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Recognise the importance of customer satisfaction and repeat business to the success of a business Know how effective customer service includes fulfilling customer orders accurately and on time and dealing with complaints The basic process involved in recruiting staff to work in a small business.

Unit 1 student revision guide

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Introduction to Small Business Revision Notes

It is a common mistake to believe that promotion by business is all about advertising. It isn't. There are a variety of approaches that a business can take to get their message across to customers, although advertising is certainly an important one. It is important to understand that a business will use more than one method of promotion.

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