



*Let's grow together...*

# **Internship Report**

**On**

**“Customer Satisfaction analysis on HAMKO Battery”**



**Submitted To**

**Riyashad Ahmed**

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Coordinator, EMBA Program  
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**Submitted By**

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Program: MBA (Major in Finance)

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**Date of Submission: 2<sup>nd</sup> March, 2016**

## Letter of Transmittal

2<sup>nd</sup> March, 2016

**Riyashad Ahmed**

Assistant Professor of Finance &  
Coordinator, EMBA Program  
BRAC Business School

BRAC University

**Subject: Submission of Internship Report**

Dear Sir

With due respect, I am stating that I am Md. Monjurul Hassan Methun a student of MBA program doing internship under your supervision. I am very happy to inform you that I have prepared my internship report on “Customer Satisfaction analysis on HAMKO battery”. Now I would like to submit my report to you.

Thank you in advance for your kind assistance. In enjoyed working on the report and hope you will consider all my mistakes generously.

Therefore, I will be highly pleased if you accept my internship report.

Sincerely Yours,

Md. Monjurul Hassan Methun

ID. No: 12364040

Program: MBA

BRAC Business School

BRAC University, Dhaka.

## ACKNOWLEDEMENT

At the very beginning, I would like to express my thanks to the Almighty Allah for giving me the strength to complete the report. Then I would like to express my gratitude to my academic supervisor **Mr. Riyashad Ahmed**, who has provided me suggestions for making this Final Internship Report and also provided me with format for making and preparing the whole report, I like to thank sir for his generous cooperation that made me really confident about the desired outcome of my internship project.

I was not successful to complete the report without the active support and cooperation from many persons in the HAMKO Corporation Limited. I have tried my best and worked hard for preparing this report. I also want to put my thank to many officers and colleague of HAMKO Corporation Limited for their honest supervision and fully support in completing my report. My final affection and respect go to those officials with whom I am working with. Really their cooperation was much in detailing the report.

Finally I say that this report is also subject to error or mistakes that are inherent in every human endeavor. I therefore request every readers of this paper to forgive me for any kind of mistakes.

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## **Executive Summary**

Battery Industries are one of the most important parts of any country. It is quite impossible for any country to develop economical sector. Customer satisfaction is the main significant function of Industries. It plays a vital role in overall economy of the country. This internship report is fully based on primary as well as secondary data and information. The main objective of this study is to measure the level of customer satisfaction on HAMKO Battery and recommend some measures against major findings. The research data for analysis and measurement has been collected by a survey questionnaire, which includes both specific and general statement of customer satisfaction on HAMKO Battery.

The sample size is 30. Non-probability convenience sampling technique is used to conduct this report. The need of analyzing respondent data and measuring responses about different factors it is found that some factors is most important such- as high quality of product, product is available, product returns and exchange, warranty system and brand image and respondents are satisfied with these factors. And some factor is less important such as online facilities and respondents are not satisfied with these factors. This report finds that recommends most of the respondents disagree about online facilities of HAMKO Corporation Limited. To fulfill my internship objectives and finding some solution to this problem, it became an intuitive decision to improve factors according to customer requirement.



# **CHAPTER - 01**

## **Organizational Overview**



## 1.1 Introduction:

### 1.1: History of HAMKO Corporation Ltd:

HAMKO Group started its journey in 1979 with the vision to excel in the accumulator industry. After 3 decades of business HAMKO is currently a leading producer of Lead Acid Batteries in Bangladesh. HAMKO is also a pioneer Battery Components and Chemical manufacturer serving and supporting other battery companies' of the country. HAMKO Group is also contributing to proliferation of Renewable Power Generation as the supplier for Solar Batteries, Solar Panels and other related accessories to the rural electrification initiative by different NGOs and System integrators at home and abroad. HAMKO Group in its future ventures has a clear focus to advance in the Energy Technology sector, and contribute to mutual development of itself and all its partners and stakeholders.

HAMKO Group consists of SIX sister concerns, each being expert in its own sector. The sister concerns are as follows:

1. Khorshed Metal Industries (KMI)
2. HAMKO Industries Ltd (HIL)
3. Abdullah Battery Co (Pvt.) Ltd.
4. HAMKO Corporation Ltd
5. HAMKO Leathers Limited
6. HMKO Electric & Electronics (HEE)

HAMKO Group started its journey in 1978 with the vision to excel in the accumulator industry. HAMKO Group has concentrated the business portfolio to the same strategic business segment to demonstrate its potential and efficiency in the production of battery. Hamko Group started its business through ABCL in the year of 1978, founded by Mr. Abdus Satter Talukder. After that another business called HIL was established as a backward linkage of ABCO in 1988. Later on in 2007, the management established a partnership farm called KMI to provide basic raw materials to ABCO and HIL Finally they established HCL as a distribution and marketing company to support all the other sister concerns for distribution of the product of the Group.

Khorshed Metal Industries (KMI) a sister concern of HAMKO Group was set up to produce pure & antimonies lead from recycling of old battery scrap. HAMKO Industries Ltd (HIL), another allied concern of HAMKO Group, was established with a view to produce battery separators & battery containers along with covers, handles vent plugs of different sizes and colors. Plastic House hold items, PET Bottle. Abdullah Battery Co. (Pvt) Ltd. (ABCO), a concern of HAMKO Group, produces best quality lead Oxide battery plates, PP and hard rubber batteries. It is

facilitated with modern battery manufacturing machineries and skilled manpower. HAMKO Electric & Electronics (HEE), another allied concern of HAMKO Group, was established with a view to produce AC/DC fan, LED light, electric board, switch socket.

