**Topic 1.2 Understanding Customer Needs: Starter Activity**



**Task 1 (AO1):**

Write down a definition of the following Key Terms that you have covered so far:

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| **Key Term:** | **Definition:** |
| **Business** |  |
| **Good** |  |
| **Service** |  |
| **Respondent** |  |
| **Raw Materials** |  |
| **Suppliers** |  |
| **Consumers** |  |
| **Focus Group** |  |
| **Market** |   |
| **Customer Needs** |  |
| **Primary Research** |  |