

*Internship report*  
*on*  
*Service gap model of Barakah clinic*



Internship report  
on  
Service Gap Model of Barakah Clinic

**Prepared For**

Md. Tareque Aziz

Assistant Professor

BRAC Business School

**Prepared By**

Tilottama Tahmin

ID No-11364011

Program-MBA

Major-Marketing

**BRAC University**

## **Acknowledgement**

In the beginning, I offer my sincere gratitude and thanks to Dr. Md. Tareque Aziz (Assistant Professor) BRAC University whose inspiring guidance and valuable suggestions made this report possible.

I also express my gratitude to Mr. Rashed Shahriar Polash (Managing Director), Md. Ariful Islam, Manager (Administration), Ms. Fatematuz Zohera, Manager (Marketing) of Barakah Clinic for their keen interest and support to my practical orientation.

Finally, I would like to thank all staff of Barakah clinic for supporting me in all of their possible way.

**Company profile:** Baraka Clinic is a three storied building with a floor space of 10,000 square feet having open space and lobby. There are four rooms in the ground floor and three in the 1<sup>st</sup> floor and 2<sup>nd</sup> floor respectively. In the ground floor the open space in front of rooms is used as reception and report delivery counter. There are about twenty chairs for patients waiting in the open space and lobby area, one counter for money receipt and one counter for delivery and reports. Patients after paying money and taking receipt will go to blood collection, X-ray and ECG room as required. In the ground floor the four rooms are marked. The first room is for blood and other sample collection. The second room is a common toilet for giving samples stool, urine, cough, semen and other body fluids. The third room is for X-ray test. The last fourth room is marked as ultra sonogram room. All the blood and other sample collected are taken into the laboratory room for reporting by consultants. All tests are done by qualified experienced technologist under supervision of consultant. These reports are then typed and after it is signed by the consultant and sent to the counter. Patients showing money receipt at appropriate time take the report and show it to their respective physicians.

In the first floor there are three rooms, these are marked for medicine department. Among these two rooms are for the medicine specialist where he examines the patient, takes history and write prescription. The third room is used as ECG room where ECG is done by an ECG technician.

In the second floor there are three rooms. One of the three rooms used by gynae department is for consultant for examination, history taking and writing of prescription for the patients. Second room is used for consultation about tips for normal pregnancy, family planning devices for intending couples, diet chart done by a qualified nurse under the supervision of the gynae consultant. The third room is for pervaginal examination and small surgical procedures. The space in front of the lobby in first & second floor is used as sitting place for patients and their attendants where 20 chairs are provided. One corner of the lobby in the first floor is used as prayer room for the staff and the patients and their attendant.

**Background:** Barakah clinic is small clinic providing moderate services to its patients. Barakah clinic is 3 stored building located along the highway in Chadpur district. Most of the patients are from middle class family. Barakah clinic started its operation in 15th March 2004. Barakah clinic has approximately 15 doctors and 20 nurses. The clinic also has free Friday clinic services for its patients. Barakah clinic has three departments such as Pathology, Medicine and Gynae.

**Mission:** The mission of Barakah Clinic is to provide quality health care and health education to the community focusing on those facing economic, social or cultural barriers.

**Vision:** Barakah Clinic will be a model network recognized regionally and nationally for delivering affordable, comprehensive, quality health care through effective, efficient and fiscally sound management, allowing them to be the provider and employer of choice.

**Values:**

- They care for patients as they would wish to be cared for themselves.
- Integrity at every level will not be compromised.
- They value the personal life of their employees and physicians.
- They value excellence in medical education at all staff levels.
- They recruit, train and re-train physicians and support staff to the highest level of service.
- They value collaboration and teamwork.
- They value continuous improvement.
- They value commitment to quality.
- They value commitment to mission

## **Goal of the clinic**

- To ensure that patients feel cared for in all areas of their services from the moment they call for an appointment with a doctor, until their insurance is billed and payment is received.
- To provide a professional and fulfilling work environment for employees and physicians that provides a fair income and allows a good quality of life.
- To provide value to Barakah clinic both professionally and economically.

## **Functions**

The health care team provides a drop-in, youth-friendly health clinic on a part time basis. Their services include assessment and treatment of health problems, the provision of medication and contraceptives, counseling, health teaching and referrals to other health and community services. Barakah clinic partners with community to advocate for both young and old patients, provides a resource to the community and participates in research. The clinic staffs are as a resource to the community as it relates to populations of both young and old.