## 1.2: Business Description & History

HAMKO Corporation Ltd. (HCL), markets its sister Concern's products and other products like IPS, UPS, Solar PV Module's, Solar Home System, Solar Power Solutions having the brand name HAMKO with the help of 11 own outlets in different divisions and more than 300 retailers throughout the country. On the other hand HAMKO Corporation Ltd. (HCL) is also exporting batteries and separators overseas, creating a stable flow of foreign earnings for the company. HAMKO Creative Leather deals with exclusive leather products like jackets, wallets, Vanity bags, key pouch for export outside Bangladesh. After 3 decades of Business, HAMKO Group holds a vital position in the market as well as the economy of the country.

## 1.3: MAJOR PRODUCTS & SERVICES:

HAMKO Group has a wide range of products ranging from battery chemicals to complete battery and leather. The company's key products and services include the following:

- ✚ SLI battery Plates
- ✚ PVC Battery Separators
- ✚ Lead Oxide (Grey, Yellow & Red)
- ✚ Lead Alloy
- ✚ De-mineralized Water
- ✚ Battery Grade Electrolyte
- ✚ Polypropylene Container Battery (PP)
- ✚ Hard Rubber Container Battery (HR)
- ✚ IPS
- ✚ Long Backup UPS
- ✚ Voltage Stabilizer
- ✚ Electronic Ballast
- ✚ Leather Items
- ✚ Solar Battery

- ✚ Solar Home System (SHS)
- ✚ Solar power Solutions
- ✚ Solar PV Module
- ✚ Solar Charge Controller
- ✚ MPPT Charge Controller
- ✚ Solar Inverter
- ✚ Battery Water
- ✚ Plastic House Hold Items
- ✚ PET Bottle.





#### **1.4: Market Position, Business Performance & Strategy:**

In terms of market position, HAMKO battery one of the largest battery producer in Bangladesh by capturing 40% local market share. We have 70% market share of IPS Batteries. As the demand for 'HAMKO' Batteries is soaring due to its high quality and longevity, the battery producing concern of HAMKO group (ABCO) has taken initiatives to increase the battery production capacity by three fold of current battery production around 25,000 pcs. But professionals say that the HAMKO Battery would be able to take certain % of market share from other manufacturer due to its superior quality, longevity, increase of battery production capacity and good brand image. Another survey showed that HAMKO Battery lasts longer than others brand battery and when the battery replacement becomes obvious, the battery users choose HAMKO Battery as a result further increasing the market share of HAMKO. In case of Solar battery, we hold 45% market share very exclusively. Most of the customers of Solar battery are the partner organization (PO) of IDCOL.

HAMKO has different business policy in terms of purchasing the products of other allied concerns. Initially HAMKO started supplying batteries mainly to institutional clients namely DGDP, BTCL, AKTEL, SINGER, Grameen Shakti, Grameen Telecommunication, REDI, HIL FUL FUZUL, UBMUS, IDF Bright Green Energy Foundation, etc. Then it operated mass marketing strategy analyzing the market and the potential of IPS and Solar System in light of electricity production and demand.

Therefore the necessity of dealers or distributors arises as it is not possible to cater the individual customer through opening an own outlet in every nook and corner of the country. As a part of their marketing strategy, HAMKO provides their own theme of decoration to their dealers and distribution.

#### **1.5 Vision:-**

Every Company has their own vision. By fixing vision, they can set their future growth. HAMKO Corporation Ltd has its own vision to be leading producer of Automotive & Industrial Batteries in Bangladesh.

“To be the best Private Commercial pioneer Battery Components and Chemical manufacturer serving and supporting other battery companies of the country

## 1.6 Mission:-

To build HAMKO Industries Ltd. in to an efficient, market driven, customer focused institution with good corporate. Continuous improvement in business policies, procedure & efficiency through integration of technology at all levels.

## 1.7 Objectives:-

HAMKO Industries Ltd has some general objectives. But besides the general objectives it has also some strategic and financial objectives. All these are given below:

### 1.7.1 General Objective:-

To have a strong customer focus & to build a relationship based on integrity superior services & mutual benefit.

- To work as a team to serve the best interest of the group.
- To work for continuous business innovations improvements.
- To value & respect people & make decisions based on merits.
- To provide recognition & rewards on performance.
- To have sustained growth, improved & wide spectrum of products & service.

### 1.7.2 Strategic objectives:-

- To achieve positive Economic Value each year.
- To be market leader in product innovation.
- To be one of the top three Financial Institutions in Bangladesh in terms of cost efficiency.

## 1.8 Slogan:-

HAMKO Group in its future ventures has a clear focus to advance in the Energy Technology sector, and contribute to mutual development of itself and provides to their clients are very prompt and quality one compare to other private company. So HAMKO Corporation Ltd is the company, which will survive in the company sector of the world on the slogan "**Let's grow to gather**".

## 1.9 SOWT Analysis:

### 1. Strength:

HAMKO has a lot of strength these are:

- ❖ Have a sophisticated own production plant of Battery, Plastic & Lather
- ❖ Their main customer is the corporate office and as well as the upper class people
- ❖ Create opportunity to export their product in foreign country
- ❖ Easy to differentiate their product from their competition
- ❖ In the market there is a great reputation as a product of quality product
- ❖ A number of energetic and skill employee
- ❖ Wide network and wide distribution channel to sell their product
- ❖ Follow the integrative marketing. so they have less inter dependence

### 2. Weakness :

They have some weakness which may create a problem in HAMKO's sales and reputation in future.

- ❖ Salary structure are not well to attract the high quality employee
- ❖ There is no variation in their promotional activities always follow the "discount" to increase their sale
- ❖ Their office security system is not well

### 3. Opportunity:

By using the opportunity HAMKO still increase their revenue and also able to be the market leader not only in Bangladesh but also south Asian market.

