## **Managing Discounts**

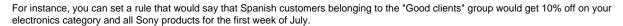
Discounts and vouchers play an important role in your daily relationships with your customers. Typically, customers like two things when shopping:

- Feeling special, unique.
- · Getting good prices.

Both can be achieved with customized discounts, and this is precisely where vouchers come into play – or more precisely, price rules.

## "Price rules" can take two forms:

- Cart rules. It enables you to create per-customer voucher codes, but also much more
- Catalog price rules. Enables you to assign price reductions by category, brand, supplier, attribute or feature.



## This chapter contains the following sections:

- Cart Rules
- Catalog Price Rules