## **Board of Directors**

The Board of Directors is the primary governing body of Barakah Clinic. The directors are responsible for Barakah Clinic's operations and affairs. The Board of directors is also responsible for ensuring that Barakah Clinic is organized.

Currently, there are 8 members in Board of directors. The Board is comprised of dedicated community leaders who are selected on the basis of their expertise and experience in a variety of areas beneficial to the Barakah Clinic Health System. Board members serve as volunteers and are not compensated for their services. The Board also includes three physicians who are members of Barakah Clinic's professional staff.

The Board of Directors generally meets four times per year, including an annual meeting during which officers are elected and Board Committee members are appointed. The Board of Directors currently has the following committees:

- Development Committee
- Finance Committee
- Marketing Committee
- Safety, Quality and Patient Experience Committee
- Administration committee

# Organogram of Barakah Clinic

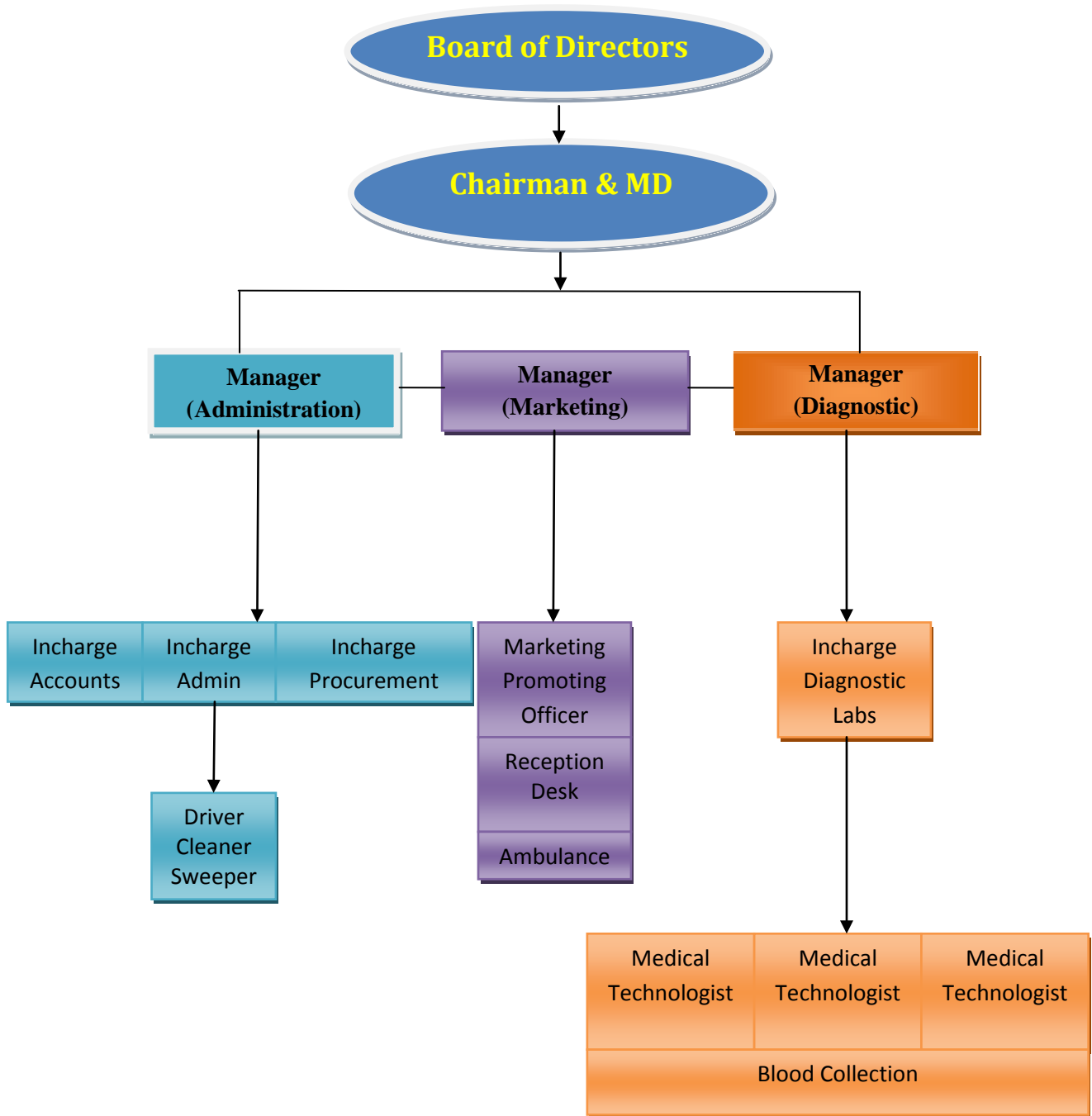


Figure: Organogram of Barakah Clinic

## Types of Services:

Barakah clinic has only three departments such as medicine, pathology and gynae. Barakah clinic provides different types of tests which are enlisted below. Under the surveillance of doctors these tests help to detect any type of infection in body, to monitor chronic diseases such as diabetes, hypertension or to detect primary and tertiary level of carcinoma. Thus it ensures diagnosis, monitoring and prognosis of debilitating diseases among the general population.

<b>Department</b>	<b>Laboratory tests</b>	<b>Diagnosis of diseases</b>
<b>Pathology</b>	<ol style="list-style-type: none"><li>1. Complete blood count</li><li>2. Peripheral blood film</li><li>3. Urine routine examination</li><li>4. Stool routine examination</li><li>5. Blood sugar</li><li>6. Culture for blood, urine.</li></ol>	<ol style="list-style-type: none"><li>1. To detect any infection or bleeding disorder.</li><li>2. To detect malaria, kala-zor.</li><li>3. Detect UTI.</li><li>4. To detect diarrhea, dysentery.</li><li>5. For identification and monitoring of diabetes.</li><li>6. Any infection of blood and urine.</li></ol>
