it. So the final price of the product will be PLN 140 and the unit margin will be PLN 40. If we sell 100 products as in the previous example (in this case without rebate), the total margin in this transaction will be 100 pcs x PLN 40, i.e. in total we have PLN 4,000. However, we will see how the total margin will look if we give the customer a 28% rebate. That means the price of the product is PLN 140 minus 28% rebate, which gives us a final price of PLN 100,8. When we sell 200 products (because we assume that if we reduce the price, the contractor buys more – the law of demand), we get the result of 200 pieces sold x PLN 0,80. Therefore, it turns out that by granting the customer a 28% rebate and selling twice as many pieces, the total margin in this transaction brought PLN 160 against the previous PLN 4,000. That is why, the reservation price is important for the functioning of the rebate policy as the highest price to be accepted by the buyer or the lowest price to be accepted by the seller.
- Growth in trade – this goal is used for several reasons. The first reason is to have the possibility of external financing (e.g. in the form of working capital loans, deferred payment terms) of the business by leveraging the profits of the company, provided that foreign capital is used in economic activities (not for consumption purposes) and thus opportunities for increased economic activity (e.g. capacity increases or sales increases). The second reason is the increase in market share which determines its competitive position and, in

¹⁴ Demand – the functional relationship between the price of the product and the quantity it is willing to purchase, <https://pl.wikipedia.org/wiki/Popyt> (accessed: 8.01.2021).

principle, reduces unit costs.¹⁵ These are costs which are incurred per unit sold. From the observation, we can see that this criterion is rarely used by micro and small businesses, but it is very important because it makes the company resistant to fluctuations in business cycle.¹⁶

- Minimize costs – how will it minimize costs by implementing a rebate policy? At least in two ways. Firstly, if such activities are implemented as a permanent part of the business, this will allow for a more efficient¹⁷ service of contractors, e.g. through a more efficient¹⁸ service process. Secondly, if an effective rebate policy increases the sales of products, there is a possibility of renegotiating the commercial terms of suppliers.
- Strengthening trade relations – business loyalty pays, this may be trivial, but in addition to acquiring a new contractor, is one of the most important things we need to do while building our company. A loyal contractor will be happy to buy and return. They also do not need to look for a product from a competitor. It is worth knowing that getting a new customer costs more than keeping the one that we already have, so it is worth making sure that our contractor is happy with the purchase, and that they will come back to us again, to reduce the costs of your business.¹⁹ The customer lifetime value²⁰ is the total amount that the customer is expected to spend during the entire duration of the relationship with the company on the products it offers.
- Improve financial liquidity – we can speak of financial liquidity when you are able to pay for short-term liabilities. Failure to meet your commitments in time can result in a business demise very quickly. Low profit is not good in the company, but it doesn't have to be a problem right away. In the short term, the lack of liquidity may cause irreversible damage. It is worth noting here that the lack of liquidity causes problems to build up and scale. Imagine a situation in which, due to bad liquidity or payment bottlenecks, it is not possible to buy raw materials for production or a new batch of products for

15 R. Biadacz, A. Kozak, *Rola kalkulacji kosztu jednostkowego w podejmowaniu decyzji cenowych w przedsiębiorstwie – analiza przypadku*, "Zeszyty Naukowe Politechniki Częstochowskiej. Zarządzanie" 2013, no. 11, pp. 64–77.

16 Cycle – a convolution of circumstances that has a significant, mainly positive, impact on economic conditions.

17 Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Efekt_skali (accessed: 8.01.2021).

18 Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Krzywa_do%C5%9Bwiadcze%C5%84 (accessed: 8.01.2021).

19 CAC (Customer Acquisition Cost) – Customer Acquisition Cost is the sum of the costs of all activities associated with persuading a potential customer to purchase our service or product.

20 Customer lifetime value – this is a marketing metric that is designed to design customer value in its entire history with the company – Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Customer_lifetime_value (accessed: 8.01.2021).

further resale. This makes the company no longer able to sell, so the liquidity is deteriorating. Again, there is no money to buy products for resale. For this reason, liquidity is so important and we must give it particular attention.

