

Who is a "Customer"? Who is a "Supplier"?

Imagine the council is running a training course for the public. This training course is to raise awareness about personal safety. Who are the customers? Who are the suppliers?

Stationary

(e.g. white board markers, duster)

IT equipment

(e.g. projector, PC)

Police Dept.

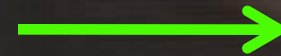
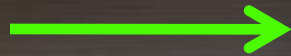
(e.g. Trainers)

Water Board

Electricity Board

Furniture Manufacturers

Suppliers



Council

**Customers
(The Public)**

Topics

1. Who is a “Customer”? Who is a “Supplier”?
2. Customer Supplier Chains
3. Quality Improvement
4. Identifying with “Customer Defined Quality”
5. Customer Satisfaction Process

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Customer Defined Quality

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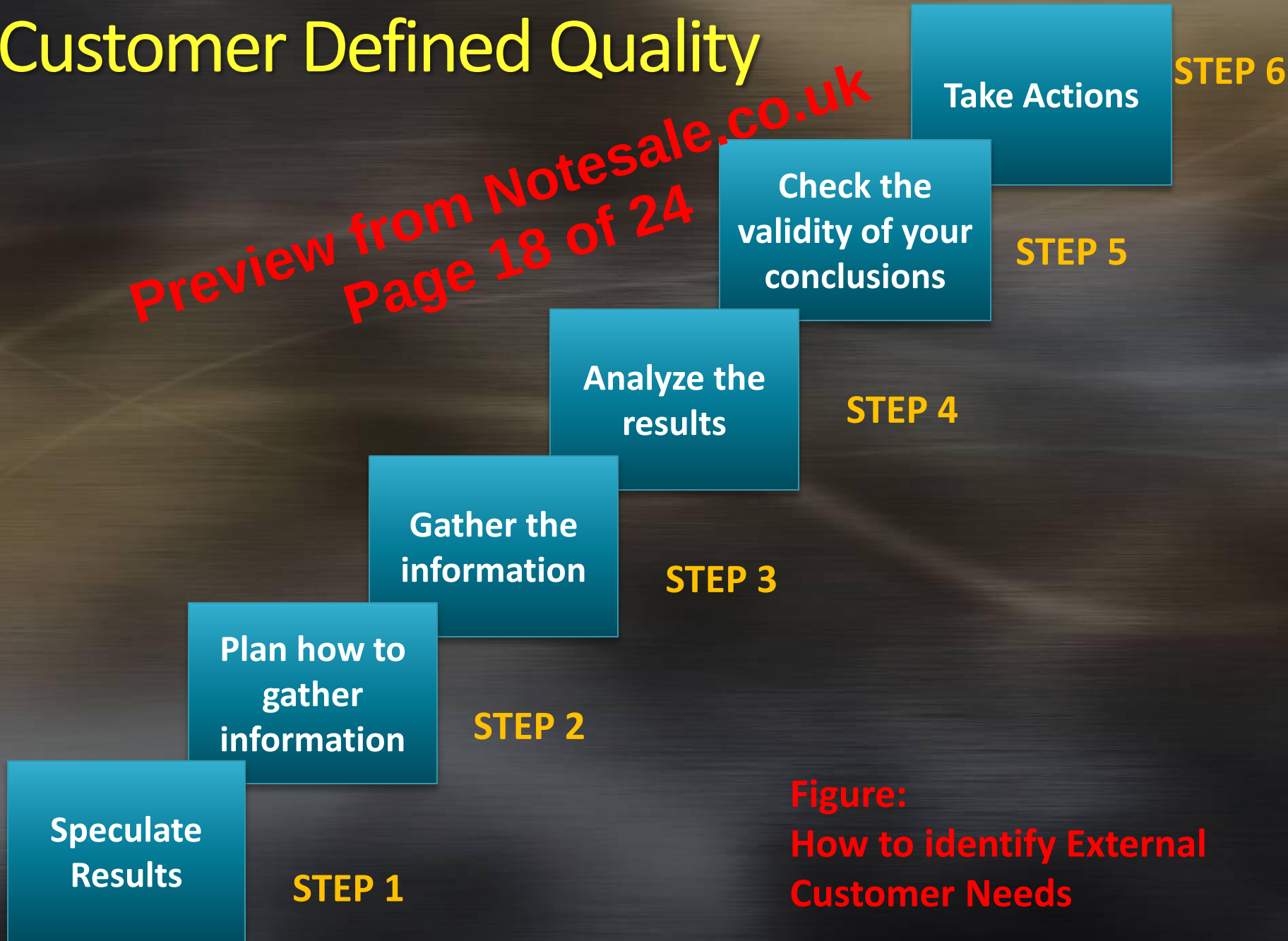


Figure:
How to identify External
Customer Needs

Customer Defined Quality



Figure:
How to identify Internal Customer Needs