



**Internship Report**  
**On**  
**“Impact of customer satisfaction in the growth of construction consultancy firms”**

**Course Code:** Internship

**Course Title:** BUS400

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## Letter of Transmittal

### Date

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**Subject: Submission of internship report on “Impact of customer satisfaction in the growth of construction consultancy firms”**

Dear Mam,

With utmost respect, it is a great pleasure to submit my internship report of the three-month long internship program completed at Deltadesh (Pvt.) Ltd. Under Marketing and Sales Department.

I have put my paramount effort to make report a successful and meaningful one. This report was a great opportunity for me to reflect my learning about the different aspect of Marketing and Sales functions, organizational policy, internal work environment and the whole scenari of corporate life.

I look forward to exhibiting the best use of my knowledge and experience that I have gained in this internship duration.

I would like to express my sincere gratitude to you for your kind suggestions and guidance in preparing the report. I would also like to seek your apologies for any mistakes I have made during preparing this report. If you need any further clarification for any part of the report, I would eagerly provide the information details.

With Best Regards,

Umme Saara Khan

Student ID: 14304129

## Letter of Endorsement

The Internship Report entitled “Impact of customer satisfaction in the growth of construction consultancy firms” has been submitted, to BRAC Business School, for partial fulfillment of the requirement of the degree for Bachelor of Business Administration, major in Marketing from BRAC University on 8<sup>th</sup> May.2019 by Umme Saara Khan, ID: 14304129.

This report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject of these opinions or suggestions.)

.....

Ms. Raisa Tasneem Zaman  
Internship Supervisor Faculty  
Lecturer  
BRAC Business School  
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## **Acknowledgment**

Firstly, I would like to convey my utmost gratitude to my academic supervisor Ms. Raisa Tasneem Zaman, in preparing the internship report on my three-month long experience with Deltadesh (Pvt.) Ltd., without her kind direction and proper guidance this report would not have been possible.

Then, I would like to show my deepest appreciation and gratitude to my supervisor and mentor Md. Tanvir Ahmed for helping me to understand the basics of the marketing and sales department and the overall business as well. He supported and guided me through out my three-month long internship journey at Deltadesh (Pvt.) Ltd. I thank him for trusting me with the real tasks and giving me the glorious opportunity to be an active member of the company.

Next, I would also like to convey my heartiest thanks to each and every of my fellow colleagues of Deltadesh (Pvt.) Ltd. for their valuable time and provide me with necessary information and helping me successfully complete this report.

Throughout my last three months, as a part of my role in Deltadesh (Pvt.) Ltd., I got to meet many people from different backgrounds and professions. I would like to thank each one of them for their valuable contribution in making my internship program a successful and memorable one.

## **Executive Summary**

Deltadesh (Pvt.) Ltd is a 100% Dutch owned company in Bangladesh that is solely focusing on Construction Project Management Consultancy, Development, Implementation and Quality Management. The company combines a contribution to the development of Bangladesh through commercial sustainable models.

At the very beginning, I have given an overview of Deltadesh (Pvt.) Ltd. and its functions. It will allow the readers to understand Deltadesh (Pvt.) Ltd.'s legacy in its field and its vision as well.

In the next part, I have mentioned the objectives of writing this report. I have also acknowledged the scopes for learning and limitations I have faced. This very part also includes the methods that I used to collect the required data.

In the following part, I have provided a detailed analysis of the information that I have gathered through a survey on the existing and previous customers of the company. It also consists the respondents' perception on this particular company and the industry as well. The main concern of the report was to understand customer satisfaction on this company along with the entire industry and this has been thoroughly discussed in this part. Customer satisfaction has been seen to have an impact in the growth of construction consultancy firms.

Lastly, Findings, Recommendations and Conclusion are given in the end of this report. I have recommended some measures as per my understanding of the analysis and findings.

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# Organizational Overview

Deltadesh (Pvt.) Ltd. is a construction and engineering project management consultancy firm. This a Dutch-owned private company operating in Bangladesh. This firm is working with Construction Project Management Consultancy, Design and Implementation of innovative projects. This firm aims to contribute to the sustainable development in Bangladesh by taking care of different aspects of infrastructure construction. Dutch engineer Maarten Verbruggen founded Deltadesh. He had previously worked in the development and implementation of turn-key medical facilities for eight years. To cannot the affinity between Bangladesh and Netherlands the name 'Delta' was used. It also used to denote the Greek letter "difference". Deltadesh plays an important role in combining the experience of Bangladesh and European partners, who have been active for over a decade in retailing, industrial production and legal sectors concentrated in Bangladesh.

## Core activities:

Deltadesh has some core activities to perform. Those are:

- Consulting companies on construction project management
- Monitoring project development and implementation
- Connecting European (specifically Dutch companies) with Bangladeshi partners
- Associating Bangladeshi companies to Dutch Partners
- Helping foreign investors
- Providing legal assistance to foreign investors and also individuals in order to help them to acquire their plans successfully in Bangladesh
- Investigating and conducting market research

## **Vision:**

Deltadesh's vision is:

- To deliver dependable project design, implementation of the projects and management for organizations in Bangladesh
- To ensure technical assistance for Bangladeshi entrepreneurs so that they can improve the quality of their products and services
- To encourage and execute renewable-energy solutions in Bangladesh
- To produce chances for the people in the borderline by establishing social business and providing solutions to social problems that are commercially sustainable.

## **Services:**

### **Construction Project Management Consultancy**

Deltadesh generally offers assistance on project development, management of the projects and implementation for various sectors. This firm is specialized and experienced in completing projects from initialing development by ensuring management and bringing in projects.

In Bangladesh, construction project management consultancy tends to be a higher degree corruption prone sector, and Deltadesh holds a unique place in bringing the services from outside, in other words distant position and also has weighty proficiency in the local sector.

### **Business Consulting**

Deltadesh helps those who have business ideas but are less experienced in terms of establishing connection and implementing it. This firm assists on creating business model that is sustainable and also supports in determining suitable investment partner to connect them with the ideas.

On one hand, Deltadesh creates a especial bonding between the European market and foreign investors and on the other side connects the Bangladeshi entrepreneurs and production

potential. Deltadesh helps individuals with bringing ideas into reality with their over ten years of expertise and the experience in the Bangladeshi business world. Adequate knowledge of both Bangladeshi and Western culture, great network, and intense relationship helped Deltadesh to succeed in their sector.

### **Project Development**

Deltadesh aims to bring one's project to reality and helps to make the ideas come true. This firm assists individuals arranging needed investment and working capital. It helps to design sustainable business plan and connecting with the suitable investment partner to make the ideas come to reality. It has sources that are interested in investing on sustainable business ideas both in public and private sector as well as interested in providing credit.

Deltadesh is experienced in developing business models that are also eligible for a grant from the Dutch Government. With the aim of increasing the trade volume and future investment, the Dutch Government provides assistance to Private Sector Investment through different programs. Deltadesh helps individual by assisting them on their ideas to find out the sustainability of their ideas and meet the suitable investors or partners.

### **Legal Services**

Along with other departments, Deltadesh has a specialized department to provide legal advice and assistance for various types of organizations and sector. This firm provides help to foreign and local companies to set up their legal entities in Bangladesh. This firm also helps local and foreign individuals those are in need of visa extension.

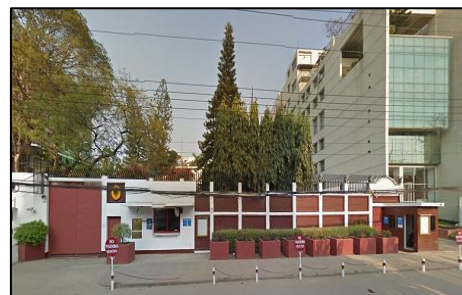
## Projects:

Deltadesh is involved in a wide range of projects. It has provided assistance for different projects to both local and foreign companies. Deltadesh has also worked with individuals for their personally owned businesses and projects. It is involved in various phases of a project. To be specific, Deltadesh provides its assistance basically in four Phases.

### Phase I: Construction Project Management Consultancy (PMC)

- **Combined French German Embassy at Baridhara**

In the year 20017 this firm assisted Combined French German Embassy at Baridhara with design coordination and project management. This firm was responsible for the entire design overview. This firm was in total control of contractors and as well as the consultants. This firm also helped the authority with financial estimation and budgeting the entire project. Deltadesh planned the entire project and was also given the responsibility of supervising the progress of the project.



- **Hakvoort BV**

In this project, Deltadesh was responsible for analyzing project feasibility and monitoring the development of the project. In order to complete this project of establishing a factory for exporting the organic certified fish fillet that are produced in

Bangladesh, this firm studied the entire project to ensure suitable plan and infrastructure. On behalf of the company, Deltadesh conducted market research, worked on the design and feasibility of the project. It also provided the company a business plan and a proposal on required technical support.

