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Online Retailer Rue La La Steps Away From Daily Deals Business

Rue La La, an Internet-based retailer, has moved its focus away from its Rue Local daily deal business. The company is one of a number that has recently moved away from the industry.

Rue Local, which provided daily deals each day for people in US cities including New York, Washington D.C. and Los Angeles, is outsourcing its sales team to another firm, a spokeswoman for the company told Reuters. The spokeswoman has not identified the company which it will be outsourcing to.

Another business which Rue La La runs, Smartbargains.com, will also see changes – it will be consolidated Rue La La's main business, according to the spokesperson. She also said that the changes have resulted in an 11% reduction in the amount of jobs at Rue La La.

The firm is one of a few which has cut down on its efforts to compete in the daily deals market over the last few months. Facebook ended its attempts to compete in the industry in 2011, while Internet giant Google (Public, NASDAQ:GOOG) outsourced its development of a deals website to other daily deal businesses.

According to some commentators, one of the key troubles which new discount providers face is the high costs of hiring large sales forces to negotiate discounts. One which does not have this problem is [That Free Thing](#) – the new deals business saves money by not employing big sales teams for negotiations, which helps it to pay higher sums of cash to vendors.

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