



Caring for your customers, making sure that your service is friendly and speedy, is probably the most cost effective way of improving profits.

Happy customers spend more. They recommend you to their friends. And getting new customers is far more expensive than keeping the ones you already have.

Customers are often on the side of the independent retailer, even if they spend more in the multiples.

ACS Populus research indicates that a majority of adults agree that the closure of independent local shops will bring