

Report On  
Contentment of clients and customers on the provided services of Fly Far  
International

By

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15304091

An internship report submitted to the Brac Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration

Brac Business School  
Brac University  
May 2023

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Veronika Ahmed**

15304091

**Supervisor's Full Name & Signature:**

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**Raisa Tasneem Zaman**

Senior Lecturer, Brac Business School

Brac University

# Letter of Transmittal

Mrs. Raisa Tasneem Zaman

Senior Lecturer,

Brac Business School

Brac University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Fly Far International”

Dear Madam,

With all due respect, I would like to say that I have finished my internship and am presenting you this report as part of my academic requirements for finishing my degree at Brac University.

I want to express my sincere gratitude for your wonderful assistance during my internship and while I was writing this report. It is an honor and I think I am lucky to have had the chance to complete my internship and submit my report under your direction. This report will include an overview of the company and an in-depth examination of the subject, "Contentment of clients and customers on the provided services of Fly Far International," as well as insight into my position as an intern in the operational department at Fly Far International.

I greatly appreciate your direction and counsel in completing this report. I pray and hope that the report will be up to your expectations.

Sincerely yours,

---

Veronika Ahmed

15304091

BRAC Business School

BRAC University

Date: May 8, 2023

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Fly Far International and the undersigned student at Brac University, Brac Business School.

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Veronika Ahmed

## **Acknowledgement**

My sincerest welcome to my supervisor Raisa Tasnim Zaman, Senior Lecturer, of BRAC University for providing his gentle instruction, proper idea, improvements and guidelines for the accomplishment of my report. Without his support it would have been tough for me to complete the report. I am really grateful to Nusrat Jahan Opi, Founder and Director for giving me the chance to complete my internship program from this travel arrangements industry.. I also like to thank Maimunah Mim Managing Director of Fly Far International, Dhaka for supporting me for 3 months program and gain good experience in this industry. I am also really pleased also for the knowledge that I also acquired during my close association with my colleagues on different sectors and other officials who helped me by sharing their enriched experience during the internship period.

## **Executive Summary**

In 2017, "Fly Far International" began taking baby steps. Its initial inventory was the granting of visas. Later in 2018, we will put all of our attention into processing immigrant and student visas as well as Umrah packages. In addition to our current service, they launched the tour package in the market in 2019. In 2021, it received IATA accreditation as a travel agency. They are working at addressing all traveler needs and offering simple solutions through a single, all-encompassing tourism technology platform.

In this industry, it has become crucial to prioritize customer pleasure in order to meet agency objectives. Customer satisfaction determines whether an organization succeeds or fails. Despite the tourism and travel industries' competitiveness. Although FFI targets a variety of people, pilgrims performing the Hajj and Umrah, students, and tourists make up the majority of its patrons. So, to meet the customers satisfaction Fly Far International must improve their working environment, relationship with their clients, their online services and they must charge a lower service charge for their services.

Keywords: Fly Far International, Tour packages, IATA accredited travel agency, Traveler needs, Tourism technology platform, Customer satisfaction, Improvement

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## Overview of Internship

### 1.1 Student Information:

Name - Veronika Ahmed

ID - 15304091

Program - BBA

Major - Marketing

### 1.2 Internship Information:

#### 1.2.1 Internship period, Company Name, Department, Address

Internship Starting Date - 9th January, 2023

Internship Ending Date - 9th March, 2023

Internship Period - 3 Months

Company Name - Fly Far International

Department/Division - Travel Agency

Address - 1229, Hazi Abdul Latif Mansion, 2nd Floor, Ka-9, Bashundhara Rd, Dhaka

#### 1.2.2 Internship Company Supervisor's Information:

Name - Ashikur Rahman

Position - Brand Manager

Job Scope/ Job Description/ Duties/ Responsibilities - The role of the Brand Manager of Fly Far International is to develop unique brand strategies for the company. He oversees a wide array of business functions including branding, communication channels, product and service development, online and offline promotions, and marketing research.

#### 1.2.3 Internship Outcomes:

As an intern, my contribution to the company - I joined as a Content Writer and Content Creator at Fly Far International for my internship project. As a Content creator, my role was to promote organization's services by developing copy for websites, social media, marketing materials, and other platforms. I used to create both written and verbal media for both private and public consumption. I also used to conduct Research on industry-related topics (combining online sources, interviews and studies), write clear marketing copy to promote the services, proofread and edit blog posts before publication and submit work to editors for input and approval.

