ABSTRACT

A shopping system and method is disclosed for providing an inducement to a shopper to purchase products. The inducement may be by way of a shopping list or a coupon providing benefits when products are purchased. A card reader (105, 515) is provided for reading a customer's card to identify the customer, and processors (P1, P2) are provided for containing databases which include customer information so that targeted offers can be made specific to a particular customer by way of a printed shopping list or coupon. A printer (112) is provided for printing the list and a printer (516) is provided for printing the coupons. Information relating to redeemed coupons is also obtained so that organisations making offers by way of the coupons can be built for the promotional offers included on the coupons.

(Figure 1)