<b>Medicine</b>	<ol style="list-style-type: none"><li>1. Liver function test.</li><li>2. Renal function test.</li><li>3. Thyroid function test.</li><li>4. X-ray</li><li>5. ECG</li></ol>	<ol style="list-style-type: none"><li>1. To detect liver disease, jaundice.</li><li>2. To detect renal dysfunction.</li><li>3. Detect Thyroid disorders.</li><li>4. To diagnose chest diseases, fractures of limbs.</li><li>5. To diagnose any heart disease or heart attack.</li></ol>



<b>Department</b>	<b>Laboratory tests</b>	<b>Diagnosis of diseases</b>
<b>Gynecology</b>	<ol style="list-style-type: none"> <li><b>1. Serum and urine B-HCG level</b></li> <li><b>2.Colposcopy</b></li> <li><b>3. PAP'S smear.</b></li> <li><b>4. Ultrasonography</b></li> </ol>	<ol style="list-style-type: none"> <li><b>1. To detect pregnancy.</b></li> <li><b>2. To detect any cervical infection, cancer.</b></li> <li><b>3. To detect inflammation, infection in cervix.</b></li> <li><b>4. To detect any uterine disease, cancer or monitoring fetus during pregnancy.</b></li> </ol>

**Table : Types of services of Barakah clinic**

## The Gaps Model of Service Quality

Today's consumer has become increasingly demanding. They not only want high quality products but also they expect high quality customer service. Even manufactured products such as cars, mobile phones and computers cannot gain a strategic competitive advantage through the physical products alone. From a consumer's point of view, customer service is considered very much part of the product. Products that do not offer good quality customer service that meets the expectations of consumers are difficult to sustain in a competitive market.

The gap model positions the key concepts, strategies, and decisions in delivering quality service in a manner that begins with the customer and builds the organization's tasks around what is needed to close the gap between customer expectations and perceptions. The gaps model provides a comprehensive and integrating framework for delivering service excellence and customer-driven service innovation.

