

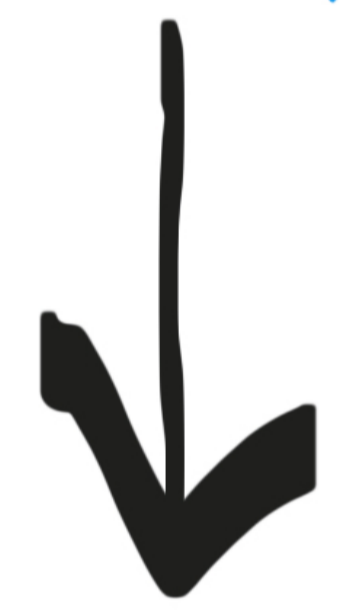
① Problem Recognition
- Buy a specific product



② General need description & Product specification
- characteristics & Quantity
- technical specification

⑤ Performance Review
Ask customers if they are satisfied with the finished products.

Business Buying Decisions



performance history, corporate reputation

④ Supplier selection & prepare order-routine specification
Review - criteria
- product/service quality
- on-time delivery, prices, after-sales services

③ Supplier search & invite them to submit proposals
- list of suppliers

(review trade directories, search information on the internet, seek recommendations from other companies or relevant industry association)