

**Report On
Customers' Satisfaction Level of BanglaTech Energy Limited**

**By
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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
June, 2022

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Declaration

I, S. M. Rezwan Uddin, hereby declare that the provided dissertation paper named “Customers’ Satisfaction Level of BanglaTech Energy Limited” is individually written by me for the partial fulfillment of the BBA program with a Marketing major from Brac University.

The report contains properly cited and properly referenced, previously published or authored information by a third party. No content in the report has been approved or submitted for any other degree or certificate at a university or other institution. I have acknowledged all major sources of assistance.

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Letter of Transmittal

10th June, 2022

Ms. Tania Akter
Lecturer
Brac Business School
Brac University.
66 Mohakhali, Dhaka-1212

Subject: Submission of an internship report on “Customers’ Satisfaction Level of BanglaTech Energy Limited”

Dear Madam,

With great pleasure, I present this paper which has been assigned to me as a vital prerequisite of the BBA program at Brac University. I found the research to be highly fascinating, useful, and informative. I have done my utmost to write an effective and credible report. This study is about “Customers’ Satisfaction Level of BanglaTech Energy Limited”.

I also want to thank you for your patience and support, and I am grateful for the chance to work on this fantastic study offered by Brac University.

Sincerely Yours,

.....
Name: S. M. Rezwan Uddin
ID: 18104165
Program: BBA
Brac Business School, Brac University
10th June, 2022

Non-Disclosure Agreement

This is to certify that S. M. Rezwan Uddin, ID: 18104165 has prepared this report entitled “Customers’ Satisfaction Level of BanglaTech Energy Limited” for the partial fulfillment of the BBA program with a concentration on Marketing from Brac University. He has completed this report successfully by following my instructions.

I have gone through the whole report and certify that he has accomplished the report by himself under my supervision.

I wish him every success in life.

Mainuddin Ahmed

Mainuddin Ahmed Iqbal,
Managing Director, BanglaTech Energy Limited

Acknowledgement

First and foremost, I want to express my heartfelt gratitude to Almighty for His compassion in allowing me to complete my report. I am also grateful to Ms. Tania Akter, my internship supervisor. This report's progress and ultimate outcome required a great deal of advice and support from her. I consider myself quite fortunate to have this up and running, as well as the completion of my report. Everything I have accomplished is solely owing to her supervision and I would want to express my gratitude to her.

I would want to convey my heartfelt gratitude to my parents without whose assistance I would not have reached this point and completed my report. My father's and mother's blessings are a continual source of encouragement for me. I pledge my entire labor and achievement to dedicate this report for all of my well-wishers.

Finally, this study may have some flaws and shortcomings that are inherent in any human attempt. As a result, I ask that every reader of this report notify me of any errors so that corrective action can be made. Lastly, I would like to express my gratitude towards my Supervisor, Mr. Mainuddin Ahmed Iqbal, for his guidance and support during my internship period.

Executive Summary

Throughout the study, the objective is concentrating on an untapped area in Bangladesh and tried to determine the Customers' Satisfaction Level of BanglaTech Energy Limited. It was a great opportunity to learn and gather some practical knowledge about the electrical and electronics market in Bangladesh. The types of marketing related activities of BanglaTech and the influencing factors to measure the customers' level of satisfaction are also the secondary objectives of this study. Then, by pinpointing the potential solutions of the existing challenges are determined with the help a survey based on the respondents. As it is a quantitative study so 10 (ten) factors are already considered to conduct the study. Among the factors, majority of the customers are satisfied with the present quality and design of the products. The majority of consumers are satisfied in terms of the current product diversity helps BanglaTech attract the existing as well as potential clients. Considering the friendliness of the sales staff it is tough to handle both corporate and individual or local shops during business hours. However, it can be observed that majority of customers are dissatisfied in terms of procedure of resolving complaints and responding to inquiries to the customers. Regarding the company's after-sales service and refund policy, the majority of consumers are dissatisfied. BanglaTech's targeted customers are satisfied with the fairness of invoice preparation because the graph depicts a comparable scenario. Considering all the attributes of the product's features, the majority of consumers would recommend BanglaTech products to others. As few of respondents have a different opinion about several factors so by building a strong brand image, introducing a dedicated after-sales service team as well as a structured refund policy can be recommended. Moreover, by hiring more qualified employees, a proper inventory management and a well-defined organogram can be implemented to overcome the existing dissatisfying factors of the customer. Finally, it is difficult for a marketer to please all of their clients rather than focus on the requirements of the majority of their customers.

Keywords: Customer Service, Customers' Satisfying Factors, Electrical and Electronics Market in Bangladesh, Marketing Mix

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Chapter: 01

1.1 Background of the Study:

The key objective of this report is to determine BanglaTech Energy Ltd.'s customer satisfaction level. Customer satisfaction has evolved into the most crucial component in every business. Organizational success is primarily reliant on the happiness of its clients. As this is the most essential issue in the world of marketing, I made every effort to work on it. As an undergrad student, I joined BanglaTech Energy Limited and am attempting to keep up with the competitive business environment in terms of official activities, culture, philosophy, norms, and so on. I conduct surveys on this issue in order to obtain more accurate results from my study.

1.2 Origin of the Report:

The focus of the paper is the degree of customer satisfaction at BanglaTech Energy Ltd. Customer satisfaction has turned into the most important aspect of every organization. Organizational success is mainly dependent on the satisfaction of its customers. In this research, I attempt to ascertain BanglaTech Energy Ltd's degree of client satisfaction. Because this is the most important topic in the world of marketing, I worked tirelessly on it. I joined BanglaTech Energy Limited as an undergrad student and am striving to stay up with the competitive business climate in terms of official activities, culture, philosophy, customs, and so on. I conduct surveys on this subject in order to get more accurate findings from my research.

1.3 Statement of the Problem:

Not only do BanglaTech Energy Limited's consumers desire or seek contentment, but it is also a critical problem for all sorts of companies. The success of any organization is largely determined by this factor. Many businesses do not take this issue seriously. As a result, the client is unsatisfied, and the company cannot function properly. Every firm wishes to assess customer satisfaction is determined by a number of factors, including dependability, affordability, adaptability and sustainability of the product, customer channels, offers and discounts, packaging, and brand image, among others. If these demands are not met, it may have a detrimental impact on both consumers and the company.

1.4 Objectives of the Study:

General Objective:

- To determine the customers' satisfaction level of BanglaTech Energy Ltd.

Specific Objectives:

- To identify the types of marketing related activities carried out by the BanglaTech Energy Ltd. in order to assess customer satisfaction.
- To determine the factors those have influence to the customers' level of satisfaction.
- To pinpoint the potential solutions to improve service quality and efficiency resulting in increased customer satisfaction for BanglaTech Energy Ltd.

1.5 Methodology:

The required information is extracted from respondents by using both primary and secondary sources. In terms of primary sources, I chose the Questionnaire format, which includes multiple questions as well as a Likert scale. Furthermore, I must do multiple interview sessions, such as direct interactions with responders at the office. To prepare this report, I need to include both the data, primary and secondary. The data was gathered and collected using the following sources:

Types of research: Quantitative method

Primary Sources:

- Questionnaire survey
- Observation
- Direct discussion
- Conversation with the workforces

Secondary Sources:

- Website of Bangla Tech energy limited
- Articles
- Books & Journals
- Other websites

Sample Size: 60 respondents

Type: Random Sampling Method

After completing the data gathering, I created a questionnaire with various questions. After that, I placed all of the prepared information in Microsoft Excel so that I could select the proper graphs and look for the relationship for simplicity of comprehension, as well as make suggestions based on the correct facts.

1.6 Scope of the Study:

The report covers the customers' satisfaction level of BanglaTech Energy Ltd, Nawabpur branch. It's been put together during the course of a three-month internship. Working at this branch allows me to observe personnel, which aids in determining the degree of client satisfaction. As I was assigned only for the outlet of Nawabpur branch so I received practical knowledge about their services. However, it would be better if I could work for their factory or their logistics support system. From the organization's end, they offered me to join as a full-time employee in their marketing and sales department. If I, as well as my colleagues and boss are so helpful and cooperative, I have a lot of scope to collect data and information.

The level of satisfaction of the customer is addressed in this study, with the option of focusing on dissatisfying aspects that might play a key part in determining the degree. The population research primarily focuses on the customers of Nawabpur branch but it is feasible to conduct the survey on other branches so that their sentiments regarding BanglaTech Energy Ltd can be determined properly. Though random sampling method is used to collect data, it focused mostly on loyal customers. As a result, an accurate customers' satisfaction and their total viewpoint is impossible to accumulate thorough this study.

1.7 Limitations of the Study:

BanglaTech Energy Ltd provided me with an excellent chance to complete my internship program. While preparing the report, I encountered several constraints. These are as follows:

Inadequate Duration for Pursuing Internship Program:

Because my contract with BanglaTech Energy Ltd was short for three months, I didn't have enough time to put all of my institutional knowledge and academic expertise to good use. It is impossible to have a general understanding of the organization.

Restriction on Data Collection:

Even though most of the employees and supervisors wanted to assist me in any way they could, they were focused with their duties. However, It was tough for me to contact with and gather data from officials from various departments.

Company Confidential Issues:

BanglaTech Energy Ltd has a privacy policy. Furthermore, they do not share any information with an intern like myself. As a result, I'm having difficulty gathering the information I require.

Inability to Collect Detailed Information:

When preparing reports, I utilize their website to get information and various types of data. However, their website is not well-structured and informative.

Massive Pressure at the Workplace:

I needed to keep normal office hours at their branch for 7 to 8 hours each day while working in a team with significant work compression, which is why I was unable to complete my internship report.