- ❖ Create opportunity to export their product in World Wide.
- ❖ Can produce the product in different segment to attract the middle class people.
- ❖ Can participate in any product fair outside the country, which helps to export their product in overseas country.

### 4. Threat :

There are some threat also exist in the market. HAMKO should have to be concern about these threats.

- ❖ Their competitor in the market is gradually increasing. Basically NAVANA, VOLVO and RAHIMAFROZ are producing an almost same quality and same type of product. So there is a great threat to lose their market.
- ❖ Also now a days to change customer demand, they want to buy maintenance free battery. which are totally import based market in Bangladesh

## 1.10: LOCATION AND SUBSIDIARIES

### Head Office:

HAMKO Group, 199, shahid nazrul Islam Sharani, Akram Tower (3rd Floor), Bijoy Nagar, Dhaka-1000. Bangladesh. Phone: +8802-8391050, Fax: +8802-9331849, E-mail: [office@hamko.com.bd](mailto:office@hamko.com.bd), <http://www.hamko.com.bd>



**Registered Office:**

HAMKO Group, 171, Khan-A- Sabur Road, Khulna, Phone: 041-720892, 810746, Fax: 041-811378, E-mail: [hcl@hamko.com.bd](mailto:hcl@hamko.com.bd), <http://www.hamko.com.bd>

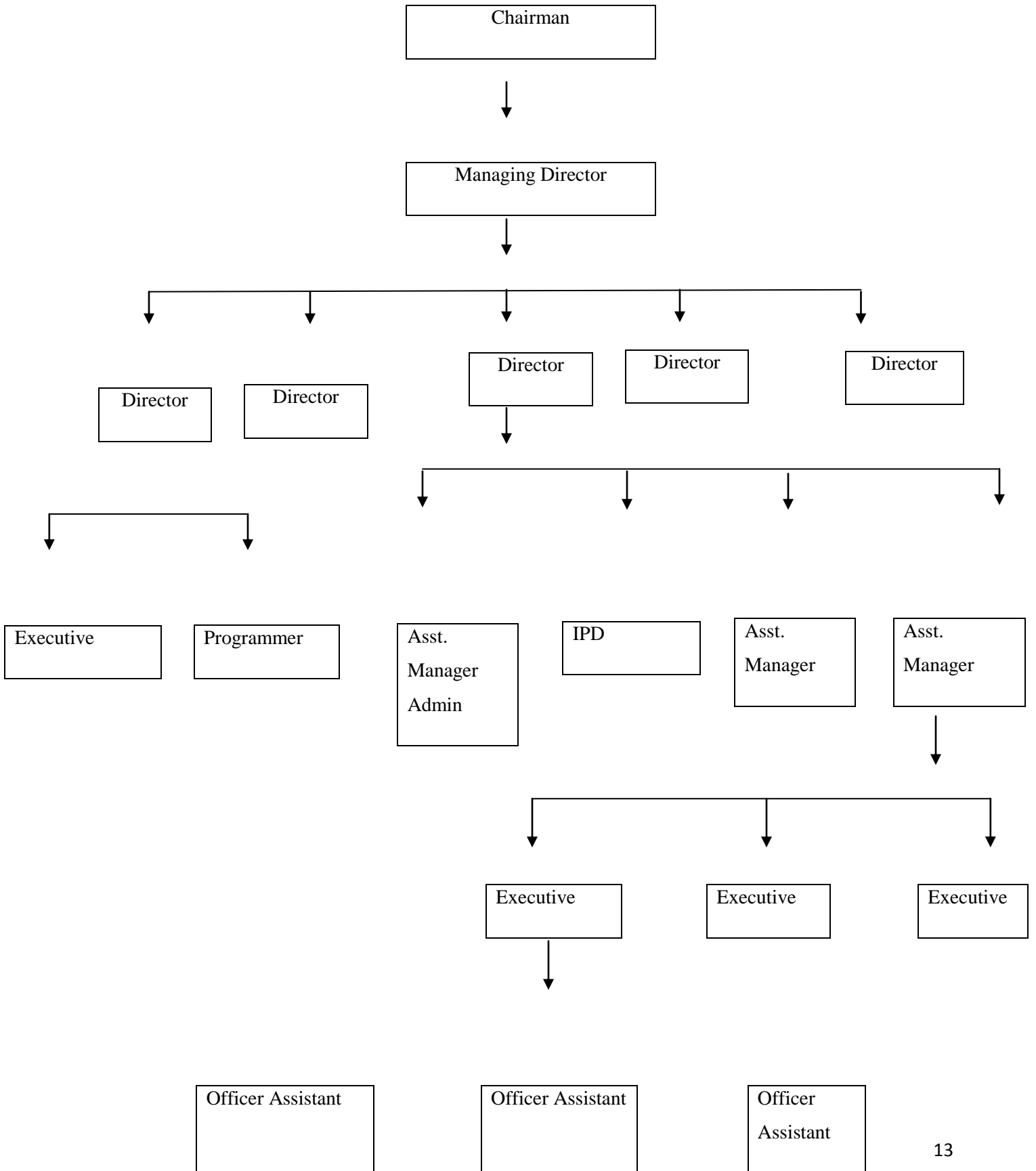
**3.11: OUR BRANCHES:**

<b>Comilla Branch</b>	Hamko Corporation Ltd.  S.R. Bhaban  Paduar Bazar  Bishaw Road (Rail Gate), Comilla.  Cell: 01755535599
<b>Faridpur Branch</b>	Hamko Corporation Ltd.  1/1/13, West Kapashpur  Mridhabari, Barisal Road  Faridpur.  Tel: 01755535603
<b>Khulna Branch</b>	Hamko Corporation Ltd.  171, Khan-A-Sabur Road  Khulna-9100  Tel: 01755535594
<b>Jessore Branch</b>	Hamko Corporation Ltd.  5-6, Hazi Neyamot Ali Market

