



**CUSTOMER**

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- A Customer is a person, company, or other entity which buys goods and services produced by another person, company or other entity.
- Customers Can be of the following types:
  - **Companies** – who deal in B2B sales and purchase, such as selling insurance to Companies
  - **Individuals** – where the dealing is Business to Customer B2C, such as selling insurance to individuals like:
    - **Salaried Individuals**
    - **Self Employed Individuals**
    - **House Wives,**
    - **Businessmen etc.**