

Sam was starting a new business venture after the closure of his last. It had been torture to watch the business fail. Now, he was setting up a furniture removal company. He had made sure that he was well insured, as he didn't want to risk exposure to a customer's displeasure. It was a culture of lawsuits and legal action these days after all. Sam planned to tell his customers that he would do his very best to ensure the furniture was not damaged in transit. If, for any reason, the client was unhappy, Sam would take 5% off the bill as a goodwill gesture. His business would depend on word of mouth and he didn't want to fracture the relationship with a customer. He wanted them to be happy and recommend him to others. Now, Sam was looking forward to the future.