- **North End Coffee Roasters**

In this project of North End Coffee Roasters, Deltadesh played the role of construction project management consultancy firm and also helped with the successful implementation of the plans to complete the project. Deltadesh worked on analyzing the feasibility of the plan. The firm also prepared the appropriate financial model for this project. Deltadesh also provided legal advice and helped with the legal procedures. The firm was totally facilitated with the entire project.



- **Aga Khan Academy Project:**

This is an ongoing project of Deltadesh, where this firm is responsible for design coordination of the entire project and managing the entire project. In this project, Deltadesh has the authority of controlling of selecting the contractors for the project. This firm is helping Aga Khan Academy with the planning of the project and the financial estimation and budgeting the project as well. Deltadesh does the site supervision and also monitors the progress of the project.

- **Oasis Bangladesh:**

For Oasis Bangladesh Deltadesh worked a consultant and also guided the organization with the construction of their project and managing the project at the same time. The firm also helped Oasis Bangladesh with the plan of matchmaking of Dutch market with the local market and entering the market through providing understanding on both the markets.

- **Bangladesh Honda Pvt. Ltd.:**

Deltadesh is still working on this project of Bangladesh Honda Pvt. Ltd. And this is an ongoing project. Deltadesh has the total control of contractors and has given the contracts to the most suitable set of contractors who are reliable and trustworthy. Deltadesh has also planned the entire project with their experience of over ten years working in Bangladesh. Financial estimation and budgeting of the project is also done by this firm. The employees and responsible officials of Deltadesh visit the site and supervise the project on regular basis and also monitor the project with utter sincerity.



- **IKEA SUPPLY AG BANGLADESH:**

Deltadesh is currently working for IKEA, one of the leading companies in the world that is trustworthy in terms of designing appropriate furniture for homes worldwide keeping in mind the functionality of every piece of furniture that varies from country

to country. In this project of IKEA, Deltadesh is also trusted and given the responsibility of the total control of contractors. Financial estimation and budgeting of the entire project is one of the core responsibilities of Deltadesh. The firm is also involved in regular supervision of the project site and also monitor the ultimate progress of the project.

## **Phase II: Development and Management**

- **Accommodation, Office and Security Block on Gas Drilling Site:**

This was a project of Tullow Oil Bangladesh Limited where Deltadesh was given the responsibility of establishing and planning the accommodation area, office and security block on the site. The firm designed the three specific projects of the oil company and also was in charge of the management. Deltadesh provided the company electrical design and the plans for implementing the design thoroughly. The firm also assisted the oil company with HVAC design and the implementation plans of action.

- **Establishing of the James P. Grant School of Public Health:**

Deltadesh was given the responsibility of designing the BRAC James P. Grant School of Public Health and its architecture. The firm came up with the working designs for the school. Deltadesh assisted BRAC with the tender writing and the documents. The firm also contacted with the pre-qualified contractors and selected the contractors that are most eligible to work on the project. Deltadesh helped BRAC to issue the tender, analyzing tenders submitted by various contractors and finally choosing the right contractors for the project. The firm also designed a HVAC (Heating, Ventilation and Air Conditioning) system to control the environmental conditions inside the work space. Deltadesh also had the responsibility of the total project and managing the quality of the project. Deltadesh provided BRAC an electrical design and complete plan of implementing the design step by step. This firm also took account of the

procurement, generator and the sub-station calculation for the entire project. Deltadesh had the authority of controlling the budget completely.



- **Clinic Extension- iccdr,b travelers clinic (ongoing):**

Deltadesh has the privilege of designing medical faculty for one of the renowned organizations in the world, iccdr,b . For iccdr,b , Deltadesh is also looking into the medical equipment specification on behalf of the organization and taking care of BoQ ( Billing of Quantity). The firm is responsible for consulting with the operating doctors. Deltadesh is also providing advice on the procurement, management and the implementation.





- **Dutch Bari Development:**

Dutch Bari Development is a Dutch investor in real estate. They have been doing business in Bangladesh and playing an important role in the real estate sector by building sustainable infrastructure. Deltadesh helped this company with its establishment in Bangladesh. And since then have been working with the company. For Dutch Bari Development, Deltadesh provided assistance on legal services. It also helped the company with getting several permissions and various permits. While establishing the infrastructure and helping the company to set up their business legally in Bangladesh, Deltadesh designed and monitored the total project. The firm was also trusted with the quality maintenance and quality management. Deltadesh provided them that was feasible in terms of Bangladesh. The firm also designed the financial model appropriate for the company. Deltadesh took the entire control of the project's construction and total quality control.

### **Phase III: Technical Assistance**

- **Strengthening Enterprise Development Program:**

This was a project of Woord & Daad / CSS back in 2010. In this project Deltadesh helped the company with enterprise development evaluation. It provided the company with the required technical support for their enterprise. Apart from doing the evaluation, Deltadesh also took care of the development of various enterprise models of the company and made sure the models are feasible enough to make that work in Bangladesh.

- **Interior Design of 35000 sq. ft. Garment House:**

Deltadesh designed the interior of a 35000 sq. ft. garment house for Triton Textile in Bangladesh. While designing the interior for the garment house, Deltadesh also designed the entire project. When it came to the technical support, Deltadesh provided its full assistance and helped them with advice on technical terms. For this garment house, the firm designed a HVAC system to take care of the inside work space. Deltadesh also came up with the fire-fighting system and access control system for the garment house. For emergency and additional support, the firm also included generator and substation to ensure uninterrupted work environment.

- **German-Bangla Bicycle Factory:**

For this Bicycle Company, Deltadesh developed new, attractive and suitable models for bicycle for especially Dutch customers keeping their need and necessity in mind. The firm designed the new models giving its durability and longevity more priority. Deltadesh also helped the company with technical training on bicycle designing and production that ultimately resulted in an increased production of high-quality bicycle for Dutch customers.

- **Residence of Dutch Ambassador:**

In 2009 Deltadesh had the responsibility of the total renovation of the residence of Dutch Ambassador. In this project of Dutch High Commission, the firm assisted with its experience of project designing and project management. Like so many other successful projects, Deltadesh designed the entire project and looked into managing the project.

## Phase IV: Design and Implementation

- **Royal Netherlands Embassy:**

Deltadesh took care of the total renovation of the Royal Netherlands Embassy in 2010. The firm looked after the architecture and design for the embassy. The firm came up with various working designs to ensure a spectacular output. Deltadesh did the writing of tender document on behalf of the embassy and was also trusted with setting a set of pre-qualifications for the contractors applying for the tender. The firm did all the analysis of the tenders submitted by the contractors and found out the right contractor for the work. Deltadesh designed HVAC system for the embassy to ensure a workable environment inside the embassy. With the experience Deltadesh had while working for other projects, it combined all of its knowledge in order to design the entire project and maintained the quality at the same time. To ensure uninterrupted electric supply, it also planted generator and also came up with sub-station replacement. Deltaseh also did the electrical design and took care of the proper implementation of the design. It had the total control in case of budgeting the whole project. Supervising the five contractors was also an important role that Deltadesh played while working on the project.



- **Residence of the Swiss Ambassador:**

Deltadesh did the total renovation of the residence of the Swiss Ambassador. Deltadesh was given the task of looking after the architecture and design. Deltadesh prepared various working design of the residence to ensure that they deliver the most suitable design that will serve the purpose of renovating the residence. The firm did the writing of project specification and prepared the BoQ (Billing of Quantity). Deltadesh took care of the tendering and provided its assistance on the entire contractor selection process. It handled the total project and maintained the quality of the project. Electrical design and its implementation, generator calculation and procurement were also granted as facts of priority. Deltadesh did the total budgeting and prepared the appropriate financial model for the project.

- **Factory of Kazi & Kazi Tea:**

This is a concern of Gemcon Group. Deltadesh worked on this project in 2009. The firm took care of the total interior designing and proper implementation of the design. Deltadesh managed the whole project and had the complete authority of leading the project. The firm was responsible for electrical designing and its implementation. It had the complete access and control of the project and also ensured that the project got the latest security system in the factory.

- **Factory Setup for Bengal Herbal Garden Ltd.:**

For Bengal Herbal Garden Ltd., Deltadesh helped them with setting up a factory in 2009. The company depended on Deltadesh from designing their project to maintain the quality of the design and the supplies used in the project. Apart from that Deltadesh had the full authority designing the interior of the factory and managing the project with utmost transparency. The firm also did the electrical designing and monitored the

implementation strictly keeping the quality of the electrical-supplies premium. It also backed up the factory with flawless security system.

