

Q-2) * Customer - A Customer is a person who buys Good and services regularly from the seller and pays for it to satisfy their need. Many times a Customer buys a product it also the Consumer.

- There are two types of Customer
- Trade Customer - who buy the product add value and resell it.
- Final Customer - These are the Customers who buy the product for their own need or desire.

* Who is a Consumer - A Consumer is someone who purchases the product for his/her own need and consumes it. It can not resell the good or service but it can consume it to earn their livelihood.

Difference between Customer and Consumer.

⇒ Customer.

Meaning • A Customer who purchases the Goods and services

Resell - A wholesaler or distributor can purchase the product and resell it.

Motive - The motive of Customer is Reselling or Consumption

Cost of Product or services - It is paid by the Customer

Target - Individual or Company.

⇒ Consumer

Meaning The end user of the Product or services is a Consumer

Resell ⇒ The Consumer is not Resell the Product and services.

motivation - The motive of consumer is self consumption.

Cost of Budget and Services - It may be not paid by the consumer.

Target - individual, family or group.