Benefits of working with Fly Far International - This internship was my first on site working experience. I used to have 6 working days from 9 am to 7 pm. The office has a flexible professional environment which makes long working hours more fun and enjoyable. However, by working as a content writer and creator, I have developed professional writing skills, good vision, and strong vocabulary. It also solved my time management issue and turned me into a multitasker.

Problems/ Difficulties faced during the internship period - The only problem is that the location of Fly Far International is far away from my home. It took 1 and a half hours or two just to reach the office in the morning and the evening situation was much more difficult because of the traffic jam. Also, as I traveled alone, security is a huge issue as well.

Recommendations (to the company on future internships) -

- Be selective
- Be supportive in the office (and beyond)
- Hold them accountable
- Play up the culture
- Offer flexible work options
- Create an intern-specific referral program
- Schedule regular check-ins
- Conduct exit interviews

## **Organization part**

### **2.1 Introduction:**

"Fly Far International" started its small steps back in 2017. Its initial inventory was visa processing. Later in 2018, we concentrate fully on air ticketing, immigrant and student visa processing, and Umrah packages. In 2019, they introduced the tour package in the market along with our existing service. In 2020, when COVID pandemic spread rapidly, they also offered travel/tourism courses to educate the manpower to fuel our tourism industry. In 2021, it became proud members of ATAB (Association of Travel Agents of Bangladesh), TOAB (Tour Operators Association of Bangladesh). It became an IATA accredited travel agency in 2021. They are forwarding towards meeting all tourism needs and providing smooth solutions under one complete tourism-tech platform. We are hopeful that by using our platform both customers and trade partners can find all their solutions. They are planning to enrich the tourism sector through maximum usage of technology and to represent our country's tourism worldwide with pride.

### **2.2 Overview of the company:**

Fly Far International Travel Ltd is a full-service travel agency that caters to customers that need their outward and inbound travel & tourism needs to be organized in a professional, accommodating, and effective manner for both business and pleasure travel. It was established in 2019 as a private firm and has since evolved to become a dominant organization in the area and a significant player in the global tourist industry. Our platform is specifically made for both B2B agencies and passengers from all over the world. Our group's goal is to bring together all avid travelers. And be assured that Fly Far International constantly strives to give its services a higher than 100% effort.

### **2.3 Management Practices:**

Human resource policies are established to support administrative functions, performance management, employee relations and resource planning in an organization. These are among the important tools that play significant and crucial role in job satisfaction as well as motivation of the employees. HR policies must be effective and enforceable with approval from both management and employees. Each organization develops its HR policies in alignment with the organization's goals, mission, priorities and objectives. The Human Resource Department (HRD) of FFI was established with a goal to maximize job satisfaction, enhance transparency and ensure

procedural justice for all employees. As the business unit of BRAC one of the largest development organizations in the world, It has well developed HR policies. It has a Human Resource department consisting of qualified, potential and committed staff is committed to attain the organization's goal and to operate effectively. The purpose of Human Resource Division is to provide extensive effort to ensure that the staffs are properly appraised and also to provide with due services and entitlements in time. Moreover the aim of HRD is to ensure a working environment where the staff are nurtured and considered as absolute resources. To this end, HRD is committed to guarantee the assignment of right people in the right place at the right time, to flourish human potentials and provide a decent work atmosphere. This report has been prepared to focus on the Human Resource Policies and Procedure of it. However it will be highly difficult to cover all the side of the Human Resource practice within the short purview of this report. For this reason this report focuses on job satisfaction, recruitment and selection process, employee motivation, performance appraisal, training program and overall HR policy of FFI.

**2.3.1 Recruitment:** Fly Far International has its own in-house recruitment and selection team for carrying out whole recruitment and selection process. It has separate Training and Development Department that also plays a crucial role in the selection process. The aim of the policy and procedures is to support the recruitment and selection of employees having the necessary abilities, skills, qualification and competencies to contribute effectively FFI. Job advertisement on different media is a important medium to get external candidates.

Recruitment process for staffs:

- Requisition is received from departments.
- Conducting HR planning and forecasting to estimates the number of personnel need to be recruited.
- Preparing advertisement & posting on appropriate source.
- Receiving CVs from the applicants, screening and sorting.