Chapter: 02

2.1 Overview of BanglaTech Energy Ltd.

Bangla Tech Energy Ltd. operates primarily as an importer. It was built on three main ideas that continue to drive the manner of business today. It was founded on May 31, 2010 as a sister concern of poly company Ltd. The key focuses of this company are-

- Customer satisfaction
- Employee engagement
- Quality assurance

Bangla Tech began selling electronic appliances, electrical goods, machines, machine tools, and machine spare parts, as well as assembling and manufacturing magnetic contactors, relays, switching, circuit breakers, solar systems, power supplies, and a variety of spare parts, machines, and machine tools. To establish their business, they started to carry on the business of importers and exporters of all kinds of goods and services, commodities and merchandise from and to all countries of the world. To carry on the business of marketing, import, export, manufacturing, assembling, buying, and selling in Bangladesh & abroad of all kinds of electronic, electric, machineries, Aluminum items, Glass & Glass wire, building & constructions materials, engineering & architectural products, garments & textile and sorts of allied products.

In addition, they also do land development, building construction, contactors, design, and consultancy. To purchase, take on lease or tenancy, or otherwise acquire any land building, builder business information, housing, workshop, office, showroom, warehouse, and other movable or immovable properties, rights or privileges that the company may deem suitable or convenient for the purposes of its business, and to erect and construct buildings and works of all kinds in Bangladesh, including hospitals and clinics and diagnostic laboratories. To own, open, or operate stores, showrooms, branches, or agencies, as well as distributors throughout Bangladesh.

Portfolio of BanglaTech

Bangla Link, Airtel and Tele Talk are just a few of the telecommunications firms with whom the company collaborates. Furthermore, when the corporation dealt with Grameenphone, they made a tremendous profit. They provided all essential electrical products to Grameenphone, including cables, antennas, electronic components and accessories, industrial equipment, motors and generators, and so on. They discovered a high number of clients wanting the substation solution after conducting a countrywide survey which provided them with the impulse to start a new substation sector. The company's mission was to become Bangladesh's leading engineering firm

and to establish a recognizable industrial system. The organization developed its servicing and marketing areas in a short period of time. The organization has followed well-established methods and procedures on a continuing basis. In order to gratify its valued clients, the firm is reorganizing itself to speed up customer responses and deliveries, as well as to handle the increased amount of business. Finally, they began marketing their new product, Donga electric device firm (device) from Korea. The business then chose dealers to help them sell their new product throughout Bangladesh. Later on, a brand image is created based on quality and consumer happiness, and it has grown increasingly popular in the market sector.

Bangla Tech Limited also operates the Jackelin cosmetics brand, which is based in the United Kingdom and has an office in Shyamoli. All throughout the world, the items are represented and sold. They operate in the following countries: the United States, Canada, China, Hong Kong, India, Bangladesh, Pakistan, and New York, among others. The product comes from the United Kingdom, and it is available both online and offline. Furthermore, the firm has physical locations at Jamuna Future Park and Dhanmondi. Furthermore, they engaged a large number of salespeople to sell their products, and they are partnering with a number of cosmetics firms, including Jui, Keya, and Taj, to enter the market.

Profile of the Company

| | |
|----------------------------|--|
| Name of the Company | Bangla Tech Energy Ltd. |
| Legal Form | Private Limited Company |
| Type | Sole distributor of Devico |
| Industry | Industrial Electrical goods |
| Date of Inception | May 31,2010 |
| Headquarters | Dhaka, Bangladesh |
| Registered Office | C-16/17 Ibrahim Electric & Electronics market,124 BCC road, Nawabpur, Dhaka-1203 |
| Phone | (88-02)3354619,3353527,3353534 |

| | |
|-------------------------------------|--|
| E-mail | banglatech2005@gmail.com |
| Website | https://banglatech-bd.com/ |
| Managing Director | Mr. Mainuddin Ahmed Iqbal |
| Chief Risk Officer | Syed Mozzamel Haq |
| Auditors | Mr. Motin Ahmed |
| Date of Opening First Branch | May 31, 2010 |
| Number of Employees | 120 |
| No. of Branches | 03 |
| Clients | Public and Private industrial companies, Businessman, Garments and Manufacturer workers. |

Organogram of BanglaTech



Figure: Organizational Structure of BanglaTech Energy Ltd.

2.2 Mission

To provide valuable service to the energy sector by recognizing, evaluating, and responding to our customers' requirements and expectations.

2.3. Vision

To expand and become one of the country's leading generating, transmitting, and distributing electricity, delivering greater value, flexibility, and cost-effective solutions to our customers utilizing cutting-edge industrial technology. Responding to industry developments in a proactive and responsive manner.

2.4 Goals of the Company

Financial goals

- ✓ Increase gross profit margins by 20% per year through efficiency increases. By the end of the first year, company have saved 30% on product delivery transportation expenditures.
- ✓ Break-even analysis, income projections, and expenditure estimations, as well as how they relate to marketing strategy, will all be covered.

Non-financial goals

- ✓ Consistently develop each month in a positive direction.
- ✓ Obtain a higher number of new consumers who become long-term clients.
- ✓ Build brand equity in both the local market and commercial industries.
- ✓ Raising awareness of the services provided, expanding the client base, and fostering customer loyalty.
- ✓ Establishing a new market

2.5 Product and Services of BanglaTech

Magnetic Contactor:

An electromechanical switch is the magnetic contactor is used in applications such as starting motors, heaters, and lights that need the operation of "forming and breaking" an electric circuit. The magnetic contactor's primary function is to switch contacts and convey energy from one location to another.

Donga magnetic contactor's principle of operation:

The Magnetic Contactor operates on the basis of the main contacts shutting as a consequence of coil energization and the main contacts opening as a result of coil de-energization.

Electromagnetism and a spring mechanism are used in the control circuit. The current -flowing through the coil- activates magnetism, bringing the two magnets closer together. The two magnetisms are turned off by this action. As a result, the contacts shut, and the contacts are powered by the springs. The contacts open when the control current is turned off.



Figure: Types of Magnetic Contactor

Magnetic contactors have several uses:

Magnetic contactors are typically used to start and stop motors in motor starting applications. The three-pole contactor, which may be utilized in three-phase systems, is the most popular. There are additional heater, illumination, DC switching, and transfer applications in addition to motor uses.

Magnetic contactor construction

A magnetic contactor is not difficult to manufacture. Here, device's components are listed below-

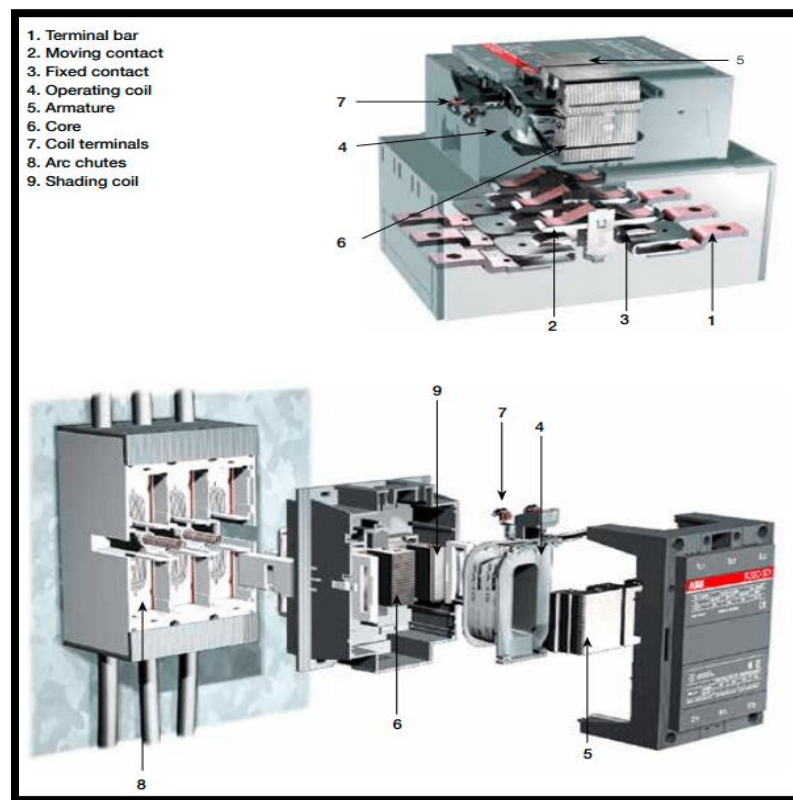


Figure: Construction of a magnetic contactor

Complications:

If magnetic contactors are properly selected and utilized under normal conditions, they will not fail. Contact wear and coil burn are the most typical issues. The power connections will become heated and stick together if an excessive amount of current is put through them. When an

overcurrent is passed via a circuit breaker, it will trip. Overcurrent flowing through the magnetic contactors, on the other hand, causes the primary contacts to stick.

However, the coil will also burn if the current provided to the coil terminal is not nominal. As a result, nominal voltage and current values must be provided to the power contacts and coil.

For improved system protection in addition to the contactor, safety measures such as overload relays and fuses must be used. The contactor is protected if a protection device is present in the circuit since a safety device will be activated. A contactor failure, such as contact sticking or coil burn, would be the only other possibilities. Anyone may use a motor contactor to switch motors on and off from a distance. A contactor is used to turn on and off an electric motor. The amount of current a motor is meant to draw at its rated horsepower is measured in full load amps, or F.L.A. The ampere of the motor to which a contactor can be attached is indicated by the letters FLA. A poor contactor is marked by in the interaction, droning and babbling, as well as overheating in the body.

Circuit Breakers:

The fundamental job of circuit breakers is to continuously ensure that the electrical charge does not exceed the safety limits and, if it does, to instantly stop the electrical circuit from working in order to prevent damage to the electrical equipment. Moreover, one of the most crucial home safety equipment is the circuit breaker. If a circuit becomes overloaded, a switch immediately shuts off the flow of electricity.



Figure: Types of Circuit Breakers

When a circuit breaker trips, it might indicate that electrical work is required. A breaker can trip for a variety of causes, including:

- ✓ The circuit has an excessive amount of current flowing through it.
- ✓ Due to an overheated/melted component, the hot and neutral wires have fused together.
- ✓ An electricity line has blown out, maybe due to a nail in the wall.

