

Use the bullet points to help you structure your work.

1. Introduce the business you have chosen
2. Identify at least three different ways in which the business meets the needs of its customers
3. Give examples of how you know this (graphs showing primary research results, screen shots of reviews on the internet etc.)
4. Explain what the business does well to meet the needs of its customers
5. Explain what the business doesn’t do well to meet the needs of its customers (get this from complaints)
6. Explain what the business needs to do in order to improve its customer service
7. Answer the question: Which location would be best for your business? Why?