- Planning and determining date and type of examination. For the post of Sales Associates only interview is conducted. Based on job requirements computer, practical and other necessary test are conducted for regular and other stuffs.
- Contacting selected applicants for examination by email or telephone
- Finding out the requirements of invigilators and interview board members and contacting concerned programs. Preparing invigilators & interview board members list.
- Preparing instruction sheet for written test, interview and pre service training. Preparation questions and answer scripts.
- Preparing pre service training schedule for Sales Associates candidate selected from interview and calculating anticipated number of primarily selected candidates for pre service training.
- Deploying selected candidates for service. Probation period in FFI 1 year for regular staff. The employees are closely monitored by the manager or respective supervisor during probation 9 period to keep record of their performance and provide feedback and score in the Performance Appraisal in response to the performance indicators. It ensures Equal Employment Opportunity (EEO) for employee during recruitment of recruit employee

Compliance and Separation Management: Human resources compliance is essential for an organization to be successful in today's legal environment. FFI treat HR compliance a process for defining both individual and group behaviors to ensure the laws and HR policies are followed appropriately.

Core functions of compliance management of FFI are:

- Ensuring labor law and human resources policies and procedures apply equally to all employees, and are applied fairly and consistently throughout organization.
- Designing and implementing an appropriate disciplinary program for employee misconduct. • Encouraging internal reporting and responses to complaints.

Conducting investigation. Separation Management is one of the core units of Human Resources Division of FFI. Its main responsibilities are:

- Ensuring that an employee who quits the company is exited in a structured and orderly manner.
- Reviewing and approving termination for failure to improve attendance, conduct or performance or due to serious misconduct.
- Managing, reviewing and authorizing the process of employee separation and dismissal due to resignation, retirement, and redundancy.
- Conducting exit interview.
- Ensuring the final payment of FFI staff, who resign, and are terminated, retired, redundant and dismissed. Performance Appraisal: Performance management is the continuous process that identify, measure and develop the performance with the organizations goals rewards and recognition The primary objective of performance appraisal is to evaluate the actual performance of the employees compare to standard of performance. Every organization needs a system appraise its employees performance. Good performance should be reinforced where corrective action should be taken for undesirable performance.

The basic objectives of performance appraisal are:

- Identifying the right employees who have the potentiality to meet the expectations.
- To reduce absurd compensation costs which incurred with the employees who never meet the expectations.
- Identifying the training and development needs.
- Strategizing employees' and organizations goals.
- Enhancing employees effort so that their performances can strengthen.
- Establishing a proper feedback process through communications between employees and their subordinates.
- Assessing employees' performance with a view to obtaining organization's strategic goals. The reason for having the performance appraisal system is to evaluate them from different aspects and find out employees' strengths and weakness and provide them the opportunity to improve

them in order to perform more effectively . The time period for performance appraisal is one year which starts from the January and ends at December of that year. The performance appraisal system contains different aspects of be the criteria of evaluation, it includes different element according the job level, and the contents. Before appraising performance managers are briefed by HR department to make them understand certain concepts in performance management and appraisal. There are several basic techniques managers use for appraising performance. In terms of specific techniques, the graphic rating scale lists a number of traits and a range of performance for each. For many supervisors it can be difficult to administrate performance appraisals and it is important to understand the methods of dealing performance appraisal problems. The supervisors need to keep several points in mind during the appraisal interview. Preparation is essential, manager shoulder be careful so that objective works do not get personal, encouraging employees to talk and get agreement on how thing will be improved.

#### **2.4 Marketing Practices:**

FFI are committed to give their best to ensure our better experience. Our best tour experience is their priority. We made it easy for user to search and buy ticket as per their requirements. While planning packages they focused on covering maximum areas while keeping it affordable. Concerning us money transaction and trip security, They are the trusted travel brand. They are IATA registered online travel and air ticket agency.



FFI provide 24/7 online and offline services at office or in E-mail or by Faebook. Also they are active on their hotline.

## **2.5 Financial Performance and accounting Practices:**

Due to confidential status FFI did not share me their financial report and accountant data.

## **2.6 Operation Management and information system Practices:**

FFI operations management applies sophisticated methods to solving business problems related to designing, planning, controlling and improving operations, logistics and supply chain management processes. New information technologies to support them are continually evolving. Meanwhile, information systems focuses on bridging the divide between computer science and business management, incorporating a range of approaches for designing and applying information technology solutions to FFI.