Different varieties of circuit breakers are available on the market, however device operate on the same fundamental principle as previously stated. The main distinction between the models is the mechanism that is used to initiate the separation of the moving contacts and control the formation of the electric arc.

Molded-Case Circuit Breakers are the first type of circuit breaker (MCCB)

Molded-Case Circuit breakers are often seen in low-voltage circuits. All of the current-carrying components, as well as mechanisms and switching devices, are contained within a molded box or circuit-breaker box constructed of insulating material in this variant. MCCBs are widely employed as the primary choice in alternating (AC) or direct (DC) current systems in the industry, and their key benefits are their adaptability in integrating with other control devices, low maintenance costs, and compact size.

Vacuum Circuit Breakers (VCB)

In VCB, electrical current is interrupted within a "vacuum blister," which is typically composed of ceramic. This blister is completely insulated and enables for a high rate of vacuum to be created inside. The fixed and movable contacts are both included within this blister. The electric arc begins when the contacts split, and the heat created during the arc is swiftly destroyed owing to the vacuum and dynamic strength (electrical insulation) in the structure. The key benefit of VCB is that they significantly minimize fire danger and need less maintenance.

Air Circuit Breakers (ACB)

Inside the Air Circuit Breaker is a pressurized air reservoir. This air is expelled through a nozzle, creating a high-speed air jet. This air is utilized to put out the arc. In addition, ACBs are often employed in high and medium voltage field services, with voltages ranging from 15 kV to 220 kV or more, due to the type. Their key advantages are their small overall size, quick reaction time, low maintenance requirements, and reduced fire danger.

Air Circuit Breakers & Automatic Transfer Switches

Features

- ✓ There is no noise (both electrical and mechanical)
- ✓ Increase the dependability and stability of a point of contact for increased durability.
- ✓ Minimal power consumption Easy detachment because to modularized sub-contacts

2.6 Marketing Mix

The 'marketing mix,' often known as the 4Ps which is a basic marketing concept. According to Philip Kotler marketing mix is a collection of marketing instruments that the business use to achieve its marketing objectives in the target market.

Product:

A product is a made or constructed material that is designed to satisfy the needs of a certain group of people. Moreover, a product's life cycle consists of three stages: growth, maturation, and fall in sales. Once a product has reached the point where sales are declining, it is critical for marketers to reinvent it to drive additional demand. The product is a mix of tangible and intangible aspects of items provided to clients by the brand. It may be defined as a package of pride and dissatisfactions provided by a company to its consumers over a period of time. Their physical characteristics, what they do, how they differ from your rivals, and the benefits they provide Durable and non-durable goods, clients and industrial products, perishable and nonperishable, completed and semi-finished, and many other categories exist.

Bangla tech provide tangible product such as all types of electrical items to their customers. In addition, they provide high quality of product to satisfy their consumers that's why they are different from other brands. However, they offer unique design and packaging which looks magnificent and customer interested to buy it.

Pricing Strategy:

Pricing plays an important role in shaping customer perceptions of goods. Company always keeps in mind that a low price typically translates to a lower quality product in the eyes of the buyer.

Bangla Tech plays an important role in local market. The company have fixed price list for different types of products. Moreover, they provide discounts each and every items. Sometimes the discounts percentage goes high and sometimes the discounts goes down. Actually, it varies on the requirements of products. In addition, company have agreements with dealers with 5% profit margin and after end of the year company provide them a special discount 7% to 10 % during closing of the month. Thus, they are following value-based pricing strategy to sell their products.

Place:

BanglaTech arrange and distribute their products in a way that potential purchasers can easily find it. This is based on a thorough study of the industries, garments and local market. Understanding the company policies from the inside out can help identify the most effective positioning and distribution methods that speak directly to target market. There are a variety of local distribution options are available. Now, company appears to be a change in emphasis from offline to online. As a result, company selling their products through many business sites such as Daraz and many other business sites.

In addition, Bangla Tech located their main branch in Nawabpur because of company knows that Nawabpur is one of the biggest market for these products. They will easily know the new market entry brand, skimming pricing, other brands positions and values, market demand etc. As they have 02 branches over here so it more convenient for the customers to purchase their desired products.

Promotion:

Promotion is an important component of marketing since it may help to raise brand recognition and sales. The advertising concept is applied to services or products as well as the advertising agency. With the help of this approach, it can be utilized to advance in the function of sales or to improve the business. The message conveys the purposes and advantages of the goods or offerings to the targeted customers to the appropriate institution. Without verbal interchange, abilities, benefits, and schemes may not be recognized by clients and aspirations of service or product launch and growth states may not be realized.

Bangla tech Promotion is made up of promotion mix such as radio commercials, print media and online advertisements. Moreover, company always have a huge contribution in many programs such as association elections program, sponsorships in annual picnic, CSR activities in summer and winter seasons to promote their brand values.

2.7 Experience at BanglaTech

Experienced that I have learned:

As a marketing and sales intern, I am working at Bangla Tech Energy Ltd. in Nawabpur, Dhaka. Customer service is the main focus, while marketing services are provided to other businesses. The company operates in a variety of industries, including importing industrial machinery and electrical equipment such as magnetic contactors, circuit breakers, and overload relays. In addition, over the past 10 years, they have been branding a product called Devico (Donga electric device co. ltd). In the next chapters, I'll go over the marketing strategy for these items. In the majority of situations, I was a part of the project. My main role was to communicate with clients over the phone and via email, explaining the benefits of purchasing our products. Additionally, firms provide a discount, increasing the consumer's purchasing power.

Furthermore, I had to make phone calls in order to offer additional value to the company's new project, the Jackeline cosmetics brand. For this, I had to explain the concept to them and develop a proposal for them to join us as a partner. As a result of the marketing potential provided by the internet, dealers must provide discounts to new clients. When the dealers respond positively, I write an official proposal letter and send it to them for a deed agreement. Aside from my office duties, I was also responsible for promotional marketing for their new products. Furthermore, I was frequently required to visit locations such as the police plaza, Gulshan market, and several Banani malls in order to provide table talkers, records, and outlets to merchants.

Some basic learning activity that I mostly liked:

This office is well designed, allowing customers to relax while receiving services. This branch employs efficient and effective salespeople that are always willing to assist their valued clients. This company's key strength is its responsive client service. Customers have access to a lovely office compound where they may utilize it before acquiring their selected merchandise. Furthermore, businesses provide a three-month warranty to their preferred customers. The employees are really quite kind and cooperative. My supervisor has taught me a lot about my

responsibilities, and I've always tried to do my best to accomplish all of them. If I do not even understand a task, the employees are very helpful in explaining it to me.

The wonderful thing about working at Bangla Tech Energy Limited is that due of the pleasant environment of the employees, it takes a new employee very little time to become familiar with the environment. Employees and staff are quite accommodating, allowing a newcomer like us to quickly feel at ease and adjust to the surroundings. Working for this Limited firm has provided me with a wealth of knowledge and practical experience.

Chapter: 03

3. Literature Review

Customer satisfaction is one of the most discussed organizational concerns both in the public and commercial sectors. Basically, ensuring the satisfaction of the customer is the key objective of any organization and the ultimate goal of any organization's strategy implementation (Zairi, 2000). There are several studies where the experts tried to convey this popular issue that incorporates not just the measuring parts of customer satisfaction rather as a long-term pursuit of development.

Several researchers have stated that an organization must record the financial effect of marketing initiatives. From the research study, the relationships between customer satisfaction and financial success can be defined in the business to customer services sector (Williams & Naumann, 2011).

A study has developed with the help of a total of 103 publications were reviewed from more than 50 journals and international conferences and the primary goal is to give a conceptual foundation for understanding existing customer satisfaction measurement approaches. From that study, we came to know about the process of assessing the degree of customer satisfaction and its techniques as well as the methodology (Gajewska, Zimon, Kaczor, & Madził, 2019). Besides, this study can assist managers obtain fundamental conceptual framework that make CS measures more likely to be a driver of financial success when they are met.

The relationship between satisfaction, loyalty and profitability is thought to be so obvious that it is frequently taken for granted. The authors mainly focused on the individual customer in terms of the relationships between customer pleasure, customer loyalty and customer profitability (Helgesen, 2006). Thus, it can be stated that organization's success depends on the customer satisfaction and their loyalty.

Recently, there has been a lot of study done on customer satisfaction and today the essential criteria for assessing a business's interaction with the market, a constant object of its operating

policies, an important component in the reinforcement of firm reputation, and a vital guide to direct operational activities (Maminaiaina Aimee, 2019).

