

BIE Homework Sheet

Year: 10

BTEC Business

Date issued: Monday 16/03/09

Date Due in: Wednesday 18/03/09

Customer Expectations

For each of the following customers, identify their main expectations from the list of expectations below:

- a a young father visiting a chemist's shop to buy cough medicine for his baby son
- b a college music lecturer, responsible for buying a new piano for the music suite
- c a young woman, visiting a car dealership to buy a second-hand car
- d a young man who is buying some designer perfume for his mother's birthday during his lunch hour – but can't remember the name of her favourite brand
- e a young couple who want to open a savings accounts for their two children at a local building society or bank
- f a man, who has a PC, and now wants to buy a digital camera and scanner which would be compatible with his equipment.

Expectations

- A Good value for money
- B Excellent service
- C High quality product/service
- D Reliable and safe product
- E Good range of products/services
- F Rapid response to enquiry
- G Detailed response to enquiry
- H Clear information about price
- I Clear information about how to use item
- J Honest and truthful information
- K Help to choose most suitable product
- L Assistance with a specific query or problem
- M Individual, person-to-person contact between trained staff and customer
- N Repair service
- O Reliable delivery service at time to suit customer
- P Maintenance service
- Q Guarantee or warranty
- R Refund service if purchase is returned within certain time limit
- S Technical advice whenever required



All Homework must be handed in on the date requested.

If you hand in homework late or it is of an unacceptable standard you will be given a p6.