- **Prefabricated Steel Structure Building for BAT:**

Deltadesh worked with British American Tobacco in 2010 in building prefabricated steel Structure building. The firm did the total designing of the project and managed the project. Deltadesh monitored the quality of the construction. It took care of the supplies and erection of the steel structure building.

- **Prefabricated Steel Structure Building for Beximco:**

Again in 2010 Deltadesh helped Beximco built their prefabricated steel structure building in 2010. It designed the complete building and monitored it throughout the tenure. Managing the project was one of the vital responsibilities. The firm was responsible for monitoring the construction and the quality at the same time. Deltadesh made sure that the building got the sustainable and high-quality supplies from reliable sources and took care of the erection of the steel structure building.

# Introduction

## **Origin of the Report:**

This is the ultimate outcome of my three months of work at Deltadesh Project Management Consultancy Firm and the report has been prepared as per the requirements set by BRAC University. This report is the reflection of my involvement, experience, observation and sole observation and also the knowledge gained from the co-workers and my supervisor. This report also includes the working experience with the respected clients of the firm.

In Deltadesh I worked under the marketing and sales department. I was part of the marketing wing of the respective and department for the first one month. After that one month my sole responsibility in the firm was to conduct market research in order to find out the customer satisfaction. While doing the market research I came across with many aspects of construction consultancy firm and the service they provide to their valuable customers.

## **Scopes of Learning:**

These three months of internship reveals the scopes acquiring practical knowledge of working in an organization and also gives a proper guideline to deal with various responsibilities. Among the number of scopes, I experienced while working in the organization, I have highlighted some of my major scopes and learning opportunities I had during the three months journey in Deltadesh.

### **Building Connection:**

Working in an organization like Deltadesh has given me the opportunity to come across many excellent people from both home and abroad. Along with me there were also so many other people working on the market research for the organization and that group consisted of senior employees of the company those have the vast knowledge on this sectors, newly recruited executives and also three inters. We all had such a good bonding that it felt and showed in our behavior that we share an extra ordinary bonding. This bond with my respective department helped me to get to know some other very experienced people from different fields and background on the organization. I really hope that the influential people I met in Deltadesh will always guide me through the career related ups and downs I will have in future and will help me to get through the situation with their perceived knowledge and experience so far.

### **Getting the opportunity to work with clients:**

As Deltadesh is a construction project management firm, it has already done so many projects with companies from all most all of the industries. Being a part of the marketing research group that had the core responsibility of understanding the clients' perspective of the firm, gave me the opportunity to interact with some of the very reputed companies and their officials. I am very delighted of having the opportunity to experience the entire process of conducting a market research in reality. As a marketing student I believe this practical knowledge will help me to play vital roles in the companies I will be working in future.

### **Enhancing Job Skills:**

As an intern in Deltadesh and also as stated in the internship program of the university, I had the perfect experience of the real work that will for sure help me to enhance my job skills. The work experience I had while working on the research gave me the real picture of the learnings of the courses taught in the university. All the learning from

different courses, especially from marketing courses are now taking a meaningful shape.

### **Getting to know the industry:**

Being a part of the construction project management firm, I got to know about the industry from a closer view. That experience gave me the idea how organization in service industry function and all the difficulties they face while quantifying their customers feedback and their performance. It also gave me an insight of the importance of being a composed, organized and punctual human being in order to achieve organizational goals and personal goals.

### **Limitations:**

After entering Deltadesh as an enter I came across some challenges as I was not accustomed with real life work environment. To overcome those challenges, I considered them as a part of my experience and learning, but there were some challenges that were hard to avoid and appeared as barriers. Those unavoidable circumstances are mentioned below:

### **Coping with a new environment:**

Just after completing the courses at the university, joining a professional area was a completely new experience. Unlike every other new experience this one also required coping with the new environment. As I joined a construction project consultancy firm, I got to work with local and foreign organizations. It was not very pleasant to work with people from various sector and background and understanding their perceptions was



not at all easy. As I had no real-life experience of doing any market research and analyze the results, I had real hard time communicating the respondents and their responses.

### **Communicating with respondents on their preferred time:**

As I was interacting with higher officials of different foreign and local companies, I had to communicate them according to their schedule. This came as a challenge as sometimes I had to attend more than one individual at one time. This led to shortage of time than required to acquire the proper information. Even sometimes rather than taking an interview I only could manage some time of the officials just to fill up the questionnaire and did not have the chance to get an in-depth interview. Sometimes while doing the one to one interview I got interrupted and it was hard to get on track after several interruption.

### **Lack of proper governance:**

Being a part of the research team, I was expected to be just as fast as the other people in the team who have been working there for five years and even more than that. I was expected to understand every aspect of construction business and behave accordingly. As I was a student of marketing, it was hard for me to acquire all the necessary information and insight of construction industry. While talking to the real customers I realized my little knowledge on construction was not enough to communicate with them in order to find out their level of satisfaction on the firm's provided service. I needed a proper guidance just to understand this industry and communicate with individuals to bring out the expected outcome. The lack of needed guidance made me go through a very difficult time and made me question my ability to work in the organization.

### **Access to limited information:**

Completion of this report required information that was hard to find online and hence needed some authentic and reliable information from the people who have been working there for long. As Deltadesh is very strict with their policies on sharing confidential information, it was hard to get through some of the information that will give this report more credibility. Almost all information regarding their actual working process and aspects fall under confidential information and as per their policy they were less likely to disclose related information.

### **Not getting constructive feedback on performed task:**

I was responsible for direct communication with the clients. My sole responsibility was meeting the individuals, interview them and collect data for the research. After completing the given task, I always looked forward to get feedback but never got any constructive feedback that would make me realize of my ability of performing the task in the proper way. As I was completely new in this field, I felt some feedback would help me to improve my work abilities and thus would play a significant role on my future career.

### **Objective of the Report:**

I came to know about various aspects of service industry while working in this organization. In order to write this report, I had to collect information and got to know about different aspects better. I got to gain real-life experience and understand the way a firm with the core vision of providing best service operates. Working as an intern in this organization helped me to think both rationally and critically. While preparing the report on Deltadesh I had some significant objectives and some of them are listed below:

## **Broad Objective:**

- To understand the impact (positive or negative) of customer satisfaction in the growth or expansion of existing and/or new construction consultancy firms.

## **Specific Objective(s):**

- To determine the customer perceived demand for existing and/or new construction consultancy firm
- To analyze the role of efficiency in provided service in influencing customer satisfaction
- To understand the influence of service quality in customer satisfaction.
- To find out opportunities of favorable environment for existing firms to expand and/or new firms to enter the market.

## **Methodology:**

The key aspect of conducting a thorough research is both collecting and organizing data. Both Primary Data Collection and Secondary Data Collection Method have been used in order to conduct the study. To achieve the desired result of this study, these data has assisted me thoroughly:

## **Primary Data:**

- **Personal Interview:**

Personal Interview was the best way to get the proper insight on the satisfaction on the service provided by the firm. Interviewing individuals helped to understand their perspective on the firm and their feedback on the quality of the service provided by the firm. The detailed interview with the officials shared

their experience while working with the firm in details and that helped me to analyze the service quality of the firm. From the discussion I also got to know about their expected service and the actual service they were provided in comparison.

- **Questionnaire:**

Other than personal interview, the other primary data collection method that has been used is doing a survey using questionnaire. As not everyone had enough time to do a personal interview, doing a survey helped to gather information needed for this study. Individuals from different organizations participated on behalf of their respective organizations in the survey. The questionnaire consisted of questions that have been discussed during the personal interview in order to maintain relevancy and consistency of this study.

### **Secondary Data:**

To get a proper understanding of service industry especially construction project management firm, I had to go online in order to gather some knowledge. Going through different articles published in several journals helped me to understand different significant aspects of this industry. Surfing through the internet I found out several reports that primarily concentrated on the customer satisfaction area of the service industry. Different articles published on Google Scholar, Ebscohost, Springer, Jstore, ResearchGate etc. helped me to gather necessary information. Definitions given by different scholars made the job easy to understand different concepts and aspects related to service industry and customer satisfaction.

