# Activity sheet 1.2: Customer loyalty

*Learning aim A: Examine the characteristics of enterprises*

*Learning aim A1: What is an enterprise?*

Customer loyalty means that customers keep returning to the same places to shop because they like the goods or service they receive. Sometimes enterprises decide to have loyalty schemes, incentives or other options to make sure customers come back.

1. (a) In a small group, make a poster showing all the different types of incentives or schemes you know of that any enterprise could offer.

(b)How many of these incentives could be offered by a *small* enterprise?

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1. Why might a small enterprise not be able to offer incentives?

1. Why might customers choose to shop with a small enterprise, even if they don’t have incentives?

1. Sometimes small enterprises use schemes to help customers. For example, customers may gain points for shopping at a number of small enterprises. When they get enough points, they get their rewards. In your group, discuss the benefits and drawbacks of being part of a small enterprise scheme in your area. You can use the back of this sheet to make some notes.