



# THE TIMES 100

Edition 13

## **Parcelforce Worldwide : Customer service as a strategy Questions**

1. Describe what is meant by a customer-orientated approach.
2. Explain how a SWOT analysis can help a business to improve.
3. Analyse the difference between B2B and B2C businesses.
4. Evaluate why it is important for a business to have a strong differentiator in an open market.