



# Calidad y servicios de proximidad en el pequeño comercio. COMT0112 (Spanish Edition)

*Juan Dueñas Nogueras*

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Determinar y aplicar las estrategias básicas de atención y de calidad en el servicio propias de pequeños comercios conforme a la normativa aplicable, códigos de buenas prácticas y respeto medioambiental. Establecer la política del pequeño comercio en cuanto a la utilización de la web como escaparate virtual de la tienda, mecanismo de comunicación con los clientes y medio de comercialización de los productos y servicios adicionales ofertados. Ebook ajustado al certificado de profesionalidad de Actividades de gestión del pequeño comercio.

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