

The Costumers Orientation of Enterprises in Kosovo

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Abstract

The enterprise wich is market-oriented, as one of the main factors of business, should be focused on costumer's orientation. In a turbulent economic environment the knowledge for customers and for enterprises represents a competing advantage. The main goal of enterprises should be focused on costumer's needs and orientation. Based on this knowledge we can state that knowing the customers is one of the fundamental determinants of the orientation towards customers. Needs and requirements of the customers are not constant, they vary from time to time, and this makes a company change its activities. The aim of this study is to find the right way to guide the enterprise towards meeting the customers' needs and requirements through a scientific approach. We also want to prove that communication between the enterprise and customers is very important in order to meet their needs and interests. As we already know, marketing plays a key role on informing the customers. This will be analyzed in a sample of one of our companies of "Devolli Group". This study will support the hypothesis that the business that is run towards customers becomes a strong base for the successful development of the enterprise and a prior base in a competitive free market.

Keywords: Enterprise, orientation, customer.

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