



THE 2010 NATIONAL BUSINESS PLAN

**QUESTION**

What is the most important factor in determining a company's success?

- \* All of the following are important factors in determining a company's success.
- \* Quality of products and services.
- \* Customer service.
- \* Marketing and advertising.

Quality of products and services is the most important factor in determining a company's success.

Customer service is the second most important factor in determining a company's success.

Marketing and advertising is the third most important factor in determining a company's success.

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