Product quality increases consumer loyalty and enables customers to become more loyal to a company. Customers are pleased to find high-quality items at such reasonable prices (Helgesen, 2006). Many studies have found that customers are becoming increasingly sensitive about time. Customers are willing to do several tasks in a short period of time. Customers want the availability of many items in one location so that they do not have to visit several establishments. Customers believe that there is inadequate time to satisfy all of their wants, thus they want to make better use of their time (Pan & Zinkhan, 2006). When a service meets the expectations of its clients, its quality is validated. Service quality should not fall short of the expectations of clients (Chakrabarty & Tan, 2007). Therefore, to conduct the survey the following factors are considered:

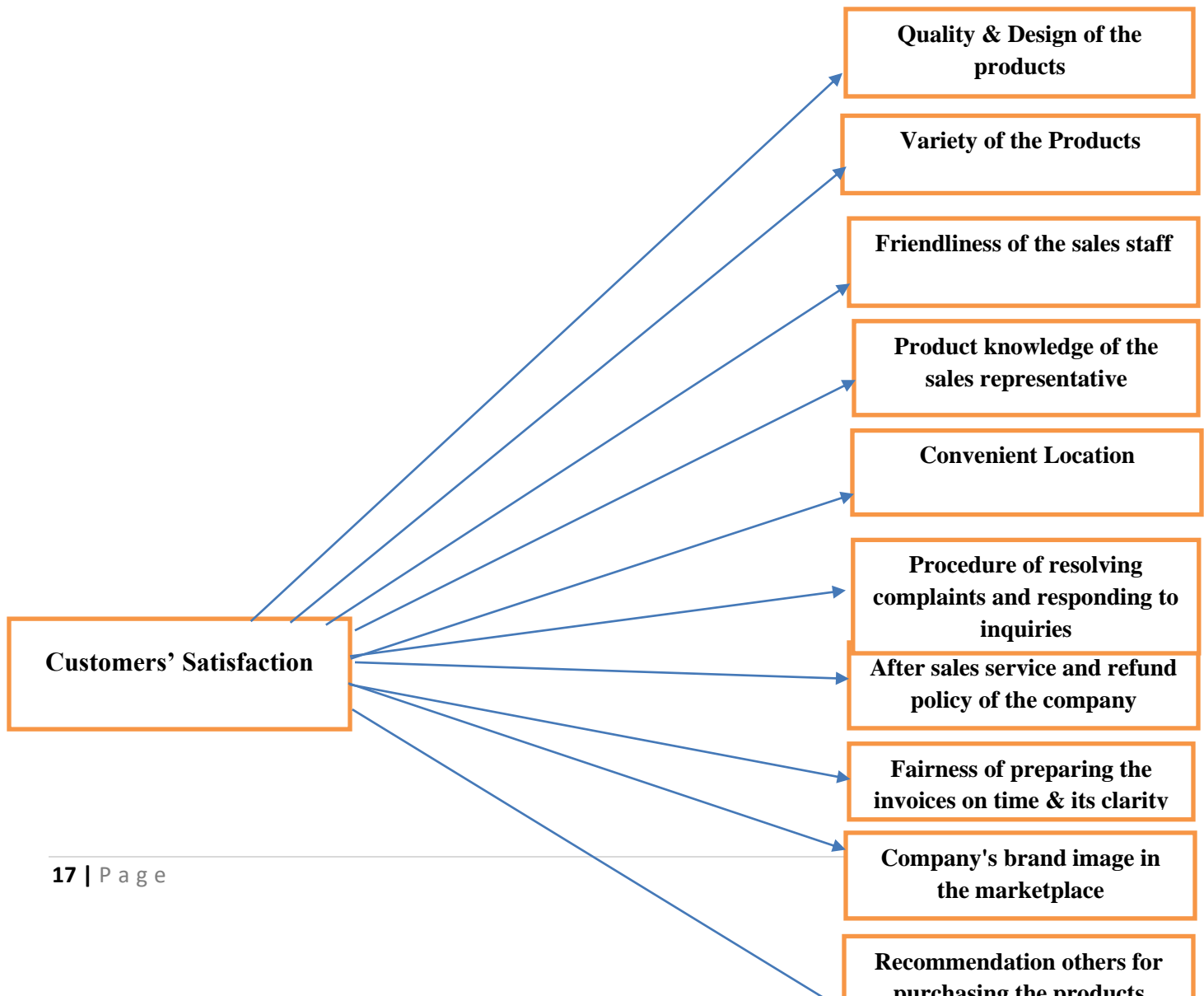


Figure: Research Plan

Chapter: 04

4. Analysis of the report

| Types of Customers | Corporate | Individual |
|--------------------|-----------|------------|
| | 22 | 38 |

Table: Collected data from the respondents

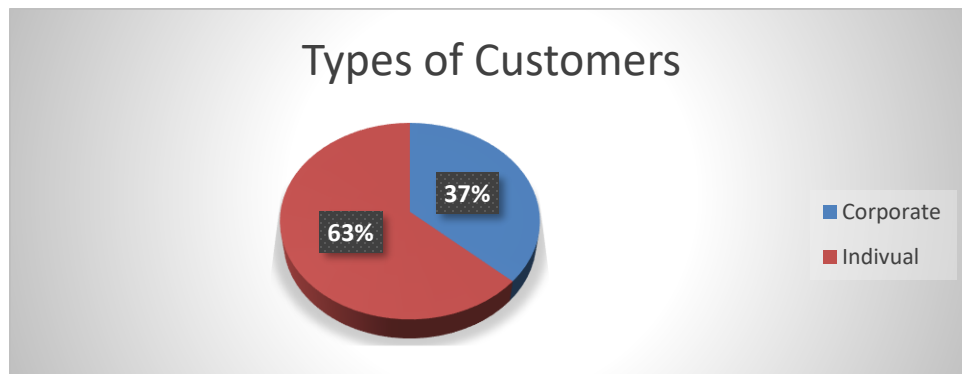


Figure: Pie chart based on the collected data

Interpretation:

Among the respondents, there are two types of customers such as corporate clients and individual customers. Here, corporate customers refers to the purchasing/ procurement officers of the corporations and the shopkeepers from the different markets can be considered as individual customers. Form the graph, we can see that 63% majority of the customers are individual and rest of them are corporate clients.

| | | | | |
|-----|----------------|----------------|----------------|--------------------|
| Age | 20 to 30 Years | 31 to 40 Years | 41 to 50 Years | More than 50 years |
| | 43% | 33% | 17% | 7% |

Table: Collected data from the respondents

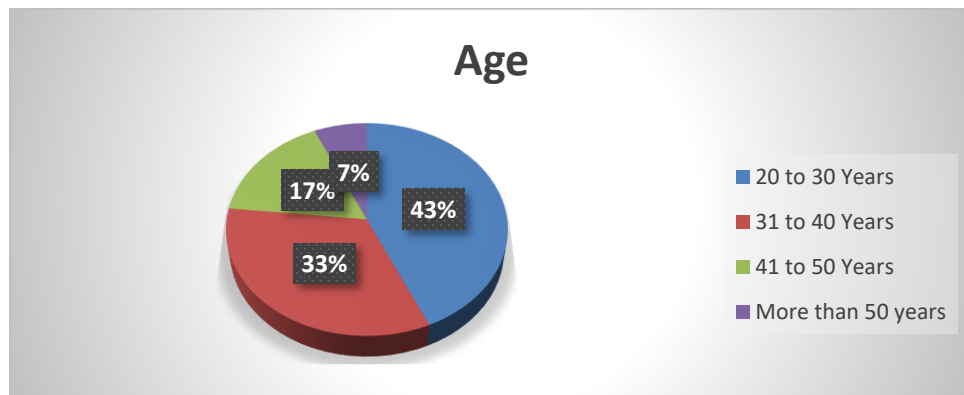


Figure: Pie chart based on the collected data

Interpretation:

From the graph, it can be noted that in terms of age distribution, majority of the customers (33%) are from 20 to 30 years and only 7% respondents are from more than 50 years. According to the data, 43% represents the young customers who are from 20 to 30 years. From our observation, the individual customers are from the young age group and corporate clients are from 41 to 50 years.

| Educational Qualification | Number of the Respondents |
|----------------------------------|----------------------------------|
| School Level Certificate | 19 |
| Undergraduate degree | 26 |

| | |
|--------------------------------------|----|
| | |
| Post-graduates degree | 11 |
| Professional and other qualification | 4 |

Table: Collected data from the respondents

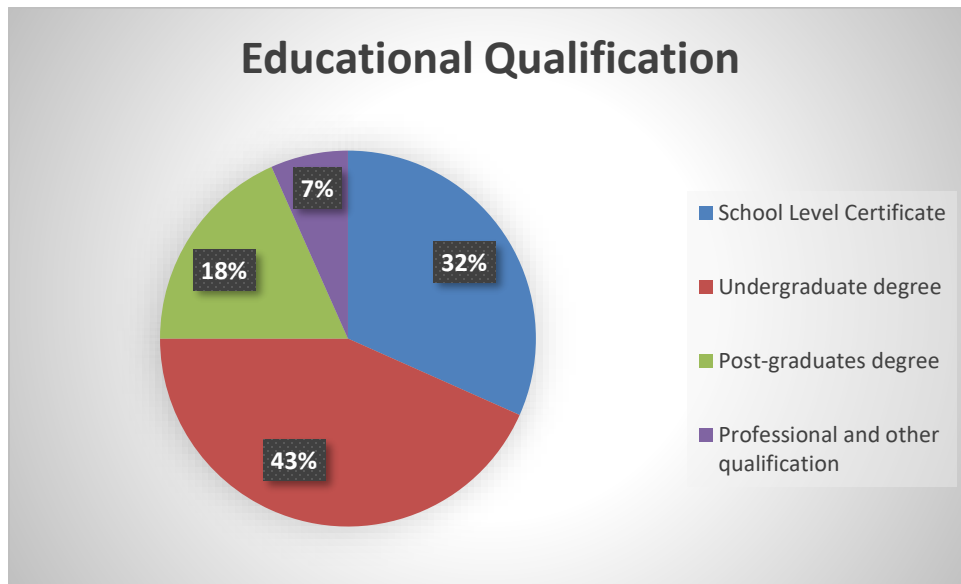


Figure: Pie chart based on the collected data

Interpretation: Considering the educational qualification of the customer, majority of them are undergraduate. From the graph, it can be observed that 32% of the respondents have school level certificates. Thus, most of the customers have a good educational background and it helps BanglaTech to educate the customers easily about the product’s specifications.

