

# Customer Credo

*Our customers are the most important people in our business whether in person, by telephone or by mail*

*We recognize that our customers are the most important people for our existence.*

*We will always endeavour to meet our customers needs fully.*

*We always strive to comply with our customers requirements.*

*We are not doing them a favour by serving them; they are doing us a favour by giving us the opportunity to do so*

*Our customers are not here to argue or match wits with*

*It is our duty to satisfy them promptly and to keep our promises to the letter*

*Our customers are people who bring us their wants; it is our job to handle these profitably – for them and ourselves*