## **2.7 Competitive Analysis:**

SWOT Analysis

1. Strength:
  - Skill Manpower
  - Lower production cost
  - Safety work environment
  - Production networking all over the country
  - Efficient Management
2. Weakness:
  - Sometimes improper sourcing
  - Product not delivered timely
  - Office Incapability
3. Opportunities:
  - Increasing customers willingness towards tour
  - Developing
  - Local events
  - Seasonal Discount
4. Threats:
  - FFI are shifting for more income in some cases
  - Material in availability



➤ Increasing costing price

## **2.8 Conclusions:**

Customer satisfaction has become important issues in this sector to achieve goals of the agency. The success or failure of every organization depends on customer satisfaction. Despite competition among travelling and tourism industry. FFI targeted customers varies, but their most of the customer or clients are Hajj and Umrah participants, students and tourist. Though the Fly Far International has lack behind in many sectors such as online service but still people are investing and taking their help because of its good reputation. So their online services should be improved and staffs should be more cooperative with their work. This report shows what FFI is serving to their customers and what is the response of customers on the service provided by them. Tourism industry and also travel agency plays an important part in the economy of developing country like Bangladesh. Basically the services of private agency are better than state-owned agency. Because in case of reputation, reliability, service charge, and deposit schemes are better than state owned. Their marketing policy, operational management, information sharing service, quick service makes them a good competitive in this industry.

## **2.9 Recommendations:**

The recommendations of this study are organized in the following fashion:

- Accessibility of their resources
- Accommodation service should be increased
- The needs of tourists with disabilities should be keep in mind
- Transportation should be increased.
- Travel agents and tour operators need more skill and training.
- Give priority to Tourists with disabilities
- Organization and authorities should be aware of any issues.

### **3.1 Introduction**

"Fly Far International" started its small steps back in 2017. Its initial inventory was visa processing. Later in 2018, we concentrate fully on air ticketing, immigrant and student visa processing, and Umrah packages. In 2019, they introduced the tour package in the market along with our existing service. In 2020, when COVID pandemic spread rapidly, they also offered travel/tourism courses to educate the manpower to fuel our tourism industry. In 2021, it became proud members of ATAB (Association of Travel Agents of Bangladesh), TOAB (Tour Operators Association of Bangladesh). It became an IATA accredited travel agency in 2021. They are forwarding towards meeting all tourism needs and providing smooth solutions under one complete tourism-tech platform. We are hopeful that by using our platform both customers and trade partners can find all their solutions. They are planning to enrich the tourism sector through maximum usage of technology and to represent our country's tourism worldwide with pride. Fly Far International Travel Ltd is a full-service travel agency that caters to customers that need their outward and inbound travel & tourism needs to be organized in a professional, accommodating, and effective manner for both business and pleasure travel. It was established in 2019 as a private firm and has since evolved to become a dominant organization in the area and a significant player in the global tourist industry. Our platform is specifically made for both B2B agencies and passengers from all over the world. Our group's goal is to bring together all avid travelers. And be assured that Fly Far International constantly strives to give its services a higher than 100% effort.

#### **Service offered by organizations:**

- International and Domestic Airline Tickets
- International and Domestic Travel Packages
- Visa Processing
- Student Visa Processing
- Hotel and Resort Reservation
- Corporate and Group Travel Arrangements

- Customize Itineraries
- Hajj(Umrah) Packages
- Travel Consultation

**Specialities:**

- Tour,
- Travel,
- Travel Agency,
- Ticketing ,Package Tour,
- Domestic Flight,
- International Flight,
- Flight Book,
- Flight Date Shift,
- Visa Processing, Visa,
- Hotel and Resort Reservation

### **3.1.1 Literature Review**

According to (Hartl et al., 2006) consumer behavior is unpredictable because of how sophisticated and discriminating their preferences have become. Their requirements for facilities, processes, and sensorial properties became more diverse. Consumption habits are greatly influenced by culture. First, there is the subculture, and second, there is the social class.

(Asif Perwej, 2019) depicted Customer expectations and perceptions of service quality are influenced by necessity and word of mouth, which affects both overall customer satisfaction and dissatisfaction. A customer is motivated to purchase by a need, whereas word of mouth has the power to alter the customer's perception and expectations of the service. Negative service performance the strongest determinant of whether a customer will continue (repurchase intention) or end (switch intention) their relationship with a particular service provider is word of mouth.