	<p><i>www.hamko.com.bd</i></p> <p>Dhaka Road</p> <p>Jessore.</p> <p>Cell-01755535596</p>
<b>Rajshahi Branch</b>	<p>Hamko Corporation Ltd.</p> <p>A/55-56, Railway Market</p> <p>Rajshahi.</p> <p>Tel: 01755535598</p>
<b>Barishal Branch</b>	<p>Hamko Corporation Ltd.</p> <p>184-188, Port Road</p> <p>Barishal.</p> <p>Tel: 01755535601</p>
<b>Chittagong Branch</b>	<p>Hamko Corporation Ltd.</p> <p>2480, South Hazipara</p> <p>Agrabad Access Road</p> <p>Chittagong.</p> <p>Mob. 01755535595</p>
<b>Gopalganj Branch</b>	<p>Hamko Corporation Ltd.</p> <p>Court Masjid Road</p> <p>Gopalganj</p>

	Mob:01755535605
<b>Bogra Branch</b>	Hamko Corporation Ltd Kendrio Bus Terminal Charmatha, Santahar Road Bogra. Mob. 01755535597
<b>Mymensing Branch</b>	Hamko Corporation Ltd. 131, Kalibari Road Patgudam Mymensing-2200. Cell-01755535602
<b>Mirpur Branch</b>	463/3 East kazi para, Mirpur, Dhaka-1216.
<b>Sylhet Branch</b>	Swab Ali Bhaban, opposite of gas bhaban, mendibag,sylhet. Cell-01755535604
<b>Rangpur Branch</b>	House 63/1 road-01,college Road, Cell-01755535867
<b>Satkhira Branch</b>	College Road, Fultola, Kaligong, Satkhira. Cell-01755535627

1.12: Organizational chart:



### 1.13 Board of Director:

<b>Name</b>	<b>Rank</b>
Mr. Syed Ahmed Talukder	Chairman
Mr. A.T.M Mustafa	Managing Director
Mr. Md. Abdul Malek	Director
Mr. Md. Kabir Hossain	Director
Mr. Abdullah Al Mahmud	Director

### 1.14 Key Management of HAMKO Group:

<b>Name</b>	<b>Rank</b>
Mr. Md. Mahbubur Rahman	(General Manager Operation, Marketing & Sales)
Mr. Md. K.B Hassan	Chief Advisor ,Marketing & Sales
Mr. Md. M.A Belal	Head of Power division(ABB,OSRAM,HAVVELS)
Mr. Md. Aziziur Rahman	Head of HR & Admin
Mr. Md. Mahfuzur Rahman	(Senior Manager, MIS & Business Development)
Mr. Md. Rowshon Murad	Assistant General Manager, Dealer Network
Mr. Md. Rezaul Karim	(Manager, Account & Finance )

Mr. Md. Sohel Rana	Assistant Manager ( Audit & Finance)
Mr. Md. Amir Hossain	Assistant Manager (Credit Control)
Rekha Roy	Assistant Manager ( TAX & VAT)
Mr. Md. Nazmul Hossain	(Factory In charge, KMI)
Mr. Habibur Rahman	(Factory Manager, ABCO)
Mr. Mustafizur Rahman	(Factory Manager, HIL)



# **CHAPTER - 02**

## **JOB**

**Description/ Name of the Job:** Officer Accounts (TAX & VAT)

**Job responsibilities for Officer Accounts (Vat):**

- + GRN Collecting, posting, printing and maintaining a file.
- + Bill Collecting, posting, printing and maintaining a file.
- + Collecting Vat payment documents from all branches, posting and maintaining a file.
- + Collecting payment vouchers, posting and printing a cover page and maintaining the file.
- + Collecting all documents of loan sanctions and finding outstanding amount or OD loan.
- + Collecting all deed copy of land, office rent, or showroom rent.
- + Collecting all bank statement.
- + Preparing the statement of TDS for corporate parties.
- + Preparing the statement of TDS (House rent, salary & distributor commission)
- + Preparing the statement of all Telephone bill.
- + Preparing the statement of all Electricity bill.
- + Preparing the statement of Advance Income Tax by LC (Import). Here we have to collect all documents of International LC.
- + Preparing the statement of VAT.
- + Preparing the statement of TDS 82(C) of Local LC. Here we have to collect all documents of local LC.
- + Preparing statement of TDS Advance Tax U/S 64 of Local LC. Here we have to collect all documents of local LC.
- + Collecting Form KA.

**Critical observation:**

- + Lacks of efficient management.
- + Lacks of training of employees.
- + Lacks of equal distribution of works.
- + Lacks of IT supports.
- + Employees Job satisfaction is low due to promotion, increment & proper observations of management on employee's performance.

**Recommendation:**

**My recommendations for HAMKO Group are:**

- + Need to improve the management efficiency.
- + Need to distribute the works properly or equally.
- + Need to arrange the training for the employees and proper observation on their works.
- + Need to improve the efficiency of IT department.
- + For increasing the productivity of employees, management need to give focuses on the job satisfactions of employees of HAMKO Group.





## **CHAPTER - 03**

### **PROJECTS Analysis and Findings**

## 3.1 Summary

HAMKO Group started its journey in 1979 with the vision to excel in the accumulator industry. After 3 decades of business HAMKO is currently a leading producer of Lead Acid Batteries in Bangladesh. HAMKO is also a pioneer Battery Components and Chemical manufacturer serving and supporting other battery companies of the country. HAMKO Group is also contributing to proliferation of Renewable Power Generation as the supplier for Solar Batteries, Solar Panels and other related accessories to the rural electrification initiative by different NGOs and System integrators at home and abroad. HAMKO Group in its future ventures has a clear focus to advance in the Energy Technology sector, and contribute to mutual development of itself and all its partners and stakeholders.