Quality & Design:

| Are you satisfied with the quality & design of the products? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|--|------------------|-----------|---------|--------------|---------------------|
| | 40 | 17 | 2 | 1 | 0 |

Table: Collected data from the respondents

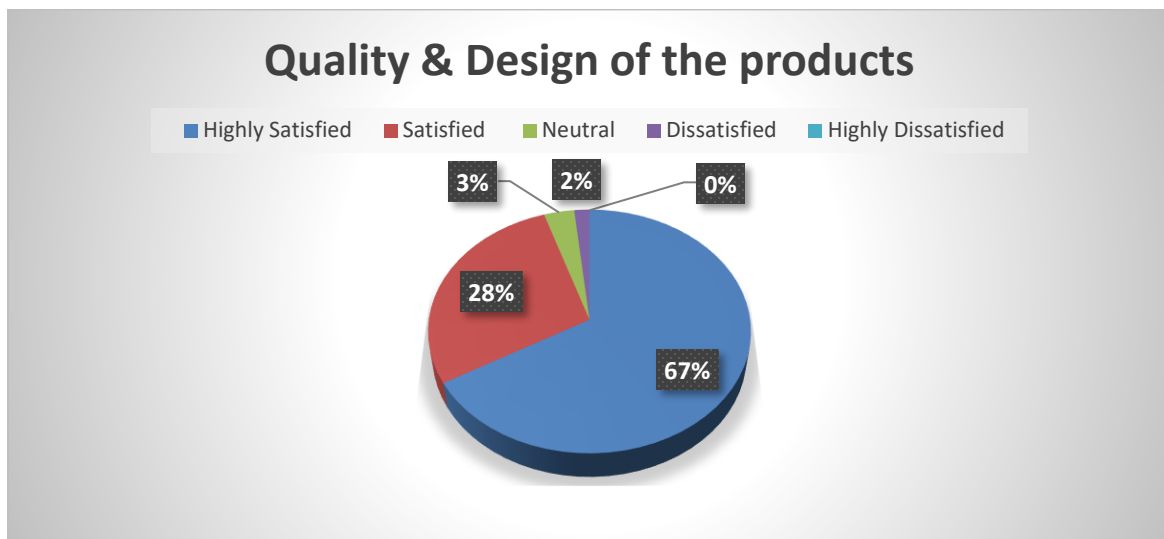


Figure: Pie chart based on the collected data

Interpretation:

Among the number of the respondents, majority of the customers are highly satisfied with the current quality and design of the products. Actually, from the graph 67% of the respondents

represents the same picture. The main reason is all these products are imported from the company named Donga, Korea and the manufacturer is concerned about the quality, style, design and the specifications of these electric goods. This Korean company always focused on the requirements of the customer and ready to customize the products at any time. However, among the respondents only 2% are dissatisfied with the current specifications of the products.

Variation in the Offered Products:

| Are you pleased with the product variety? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|---|------------------|-----------|---------|--------------|---------------------|
| | 38 | 16 | 3 | 2 | 1 |

Table: Collected data from the respondents

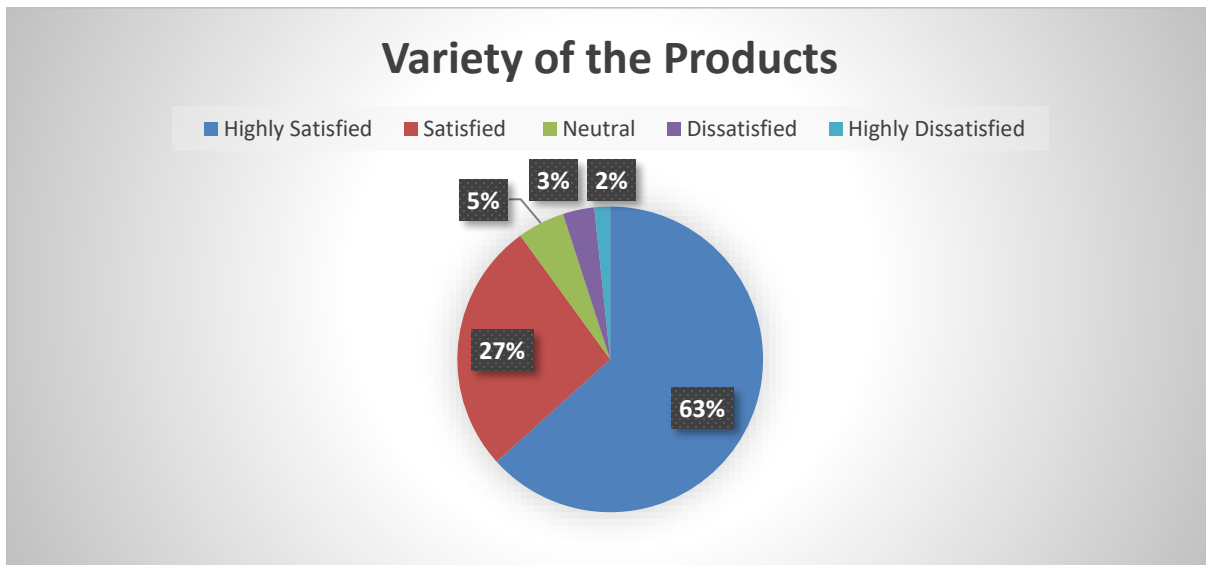


Figure: Pie chart based on the collected data

Interpretation:

From the above chart, it can be observed that 63 percent of the respondents are highly satisfied with the variation of the products. It represents that a majority of the customers are satisfied and the current variety of the products helps BanglaTech to attract more customers. As the company is mainly focused on industrial electrical items such as Magnetic Conductor, Overload Relay, Miniature Circuit Breaker, Air Circuit Breaker, Molded Case Circuit Breaker, it has a huge demand in the market, especially to the large as well as medium-sized enterprises. Among all

respondents, some customers are dissatisfied (3%) and only 2% of customers are highly dissatisfied with the products. It seems that they have more expectations to find out more necessary items of their industries.

Friendliness of the Sales Staff:

| Are you satisfied with the friendliness of the sales staff? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|---|------------------|-----------|---------|--------------|---------------------|
| | 22 | 14 | 9 | 11 | 4 |

Table: Collected data from the respondents

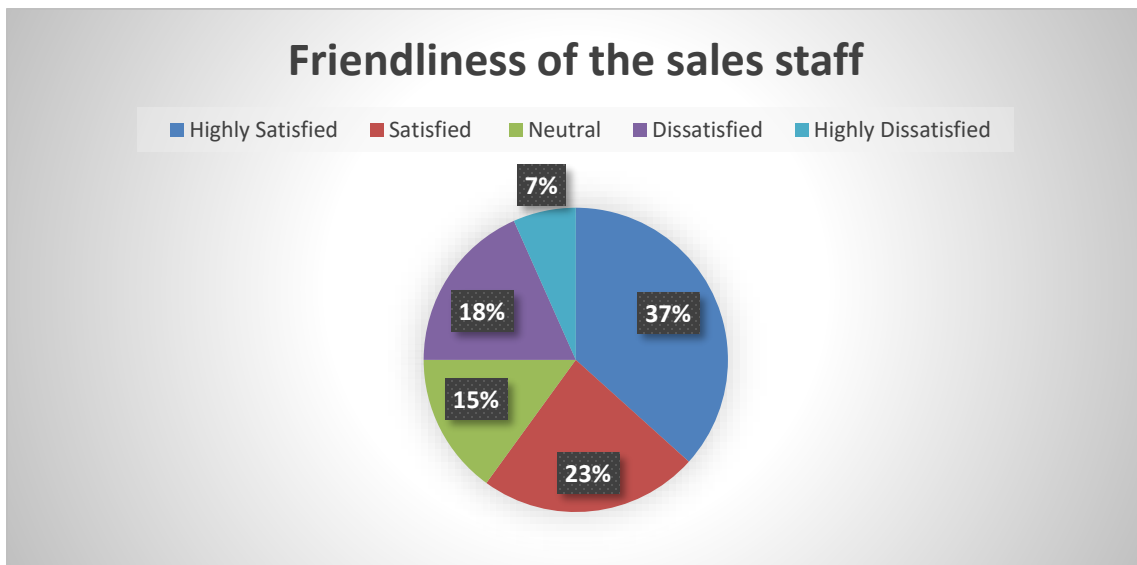


Figure: Pie chart based on the collected data

Interpretation:

BanglaTech always tried to focus on their customer satisfaction and their management believe that the cooperation from the salespersons can boost up their sales. From the above graph, it can be observed that 22% customers are highly satisfied and 14% customers are satisfied with the friendly behavior of the sales persons. On the other hand, 11% customers have shown their dissatisfaction and 4% customers are highly disappointed with the unfriendly behavior from the sales persons. As this branch is located at the center point of the Nawabpur, Dhaka so there is a huge pressure of the customers. Actually, during the business hours it is difficult to manage both the corporate and individual or local shopkeepers. Sometimes, this sort of unwanted situation can be occurred as it is not possible to entertain the large group of customers at the same time. Moreover, it is not the conventional way of selling the items rather than all the stakeholders are always in a hurry and busy with the operational activities.

Product Knowledge of the Sales Representatives:

| Are you pleased with the product knowledge of the sales representative? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|---|------------------|-----------|---------|--------------|---------------------|
| | 35 | 13 | 7 | 3 | 2 |

Table: Collected data from the respondents

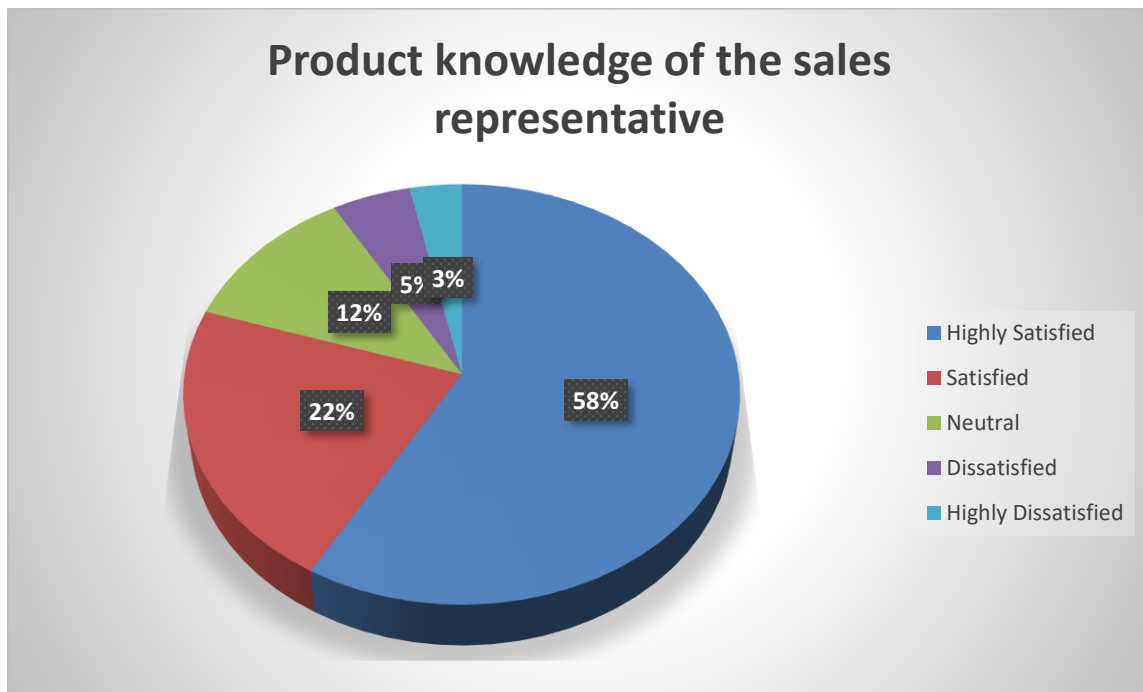


Figure: Pie chart based on the collected data

Interpretation:

From the above chart, it can be determined that majority of the sales representatives have required knowledge of the products. As the above graph suggests that majority of the BanglaTech’s targeted group of customers think that the designated sales representatives have a clear understanding regarding the specifications of the electric items whereas only 5% as well as 3% customers think differently. These dissatisfaction may raise due to some undereducated but experienced sales representatives. Actually, today’s business is dynamic and if the employees are not trained then this sort of issue can be occurred frequently.

Convenient Location:

| Placement of the branches is convenient for the target group of customers- | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
| | 21 | 24 | 13 | 2 | 0 |

Table: Collected data from the respondents

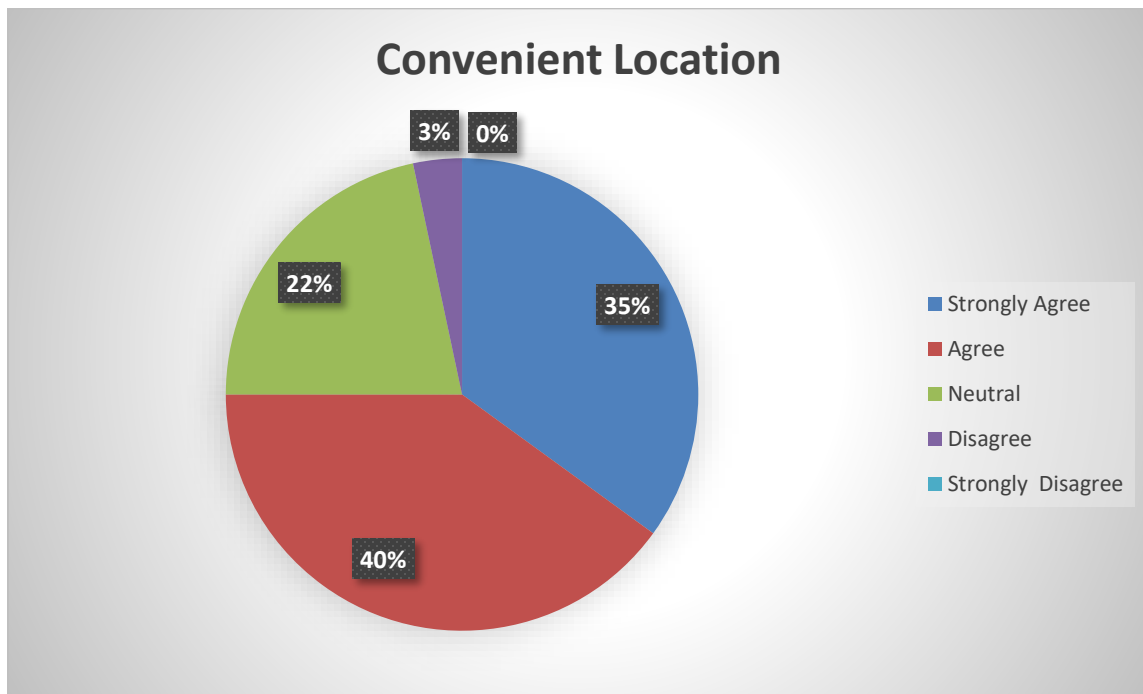


Figure: Pie chart based on the collected data

Interpretation:

From the above graph, it can be stated that the placement of the branches is convenient for the target group of customers as majority of the customers already have shown their satisfaction level. However, 22% of the respondents are neutral and only 3% customers are not satisfied with the location of the branches. BanglaTech has three branches and among them 2 of their branches are located at Nawabpur, Dhaka. Considering the key center of the electric items, majority of the customers are satisfied but it seems difficult for others.

Procedure of resolving complaints and responding to inquiries:

| Are you satisfied with the procedure of resolving complaints and responding to inquiries? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|---|------------------|-----------|---------|--------------|---------------------|
| | 15 | 13 | 9 | 16 | 7 |

Table: Collected data from the respondents

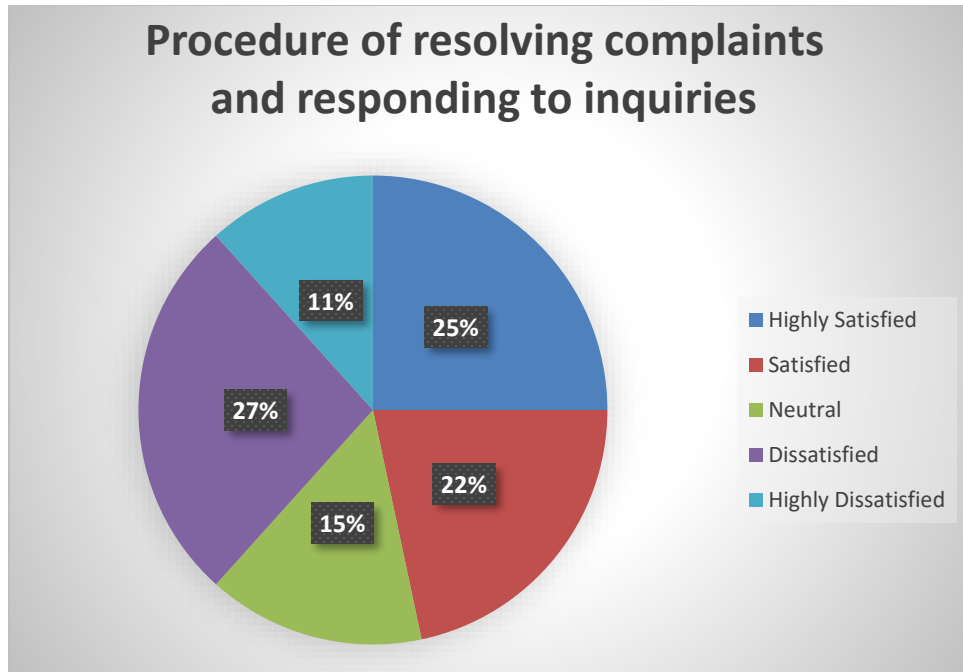


Figure: Pie chart based on the collected data

Interpretation:

By analyzing the chart, it can be observed that majority of customers are dissatisfied in terms of procedure of resolving complaints and responding to inquiries to the customers. The above graph shows that 27% of the respondents are dissatisfied and 11% of the respondents highly dissatisfied with the current procedure of resolving complaints of the customers. Responding to the inquiries of the customers, 25% of the respondents are highly satisfied and 22% of the respondents are satisfied on the same matter.

After sales service and refund policy of the company:

| Are you satisfied with the after sales service and refund policy of the company? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|--|------------------|-----------|---------|--------------|---------------------|
| | 10 | 14 | 11 | 16 | 9 |

Table: Collected data from the respondents

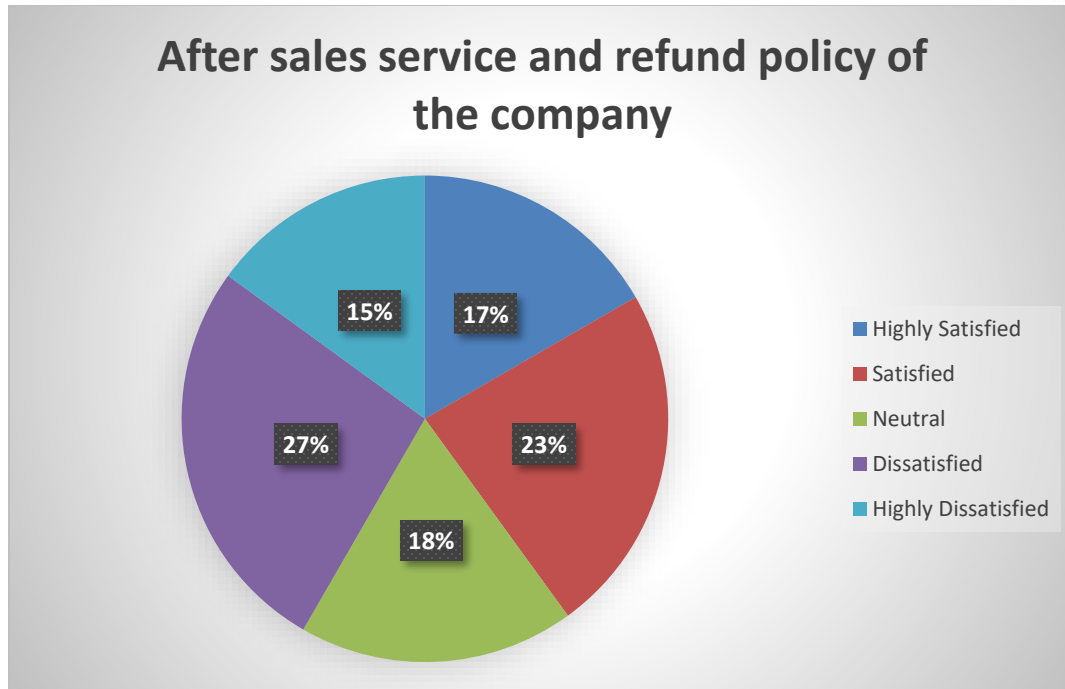


Figure: Pie chart based on the collected data

Interpretation:

Considering the after sales service and refund policy of the company, the most of the customers are dissatisfied with the after sales services as well as the refund policy of the company whereas 23% respondents have shown their satisfaction. Besides, 17% of the respondents are highly satisfied. Actually, BanglaTech does not have any refund policy to settle disputes of the customers. Thus, 15% of the respondents are highly dissatisfied with the refund policy of the company.