### Gap Model of Service Quality

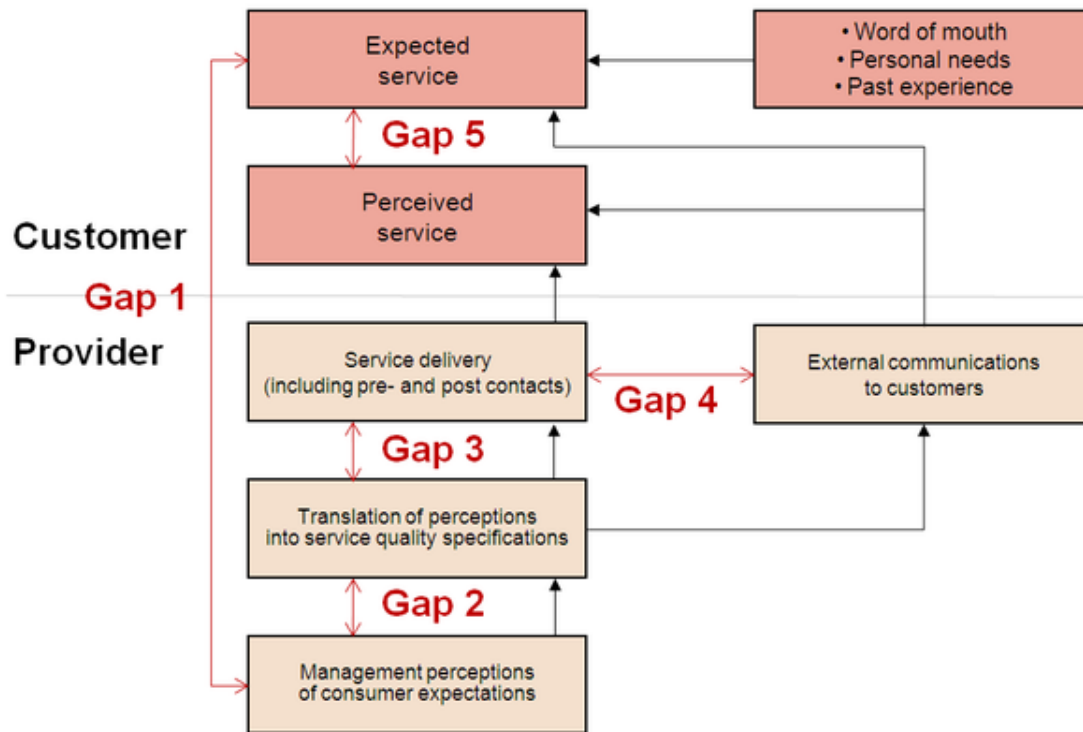


Figure 1: The Gap Model of Service Quality

The model, illustrated in Figure 1, is anchored on the customer and integrates customer focus throughout all gaps within the model. As depicted in the model, a firm's primary goal should be to meet or exceed customer expectations, and strategies used to achieve that objective (whether operations, human resource, or technology-based) are all focused on the customer. Every gap and every strategy used to close the gaps in the model retain a focus on the customer at its core.

The central focus of the model is the customer gap – the difference between customer expectation of what will be delivered and perceptions of the service as it is actually delivered. The other four gaps in the model are known as the provider gaps and each represents a potential cause behind a firm's failure to meet customer expectations.

Closing the customer gap – delivering quality service – at the top of the model is a complex undertaking involving many different organizational and employee skills and tasks. These tasks can be sorted into four other gaps – the provider gaps – each of which needs to be closed in order to close the customer gap. The following four provider gaps, shown under the horizontal line in Figure 1, are the underlying causes behind the customer gap:

**Gap 1: The listening gap**

**Gap 2: The service design and standard gap**

**Gap 3: The performance gap**

**Gap 4: The communication gap.**

At its most basic level, the logic of the model suggests that the customer gap is a function of any one or all of the four provider gaps.

## **THE CUSTOMER GAP**

The customer gap is the difference between customer expectations and customer perceptions. Customer expectation is what the customer expects according to available resources and is influenced by cultural background, family lifestyle, personality, demographic, advertising, experience with similar products and information available online. Customer perception is totally subjective and is based on the customer's interaction with the product or service. Perception is derived from the customer's satisfaction of the specific product or service and the quality of service delivery. The customer gap is the most important gap and in an ideal world the customer's expectation would be almost identical to the customer's perception.

In a customer orientated strategy, delivering a quality service for a specific product should be based on a clear understanding of the target market. Understanding customer needs and knowing customer expectations could be the best way to close the gap.

The customer gap is the heart of the gaps model. It represents the difference between customer expectations and perceptions of service performance.

The model suggests that closing this gap by matching or exceeding customer expectations will result in the achievement of service quality from the customer's perspective. In the years since the introduction of the model, there have been significant focus on both customer expectations and perceptions in terms of conceptualizing these constructs, developing measures for them and studying their effects.

