|  |  |
| --- | --- |
| Q1 | **Fill in the gaps** |
| Identifying and understanding customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is very important to a business and, if done successfully, will mean a business is able to provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or services that customers will want to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This, in turn, will help generate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and reduce the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of launching an unsuccessful product, which will therefore increase the chances of business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.Customer needs include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, quality, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and convenience. |
|  | ***Choose from****: chance; choice; goods; price; needs; buy; survival; sales* |

|  |  |
| --- | --- |
| Q2 | **Match it - number 1! Match the customer need to the relevant definition**  |
|  | **2.1** Price |  | **a.** when the customer has a range of options from which to choose |
|  | **2.2** Quality | **b.** the amount a business charges a customer for its goods/services |
|  | **2.3** Choice  | **c.** when a customer’s life is made easier by choosing specific goods/services |
|  | **2.4** Convenience | **d.** when customer expectations are met or exceeded when purchasing and using a good/service |

|  |  |
| --- | --- |
| Q3 | **Match it - number 2! Match the customer need to the relevant example** |
|  | **3.1** A supermarket sells award winning own label products |  | **a.** Price |
|  | **3.2** A supermarket has a wide range of breakfast cereals on offer | **b.** Quality |
|  | **3.3** A supermarket opens smaller local stores  | **c.** Choice |
|  | **3.4** A supermarket charges 30 pence for its own brand baked beans | **d.** Convenience |

|  |  |
| --- | --- |
| Q4 | **What’s your opinion? Explain how a business could satisfy each of the following customer needs in the following situations…** |
|  |  | **Price** | **Quality** | **Choice** | **Convenience** |
|  | **4.1 Tent** – to be used by a family |  |  |  |  |
|  | **4.2 Coffee shop** - to be visited by students  |  |  |  |  |
| Q5 | **Mini case study**  |
|  | “Tan Time” is a manufacturer of sun cream. The business has found that male customers prefer sun cream that is easy to apply, demand value for money and they are not concerned with choosing from a large product range. In contrast, female customers prefer to select their sun cream from a range. They also prefer creams which moisturise the skin and have a luxurious feel and, in return, they are prepared to pay high prices. Both genders, however, agree that they are extremely interested in the protection that any sun screen would give them against the harmful rays of the sun. |
|  | **5.1** Using the information in the case study, complete the table by identifying the differences in customer needs between males and females when buying sun cream

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Price** | **Quality** | **Choice** | **Convenience** |
| **Customer needs:- males:** |  |  |  |  |
| **Customer needs:- females:** |  |  |  |  |

 |
|  | **5.2** Using your answer to 5.1, summarise the differences in customer needs in the table below

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Price** | **Quality** | **Choice** | **Convenience** |
| **Differences:** |  |  |  |  |

 |