**EXERCISE: Customer Profitability Analysis.**

Using the grid below, allocate each of your current customers to an appropriate box.

Then decide what action you are going to take with those in each box. Ask yourself if you can increase their sales and maximise their growth potential.

**High Growth Potential Low**

**High**

|  |  |  |
| --- | --- | --- |
| **AA** | **AB** | **AC** |
| **BA** | **BB** | **BC** |
| **CA** | **CB** | **CC** |

**Current Customers**

**(sales value)**

**Low**