

THE IMPACT OF CUSTOMER SATISFACTION AND CUSTOMER ORIENTATION OF THE COMPANY ON THE VERGE OF GAINING

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ABSTRACT

Alike majority of places around the globe part of free operation markets, Kosovo's firms and companies struggle to catch up with close competition in one hand and against big companies on the other hand, though. In today's business competitive environment companies must strive to have an advantage over their competitors, such as satisfaction of consumers, as opportunity and orientation of the company on the verge of gaining. The new perspective comprises the need for changes aiming moving personal firm towards cutting edge trends led by contemporary costumers' tastes, needs and wishes. Fast shifting trends compel trade-ups insofar as they are required to deeply analyze and indentify both internal and external factors in order to survive and prevail as main objective. Based upon the choice they take trades may decide or wish staying small and earning big or growing and earning big too; therefore, every singly business inescapably ought a strategy to be found since merely luck isn't enough to be relied on when it comes to success. This paper argues that customer satisfaction is the best way of gaining a sustainable competitive advantage and discusses the aspects of competitive advantage attained in this way. Customer-oriented companies have to consider several such as: how customer satisfaction is attained, how to control customer expectations and how to effectively manage customer feedback. All of these things are essential for the customer satisfaction approach to work properly the company on the verge of gaining.

Keywords: Satisfaction, impact, customer, orientation, verge of gaining, internal, external, market, company.