

Explain who the customers of a specific business are and what influences their behaviour

You should carry out research on Crowlands Golf course (Next to the school).

This information should be written on power point slides and should include pictures of the golf course itself. Screen shots of information can be used where relevant.

- Explain who Crowlands are, where they are based and what they offer.
- Explain who their customers are. You need to have explained the customer's profile (demographics). Look up the definition of internal and external customers and explain who their internal and external customers are. Think about age, gender, whether they would be local customers or not, ethnicity based on golfing statistics, social class.
- Explain what influences their behaviour when using their services. Consider the following and relate these to the customers of Crowlands:
 - Customer demographics – Make up of the local area (Predominantly white british)
 - Location – Transport links easy to access, urban area
 - Levels of satisfaction – Packages, different types of memberships, trained staff this increases levels of satisfaction
 - How often they need to interact with the business – If members, they will interact on a regular basis