HAMKO has a wide range of products ranging from Battery chemicals to complete Battery. Some of its products are Battery Plates, PVC Battery Separators, Lead Oxide (Gray, Yellow & Red), Lead Alloy, De-mineralized water, Battery Grade Electrolyte, Polypropylene (PP) Battery Container, Hard Rubber (HR) Battery Container, Automotive, Industrial & Solar Battery, Plastic Household & Furniture items, Leather goods & footwear, Tire, IPS, Long Backup UPS, Voltage Stabilizer, Solar Home System (SHS), Urban Solar Solutions, Solar PV Module, Solar Charge Controller, MPPT Charge Controller, Solar Inverter and all range of Electric Products.

## **3.2 Background of the report:-**

Theoretical knowledge is not enough for a student. There is difference between theoretical knowledge and practical field. So, those two should be synchronized. My report is launched mainly for this purpose. Another purpose may be is to know about the rules, regulations and environment that organization usually have before getting better position. To get some experience which helps a student to get a good job or position, may be another purpose of the study.

### **3.3 Origin of the report:-**

This report is being prepared as a requirement for fulfillment of a course of MBA program at BRAC University. The primary goal of this report is to implement the theoretical knowledge to the real life scenario with an attachment of the organization. The topic of this report is factor affecting customer satisfaction of HAMKO Corporation Limited.

### **3.4 Significance of the report:-**

Any academic course of the study has great value when it has practical application in the real life. So we need proper application of our theoretical knowledge to get some benefit and make it more faithful. When we engage in such field to make proper use of our theoretical knowledge, the theoretical knowledge is obtained from a course of study it is way of the subject matter. As a students of MBA, this study will be more significant in my practical life.

### **3.5 Scope of the report:-**

This report mainly covers one of the Marketing Functions; factors responsible to customer satisfaction, sales and marketing development related periodic programs & annual performed by the sales and marketing Department of HAMKO CORPORATION LIMITED. I have gathered information & experience by surveying employees of HAMKO Corporation Limited, Bijoy Nagar Polton head office regarding factor responsible to customer satisfaction of HAMKO Corporation Limited, through which I have gained a significant learning about the factor responsible to customer satisfaction which are actually coordinated & presented in this report.

### **3.6 Objectives of the study:-**

#### **3.6.1 Broad Objective:**

The broad objective of this report is to measure level of customer satisfaction on HAMKO battery.

### **3.6.2 Specific Objective:**

In order to accomplish the broad objective following specific objectives are emerged,

- To identify the different factors this can influence customer satisfaction about HAMKO battery.
- To measure the customer satisfaction level on the basis on the factors which influence customer satisfactions.
- To recommend some measures to increase customer satisfaction.

## **3.7 Methodology of the report:-**

### **3.7.1 Types of research:-**

It is descriptive research by nature. This includes the methods of data collection & the sources of the data or information of the research. To make the report “customer satisfaction on HAMKO battery, I have to give my full effort. It is not an easy job to analyze the company’s Factors responsible customer satisfaction methods. But I tried my best.

### **3.7.2 Sources of Data:-**

To prepare this study all the necessary information are collected from both primary and secondary sources of data.

#### **3.7.2.1. Primary data:-**

It was collected through questionnaire which contains relevant questions that were only descriptive research by nature. I have collected mainly the Primary Data for my study by utilizing the questionnaire and interview methods.

#### **3.7.2.2. Secondary data:-**

These data are collected from published sources such as Magazines, several books, and also from the help of websites and other sources. Like: HAMKO Corporation Limited.

- ✓ Website: ([www.hamko.com.bd](http://www.hamko.com.bd))
- ✓ Companies printed brochure.

To collect further information, I have to go to the company. I was too busy on my job. Beside this, seven of my colleague, they have given me some information and that help me in making the report.

### **3.7.3. Research Instruments:**

**3.7.4. Questionnaire:** The questioner contains close ended questions. The questionnaire contains five raying scale.

### **3.7.5. Sampling plan**

**3.7.5.1 Population:** All the customer of HAMKO Battery of Dhaka City. Who have use the product.

**3.7.5.2Sample unit:** The sample unit of the survey is individual customers.

**3.7.5.3 Sampling procedure:** Non-probability convenience sampling method is used in the survey.

**3.7.5.4Sample size:** The sample size was 30

**3.7.5.5 Sample frame:** They did not provide me any list of customers due to secrecy.

**3.7.5.6Time period of data collection:** (December 2015- January 2016)

### **3.8 Tools used for data analysis:-**

The data gathered from both primary and secondary sources has been arranged orderly to get a clear picture of factors responsible to customer satisfaction of HAMKO Corporation Ltd. In this

study used some computer software like Microsoft office, Microsoft Excel, Microsoft power point.

### **3.9 Limitations of the report:-**

Training and development program assessment requires in depth theoretical knowledge about the topic. This is a major limitation of this study. The other limitations are:-

- Major limitation of this report is time constraints.
- While collecting data, they did not disclose much information due to the confidentiality of the organization.

Every organization has some secrecy, which cannot be and should not be disclosed to the outsider. So I had the limitation to enter into the affairs of the organization in depth.

