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| *Instructions: Start with the STARTER sentence then choose 3 more sentences and put them in the right order to answer the question. If you are working in a pair there are two possible answers – can you get them both?* |
| **STARTER:** **Having a post-sales service would be important to a business because…**  |
| **this allows customers to resolve any problems they may have with the product (1)** |
| **Therefore, customer loyalty should increase (1)** |
| **So now the business should gain repeat purchases (1)** |
| **this could give the business a USP (1)** |
| **This is because the customer now feels that the business is looking after them once they have purchased the product (1)** |
| **Therefore, the business could gain a strong brand image for customer care (1)** |









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| *Instructions: Start with the STARTER sentence then choose 3 more sentences and put them in the right order to answer the question. If you are working in a pair there are two possible answers – can you get them both?* |
| **STARTER:** **One disadvantage to a business of having poor customer service is…**  |
| **that customers may become dissatisfied with the business (1)** |
| **As a result, they may not make any repeat purchases (1)** |
| **Therefore, the market share of the business may fall (1)** |
| **that the brand may be damaged (1)** |
| **Therefore, the business cannot charge a premium price (1)** |
| **As a result, profit margins may fall (1)** |

**Note to teachers**

Answers – they are in the correct order. There are two possible chains on each page, works well as a pairs activity.

You could cut these up and pairs try and work out the two chains or ask students to write a 3 mark answer using these as a guide.

Edexcel GCSE Business 1.2.4 but could be used for other boards.