## Literature Review

Customer satisfaction has always been an area of interest for scholars as well as researchers. There has been extensive research going on in the years since Cardozo's (1965) classic article and despite this on-going research on customer satisfaction, researchers have yet to develop a definition of customer satisfaction that is made by mutual consent without an act of writing. The definitional issue of customer satisfaction has also been addressed by paraphrasing the emotion literature, "nothing that everyone knows what [satisfaction] is until asked to give a definition. Then it seems, nobody knows" (Oliver, 1997). Though the number of researches that has been done on customer satisfaction is huge, most of the research focused on testing the models of consumer satisfaction (e.g., Mano and Oliver 1993; Oliver 1993; Oliver and DeSarbo 1998; Spreng, MacKenzie and Olshavsky 1996; Tse and Wilton 1988) based on the perception that satisfaction has been defined while little attention has been given to definitional considerations (Giese and Cote, 2000). According to Peterson and Wilson (1992), lack of definitional and methodological standardization are probably the best elements that describe studies on customer satisfaction in a proper way. There is a basic definitional inconsistency that is evident as there is a debate on whether satisfaction is a process or an outcome (Yi, 1990). Moreover, definitions given by scholars of customer satisfaction have either highlighted a response of an evaluation process (e.g., Halstead, Hartman and Schmidt 1994; Howard Sheth 1969; Oliver 1997, 1981; Tse and Wilton 1988; Westbrook and Reilly 1983) or an evaluation process (e.g., Fornell 1992; Hunt 1977; Oliver 1981). From a general definition point of view, as there is little consistency in the satisfaction process, process definitions are problematic in that (Giese and Cote, 2000). Again, from the operational view point, conceptual definition includes antecedent constructs as process definitions are plagued by this and thus an overlap between the consumer satisfaction construct and the domains of the determinative process constructs is seen (Giese and Cote, 2000).

Most definitions of customer satisfaction have found support to notion as a response to an evaluation process (Giese and Cote, 2000). Customer satisfaction has an overriding theme as a

summary concept (i.e., affective response (Halstead, Hartman and Sachmidt 1994), a fulfillment process (Oliver 1997), psychological state (Howard and Sheth 1969), overall evaluation (Fornell 1992), summary attribute phenomena (Oliver 1992), global evaluation judgement (Westbrook 1987) or evaluation response (Day 1984)). Regarding the nature of the summary concept, there is also a disagreement (Giese and Cote, 2000). Many researchers have portrayed customer satisfaction as either an effective response (e.g., Westbrook and Reilly 1983; Cadotte, Woodruff and Jenkins 1987; Halstead, Hartman and Schmidt 1994) or a cognitive response (e.g., Howard and Sheth 1969; Tse and Wilton 1988; Bolton and Drew 1991). The researchers also suggested that, a behavioral dimension of satisfaction can be included in operational definition (Halstead, Hartman, Schmidt 1994), but according to them conceptual definitions are void of behavioral orientation (Giese and Cote, 2000).

Some researchers came up with conflicting terms to explain satisfaction as according to them it is determined by the end user: customer satisfaction (e.g., Churchill and Surprenant 1982; Fornell 1992; Halstead, Hartman and Schmidt 1994; Smith, Bolton and Wegner 1999), consumer satisfaction (e.g., Westbrook 1980; Tse and Wilton 1988; Cronin and Taylor 1992; Oliver 1993; Spreng, MacKenzie and Olshavsky 1996) or solely satisfaction (e.g., Kourilsky, and Murray 1981; Oliver and Swan 1989; Oliver 1992; Mittal, Kumar and Tsiros 1999). These terms can be used interchangeably with the restricted justification of the any specific terms (Giese and Cote, 2000).

There are various key performance indicators of an organization and the quality system on which customer satisfaction depends on (Horvath & Michalkova, 2012). Customer's perception to the degree to which customers requirements have been fulfilled can be a definition of customer satisfaction (ISO 9000:2005). According to ISO 9001 standard, there are few requirements to measure the satisfaction of regular customer. Customer service is often regarded as the provision of service offered to a customer before, during and after a purchase or consumption (Pondichery, 2014). "Customer service is a series of activities designed to enhance the level of customer satisfaction-that is, the feeling of that a product or service has met the customer expectation "(Turban, 2002). According to Micas Solomon, "The importance of customer service may vary by product or service, industry or customer. The perception of success of such interactions will be dependent on employees who can adjust themselves with the

personality of the guest”. Customer service is very likely to play a vital role in any organization’s ability to generate income and revenue (Pondichery, 2014).

## Analysis

Consumers were being asked with a help of a questionnaire on their perspective about construction project management firm in order to understand customers' point of view on the role that a construction consultancy firm plays to make a project well organized, choosing a consultancy firm. Among the 30 responses that were being collected through a survey resulted that, 20 respondents that is 66.7% answered in the favor of the firms and on the other hand, 10 respondents, 33.3% of the total had a completely different opinion. Those who have agreed on the point that firms play an important role in case of a well-organized plan had various reasons to say so. During the interview session they thoroughly discussed their reasons and most of the reasons directed to a similar notion. For most of them there is an increased possibility to have a well-organized project because they think the experience a firm has helps them to be more organized than people who only concentrates on few personal projects. One of the most stated reasons are the existence of skilled and experienced people in a firm that makes them able to organize a project more professionally. On the other hand, those who had stated otherwise on the role of a construction firm, they had some legitimate reasons to say so. One of the reasons they stated was, as a construction firms deal with multiple projects at the same time they think firms are less likely to concentrate on each projects. The participants also said that they feel as not all the projects are of same budget, firms tend to prioritize according to that and hence they can be less attentive to the less budget projects. Appointing skilled and experienced people in the high-budget project can be a firm's way of keeping their high-profile customers as they have bigger projects. The respondents feel that in this process firms appoint their less skilled



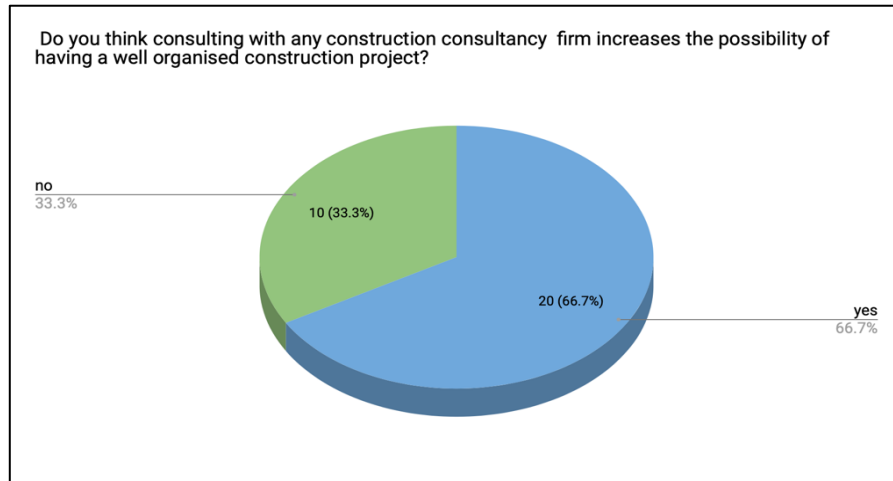


Figure 1: Do you think consulting with any consultancy firm increase the possibility of having a well organised construction project

and less experienced man power in the low budget projects hence there is a possibility that the projects will be unorganized and they will not be as professional as expected.

Again, the respondents were asked about their likelihood of choosing a construction project management for any of their project. This question overall got a positive response as 76.7 %, 23 out of 30 people answered in favor of a firm. In this 23 people, 11 participants among the

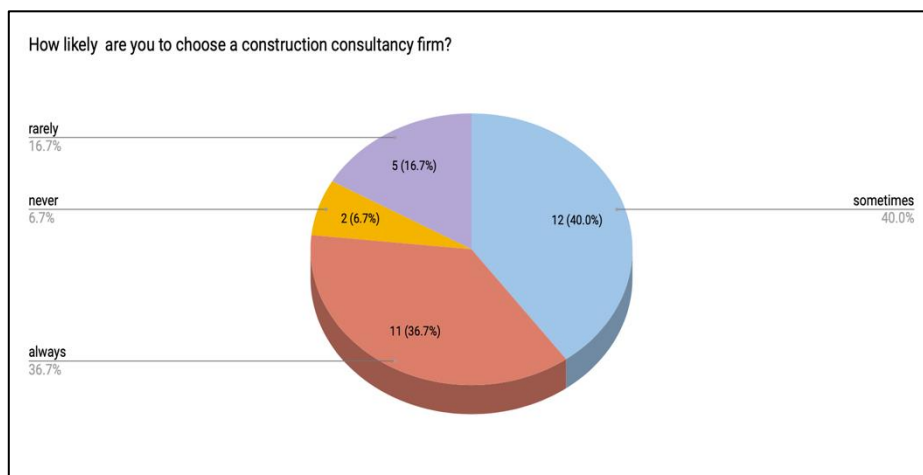


Figure 2: How likely are you to choose a construction consultancy firm?