(Guido G, 2015) Customer satisfaction is characterized as a post-purchase psychological state that expresses an assessment of the product/service's usage experience. Therefore, it depends on how much and in what direction there is a difference between the perception of performance and the benchmark for comparison.

(Hill, Roche & Allen 2007) Customer retention, product repurchase, and customer satisfaction are all critical elements of a business strategy. Companies should sell ideas and methods after completing all required paperwork in order to maximize customer satisfaction.

(Hill, Brierley & MacDougall 2003) Customers frequently seek value in the overall experience, which necessitates internal coordination between the departments in charge of the various components of the offering, such as the primary product (goods or services), delivery of the primary product, documentation of the primary product, etc. Additionally, in terms of profitability and productivity only operations that benefit customers should be performed, according to some perspectives. As a result, businesses now need to know their customers much better than they previously did. To get the customer's feedback, the business must first be able to establish trust with the client. This is an example of how a customer-focused product or service could be created.

### **3.1.2 Objective of study:**

Main objective is to gather primary data of the clients review based on the services provided by Fly Far International.

Specific Objectives

1. Knowing our client base and target customers.
2. Gather all of the customer reviews as this organization collects their clients reviews and stores them.
3. Researching and learning new ways of increasing client satisfaction.

### **3.1.3 Significance of the Study:**

Tour agencies can take care of all our travel arrangements as well, such as visa processing, hotel bookings, transportation to the airport, and in some cases, travel insurance. The appeal (and benefit) of dealing with tour agencies is the convenience of travelling: everything's already pre-arranged for us. Aside from addressing safety concerns, tour operators know the recipe for a memorable and satisfying tour. They're every tourist best bet when it comes to must-see tourist spots and proper etiquette when exploring a certain country. The peace of mind that tour agencies give, also allows tourists the chance to completely immerse themselves in a foreign land and discover new experiences. Here some supportive reason fly far international provide to the customer such -

#### **I. Expert Guidance**

Nobody can do travel analysis better than travel agency as they have experts who have proper education and training. Experience and knowledge developed over years make them best at all that they do. They can provide *expert suggestions* and warnings on their personal experience to supervise customer desire vacation.

#### **II. Time Saving**

Avoid headaches and let customer travel agent manages all they needs. Many leisure travelers now feel they don't have much time to travel. Spending hours of time on the internet and aspect attractions for their perfect travel can take a lot of days. Travel agencies can do research and plan their whole vacation

#### **III. Convenience**

Travel agencies are one stop solution for travel needs, they can handle every feature of vacation - from flights, hotels to sightseeing, car rentals and other activities. They can coordinate and discuss travel details to eliminate travel tragedies.

#### **IV. Value**

Travel agencies have extended connections with travel suppliers globally and have access to exclusive deals. They can negotiate best deals for their clients in order to provide them with the best value. They also provide an array of choices relying on the spending plan.

#### **V. Personalized Service**

Travel agency/agents work for clients, not for travel suppliers. If clients encounter any issues or changes in the plan while travelling, the internet is not going to help them, but travel agent is there to listen and guide them.

#### **VI. Pay Almost Same**

The best advantage of booking with travel agents is that might save a lot of money. They generally have tie-ups with hotels, airlines, which can offer a variety of discounts or special rates which cannot access.

#### **VII. Right Documents**

In international travel, people are often confused with the visa process and documentation. Travel agents also make sure applicant *is well informed* about documents required and guide them through the procedure in order to acquire a visa.

### **3.2 Methodology and Data Collection process**

#### **3.2.1 Selection of the Topic:**

The topic of the study was suggested by the respected supervisor. While taking the topic necessary recommendations and suggestions were provided by the supervisor to make this internship report a well-organized and perfect one.

#### **3.2.2 Methodology:**

For the current study, descriptive researches have been conducted. Because the primary objective of the study is to present marketing policies and strategies to fulfill clients and customers satisfaction of Fly Far International.

### **3.2.3 Data Collection Method:**

Data have collected from both Primary & Secondary sources.

Primary Source: Personal interviewing with marketing manager and Branch manager. Customers with questionnaire Survey.

