

Name \_\_\_\_\_

## Word Meanings



# Boutique Business

**DIRECTIONS:** Read the passage. Then answer the questions.

The focus of a boutique business is on the customer experience. These businesses are typically small, are operating in a unique atmosphere and style, and offer highly specialized services or products. They pride themselves on catering to the particular tastes and preferences of their clientele, and are often appreciated for their exclusivity and customized service. A boutique business will also typically surprise its clients in some way, with personal touches, free products or complimentary services. Any kind of business can be a boutique, provided that it has these other qualities. For instance, lawyers, accountants or physicians could all offer a boutique experience. But boutique businesses are far more likely to be something like a shop selling nothing but homemade dog biscuits, handmade soaps, women's clothing or shoes.

1. What does the word *boutique* mean?
2. What are some aspects of *the customer experience*?
3. What does *complimentary* mean?
4. If you could only choose one word from the article above to describe a boutique business, what would it be?