UA to offer discount coupons

By Laura Farlile

The Bargain Book, containing 450 discount coupons, will go on sale today in Lobby 10 for seven dollars, announced its coordinators, Curt Kohlberg and Timothy Sutton, graduate students at the Sloan School of Management.

"This is the finest selection of promotional discounts ever compiled in the Greater Boston area," said Kohlberg and Sutton. "The minimum discount is fifteen percent, and there are a lot of buy-one-get-one-free's," said Kohlberg.

The discount book will be sold for eight dollars at other local colleges, including Harvard, Boston University, Northeastern, Simmons, and Wellesley. At MIT the discount book, Sutton cited the MIT community by the Undergraduate Association Social, and graduate students and managers and owners.

Many stores rejected the offer of Kohlberg and Sutton because these stores had "participated in past failures," according to Sutton. He explained that these stores "had used books that were not indexed properly, books that did not have the quality discounts that we have, and had paid a large sum [to be included in the book]."

"If we got an appointment with the store, the probability that they would put a coupon in our book was fifty to sixty percent," continued Sutton. Kohlberg agreed. "The problem wasn't selling the concept; it was getting our foot in the door."

Boston Promotional Services, Inc. sent the coupon book to be printed in the middle of August. Kohlberg said that they hope to sell between 10,000 and 20,000 books.

"The coupon book contains 107 coupons for forty-five restaurants and bars, such as Father's, McDonald's, Pappo's Tacos, and 33 Dunster Street. Kohlberg added that there are discount coupons for "the best nightclubs in Faneuil Hall."

There are discount coupons for activities and entertainment, including the New England Aquarium, Boston Museum of Science, and Brookline Racquet ball. Nineteen clothing, haircutting, and health care stores are in the discount book; Sutton cited one coupon offering $20 off name down jackets.

Kohlberg recommended that students take advantage of the coupons for $20 off any LSAT, GMAT, GRE, or MCAT Test Prep course. He described the Test Prep Services as "higher quality than Stanley Kaplan."

The coupons requiring a student to one-third off typesetting and printing resumes was also advocated by Kohlberg. The 243-coupon book is indexed in three ways: alphabetically by store, by product type, and by geographical location. Sutton explained that triple indexing is to overcome the problem that "most coupon books don't have every good index." Also, Kohlberg and Sutton state, "The book is perfectly bound and will not fall apart."

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