- Improve productivity – the definition of productivity is very simple. Looking at our rebate policy, it is the sum of products sold or services delivered by one employee per unit of time. Put it simply, how much per hour are we able to sell at the same cost? Productivity is a key determinant of the organization's profitability and its ability to survive on the market. In the case of commercial companies, it is about selling more at the same or similar cost. This factor depends on the revenue in the company that is directly related to the profit. Productivity improvements are a big challenge for every business, but the benefits are very high for both the business and its contractors. On the one hand, if your business is efficient, you can invest your profits in new solutions that will further improve your productivity. In addition, there is a possibility of offering better price conditions to counterparties, which means that the company is able to gain a better competitive position in the market and increase demand for the products or services offered.

5. What affects the rebate level

It is worth seeing what is directly affecting the rebate from the perspective of a business environment:²¹

- Customer expectations – it is worth looking at the expectations of the counterparties, not just the conditions arising from, e.g. the contract, but rather the expectations or bargaining power of the buyers²² while entering into a transaction. These expectations of the counterparties arise from two things. Firstly, from their attitude, how they approach negotiations, to concluding trade agreements. Secondly, what the market in which the company operates looks like. For example, in the high-skilled medical services market, rebates are extremely rarely or almost never applied. Of course, you can always negotiate a price for a private procedure, but we will be talking about a discount for a single transaction at this point, not a rebate.

²¹ Business environment – organization environment – the total phenomena, processes and institutions that shape its interchangeable relations, sales opportunities, scope of operations and development prospects.

²² Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Koncepcja_pi%C4%99ciu_si%C5%82_Portera (accessed: 8.01.2021).

- Time interval between purchases – it affects the so-called customer value over time, as the previously discussed loyalty. It reduces costs while increasing revenue and improves the previously mentioned cash flow²³ and increases customer value over time. As you can see the time interval between purchases may be a key factor in the success of the rebate policy.
- Product cost and selling price – this cost, but in fact the difference between the purchase cost and the selling price, is a so-called margin,²⁴ from which this company has to cover many costs such as transport, storage, electricity charges, which are fixed costs²⁵ and variable costs.²⁶ This margin will also be used to rebate, so that the higher the margin will be, the higher the rebate you will be able to grant.
- Bargaining power of suppliers – we also consider the bargaining power of the suppliers when examining the company's rebate policies using the Porter's Five Forces.²⁷ Every business in the market needs to acquire the materials and services it produces. If the bargaining power of resource suppliers is high, they may impose prices, thereby taking part of the margin achieved on the market, which determines the scope of the rebate policy.
- Competition inside the sector – as part of the five-force impact, intense competition between companies can lead to price competition, which has a significant impact on the company's rebate policy.

6. Rebate classification

In the previous sections, we learned what rebates are and what is different, for example, between discounts and sales. What effects can we expect from the implementation of the rebate policy and what are the reasons for the rebate strategy? It is therefore worth raising the issue of the breakdown and schemes of the rebate policy in the next step. With these diagrams, we will be able to actively,

23 Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/P%C5%82ynno%C5%9B%C4%87_finansowa (accessed: 8.01.2021).

24 Margin is generally understood as the difference between the selling price and the purchase price, or as the difference between the selling price and the own cost of the product sold. It can be expressed in amounts or percentages.

25 Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Koszt_sta%C5%82y (accessed: 8.01.2021).

26 Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Koszt_zmienny (accessed: 8.01.2021).

27 Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Koncepcja_pi%C4%99ciu_si%C5%82_Portera (accessed: 8.01.2021).

knowingly and creatively implement the right solutions. With this system, we will be able to monitor competition and control our own activities.

We will review the classification of rebates according to: function, quantity, payment methods, time, counterparty type, the place of calculation and other.

