

# Analysing Customers



## **CUSTOMERS**

A customer for a business is anyone willing to pay a price to acquire a good or service from a business. Customers, however, are much more than people you see in shops. Some firms will never meet their customers face to face. Some customers are not individuals but other businesses or organisations. The government can be a customer.

**ACTIVITY 1** - Identify 10 different businesses, for each of them see how many different types of customer you can identify.

You have been provided with two examples below:

<b>Type of business</b>	<b>Customers</b>
<i>Chimney sweep</i>	<i>Local households - families</i>
<i>Glass supplier</i>	<i>Shops, domestic households, churches, office buildings, greenhouse manufacturers</i>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

## **KNOWING YOUR CUSTOMERS**

It is very important for a business to know various things about its customers. For example before Mrs Murphy started teaching you, she needed to know your names, your form groups, etc.



**ACTIVITY 2** - Imagine you were opening your own sandwich shop in Coventry, what kinds of information would be helpful to know about your customers and potential customers?



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## **MARKET SEGMENTS**

Many businesses will divide their market (their customers) into different groups. These groups will have some common characteristics and are referred to as 'market segments'.

The business will try to identify particular things that you might associate with that group of people. It might be something to do with their age, gender (whether they are male or female), where they live, what they buy and so on.

**ACTIVITY 3** - Look at the images below and write down five types of products or services you think that the people suggested might buy.

One has been completed for you as an example:



They are likely to eat out rather than order fast food.

They will go out often to socialise

They are likely to go to health clubs or the gym

They will spend money on hair and clothes

They will buy make-up from expensive shops



1



2



3



4



5



6



7

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