



Write the data definition of small business here:

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**Product differentiation and USPs**

Differentiation strategy of small business

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USPs of small business

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**Flexibility in responding to customer needs**

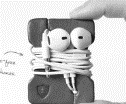
Small business: flexibility in responding to customers’ needs

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**Customer service**

Small business survival through customer service

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**E-commerce**

Small business survival through E-commerce

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