

“Our largest customer changed supplier without warning. We’ll have to lay-off some of our employees.”

Your business could suffer if:

- you neglect customers’ needs and underestimate the importance of customer feedback
- your main customers go elsewhere
- your customers don’t pay up on time.

It’s important to satisfy your largest customers to keep their business. However, small customers might one day become large ones, so treat them well too.

If you take on lots of new customers in a short period of time, make sure you’ve got the production capacity to meet their orders. If you don’t, you’ll let your new customers down and they might not place any future orders with you. And if you do expand rapidly to meet new customers’ demands, make sure you can cope with the financial strain on your business.

Tip

- Visit trade fairs and promotional events, where you can market your products, meet new customers and make contact with potential partners or subcontractors.

Useful link

Gov.UK - Market research for your business
www.gov.uk/market-research-business