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| On the website with books, when placing an order, the client can receive a discount under the following conditions: | | | | | | | | | | | | | | | | |
| 1. Registered for the first time - 10% discount | | | | | | | | | | | | | | | | |
| 2. The presence of a customer card, under the conditions of constant use of the site - 20% discount on every second unit of the product | | | | | | | | | | | | | | | | |
| 3. A special 50% discount is given to customers who have used the site for 5 years | | | | | | | | | | | | | | | | |
| 4. An unregistered buyer does not receive a discount | | | | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| For the first time | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| There is a client card | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 |
| Anniversary of use | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 |
| Unregistered | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 |
| Result | 0 | x | 50% | x | 20% | x | 50% | x | 10% | x | x | x | x | x | x | x |