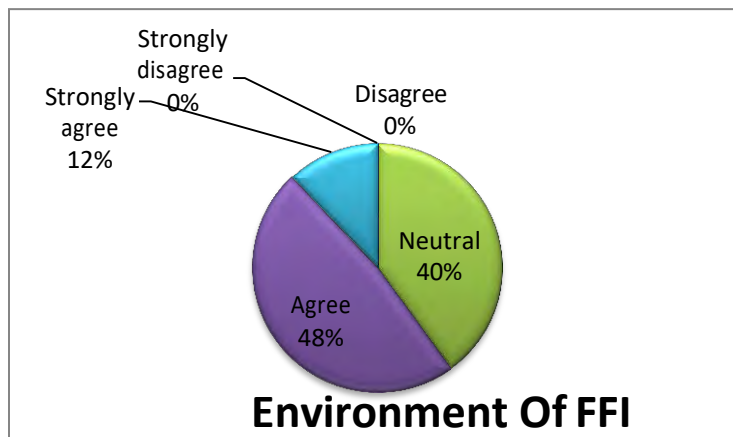
Secondary Source:

- Research report
- Articles,
- Website,
- Facebook page etc

### 3.3 Findings and Analysis:

#### 3.3.1 Environment of FFI:

| Environment of FFI | Result |
|--------------------|--------|
| Strongly disagree  | 0      |
| Disagree           | 0      |
| Neutral            | 10     |
| Agree              | 12     |
| Strongly agree     | 3      |



Analysis:

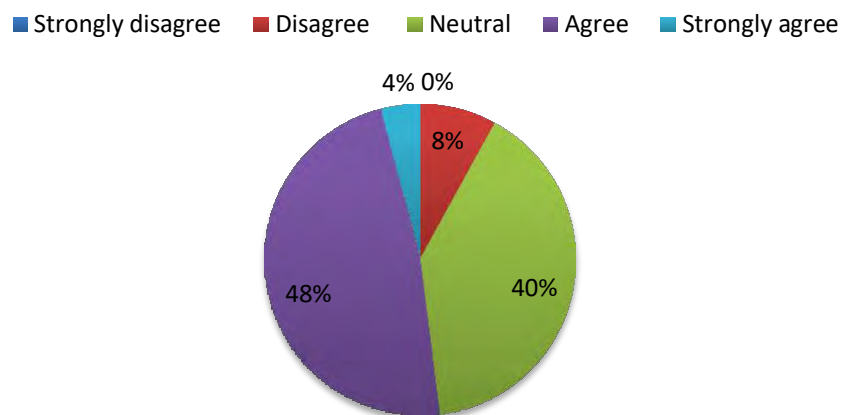
From the above table and graph, it very well may be said that lone 12 % of respondents firmly consented to this reality and 48% concurred. In the interim, the quantity of respondents who emphatically differ to this reality is 0%. And 40% of respondents kept themselves in the unbiased side.



### 3.3.2 Helpful Staffs and Employees of FFI:

| Helpful Staffs and Employees of FFI: | Result |
|--------------------------------------|--------|
| Strongly disagree                    | 0      |
| Disagree                             | 2      |
| Neutral                              | 10     |
| Agree                                | 12     |
| Strongly agree                       | 1      |

#### Helpful Staffs and Employees of FFI



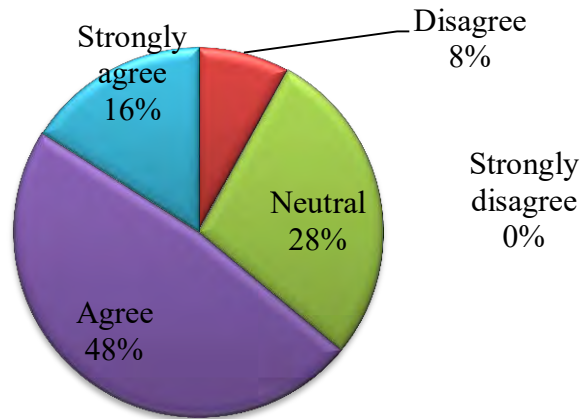
#### Analysis:

From the above table and diagram, we can say that lone 4% of respondents are unequivocally consented to this reality and 48% concurred. The number of respondents 8% who unequivocally and 0% differ and furthermore 40% respondent kept themselves in the fair-minded side.

