

# Unit 3 - Meeting Customer Needs

Key term	Definition
Buffer stock	The minimum amount of stock held by a firm
Customer service	The experience a customer gets when dealing with a business. The extent the experience meets the customers needs and expectations
Design Mix	The range of variables which contribute to successful design - function, cost and appearance
Just in Case	A stock management system where stocks are held by the business just in case they are needed
Just in Time	A stock management system where stocks are only delivered when they are needed by the business
Kaizen	Japanese for continuous improvement - it involves the use of ideas from workers to make improvements in how the business operates
Quality Assurance	Ensuring that quality is delivered at every stage of production
Quality Control	Ensuring a product or service meets the minimum standards, often by testing products once they have been made
Reorder level	The amount of stock held by a business at which an order for new stock is placed with suppliers
Sale of Goods Act	A law giving consumers rights if the product is not of merchantable quality
Stock	Materials the business holds. Could be materials waiting to be used in production or finished products waiting to be delivered to customers
Trade Descriptions Act	A law which prevents businesses giving false and misleading information about their product or service
Zero Defects	The ultimate aim of most businesses - means all work meets the quality standards at every stage of production