The classification of the rebates, due to the steps that the counterparty must take:

- unconditional – are those that are granted without certain conditions, such as a 10% discount on all products in the store. This is the simplest form of rebates and it does not require any further discussion;
- conditional – there are a lot of possibilities. We can offer discounts based on a lot of terms and conditions. The simplest and most common condition is the quantity of goods purchased, i.e. the more the contractor purchases, the higher discount they get, it is so-called volume discount. If the goal is to attract and retain customers in a particular group, you can discount on the basis of demographic data or the source you were able to retrieve the customer from.²⁸

Imagine a situation where we run a beauty salon and a depilation service. There are a variety of clients coming to us. Over time, you notice that many clients refer your services to others. So we can implement conditional rebates based on the source of the retrieval of customers.²⁹ For these customers we can offer a 5% discount on the next treatment for recommending our beauty salon. At the same time, we can extend our term by a further step, which will mean that the referred person will also receive a 5% discount. This is how we have a conditional rebate based on the source. By creating this rebate, we create a pyramid-like solution, because not only the referrer receives certain benefits, but they can also share the benefits with others. As we can see, the possibility of combining conditions with one another can bring concrete benefits.

The classification of rebates due to product relationships:

- single-product – will only grant a discount on one of the products,
- multi-product (assortment).

This kind of solution seems quite interesting, for example, because of its practical application. And while the first category, i.e. a single product rebate, where the discount is applied only to one product. Then, the second category which is multi-product rebate, sometimes referred to as assortment discounts, is very widely applied in practice. We can see this type of promotional activity very often in online stores or auction sites that discount across the whole product categories. The way products are selected for these categories can be different. For example, let us use the garden care shop. In this case, we may apply discounts

²⁸ Encyklopedia Zarządzania, <https://mfiles.pl/pl/index.php/Klient> (accessed: 8.01.2021).

²⁹ Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Pozyskiwanie_klient%C3%B3w (accessed: 8.01.2021).

to, for example, the entire product category of mowers. Then, all of them in our store will be discounted. We can also apply a discount to the lawn care range. That is not only the mowers mentioned earlier, but also products such as grass seeds, irrigation systems or rakes will be discounted. This category of rebates may also be wider or narrower, vertical or horizontal. This can be applied to all lawn care products. There is nothing to prevent different categories from being combined e.g. only products from a specific manufacturer or only lawn care.

The most common reason for this type of rebate is to highlight and interest the customer in a particular product group, or a particular brand or application. Experience has shown that it is important to grant product discounts for a specific application by combining complementary products.³⁰

Table 9. Example of costs and discounts

	Bike	Bell	Lights	Luggage compartment	Set of keys
Costs	1 000	100	100	100	100
Price with margin (40%)	1 400	140	140	140	140
Margin	400	40	40	40	40
Price after rebate (5%)	1 330	133	133	133	133
Margin after rebate	330	33	33	33	33

Source: Own-account development.

When they buy all products separately, they will pay more for a single product. But when they buy everything in one set, they will pay less.

Table 10. Total consumer benefits at rebate

Set	Set after discount	Benefit
1,960 PLN	1,862 PLN	98 PLN

Source: Own-account development.

The margin on the entire set at this rebate type is also more advantageous for the store.

³⁰ Encyklopedia Zarządzania, https://mfiles.pl/pl/index.php/Dobra_komplementarne (accessed: 8.01.2021).

Table 11. Total store margins

Margin on bike	Margin on set	Margin on set after rebate
PLN 400	PLN 560	PLN 462

Source: Own-account development.

At first glance, it would appear that the total margin without a discount on individual products would be more advantageous for the store. The amount is higher because it is PLN 560, which is PLN 98 more than the sum of the margins after the rebate, which is PLN 462. However, it is worth looking at such a way of discount in a slightly different way, exactly in the economic way. We just talked about increasing efficiency. This is what we are doing because the cost of obtaining a customer is exactly the same, and it is irrelevant whether it purchases one piece or five pieces.