30 (36.7%) said that they always choose a firm as it makes their task of designing or any other task related to construction easier and it also lessen their work load by arranging materials as per their requirements for any project. 40% of the total respondents, that is 12 out of 30 stated that, sometimes they hire or consult any firm as not every project needs same level of accuracy and uniqueness in design. 16.7 % of the total respondents that is 5 out of 30 people said they

rarely choose a firm and the reasons behind doing this was quite similar. The left 6.7 % participants; only 2 out of 30 people said they never hire a firm for consultation. As reason they mentioned that they feel involving a third party in any project calls for complicacy and this involvement sometimes can lengthen the entire process of construction of any project.

In another question where the participants were asked about the helpfulness of a firm, there we also got a positive response. 40% of them think construction consultancy firms are really helpful as they want to retain their customers. They also stated that, firms try their very level best to satisfy the requirements given by their customers and they provide them with the best quality materials. 11 out of 30; 36.7% think that firms are moderately helpful. This percentage in total that is 76.7% of the total indicates that firms have a positive impact on their customers. 3 out of 30 people that is 10% called the firms a little helpful as they think that the firms do not provide their complete support to their customers. They think here again the firms prioritize according the budget of any project and hence they are not equally competent in all the projects they handle. Only 13.3 % think that the firms are not at all helpful as some of them do not deal with the projects the way they should and sometimes they do not provide their customers with the necessary information regarding a project and they are less likely to response promptly.

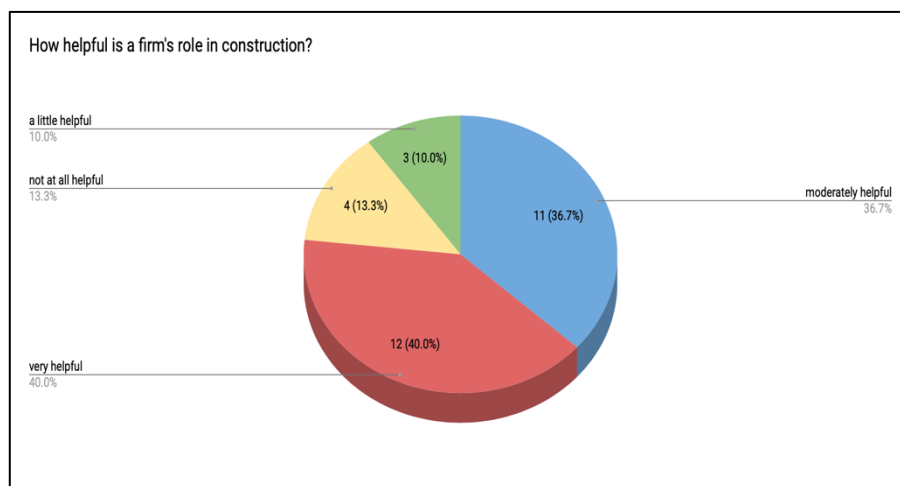


Figure 3: How helpful is a firm's role in construction?

In order to have a clearer understanding on the customers' perception on the overall industry among all the other questions they were also being asked about firms making their task easier. 60% of the total participants had a very positive response. And 26.7% that is 8 people was not completely sure about firms making the task easier so they responded "may be". This total percentage (86.7%) also indicates towards a positive response on the firms' role in making their task easier. As reasons for having this positive response they mentioned some very crucial points that seem to be the legitimate reasons. One of the main reasons the respondents stated that they feel as firms are experienced in this particular sector, they are more likely to come up useful and practical solutions. One of the respondents shared his personal experience to demonstrate a firm's helpfulness. According to that individual that particular firm helped him with the faulty design of his project and also provided him with logical explanation and justification. The person stated this as the utmost assistance a firm can ever provide as for him being from a non-engineer background will never be possible to find out the flaws. The individual sincerely accepted that it was the firm that made the task of having a proper design for a project easier. Some of the other individuals also mentioned about their own experiences while doing the interview. That discussions cleared their perception on the firms. Some even mentioned that though they hired a firm a very particular role, firm also provided them advice on the various aspects of a construction project and they believe that those advices helped them to improve the quality of their project both design and materials wise. Only 13.3 % disagreed to the statement. According to them as involving a firm comes up with legal procedures, they feel the procedures and agreement phase between the project owner and a firm is complicated. Under this circumstance, they think that rather making the task easier for them, the legal procedures and involvement of a firm as a third party complicates the whole process.

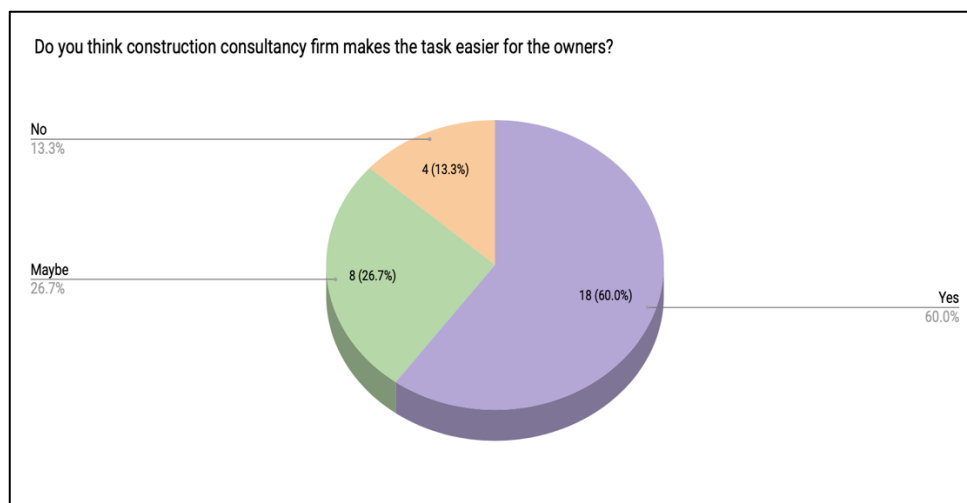


Figure 4: Do you think construction firm makes the task easier for the owners?

After discussing about some aspects, the next question asked was on the efficiency of any firm. Here again the response indicated to a positive direction. Figure:5 works as an evidence to support the statement. Here it is visible that 43.3% respondents gave their opinion that according to them firm is very efficient as they have experience in the sector and handle different projects. 33.3% stated in their response that they see a firm to be moderately efficient. The reason behind this is as a firm tends to handle multiple project at the same time, they might not have enough man power to provide same level of efficiency in every project they are working at the given time. As construction of an infrastructure is not mendable mid-way, these people are less likely to take any risk. 6.7% participants that is 5 out of 30, see a firm with little efficiency. Only 2.6% thinks that a firm is not at all efficient to handle or advice any construction project. The reasons from two of these groups were quite same. For the very first reason they came up with the complaint on the core activity of a firm that is making profit. They think that as firms are doing business to make profit for their further expansion, they might be a little tricky when it comes to suggesting material for any project. They also commented that there are firms that are not generous to their clients and they advise them to buy materials from the dealers they are in good terms with. Sometimes this kind of selfish behavior leads to extra expenditure and it becomes hard to complete a project on due time as

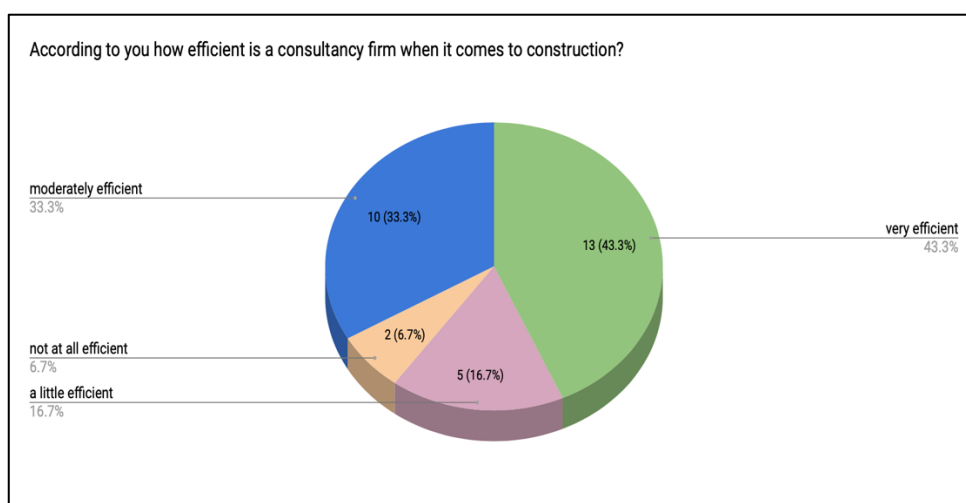


Figure 5: According to you how efficient is a consultancy firm when it comes to construction?

expenditure exceeds the estimated budget for the project. But as the number of these kind of customers were very low, it can be said that the overall response on this question was positive.

