

How to make a good business

[Linguistics](#), [English](#)



SATISFACTION AND GOOD BUSINESS The main objective of as forming a business enterprise is to remain profitable and break-even. However, in the 21st century, the nature of business is becoming complex owing to the fact that there is an increasing competition brought by globalization and economic liberalization. This implies that, for a business to remain operation and break-through, it is important for the owners to compete fairly with the rest of the firms in the industry. The competition brought about economic liberalization and globalization of the village markets has made it more complex for small firms to survive. As observed, the success of the business depends on the availability of the buyers who are the customers. The competition is all about the consumers and buyers. Therefore, in order to succeed in this competitive industry, the key to success is building strong customer base and loyalty.

As marketing experts describe them, 'customers are the king' to the success of a business. This calls for build strong customer relationship. Besides, the dynamic need and demands of the customers must be taken into account. This implies that the marketing agencies should focus on ways of satisfying the needs of their customers. A strong customer relationship and loyalty is an essential tool to success marketing in the competitive industry. A strong image of the corporation depends on the level of satisfaction that the customers derive from the corporation or organization. This implies that customers are the king to the success of a business as they act as promotional and marketing agents for the corporation when their needs and demands are meet. In conclusion, the success of a business is highly influenced by the degree of satisfaction customer or consumers derive from

the firm. Building a strong and positive relationship with your potential customers is fundamental.