### 3.3.3 Relationship with customers of FFI:

| Relationships with customers of FFI | Result |
|-------------------------------------|--------|
| Strongly disagree                   | 0      |
| Disagree                            | 2      |
| Neutral                             | 7      |
| Agree                               | 12     |
| Strongly agree                      | 4      |

**Relationships with customers of FFI**

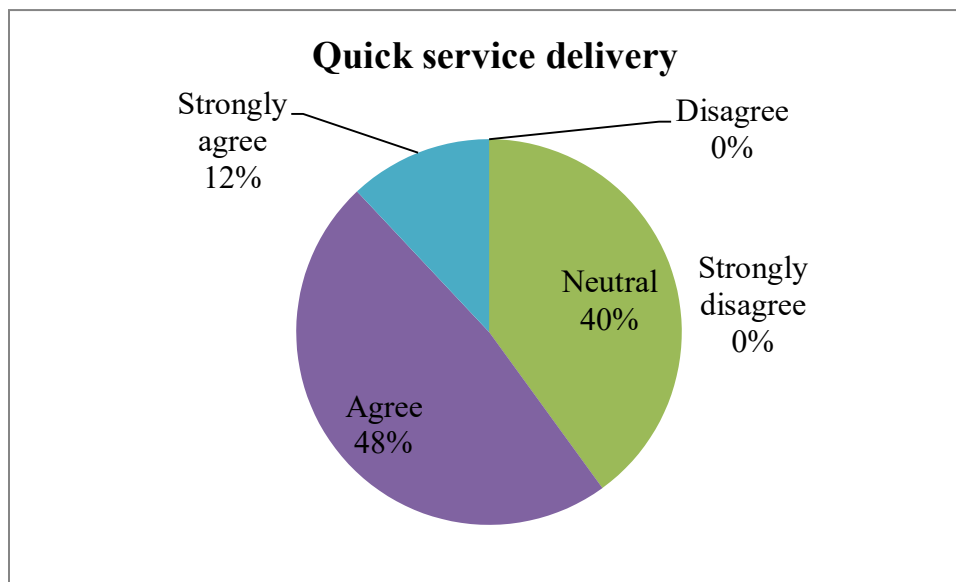


Analysis:

Relationship with customers is the essential task of every organization. In response the question the above figure said that 64% of customer are gave positive reply whereas 48% respondents are agreed and 16% strongly agreed to this fact. The number of respondent 8% who have expressed disagreed to this fact and 28% respondents kept them in neutral side.

### 3.3.4 Quick service delivery:

| Quick service delivery | Result |
|------------------------|--------|
| Strongly disagree      | 0      |
| Disagree               | 0      |
| Neutral                | 10     |
| Agree                  | 12     |
| Strongly agree         | 3      |

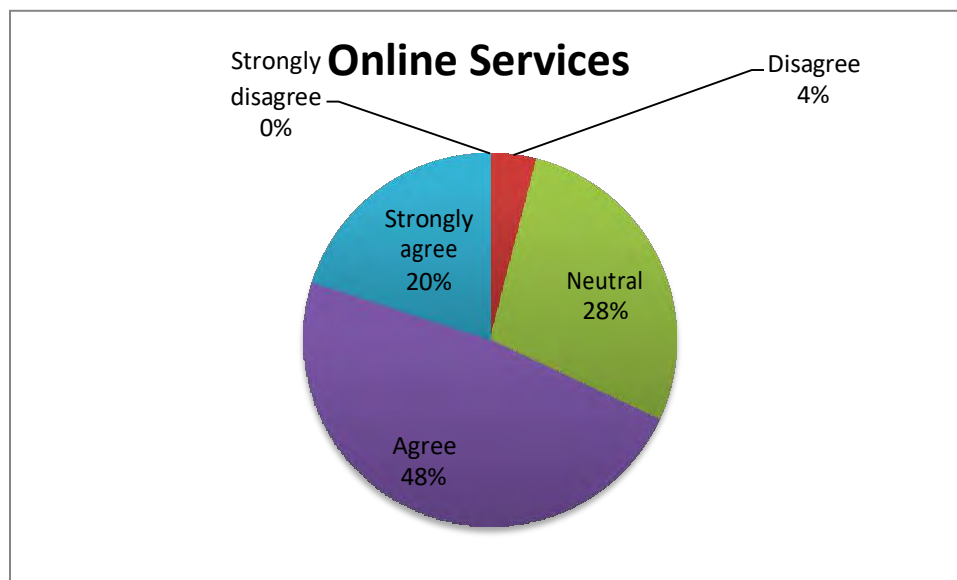


Analysis:

From the above table and graph, it very well may be said that lone 12 % of respondents firmly consented to this reality and 48% concurred. In the interim, the quantity of respondents who emphatically differ to this reality is 0%. And 40% of respondents kept themselves in the unbiased side.