### Personal Information of Respondent

#### Sex:

	Frequency	Percent
Male	30	100%
Female	0	0
Total	30	100.0

**Sex:** Among 30 respondents 100% male who chose HAMKO battery.

#### Age:

	Frequency	Percent
Under -25	9	30%
25-35	7	23.33%
35-55	11	36.67%
55 and over	3	10%
Total	30	100.0

**Age:** From the table it can be said that among 30 respondents, 30% respondents under 25 ages, 23.33% respondents 25-35 ages, 36.67% respondents 35-55 ages and 10% respondents 55 and over ages.

So, it can be said that majority of respondents are from 35-55 age group.

**Income:**

	Frequency	Percent
5000-15000	9	30%
15000-30000	7	23.33%
30000-45000	11	36.67%
45000-60000 and over	3	10%
Total	30	100.0

**Income :** among 30 respondents 30 percent respondents income is 5000-15000, 23.33 percent respondents income is 15000-30000, 36.67 percent respondents income is 30000-45000, 10 percent respondents income is 45000-60000 and over.

**Occupation:**

	Frequency	Percent
Individual	14	46.67%
Business	16	53.33%
Total	30	

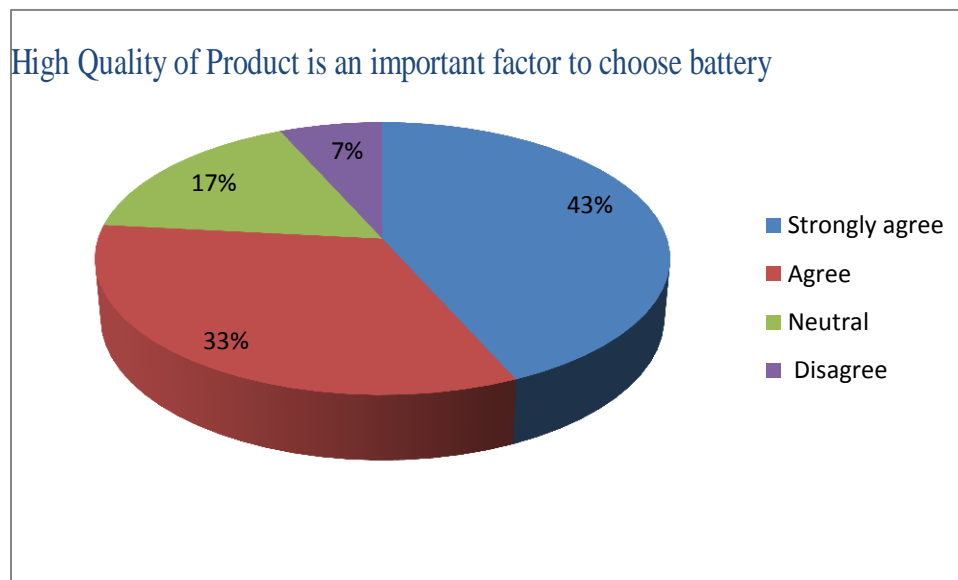
**Occupation:** Among 30 respondents 46.67 percent respondents individual and 53.33 percent respondents are business.



#### 4. Customer satisfaction analysis on HAMKO battery:

##### 1. High Quality of Product is an important factor to choose battery:

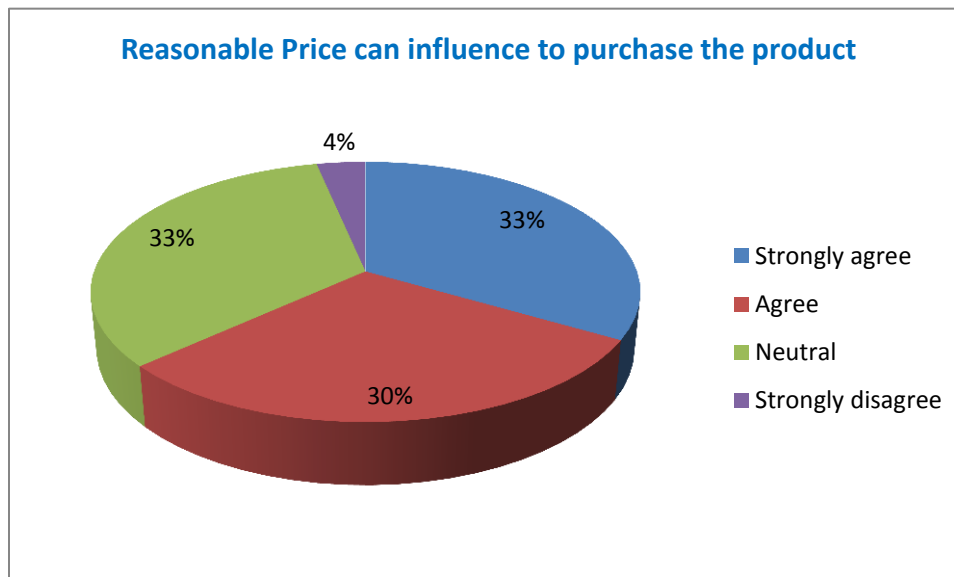
	Frequency	Percent
Strongly agree	13	43.33%
Agree	10	33.33%
Neutral	5	16.67%
Disagree	2	6.67%
Total	30	100.0



Among the 100% respondents, it was found that 43.33% respondents strongly agree, 33.33% respondents agree, 16.67% respondents neutral, and 6.67% respondents disagree. So it can be said that majority of the respondents strongly agree about high quality of product is an important factor to choose battery.

