

### **Methods of production**

Small businesses can produce goods using:

- job production
- batch production

In either case production should be efficient.

### **Efficient production**

Production can be efficient if:

- businesses use technology in production
- businesses pay to train employees

But the products must be of good quality.

### **Keeping customers happy**

This is the role of customer service.

How can a supermarket provide good customer service?

### The benefits of happy customers

#### Happy customers:

- keep buying from the business
- know about its new products

#### Most importantly:

sales and profits can increase

### **Customers are protected by laws**

Businesses have to obey laws when:

- labelling products
- advertising products
- designing products
- offering customers credit (loans)
- using information about customers

#### ICT and e-commerce

Even small businesses can have a website.

How can a website help a small business to be successful?