The next discussed issue was the reliability in terms of maintaining quality of a project of a firm and our respondents view point on that. A total of 66.7% consider completely and moderately reliable. 9 out of 30 participants; 30% of the total stated that they take a firm as a completely reliable party. While talking about the reasons behind their opinion, they stated some of them. One of the reasons was the legal procedure a company has to follow in order to start operating as a firm. The other most stated reason was they feel that as maintaining goodwill is a prime objective of any business organization, a firm is more likely to maintain quality in order to retain customers and attract new customers through that. 36.7% think that firms are moderately reliable. A firm's profit-oriented mindset is also a primary reason of considering them as moderately reliable. The customers fear that as firm's prime intention is to make profit, they might not give them the promised quality of materials to increase their profit margin. 23.3% considered the firms as little reliable and 10% considered the firm as not at all reliable. These respondents altogether indicated towards the point that to them construction firms have not gained that position to be trusted with a construction project.

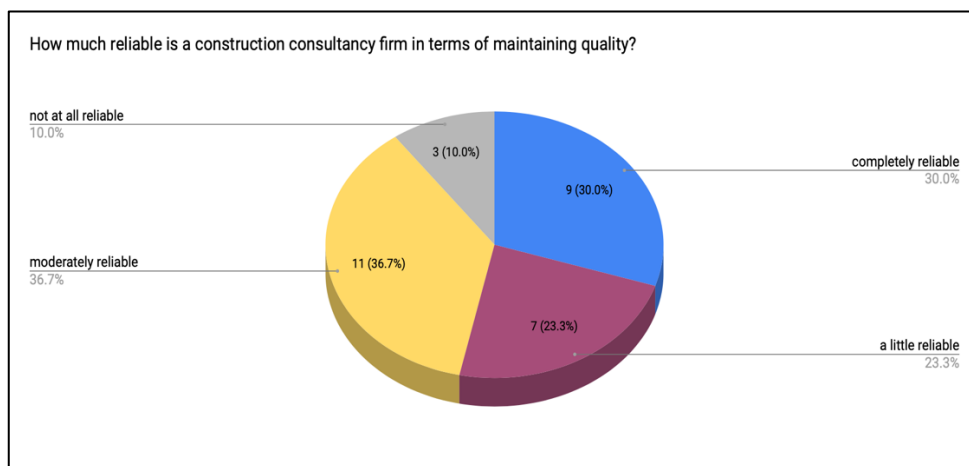


Figure 6: How much reliable is a construction consultancy firm in terms of maintaining quality?

Next the respondents were asked about the importance of a construction consultancy firm in order to ensure a sustainable infrastructure. As an answer to this question, 43.3% choose the

option “important” and 16.7% went with the option “very important”. Here again the total percentage (43.3%+16.7%= 60%) showed a positive indication. While doing the interview the participants got the opportunity to broadly explain their reasons. Both the groups agreed on the fact that as firms are more likely to be up to date with the latest technologies, they feel that consulting with such firm will ensure sustainability of an infrastructure better than any other existing traditional process. Another remarkable reasons they had was they believe as firms always want to have a selling point also known as Unique Selling Point (USP) and as now people are more aware of building a sustainable infrastructure in order to fight against the

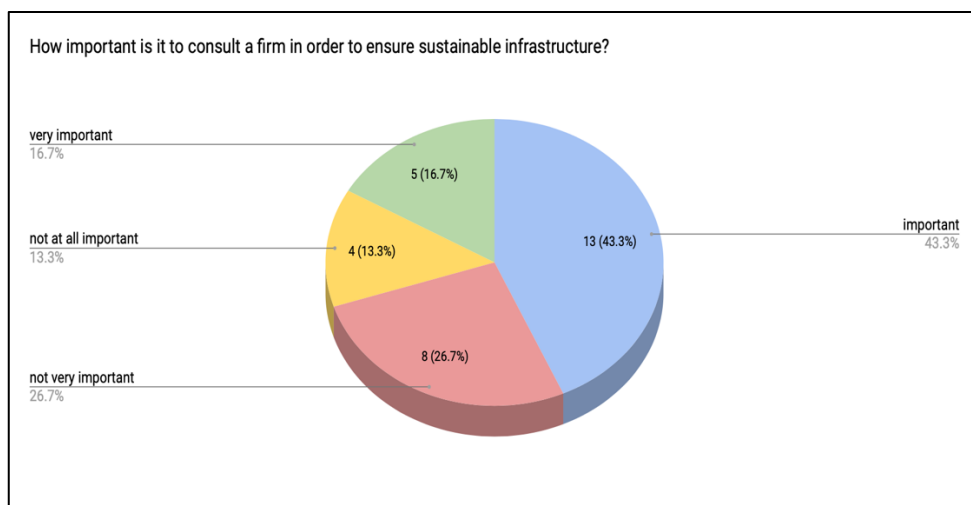


Figure 7: How important is it to consult a firm in order to ensure sustainable infrastructure?

natural calamities, firms always come up with some additional features such sustainable infrastructural design too fight earthquakes etc. As firms nowadays use environment friendly materials and design infrastructure keeping adequate space for ventilation, this is what made them realize a firm’s importance. The rest 40%; 26.7% and 13.3% stated it as not very important and not at all important respectively. They focused on firm’s ability to ensure equal amount of concentration and involvement on every single project. They feel that firm’s will deal the projects according their client’s level of knowledge about latest technologies and also risks associated with having an infrastructure designed in the traditional method. This might sometime lad to severe damage to the residence and other individuals.

After having the discussion and asking questions about the overall industry in general, the participants were particularly asked question related to Deltadesh’s performance and service. In order to know about their perception on this particular firm, they were being asked their opinion on this firm’s level of understanding about their client’s needs. Here again the majority had some really good word of mouth regarding Deltadesh. In total 56.7% marked this firm as one that understand its customers’ needs. Among this 56.7%, 16.7% marked the option ‘extremely well’ and the other 40% marked ‘well’. So, it can be said that majority of their clients see them as a firm that understands its client’s needs and provide their assistance according to that. There was a big portion of customers who said that they feel this firm somewhat understands their needs but not completely. While discussing on this issue some of them said that they could finalize a graph design after meeting for several days only because they were not agreeing on a common ground. They also added that as this firm has been working with some very known and big organizations, they only consider the very latest technology and materials that at times was not possible for them to finance. The rest 10% take this firm as a not so well understanding firm as they feel this firm in their case was most interested in showing their ongoing and previous projects to convince them on their designs. There were individuals as a representative of different organizations who only assigned the task of monitoring their project to this company. But according to the reputation of the firm in the market, they were a little bit disappointed as they felt that the employees were not serious about their work and were not performing their assigned task the way they were expected to. Though the firm apologized for this kind of unexpected incidents and ensure due time completion of the project in the expected way, but this little incident stayed with the customers.

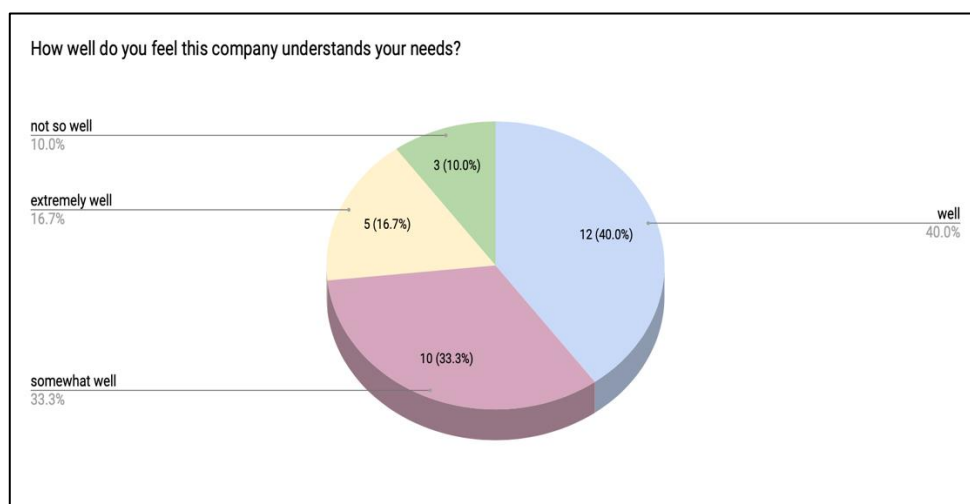


Figure 8: How well do you feel this firm understands your needs?