A prominent focus of both academic and practical research has involved identifying the dimensions of service quality. Considerable exploratory and empirical work resulted in the identification of five dimensions:

- **Assurance:** Knowledge and courtesy of employees and their ability to inspire trust and confidence.
- **Empathy:** Caring, individualized attention the firm provides its customers.
- **Reliability:** Ability to perform the promised services dependably and accurately.
- **Responsiveness:** Willingness to help customers and provide prompt services.
- **Tangible:** Appearance of physical facilities, equipment, personnel, and communication, materials.

## **The Provider Gap**

### **GAP 1 – The listening gap**

The listening gap is the difference between customer expectations of service and company understanding of those expectations.

A primary cause in many firms for not meeting customer expectations – that is, the customer gap – is that the firm lacks accurate understanding of exactly what those expectations are.



#### **Strategies for closing the listening gap:**

- Listen to customers in multiple ways through customer research and employee communication.
- Build relationship by understanding and meeting customer needs over time.
- Know and act on what customers expect when they experience a service failure

### **Gap 2: The design and standard gap**

This gap is concerned with translating customer expectations into actual service designs and developing standards to measure service operations against customer expectations.



### **Strategies for closing the design and standards gap:**

- Employ well-defined new service development and innovation practices-“services R&D.”
- Understand the total customer experience through service.
- Measure service operations via customer -defined rather than company defined standards.
- Incorporate physical evidence in service design.

### **Gap 3: The service performance gap**

The service performance gap must be close to make sure there is no discrepancy between customer-driven service design and standards and actual service delivery. Even when guidelines exist for performing service well and treating customers correctly, high-quality service performance is not a certainty. Standards must be backed by appropriate resources (people, system, and technology) and also must be enforced to be effective – that is, employees must be measured and compensated on the basis of performance along those standards.



### **Strategies for closing the service performance gap:**

- Align human resource practices (hiring, training, support systems, and rewards)around delivering service excellence.
- Define customers' roles and help them to understand and perform effectively.
- Integrate technology effectively and appropriately to aid service performance.
- Manage fluctuation in supply and demand.

#### **Gap 4: Communication Gap**

Even when a firm has done everything suggested by the other three gaps to ensure service quality, there can still be a failure to meet customer expectations if communications about the service do not match with what is delivered. Thus, the final provider gap that must be closed is the communication gap, or gap 4. This gap focuses on the differences between service delivery and what is communicated externally to customers through advertising, pricing, and other forms of communications.



#### **Strategies for closing the communication gap:**

- Develop integrated services covering marketing strategies, quality service, competitive price and sending these message to the customer.
- Manage customer expectations effectively throughout the experience.
- Develop mechanisms for internal communication to avoid overpromising and ensure successful delivery.
- Manage the service brand.
- Competitive price.

## *Implementation of Service Gap Model in Barakah Clinic*

Customer service and patient satisfaction matter more than anything. Patients have higher expectations and less tolerance. To provide the highest level of satisfaction, health care providers must control patients' expectations and perception of treatment quality. The gap model of service serves as a framework for service organizations attempting to improve quality of service.

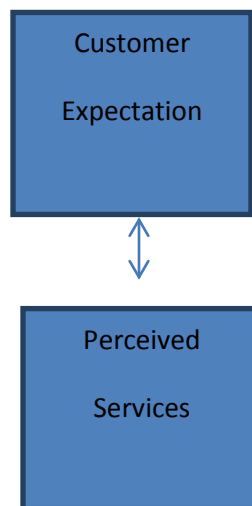
The Gap model consists of two parts:-

1) The Customer Gap

2) The Provider Gap

**Customer Gap:** The customer gap is the difference between customer expectations and perceptions. Customer expectations are standards or reference points that customers bring into the service experience whereas customer perception are subjective assessments of the actual service experiences.

### **The Customer Gap**



In the case of Barakah Clinic Patients are considered as customers and providing satisfactory services are major concerns.