The classification of rebates due to a payment method:

- currency rebates – cash – most of us have seen cash rebates, which means that the discount is given in amounts. For example, we receive a PLN 50 discount when purchasing an X product. Even if this is a percentage discount, it is still a cash discount only that is expressed as a percentage. It usually takes two forms. The most common form is the so-called “upfront discount”, which means that we get the discount before purchase. The second rebate type is the so-called “downside discount”. This type of discount is most commonly found in trade negotiations, when a contractor receives a discount on its purchases after completing a large order. The rebate amount is calculated based on the order quantity.
- Currency-free rebates – this is the case when the settlement between counterparties takes place without cash. This is the type of rebate where the value of your purchases or part of your purchases is credited to your points. One may meet them under the name of a “loyalty card” or “loyalty program”. One of Poland’s biggest point programs, PAYBACK offers you points in exchange for shopping in certain stores.

The classification of discounts due to counterparty type:

- rebates in mixed turnover – that is the exchange between the seller and the consumer. We meet with it most often in the store while acting as a consumer.³¹ That is, when you go to the store and buy, for example, butter for home on a receipt, then you are acting as a consumer.
- rebates in professional turnover – it occurs when the transaction takes place between undertakings. It will occur when you buy exactly the same butter in the same store, but you buy it for a different purpose. You run a restaurant

³¹ [https://pl.wikipedia.org/wiki/Konsument_\(ekonomia\)](https://pl.wikipedia.org/wiki/Konsument_(ekonomia)) (accessed: 8.01.2021).

and need this butter for your customers, and take an invoice for the butter you buy. We do not give these two examples without reason. In the first case, as a consumer, the discount to be paid will result, for example, from promotional reasons and will not be high because it is due to the quantity and frequency with which you buy the butter. In the next case, as a restaurant, you usually buy more than one butter cube firstly and secondly, you buy much more than the consumer. So, if you buy more and more often, you can count on a higher price discount. There is no ideal type of counterparty to work with. It is therefore worth considering the rebate policy according to the type of counterparty, because one of these groups may not be profitable.

The classification of discounts due to the place of calculation:

- catalogue rebates – this type of rebate is probably the most common and we can see it in an online store when, after entering a product category, we can see that there is a discount on a specific product sub-group. Another example would be the automotive industry, where, when we arrive at a car dealers, we receive, for example, a discount of 1% on the price of the vehicles from the catalog.
- Shopping cart rebates – when ordering – it occurs just before the payment. Once you have completed your order, i.e. put all the products you want to purchase into your shopping cart, your dealer gives you a specific discount. These discounts can take different forms, ranging from the simplest one, that is, we get 10% off, free delivery of purchased products to the offer that we can additionally choose one extra product for a PLN 1.

7. Conclusion

In conclusion, based on the discussion presented above it can be clearly stated that rebates definitely serve to gain a dominant position for the company, and they require a number of criteria to be met. The granting of rebates by the company is closely connected to the transaction. The factors to be taken into account when assessing the rebate policy are: the reference period under which they are to be settled, market share of the leader and its competitors, transparency of the rebate system (in particular, the rules for granting and determining the amount).

The company's rebate scheme may constitute an abuse within the meaning of art. 82 EC if, on the basis of a general assessment of all the circumstances of the case in question, it appears that the rebates may have an economically justified exclusionary effect, account being taken in particular of the criteria and conditions for granting the rebates, the conditions of competition prevailing on the relevant

market and the position of the undertaking having a dominant position on that market. Care should therefore be taken while constructing a discount policy, as there is no definition, no concepts and indicators used to describe rebates and the methods, techniques and tools by which the further research can be applied and carried out. This will change as technology and technical capabilities for information processing evolve. However, as has been shown in practical examples, they have given the firm an opportunity to achieve a dominant position, which suggests that companies, and science, will be moving toward further research and development of rebates. In the light of these conclusions, further research in this direction should be considered and conducted.

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Art. 29a ust. 10 ustawy z dnia 11 marca 2004 r. o podatku od towarów i usług (Dz.U. z 2016 r. poz. 710, z późn. zm.).