

BOGO50 Discount Standard Operating Procedure

ID: COM-DIS-001

Version: 1.2

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Purpose:

This document is intended to define the correct application of BOGO vape/e-juice discounts in order to reduce preventable loss and ensure consistent compliance across pilot stores. This document is also supported by an accompanying binary visual guide posted in-store, which provides two clear examples of how the BOGO50 discount should be applied.

Scope:

This document applies to all field employees handling discount-eligible disposable nicotine vape/e-juice bottle transactions. All employees are responsible for following the outlined discount application steps accurately.

Procedure:

1. Scan the customer's **two vapes/e-juice bottles**
 - a. If e-juice, confirm that **neither bottle is salt nic**.
2. Refer to the register-posted visual guide to determine the correct discount application:
 - a. Identify whether the vapes/bottles are the **same** item or **different** items:
 - i. If both vapes/bottles are the **exact same** item: Apply **25% off both vapes/bottles** using the **'BOGO SAME BRAND/FLAVOR'** button.
 - ii. If the two vapes/bottles are **different** items: Apply **50% off the lower-priced vape/bottle** using the corresponding **'BOGO DISPO/E-JUICE BUY ONE GET ONE 50% OFF'** button.
 - b. Confirm that the applied discount results in **exactly half off** the price of a **single vape/bottle**.
3. Complete the transaction.

Warnings / Common Errors:

- Note that the total discount is the same whether two identical or two different vapes/bottles are purchased. When two identical vapes/bottles are scanned, the POS groups them as a quantity of two. To apply the correct 50% discount to one item, the system instead applies 25% to both. This is a system function, not a change in discount value.
- Do not apply 50% when two identical vapes/bottles are stacked together as a quantity of two, this will give one vape/bottle for free.
- Do not separate out identical vapes/bottles and apply 25% on just one, this will overcharge the customer by 25%.
- BOGO does **NOT** apply to salt nic bottles.
- Do not apply additional discounts (e.g., military, yelp, google, employee, fivestars, etc.) to any items included in a BOGO discount. Stacking discounts is not permitted.

Version	Date	Author	Change Desc.
1.2	08.12.2025	D. Tolin	Replaced mentions of “flowchart” with “visual guide”
1.1	07.26.2025	D. Tolin	Added e-juice applicability
1.0	07.21.2025	D. Tolin	Initial release