**Customer Expectations:** Some factors influencing Customer Expectations:

- 1) **Word of mouth:** Word of mouth is the passing of information from person to person by oral communication. If patients are satisfied they will spread good comments about the clinic. Patients depend on the judgments of people close to them such as relatives, colleagues and friends. Patients choose the clinic that provides the best services with economic cost. In the case of Barakah clinic most the patients are marginally satisfied.
- 2) **Personal needs:** Patients will be happy if they get desired level of service from Barakah clinic. But as there are few departments available, some patients are sent to other clinics as a result they feel dissatisfied. Some patients complained that they were not given proper attention.
- 3) **Past experience:** Patient's past experience is a crucial part of service industry. Most of the Barakah patients relate present services with the past experiences which is moderate level of satisfaction.

## **Major customer Expectations**

**1)Doctors pay full attention to their complains:** Patients expect doctors will carefully listen and understand their complains. Patients expect that doctors will show sympathetic attitude towards their problem. They believe that if the doctors listen to them, they will be cured.

**2)Patients expect proper treatment:** Patients of Barakah clinic expect proper treatment for all types of illness. Especially for chronic diseases they want appropriate treatment. Proper treatment is needed for healthy and good future.

**3)Caring attitude:** Patients expect caring attitude from all level of workers starting from doctors to ward boys. Caring attitude gives them comfort, trust and a sense of reliability. The patient feel happy and satisfied if the attitude towards them is comforting and friendly.

**4)Economic charges:** Patients of Barakah clinic expect economic charges for visiting doctors and laboratory investigations. They also expect a fair rate for the indoor stay charges. So that they can afford all the expenses for their treatment.

## **Customer perception:**

- 1) Moderate health services:** Barakah clinic provides moderate level of services to its patients. Treatment to consultation all slightly touches marginal level of satisfaction. Some patients are not fully satisfied.
- 2) Costly investigations:** Some of the laboratory investigations like x-ray, blood examinations are higher than other clinics. So many of the patients cannot afford such higher costs.
- 3) Limited time from doctors:** Doctors of Barakah clinic don't spend much time on one patient. As a result some patients feel deprived and less important.
- 4) Inefficient management:** The management of the patient from reception to admission is not properly coordinated. As a result patient gets confused about where to go for investigation or admission. There is also lack of communication between reception and workers of indoor. Sometimes it harasses the patients.

## **Provider Gap**

- **Gap 1: Listening gap:** The listening gap is the gap between customer expectations of the service and the company understanding of those expectations. Primary cause of this problem is service providers do not accurately understand customer expectations. In the case of Barakah Clinic there also exists a gap between patient's expectation of services and the services acquired by the clinic.
- 1) Lack of adequate, formal and friendly behavior:** Patients are very sensitive towards their health so they should also be treated delicately. Doctors are very busy sometimes they don't give proper suggestions and attention towards patients. As a result patients also feel hesitant to openly share what problems he/she is facing. Friendly attitude of doctors makes patients become more comfortable.
  - 2) Lack of female doctors:** Women in our country are very shy and conservative. Majority of the woman patients demand a female doctor for checkup. Barakah clinic has few numbers of doctors and mostly they are male.
  - 3) No Emergency Room:** Barakah clinic doesn't have a separate emergency room. So the services for emergency situations like accident, trauma, and burn patients are treated in a common room. As a result patients are not getting proper attention.

➤ **Gap 2: The service design and standards gap:** Customer driven standards are different from conventional performance standards that a firm establishes. These problems are reflected in gap 2, the difference between company understanding of customer expectations and development of customer driven service designs and standards.

**1) There is no separate waiting room:** Barakah clinic is very small in size and don't have sufficient space. Patients of Barakah are very dissatisfied that there are no separate waiting rooms. Even sitting arrangements are not enough. Many patients has to stand for a long time even they are in critical condition and wait for their serial to come.

**2) There is no pharmaceutical shop near reception or clinic:** As Barakah clinic is very small in size. There is no pharmaceutical shop near the clinic. Patients feel difficulty getting suggested medicines prescribed by the doctors.

**3) No car parking facility:** Barakah clinic is situated on the edge of main road. There is no garage for car or motor cycle parking, patients face difficulty if they travel by their own transport.

**4) No ICU services:** ICU is for critical patients. At Barakah clinic there is no ICU unit. This is one of the major issues of the majority patients.

**5) Few departments present for service:** Barakah clinic has only three departments such as Medicine, Pathology and Guynae. But absence of other departments like Surgery, Eye, ENT Pediatrics causes dissatisfaction and also patients mark their services as under rated.

