

Ans 2 A Customer is a person who buys goods and services from the seller and pays for it to satisfy our needs.

→ There are two types of Customer:-

① Trade Customer.

② Final Customer.

→ Trade Customer:- These are Customer who buy the product add value and re-sell.

→ Final Customer:- These are those Customer who buys the products for our self needs or satisfaction.

Consumer :-

→ A consumer who purchase the products or services for our own consume and needs.

are called a Consumer. These types of Consumer ~~cannot~~ cannot re-sell and re-provide the Services.

Their differences are:-

Customer:-

Meaning (1) A Customer who purchase the goods & services for own consumption.

Resell (2) A wholeseller or distributor can purchase the products and resell it, and also provide the services.

Motive (3) Motive are the Customer is Reselling or consumption.

Cost of Goods or services (4) Paid by the Customer

Target (5) Individual or services.

Consumer:-

Meaning (1) Meaning of the consumer is end-user of the product or services is a consumer. and known as consumer.

Resell (2) The consumer is not resell it.
~~and~~

Motives (3) Self-consumption.

Cost of (4) Maybe not paid by the consumer
product because consumer are purchase
& services one own use or needs.

Target (5) Individual family or group.