

Credit card offer

So many credit card offers, what to do?

Just browse through the daily newspaper and you will be overwhelmed by the number of credit card offers advertised. Move around the town and you will find credit card offers being advertised everywhere. Same is the case is with television which seems to host a number of credit card offers too. So, the credit card offers are there everywhere. Why are there so many credit card offers? Well, quite simply because credit card business is a highly profitable business for the credit card suppliers.

In this situation, when there is no dearth of credit card offers, which is the best credit card offer?

There is nothing like a best credit card offer, really. A better question to ask would be - 'Which credit card offer is the best for me?' The spending habits of one person are different from that of another person. Their living styles vary and hence their needs vary too. So for deciding on which credit card offer is best for you, you need to evaluate your needs vis-à-vis your lifestyle and your spending habits (and not go just by the recommendation of someone). For example, if you frequently travel by air, a co-branded airline credit card might be more suited to you than the general purpose one. These airline credit cards offer discounts, rebates and other kind of rewards when the credit card is used for making payments (the rewards are even higher when these credit cards are used for paying for the airline tickets or other airline products). Similarly, if you have a favourite retail store where you do a lot of your shopping, it would be beneficial to check if the retailer is a credit card supplier too and if there is a credit card offer that suits you. A lot of big retail chains do offer co-branded credit cards to their customers and these credit cards offer rebates/discounts etc when they are used for making payments at the retail store. As such, you get reward points for making payments at any place but the rewards are higher on the payments made at retail store. On similar lines, we have credit cards for gas stations and grocery stores too, which you can opt for if you have a favourite gas station or a favourite grocery store where you shop a lot.

So, if you look around, you will find a lot of lucrative credit card offers. However, this doesn't mean that you enrol for all the credit card offers. You need to first evaluate your needs and rank them. Then you need to evaluate what all credit card offers suit your needs. And finally you can make your choice and go for a credit card offer that covers most of your needs and gives maximum benefits.