**6) Few beds are available:** Barakah clinic is a small clinic so there is few numbers of beds approximately 25 beds are available for hospitalization. Bed numbers should be increased to meet daily demand. There is huge shortage of beds.

**7) Monitoring work:** All the clinic and hospital need to have a proper monitoring panel to execute and manage all the coordinated work of the doctors, nurses and other staff. But this clinic lacks the proper monitoring. So most of the patients are not satisfied.

➤ **Gap 3: The service Performance gap:** This is the actual discrepancy between development of customer driven service standards and actual service performance by the firm's employees. Standards must be backed by appropriate resources (People, systems and technology) and also must be enforced to be effective.

**1) Lack of modern technology:** Barakah clinic lacks use of modern technology in all areas from investigation of diseases to provide reports. Important investigations like CT scan, MRI should be included.

**2) No ambulance service :** Ambulance service is crucial for the patients. Some patients are in very critical condition and need extra care .Twenty- four hour ambulance service is needed for Barakah patients.

**3) No home delivery services:** Some pregnant lady may be in very serious condition so they need home delivery services. Normal delivery under supervision of a doctor or trained nurse can save the life of both mother and baby. But Barakah clinic doesn't provide these services.

**4) Delay in making Appointment:** Patients routinely face long delays when making an appointment with a doctor in Barakah clinic. Half of primary care patients wait two or fewer days for an appointment as a result some patients are dissatisfied.

**5) Maintenance of hygiene:** Hygiene is one of the most important factors for hospitals and clinic. Due to small number of working staff Barakah clinic is unable to maintain proper hygiene.

**6) No female washroom:** Barakah clinic provides a common wash room. More than fifty percent of the patients are female. They feel embarrassed to use washroom which does not provide adequate privacy. So the clinic needs to provide a female toilet.

➤ **Gap 4: Communication gap:** The communication gap illustrates the difference between service delivery and service provider's external communications. The discrepancy between actual and promised service can widen customer gap. Broken promises can occur for many reasons such as advertising and personal selling, inadequate coordination between operations and marketing, differences in policies and procedures across service outlets.

**1) Free Friday clinic services:** Barakah clinic provides free Friday clinic services to its patients. Patients those who are very poor come to the clinic for free checkup and tests. But some patients do not get proper attention and friendly behavior.

**2) Delay in providing reports:** Barakah clinic has few number of doctors and nurses. As a result delivery of report is delayed maximum time. Patients get very annoyed and lose their temper.

**3) High fees charged for consultation and tests done:** Barakah clinic charges high for visiting doctors and pathological tests. Patients come to Barakah are mostly middle class people and cannot afford such high price charged by the clinic.

**4) Proper consultancy not given:** Huge number of patients who are not well educated come to Barakah clinic. These patients need proper advice and health tips. But as there are few numbers of doctors, patients do not get much time and support from them.

**5) Long Wait in Reception Area:** Time is important. When patients have to wait 10 minutes or longer, they become upset and frustrated. If the practice is running behind, it's best to let patients know. Patients of Barakah clinic has to wait for a long time as there is no serial system and no supervision.

**6) Food service in hospital is not up to mark:** All the hospitals provide food for the indoor patients for three times a day. Barakah clinic also provides food but the taste and presentation of the food lack the appeal of a delicious food. Most of the patients complained about it. Shortage of staff might be a cause of this problem.

## Summary of Findings

- **Quality:** Barakah Clinic maintains medium standard in serving the population in every aspects of health care facility. Starting from admission of patient to diagnosis and management of people the clinic maintain its quality. Achieving patient satisfaction by continuous measuring and improving services.
- **Technology:** The clinic is not advanced like other private clinics in terms of using technology. For an example, they only use computers for record keeping and admission for patients. But other important instruments of modern technology like USG machine, MRI machine, CT machine are not available in patient laboratory diagnosis. Thus they are depended on other city hospitals.
- **Lack of proper management:** Barakah clinic does not provide appropriate facilities to the people. A small number of people such as doctors, nurses, officers are running the clinic. They are even much focused towards their goal. The shortage of manpower hampers proper care and maintenance of the facilities.
- **Satisfaction:** Most of the People come from a middle socio- economic condition. They come from a rural area. They only get primary care from this clinic. The patient compliance is good although for complex diseases they have to visit other hospitals.
- **Convenience of clinic location:** Barakah is located in chadpur district along the main highway of the city. It is not too far from the center of

the city and reachable to almost all villagers. As it is located just beside highway the transport is also available twenty four hours and within the reach of the people. So location wise it gets full marks.

