

Sloan School of Management Massachusetts Institute of Technology

The U.K. Credit Card Industry in the Late 1980s Questions for Case Discussion

- 1. Define the market for credit cards.
- 2. Would an annual fee increase the profits of Barclays? What about a raise in APR? Does Barclays' consumer mix matter?
- 3. Should Barclays impose an annual fee? Should Barclays lead the market doing it now?