Fairness of preparing the invoices on time & its clarity:

| Are you pleased regarding the fairness of preparing the invoices on time & its clarity- | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|---|------------------|-----------|---------|--------------|---------------------|
| | 21 | 18 | 16 | 3 | 2 |

Table: Collected data from the respondents

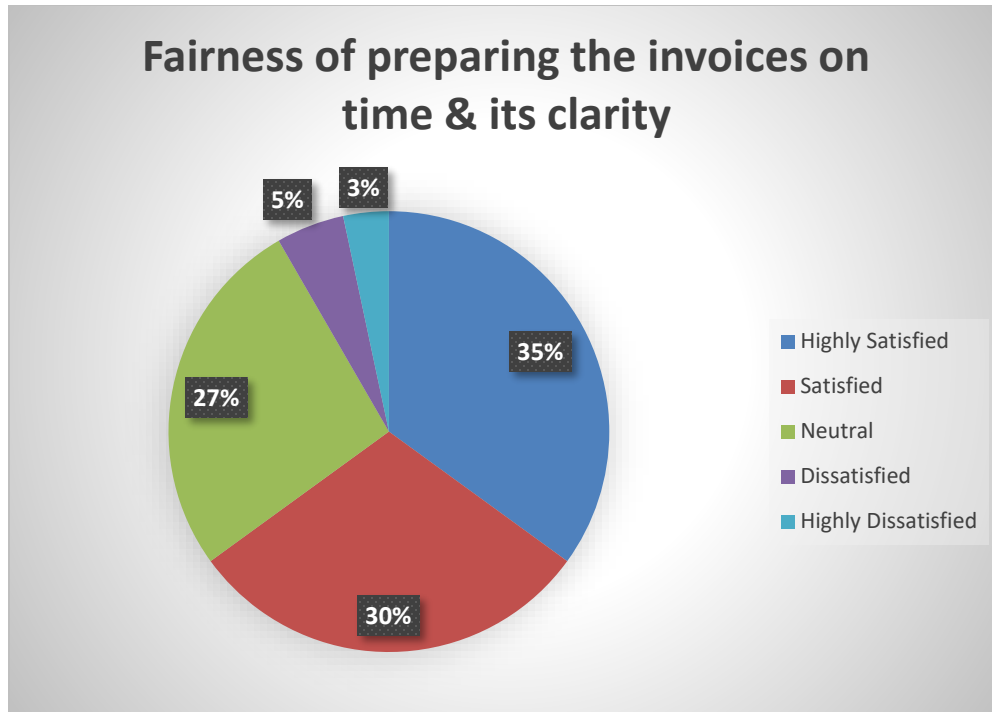


Figure: Pie chart based on the collected data

Interpretation:

Regarding the fairness of preparing the invoices, BanglaTech’s targeted customers are satisfied as the graph represents the similar scenario. Among the respondents, 30% of the customers are pleased with the same matter whereas only 3% customers are highly dissatisfied. It is easier for the sales persons to manipulate the invoices at any time as they do not have any barcode system.

Company's brand image in the marketplace:

| Are you pleased with the company's brand image in the marketplace? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|--|------------------|-----------|---------|--------------|---------------------|
| | 11 | 15 | 9 | 19 | 6 |

Table: Collected data from the respondents

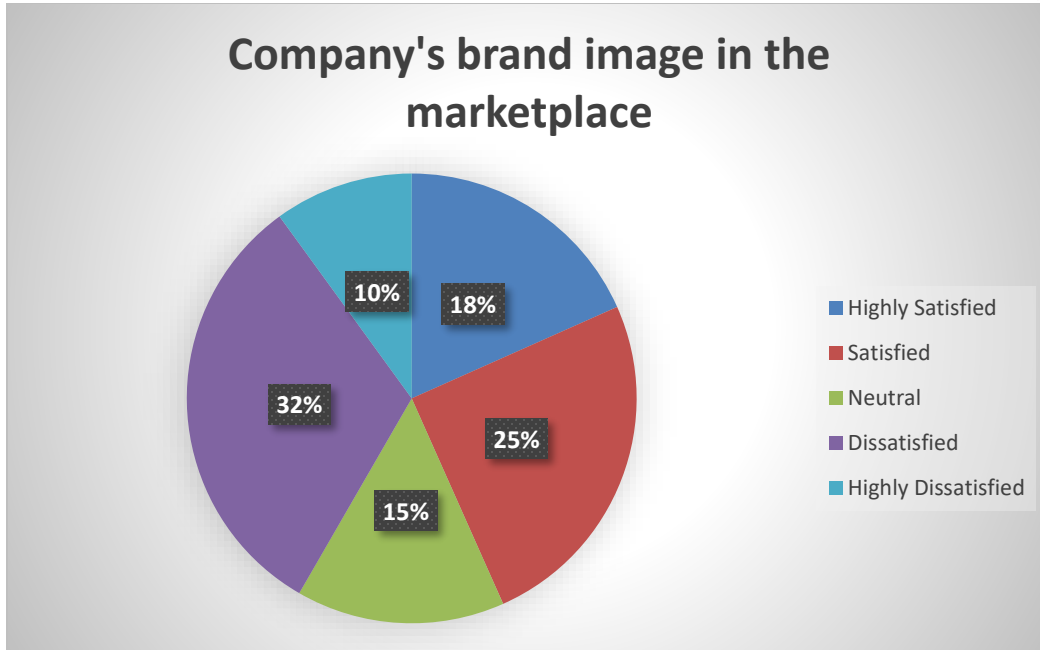


Figure: Pie chart based on the collected data

Interpretation:

From the above graph, it is shown that customers are not pleased with the brand image of this company. Besides, they are not aware of the brand logo rather than their prime focus on the brand name of Donga Electric Device Ltd. Among the respondents, 32% of the customers are dissatisfied with the brand image of BanglaTech whereas 25% respondents have shown their satisfaction. One of the reasons is from the parent company, BanglaTech have an agreement of the sole distributorship and thus, the majority of the customers are not concerned of the brand image of the company.

Recommendation others for purchasing the products:

| Would you like to recommend your friends, family members or others for purchasing the products? | Highly Recommended | Recommended | Probably | Not Recommended | Absolutely Not |
|---|--------------------|-------------|----------|-----------------|----------------|
| | 29 | 10 | 17 | 3 | 1 |

Table: Collected data from the respondents

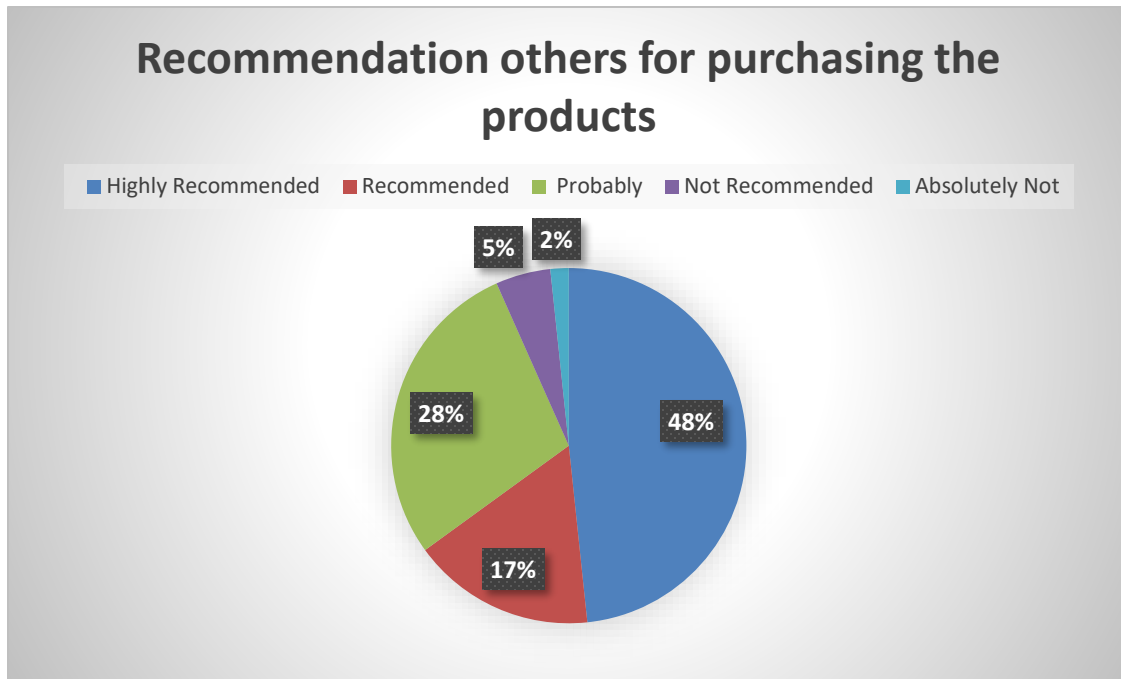


Figure: Pie chart based on the collected data

Interpretation:

According to the graph, the majority of customers would like to recommend others to purchase the products of BanglaTech. Among the respondents, 48% of customers are satisfied with the features of the products, pricing strategy, packaging, discounts, and repairing services. Only 5% of respondents have a different perception regarding the offered products. It is not easy for a marketer to satisfy all of their customers rather than they mainly focus on the requirements of the majority customers.

