

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 3.14

KEY CUSTOMER DEPENDENCIES

What % of your turnover is dependent on your top 3 key customers? _____ %
Do you think that is too high?

What % of your total sales do you expect from these customers
in the next 5 years? _____ %

What happens if these customers disappear overnight?

What alternatives do you have in place?