Then the respondents were asked to rate Deltadesh depending on the quality of service they have received. 46.7% rated them as a high-quality service provider and 13.3% rated them as very high-quality service provider. The firm’s work experience with foreign institutions and Local known organizations helped them to gain this percentage. These participants who rated this firm as a satisfactory service provider had their own reasons to say so. According to them, as the firm had already worked with some very known both locally and worldwide organizations, the firm was successful to provide the same quality of service to them. Though their projects were not always that high budget, at times it was, the firm tried their level best to provide them the best quality of service starting from drafting a design to monitoring the projects with the view to due date completion. They also added that the employees of this firm was very interactive in every step of interaction. Receiving the best quality of service in the field while monitoring the project was one of the main reasons behind rating this firm this good. 33.3% rated this firm as ‘neither high nor low’; moderate service provider. There were individuals who felt that the firm only prioritized projects from high profile clients and invest their best talent and focus on those. Though this group of people admitted that the firm was also interactive with this them but that did not completely match their expectations. 6.7% feels this firm provided them low quality service as with their projects they faced miscommunication and mismanagement in some cases. They also added that when they needed someone responsible to share their issue regarding their project, the firm did not respond the way they were expected to. This made this group feel disappointed with the service they were being provided.

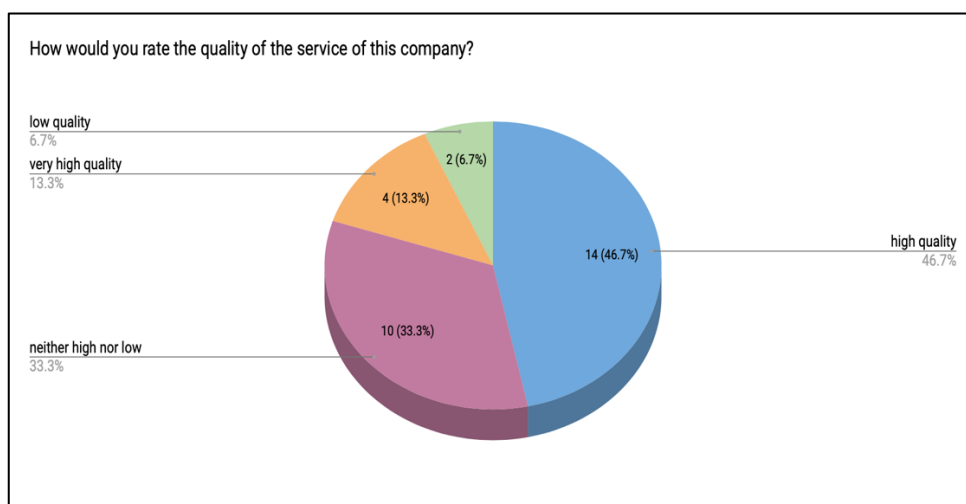


Figure 9: How would you rate the quality of the service of this company?



Next the participants were asked whether they are satisfied or dissatisfied with the service provided by the firm. 43.3% said that they were satisfied and 10% were very satisfied with the service from Deltadesh. These percentages call for a total of 53.3%. This group of satisfied customers were very happy sharing their experience while doing the survey followed by a discussion. Designing projects with the insight of modern architecture, ensuring and suitable design for projects while keeping in mind the type of organization they are working for, providing eco-friendly systems that would the inside environment calm and fresh, were some of the reasons they shared. These respondents feel as Deltadesh listened to them with utmost sincerity, they were provided with the designed they envisioned for their project. For them looking at the design at the first time was just as same as they dreamt of and it felt that Deltadesh just drew them in pen and paper. 40% of the total participants, 12 out of 30 were neutral in their opinion. As they felt like in some cases the firm was not able to live up to their expectation, and in other cases they did so they preferred to be neutral. The areas they felt Deltadesh lived up to was similar with the previous group. But some of the areas they were not really satisfied were: not getting prompt reply from the firm’s responsible officials or representative, inefficient monitoring in the field, not having a dedicated official that knows about their project in and out. The other 6.7% went with the option ‘dissatisfied’ as they felt that the firm was not sincere enough with their project and delayed with every deadline.

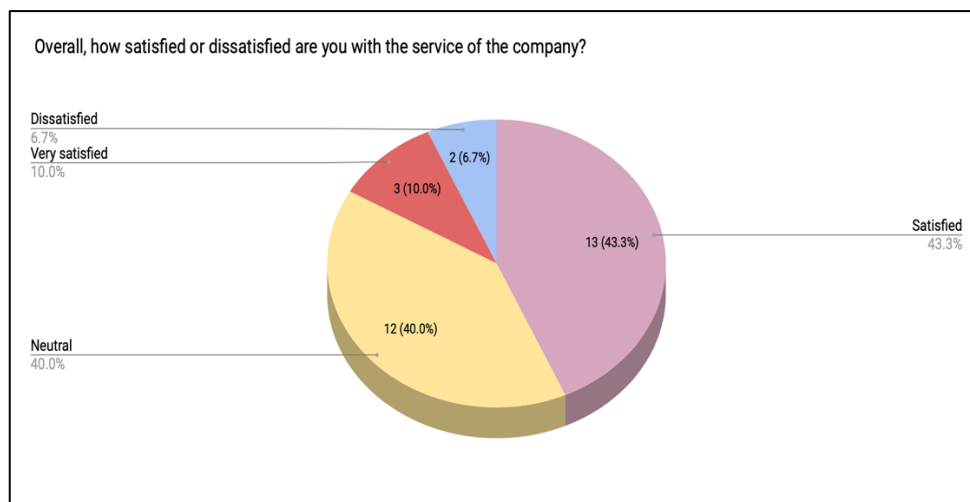


Figure 10: Overall, how satisfied or dissatisfied are you with the service of the company?

After knowing the level of our participants' satisfaction and dissatisfaction, they were being asked about their likeliness to recommend Deltadesh to their friends or colleagues. 43.3% said that they are very likely to recommend this firm as while working with the firm they felt that Deltadesh is a firm that is well aware of the modern architecture and systems that need to be in a building to keep it environmentally stable and fight against natural calamities. The respondents said that they are very likely to recommend Deltadesh as they cannot think of any other alternatives in this. Some even said that their projects have come out unexpectedly well that is over their expectation and imagination level just because Deltadesh had the complete authority of the projects from the very beginning to the end. 30% were neutral in their opinion because as they were not completely satisfied with each and every aspect, they do not want to

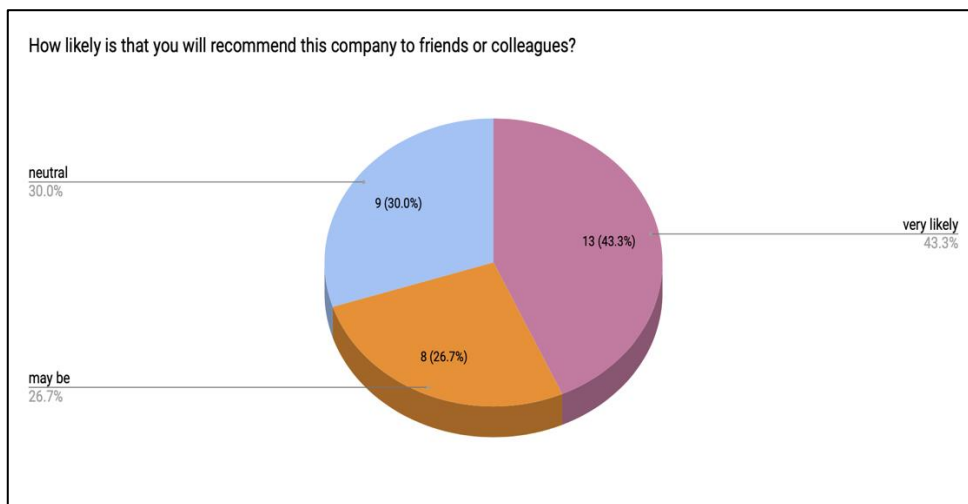


Figure 11: How likely is that you will recommend this company to friends or colleagues?

be held responsible for any mishaps with their friends and colleagues. 26.7% answered 'may be' and as reasons they said as infrastructures are built for a long time and it is really necessary to have a strong one, they are no sure about recommending this firm to anyone. As everyone's preferences and expectations are different, they felt that without being absolutely sure that this firm is capable to deal with every kind of projects and capable of providing same service to its each and every customer, they will not be recommending it to every one they one. If only they feel Deltadesh is capable of handling the project, they will recommend otherwise not.

