



Product-Oriented or Customer-Oriented

Areas, tools, functions	A - Product-orientated	B - Customer-orientated
Programmes of services/Line of products	Limited number of products /services depending on technical capacities: one sells what is available.	Large programme of services/products addressing the problems and needs existing in the market: one sells what is requested by customers.
Information on the market	Limited information on customers and their needs. Limited information on other businesses active in the market and on competitors	Looking for information on the market. Market studies.
Communication and marketing	Mostly technical information about products/services	Communication oriented towards solutions to customers' problems and needs
Name and logotype	Focus on products/services and technical characteristics	Focus on customers' problems and needs
Customer service	When necessary. Responding to customers is seen as a boring task.	Extended customer service in order to ensure brand loyalty. Customers' requests are treated quickly and efficiently
Customer reception	No sign, Cold and bureaucratic	Signs, friendly reception, customer-oriented phone service

- Look at the table above: on which side are you? A or B?
- Where are you located on the diagram below? What risks do you run?

