**Portakabin Case Study**

Read the case study on Portakabin and answer the following questions:

1. Identify an example of internal customers in the Portakabin organisation.
2. Why is it important to keep loyal customers
3. What would happen if Portakabin had poor customer service?
4. Where does the organsiation believe most of its profits come from?
5. Give two more benefits to the organsiation of good customer service