To understand the respondents' perception on the overall industry, they were asked to give their opinion on the availability of such firms. In figure: 12 represents the result of the question asked. 66.7% thinks that there are not enough firms in this industry though it is an industry with high possibilities. They also said that as there are only a few firms successfully operating in this industry, the existing firms are leading the market the way they want. They feared that these few firms will take the advantage of being successful and bargaining power of buyers will be low. As a result, customers will have to abide by the firms and that can make the firms realize of being the driver of the industry. Some of them even added that they feel as the number is low there is not enough scope to compare the firms in terms of service and pricing, this makes difficult for them to do justice to their dream projects and budget. 23.3 % stated that they feel the existing number of firms are enough as the availability of more firms will create a competitive market and at times there can be price war. To fight against the price war, firms

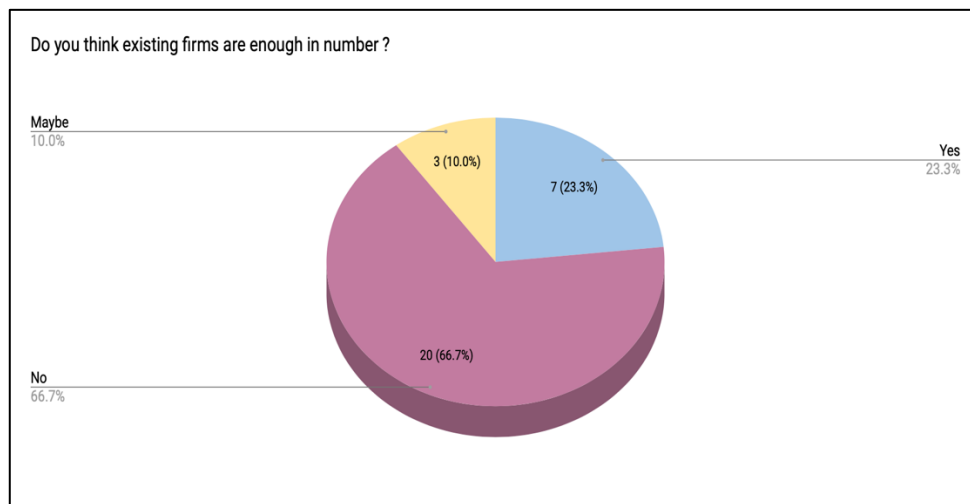


Figure 12: Do you think existing firms are enough in number?

might reprise their own pricing by providing low quality materials to the customers and maintaining their profit margin. They feel that to maintain their profit margin firms can be offering low quality materials for a project and they can be less sincere even with the drafting of a project design. This group of respondents is a strong believer of affording good quality service even if it comes with higher pricing. This kind of activity will danger many lives and may create an opportunity for future collisions. To ensure high quality service, they feel the lower the number of firms the better the service offered. 10% of the participants went with the option 'may be'. The reasons were: some of the felt more firms will make it easier for them to compare and choose the suitable one but at the same time they were also worried about the

negative aspects the increased number will bring in. they were also concerned about the competition among firms and their strategies to combat that. Keeping both of the aspects; positive and negative, they were not clear with their view and decided to neither go with 'yes' nor 'no'. Overall, it shows that the customers are interested to have more firms in this industry as they perceive this as a growing industry. According to the majority of the respondents, they will appreciate the presence of more firms and this indicates a great opportunity for existing firms to grow and expand and new firms to enter the market with their own unique offerings.

## Findings

After interviewing different individuals as the representative of different local and foreign organizations, who have already been a customer or is an existing customer of Deltadesh, I have found out some aspects that needs to be highlighted of both for Deltadesh and the overall industry. Those are:

- ◆ This is a growing industry as many of the customers perceive the number of existing firms as not enough. The scope for new entrants is higher as the customers themselves feel the need of more firms and it also provides opportunity to the existing firms like Deltadesh to expand their operation.
- ◆ As majority of the participants said that they are likely to choose a construction consultancy firm, it makes it evident that firms in this industry has potential customers who are willing to avail their services. The firms only need to make sure that they provide their customers quality service that satisfies their expectations.
- ◆ Though most of the customers perceive the role of a construction firm helpful, it varies from firms to firms depending on their service and interaction. Overall the perception on the entire industry is moderate but it can be diverted to a positive direction by taking appropriate measures.
- ◆ Most of the respondents feel that constructions firm makes their task easier when it comes to designing their projects or calling for tender and selecting suitable organization for the work. So existing firms can also work on this area to ensure that they provide necessary assistance to the projects they are in control of.

- ◆ There was a majority of customers who think the role of a construction firm is irreplaceable when it comes to having a sustainable infrastructure. From their opinion it is quite clear that existing construction firms have set a standard and trend of providing modern designs to their customers while keeping the sustainability of the infrastructure.
  
- ◆ In terms of efficiency, a big portion of respondents considered construction project management consultancy firms as efficient. The firms become eligible in the criteria as they efficiently manage the projects alongside their work-force. Their efficiency in order to design a project considering the location as also one of the reasons of being perceived as efficient.
  
- ◆ As for Deltadesh, most of its customer perceive their service of a good quality and they are also satisfied with the service of this firm. This indicates that as a construction project management consultancy firm Deltadesh has immense opportunities to grow.
  
- ◆ A fair share of the respondents was satisfied with the service provided by the firm, Deltadesh. This satisfaction level of the customers indicates that Deltadesh has got potential customers who spreads positive word of mouth and this can be their advantage to attract new customers.

## Recommendations

After analyzing the highlighted areas or aspects of both the industry and Deltadesh individually, there are some area that needs to be taken care of in order to help the industry and the firms flourish. Those are:

- ◆ Individuals with potential and vision of making this city as well as the country look more organized and have interest in coming together as a firm can be influenced and encouraged as new entrants. The immense possibilities of this industry can be beneficial both for the industry and country as well.
- ◆ Existing and new firms should be encouraged to provide same quality of service to all the customers irrespective of their budget and customer profile. This encouragement will help the firms to grab the market soon and turn this city in to a planned city.
- ◆ By providing appropriate and needed assistance to the customers the firms are more likely to have an influence on the customers who till now do not always rather sometimes in some cases rarely go the firms for each and every project.
- ◆ Firms can have strong presence in the industry with their ensured service of best quality and providing assistance to their customers at their doorstep. This presence in the industry as well as to their exiting customers will help them to grab more customers hence more revenue and chance to expand their business.

- ◆ For Deltadesh to increase their customers' satisfaction level, they can work on areas like looking into each and every areas of a project and instructing their employees to be more careful and sincere with their service so that they can minimize the number of not so satisfied customers.



## Conclusion

Being a growing construction project management consultancy firm, Deltadesh has its unique way of working with every project and dealing with their potential customers. This uniqueness helped them to collaborate with different organizations of home and abroad and helped them to achieve goodwill in the industry. As an intern of Deltadesh, I came across different aspects of construction industry and about the essentials firms need to take care of in order to sustain in the industry successfully. Alongside with my theoretical knowledge on marketing and market research got the insight of practical market scenario. As Deltadesh is a service-based firm, it also helped me to understand how does a service centric firm operate in a competitive environment. Direct interaction with the individual from different big organizations helped me to learn to deal with the real customers and interpret their words. The three-month long internship also helped me to learn about this very critical industry of construction though being a business background student. After spending this long in this firm, I understood that this firm is making a great impact in making this service centric industry prominent to the customers that are related to construction. Encouragement to this industry and firms like Deltadesh will for sure play a vital role in order to make this city a bit planned and turn into a livable place to this and future generation. As Dhaka is a city that is getting populated by every going moment, if existence of this firms are highlighted, more people will go to them for a structured plan for their projects leaving enough space for allowing fresh air to come in or having a green terrace, it will help to make the environment less polluted. Overall, the development and growth of this industry and existing firms are directly connected to us and hence to make our environment and city more planned, organized and less polluted, this industry is indeed necessary.

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## Appendix

1. Do you think consulting with any construction consultancy firm increases the possibility of having a well-organized construction project?

- yes
- no

2. How likely are you to choose a construction consultancy firm?

- never
- rarely
- sometimes
- always

3. How helpful is a firm's role in construction?

- not at all helpful
- a little helpful
- moderately helpful
- very helpful

4. Do you think construction consultancy firm makes the task easier for the owners?

- Yes
- No
- Maybe

5. according to you how efficient is a consultancy firm when it comes to construction?

- not at all efficient
- a little efficient
- moderately efficient
- very efficient

6. How much reliable is a construction consultancy firm in terms of maintaining quality?

- not at all reliable
- a little reliable
- moderately reliable
- completely reliable

7. How important is it to consult a firm in order to ensure sustainable infrastructure?

- not at all important
- not very important

- important
- very important

8. How well do you feel this company understands your needs?

- not so well
- somewhat well
- well
- extremely well

9. How would you rate the quality of the service of this company?

- low quality
- neither high nor low
- high quality
- very high quality

10. Overall, how satisfied or dissatisfied are you with the service of the company?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

11. How likely is that you will recommend this company to friends or colleagues?

- not at all likely
- may be
- neutral
- very likely

12. Do you think existing firms are enough in number?

- Yes
- No
- Maybe