- **Innovation:** Barakah clinic welcome change, encourage invention and continually seek better, more efficient ways to achieve their goals. With limited resources Barakah clinic is trying to improve day by day. Barakah clinic is trying to increase manpower, logistic support and technological advance.
- **Teamwork:** Barakah clinic fails to build an efficient teamwork provided by doctors, nurses and management.
- **Service:** Barakah clinic provide moderate level of services. Patient satisfaction is at marginal level.
- **Integrity.** Barakh clinic adhere to moral principles and professional standards by a commitment to honesty, confidentiality, trust, respect and transparency.
- **Compassion.** Barakh clinic demonstrate their commitment to moderate level of care by providing a caring service and supportive environment for their patients, patients' families and fellow caregivers.
- **Cost:** This clinic charges a high level of cost for consultancy, laboratory test and admission charges from the people.
- **Patient care:** Patient care is not up to the expectation level. Patients are very conscious about their health so they need to be handled with adequate care.
- **Patient consultation:** The doctors of Barakah clinic do not provide sufficient time regarding patient consultation, as a result most of the patients are not fully satisfied.
- **Manpower:** Barakah clinic has only 15 doctors, 20 nurses and 7 ward workers. With such little manpower it is unable to provide appropriate care which is required for better management of patients.
- **Patient record:** The clinic does not enlist a proper record keeping process, as a result history of all patients is not always available for further diagnosis.
- **Pharma shop:** Barakah clinic does not have a pharma shop of their own. Patients buy medicines from other pharma shops located in the district.
- **Variety of treatment:** The clinic provides treatment for infectious diseases, gynaecological problems, first aid treatment but it does not provide treatment for specific diseases like surgical problems, burns, pediatric diseases, cancer.
- **No Emergency room:** Barakah clinic does not have an emergency room. All the patients who require first aid and emergency management are treated at a corner of the waiting room or referred to somewhere else.
- **Small clinic:** This clinic is a small clinic having only 12 rooms all together in three floors. The indoor wards are small, no separate bathroom for man and women and no emergency room for immediate management of patients.

## **My Learning Reflection**

- 1) **Understanding Customer Expectation:** This research helped me to learn more about customers of service industry and know their expectations. Customers should be the first priority for any service industry .Customers are very difficult to understand as they are .So proper understanding the need of a customer is very crucial.
- 2) **Service providers commitment:** Service industry depends on the quality of service it provides. Customers prefer to get superior services from providers that should exceed their expectation level. Service providers need to maintain standards and also promise to serve their customers the best they can.
- 3) **Relating theories to practical implementation:** During the research I learned more about service industry .The gap model of the service helped me to learn more about the service industry.
- 4) **Importance of maintaining good standard :** Service is intangible and only can be felt. It is very difficult to maintain the same standard as there are other competitors. But to remain in this service industry for a long time the providers must provide services at a consistent level.
- 5) **Understanding the service industry:** Service industry has become one of the major sources of generating income. This research helped me to learn about service industry closely.

**Conclusion:** Barakah clinic is a private clinic providing health services to its patients. Although it is a small clinic but it manages to provide primary level of health care to rural people. It serves inadequate level of care in specialized services .Barakah clinic should improve on its quality of services, increase manpower and improve its infrastructure. It should use modern technology for investigation. More trained nurses and ward boys should be appointed.

### ***Recommendations***

- 1) Barakah clinic should improve the quality of services provided by the clinic.
- 2) Barakah clinic must increase number of doctors, nurses and other staff members in order to provide adequate services to patients.
- 3) There should be a separate emergency room in the clinic.
- 4) Departments must be extended as now a days there are many diseases around the country.
- 5) Pharmaceutical shops must be located near the clinic.
- 6) Fees charged should be economical and reasonable.
- 7) Modern technology must be used to do tests and analyze reports.
- 8) Separate ICU unit must be included for critical patients.
- 9) Reports must be provided within the time frame.
- 10) Separate washroom must be provided for female patients.
- 11) Ambulance service must be provided for patients.
- 12) Proper patient consultancy must be provided by the clinic.