## 2. Reasonable Price can influence to purchase the product:

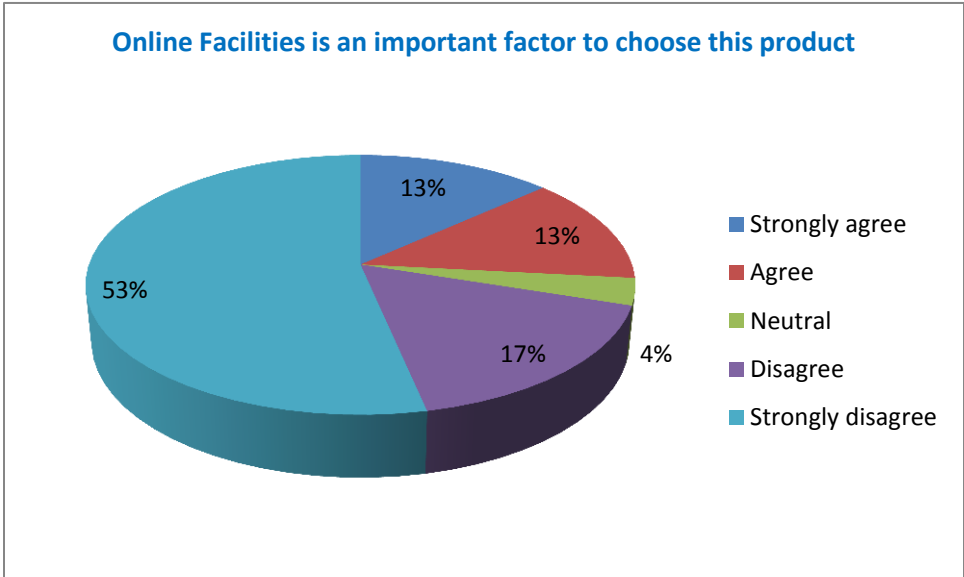
	Frequency	Percent
Strongly agree	10	33.33%
Agree	9	30%
Neutral	10	33.33%
Strongly disagree	1	3.34%
Total	30	100.0



Among the 100% respondents, it was found that 33.33% respondents strongly agree, 30% respondents agree, 33.33% respondents neutral, and 3.34% respondents strongly disagree. So it can be said that majority of the respondents are strongly agree and neutral about reasonable price can influence to purchase the product.

	Frequency	Percent
Strongly agree	4	13.33%
Agree	4	13.33%
Neutral	1	3.34%
Disagree	5	16.67%
Strongly disagree	16	53.33%
Total	30	100.0

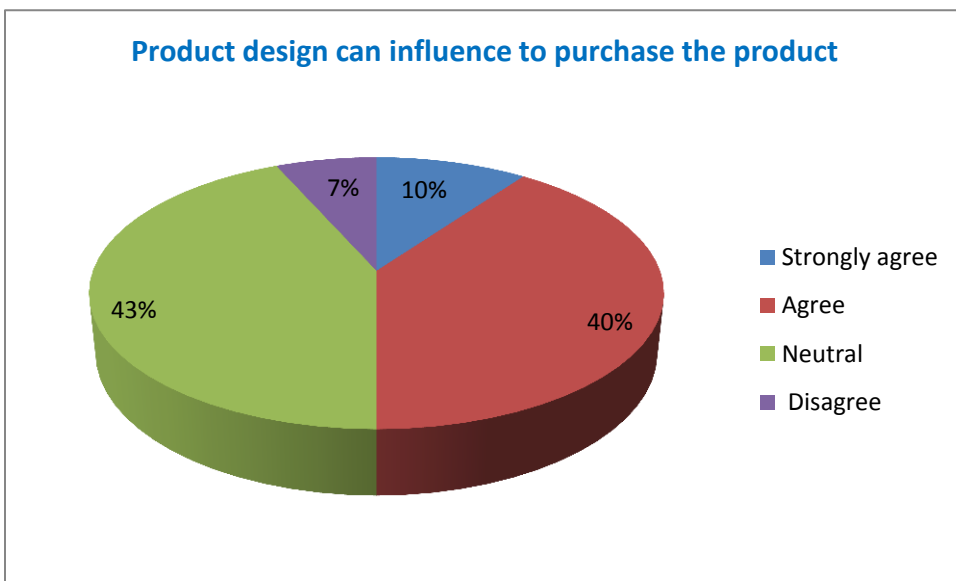
3. Online Facilities is an important factor to choose this product:



Among the 100% respondents, it was found that 13.33% respondents strongly agree, 13.33% respondents agree, 3.34% respondents neutral, 16.33% disagree and 53.33% respondents strongly disagree. So it can be said that majority of the respondents strongly disagree about Online Facilities is not an important factor to choose this product.

#### 4. Product design can influence to purchase the product:

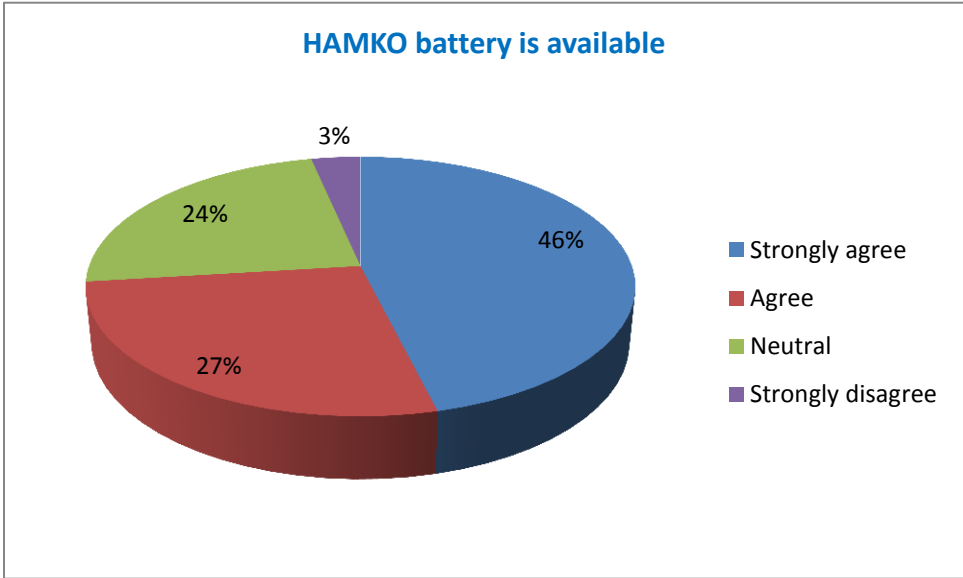
	Frequency	Percent
Strongly agree	3	10%
Agree	12	40%
Neutral	13	43.33%
Disagree	2	6.67%
Total	30	100.0