### 3.3.5 Online Services:

| Online Services   | Result |
|-------------------|--------|
| Strongly disagree | 0      |
| Disagree          | 1      |
| Neutral           | 7      |
| Agree             | 12     |
| Strongly agree    | 5      |

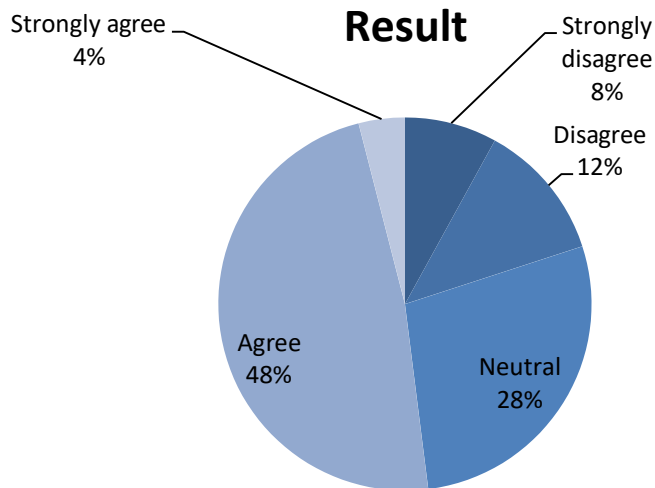


#### Analysis:

From the above table and chart we can say that only 20% respondent strongly agreed with online service of FFI, 48% respondents are agreed, 0% respondents are strongly disagreed to this fact. Here 4% respondents are said that they are disagreed to this point and 28% respondents are kept themselves in neutral side.

### 3.3.5 Low service charge:

| low service charge | Result |
|--------------------|--------|
| Strongly disagree  | 2      |
| Disagree           | 3      |
| Neutral            | 7      |
| Agree              | 12     |
| Strongly agree     | 1      |



#### Analysis:

The above table state that only 4% respondent is strongly agreed about this point, 48% respondents are agreed. On the other hand, 8% respondents are strongly disagreed to this fact. Also 12% respondents are said that they are disagreed with low service charge and 28% respondents are kept themselves in neutral side.

### **3.4 Summary and Conclusion:**

Customer satisfaction has become important issues in this sector to achieve goals of the agency. The success or failure of every organization depends on customer satisfaction. Despite competition among travelling and tourism industry. FFI targeted customers varies, but their most of the customer or clients are Hajj and Umrah participants, students and tourist. Though the Fly Far International has lack behind in many sectors such as online service but still people are investing and taking their help because of its good reputation. So their online services should be improved and staffs should be more cooperative with their work. This report shows what FFI is serving to their customers and what is the response of customers on the service provided by them. Tourism industry and also travel agency plays an important part in the economy of developing country like Bangladesh. Basically the services of private agency are better than state-owned agency. Because in case of reputation, reliability, service charge, and deposit schemes are better than state owned.

### **3.5 Recommendations:**

Customer satisfaction has been one of the essential apprehensions of today's travel agency or industry. Customers always want to best services from the agency. Now day's customers are becoming very much dynamic. To enhance the satisfaction of the customers, FFI may take the following initiative to improve the performance of the agency.

1. The study found 60% of customer are agreed that the FFI's environment is good whereas 40% are not. FFI should concern about these 40% customer and take initiative to enhance their satisfaction about FFI environment.
2. The study found 52% of customer are agreed that the helpful staffs and employees is good whereas 48% are not. FFI should concern about these 48% customer and take initiative to enhance their satisfaction about FFI helpful staffs and employees.
3. The study found 64% of customer are agreed that Relationships with customers of FFI is good whereas 36 % are not. FFI should concern about these 40 % customer and take initiative to enhance their satisfaction about Relationships with customers of FFI.

4. The study found 68 % of customer are agreed that Online services of FFI is good whereas 32% are not. FFI should concern about these 29% customer and take initiative to enhance their satisfaction about Online services of FFI.

5. The study found 52 % of customer are agreed that of FFI is good whereas 48% are not. FFI should concern about these 48% customer and take initiative to enhance their satisfaction about Low Service Charge of FFI.

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