**How do building good customer relationships enhance the reputation of a business?**

* Developed brand image
* Deeper relationships with clients means they are respected and valued - which makes customers want to go back to the business
* New customers - increases sales and profit as it means the business is becoming popular
* Positive word of mouth - attracts new customers
* Increase profit - increase in sales
* Good reviews - which what potential customers could look at which would make them either want purchase from the business or not
* Strong awareness of business
* Mentioned on news articles - publicity which raises awareness of the business to potential customers
* Good publicity
* Loyalty to business - if customers are happy with the business, they will keep going back to it
* Repeat purchase
* Consistent sales revenue - if the business is popular they’ll keep getting customers and making sales consistently

**How do you measure the reputation of a business?**

* Profit
* Social media
* Reviews online
* Online survey
* Word of mouth
* Sales
* Shareholders and investment
* Market share
* Number of branches
* Staff turnover
* Customer satisfaction
* Business size
* Business collaborations

**How can a business develop a good reputation?**

* Quality of product and service
* Pricing of product, service and Customer
* Hove good publicity
* Diversification
* Employees benefits
* Good and strong relationships with other business
* Keeping up with payments
* Avoid unethical issues in advertisement, Pepsi
* Remain within the law
* Don’t discriminate
* Discounts on products
* Appropriate pricing

**What does it mean to have a good business reputation?**

* Surviving longer
* Repeat purchase
* Good brand image
* Publicity and good reviews
* Higher price can be charged
* Business collaborations
* Good credit ratings with banks
* Suppliers trust
* Repeat purchases
* Satisfied customers
* Good relationship with employees.
* Survive longer -The reputation of a business is essential to its survival. The trust and confidence of the consumer can have a direct and profound effect on a company’s bottom line.
* Trust with banks=loans
* Potential market leaders
* More market share
* A larger customer base

**How can a business’s reputation be damaged?**

* Bad customer service – leads to customers leaving the business.
* Run out of stock – no stock available
* Bad hygiene- toilets not clean
* Unsatisfied customers – not happy customers
* Bad business culture – bad habits
* Unethical – do not follow business culture
* Bad location of business – not enough people
* Loss of profit – no money made
* Bad word of mouth – people say bad things
* Bad reviews – unhappy people
* Breaking laws – not following the law
* Untrained staff – not skilled staff
* Sweat shops = bad reviews