GROUP 2 | FIVE POINTS TO REMEMBER

# Customers & Revenue

1. Offer reliable, traceable supply with lower carbon footprint and compliance assurance.
2. A safer purchase: Customer value named in the class deck, not a price premium
3. Customers face sourcing, carbon and compliance pressures.
4. Partnerships can align supply with changing buyer needs.
5. Meeting buyer requirements can help win and retain orders.

**One-sentence close**

**Sell the customer’s problem solved, not an ESG label.**

The supplied Drive file is an 11-page image-based PDF, not a video. These drafts use Khun Nuch’s actual class deck, with page references. No spoken transcript or timestamps exist in the shared folders. Confirm the chosen example against what she said in class before presenting.