Chapter: 05

5. Findings of the Report

At first, we need to sort out the types of the customers. From the analysis data, we found there are two sorts of targeted groups of customers among those who responded; one type is corporate clients and the other one is individual customers. Individual customers are shopkeepers from various

markets whereas corporate customers are purchasing/procurement officers of corporations. According to the graph, the majority of clients are young and some of them are beyond the age of 50 years. According to the research, majority percent of customers are between the ages of 20 and 30. Years. Customers with undergraduate degrees are the majority. As a result, the majority of consumers have a good educational background, which makes it easier for BanglaTech to educate the customers about the product's specifications.

Quality & Design:

The majority of clients are extremely delighted with the present quality and design of the products. The main reason is that all of these products are imported from Donga, Korea and that parent company ensured the quality, style, design, and features of these electrical goods. Besides, this Korean company is always focused on the needs of the customer and is willing to personalize items at any moment.

Variation in the Offered Products:

The majority of consumers are satisfied in terms of the current product diversity helps BanglaTech attract the existing as well as potential clients. Because the company focuses mostly on industrial electrics items such as Magnetic Conductor, Overload Relay, Miniature Circuit Breaker, Air Circuit Breaker, and Molded Case Circuit Breaker, it has a high market demand. Some customers are displeased with the products because of appearing to have higher expectations from the company.

Friendliness of the Sales Staff:

BanglaTech has always tried to focus on customer pleasure and their management believes that salesperson cooperation can enhance their sales. Actually, it is tough to handle both corporate and individual or local shops during business hours. This type of unwelcome circumstance can arise from time to time because it is not possible to entertain a large number of consumers at the same time. Furthermore, it is not the traditional method of selling the things because all parties are always in a hurry and preoccupied with operational activities.

Product Knowledge of the Sales Representatives:

According to the analysis of the data, the majority of the sales people have the necessary product expertise. According to the graph above, the majority of BanglaTech's targeted set of customers believe that the assigned sales representatives understand the specifications of the electrics items. These dissatisfactions may be exacerbated by some inexperienced yet experienced sales representatives. Actually, today's business is dynamic and if staff are not properly trained, this type of problem can arise frequently.

Convenient Location:

From the analysis part, it is found that the placement of the branches is convenient for the target group of clients, as the majority of customers have already indicated their degree of satisfaction. BanglaTech has three branches, two of which are located at Nawabpur, Dhaka. The majority of buyers are delighted with the essential center of the electric goods but it appears challenging for others.

Procedure of resolving complaints and responding to inquiries:

By analyzing the chart, it can be observed that majority of customers are dissatisfied in terms of procedure of resolving complaints and responding to inquiries to the customers. Actually, as a sole distributor, it is not possible for them to contact directly with the parent company in Korea rather than BanglaTech is trying to resolve the complaints locally. They ordered some additional spare parts to support their customer service. Moreover, they do not have any specific complaints form or any procedure to solve the problems.

After sales service and refund policy of the company:

Regarding the company's after-sales service and refund policy, the majority of consumers are dissatisfied. Actually, they do not have any structured refund policy and based on the emergency, the company's after-sales service can be offered to the corporate clients. As BanglaTech does not have a refund policy so customers are extremely unsatisfied with the company's return policy. If any individual customer wants to purchase the products then at first it will be checked by the sales persons then it is ready to deliver to the customer's end. Thus, the refund policy is not applicable for those group of customers.

Fairness of preparing the invoices on time & its clarity:

BanglaTech's targeted customers are satisfied with the fairness of invoice preparation because the graph depicts a comparable scenario. Because there is no barcode system, it is easy for salespeople to modify invoices at any moment. However, the sales persons of the company have shown their honesty regarding this issue. As the bills are checked by the accounts department on a daily basis and the products' commission percentage is already determined on basis of the product type and model so there is no chance of changing the invoices of the customers.

Company's brand image in the marketplace:

According to the analysis, customers are dissatisfied with this company's brand image. Furthermore, they are unaware of the brand logo, as their primary focus is on the brand name of Donga Electric Device Ltd. One of the reasons is that BanglaTech has a sole distributorship arrangement with its parent firm and so the bulk of clients are apathetic about the company's brand image.

Recommendation others for purchasing the products:

Considering all the attributes of the product's features, the majority of consumers would recommend BanglaTech products to others. Customers are satisfied with the features of the products, price strategy, packaging, discounts and mending services. As few of respondents have a different opinion about the things on offer so it can should be noted that it is difficult for a marketer to please all of their clients rather than focus on the needs of the majority of their customers.

Chapter: 06

6. Recommendations

From the analysis of the report, we have observed that BanglaTech has faced several challenges regarding the satisfaction level of the customers. To overcome those problems the following suggestions can be added as forms of recommendations-

Building a Strong Brand Image:

As there is an objection from the customers regarding the brand image of BanglaTech so they need to build its brand awareness and value by introducing the innovative ideas like guerrilla marketing strategy where they can promote their brand with a cost-effective budget. They need to add the tag name of the parent company's brand with their promotional strategies. For example, there is a positive perception of the customers about the Korean products so it can be spread more through the word of mouth by the existing customers.

Enhanced After-sales Service System:

Based on the analysis of the data, majority of the customers are not satisfied with after-sales services of BanglaTech. As they do not have any support service center so immediately they need to establish this dedicated department to facilitate the customers. At the same time, they need to hire the customer care representatives who have a good knowledge about the products.

Introduction of a Refund Policy:

From our observation, we have found that a large number of customers are deprived of having a refund policy of their purchased products. As there are different models with different voltages of these industrial items so it would be better to add a "Quality Checked" (QC) marked with a

detailed product description. Besides, they can add a barcode system to sell their products to the customers.

Hiring More Qualified Employees:

From my observation, the company was a sole proprietorship and then formed as a private limited company. At first, it was totally dependent on the sales persons but now they are changing to the departmentalization. To ensure a smooth operation, BanglaTech needs to hire a good number of employees for the assigned departments. For example, in my department, there are only 2 executives to handle all types of marketing related activities. If they can hire the suitable employees then their overall productivity will be increased.

Proper Inventory Management:

As there are various types of products under the umbrella of BanglaTech so they need to maintain a proper inventory management. An automation process can be implemented by the company to update the stock of the products. Due to a huge gathering at the branch or during the transition of refiling the products at the branches, sometimes the products are found missing or miscalculation can be occurred. Thus, a proper inventory management can fix this sort of problem.

Well-defined Organogram:

The existing organizational structure of BanglaTech is not well-defined. As they do not have a concrete departmentalized organogram so sometimes it seems difficult for the managers to convey the required instruction to their subordinates. So, at first, they need to define the company's designated departments then they can set an overall company's structure.

Chapter: 07

7. Conclusion

BanglaTech aims to create a marketing system that delivers genuine and value-based items from the manufacturer to the customer quickly and efficiently all over Bangladesh. The loyal consumers of the company can have a huge benefit by the offered marketing mix. Moreover, to fulfill the needs of the user, the products must be updated. By raising the public awareness as well as market demand, they can capture the local market within a few years. Then they would

like to expand their business operation in different countries across all over that world. Recently, they have established the assembly line operations to assemble the parts and preparing the complete products. Therefore, they need to use unique promotional strategies, ensure more physical evidence, enhanced the business process and create more retail opportunities to take their business to new heights.

Chapter: 08

8. References

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Chapter: 09

9. Appendix

Customers' Satisfaction Survey

Dear Respondent,

The primary goal of this survey is to determine overall customers' satisfaction of BanglaTech Energy Ltd. The poll was designed with some questions regarding your satisfaction and other questions about how you see the company and its offered products. Participation in this survey is entirely optional. This quiz will take 5-10 minutes to complete. This survey's data is full confidential and will only be used for academic research purposes.

Types of Customers: (Please tick)

- Corporate
- Individual

Age: (Please tick)

- 20-30 years
- 31-40 years
- 41-50 years
- 51 years-above

Academic qualification: (Please tick)

- School certificate
- Undergraduate Degree
- Post-graduate degree
- Professional and other qualifications

Put (√) your opinion about following statements, Opinions are divided into five level –

| | | | | | | |
|---|--|------------------|-----------|----------|--------------|---------------------|
| 1 | Are you satisfied with the quality & design of the products? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
| | No. of the respondents | 40 | 17 | 2 | 1 | 0 |
| 2 | Are you pleased with the product variety? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
| | No. of the respondents | 38 | 16 | 3 | 2 | 1 |
| 3 | Are you satisfied with the friendliness of the sales staff? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
| | No. of the respondents | 22 | 14 | 9 | 11 | 4 |
| 4 | Are you pleased with the availability and knowledge of the sales representative? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
| | No. of the | 35 | 13 | 7 | 3 | 2 |

| | respondents | | | | | |
|---|---|------------------|-----------|---------|--------------|---------------------|
| 5 | Placement of the branches is convenient for our target group of customers- | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| | No. of the respondents | 21 | 24 | 13 | 2 | 0 |
| 6 | Are you satisfied with the procedure of resolving complaints and responding to inquiries? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
| | No. of the respondents | 15 | 13 | 9 | 16 | 7 |
| 7 | Are you satisfied with the after sales service and refund policy of the company? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
| | No. of the respondents | 10 | 14 | 11 | 16 | 9 |
| 8 | Are you pleased regarding the fairness of preparing the invoices on time & its clarity? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
| | No. of the respondents | 21 | 18 | 16 | 3 | 2 |
| 9 | Are you pleased with the company's brand image in the marketplace? | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
| | No. of the respondents | 11 | 15 | 9 | 19 | 6 |

| 10 | Would you like to recommend your friends, family members or others for purchasing the products? | Highly Recommended | Recommended | Probably | Not Recommended | Absolutely Not |
|----|---|--------------------|-------------|----------|-----------------|----------------|
| | No. of the respondents | 29 | 10 | 17 | 3 | 1 |

Open- ended questions:

1. Please state if there is any service gap -----
2. Recommendations you need to include -----

Thank you!