Among the 100% respondents, it was found that 10% respondents strongly agree, 40% respondents agree, 43.33% respondents neutral, and 6.67% respondents disagree. So it can be said that majority of the respondents neutral about Product design can influence to purchase the product.

5. HAMKO battery is available:

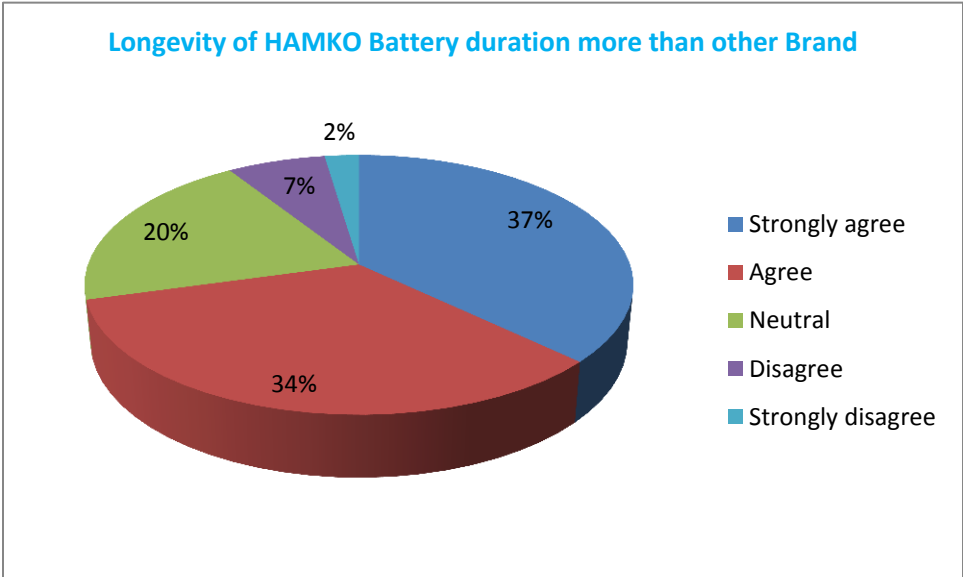
	Frequency	Percent
Strongly agree	14	46.67%
Agree	8	26.67%
Neutral	7	23.33%
Strongly disagree	1	3.33%
Total	30	100.0



Among the 100% respondents, it was found that 46.67% respondents strongly agree, 26.67% respondents agree, 23.33% respondents neutral, and 3.33% respondents strongly disagree. So it can be said that majority of the respondents strongly agree about HAMKO battery is available.

6. Longevity of HAMKO Battery duration more Than Other Brand:

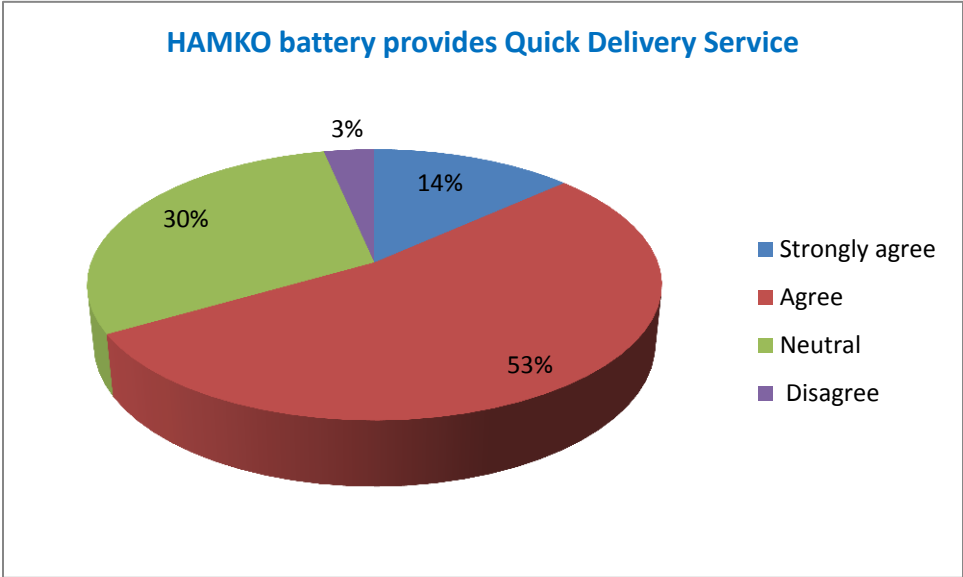
	Frequency	Percent
Strongly agree	11	36.67%
Agree	10	33.33%
Neutral	6	20.00%
Disagree	2	6.67%
Strongly disagree	1	3.33
Total	30	100.0



Among the 100% respondents, it was found that 36.67% respondents strongly agree, 33.33% respondents agree, 20% respondents neutral, 6.67% respondents disagree and 3.33% strongly disagree. So it can be said that majority of the respondents strongly agree about Longevity of HAMKO Battery duration more than other Brand.

7. HAMKO battery provides Quick Delivery Service:

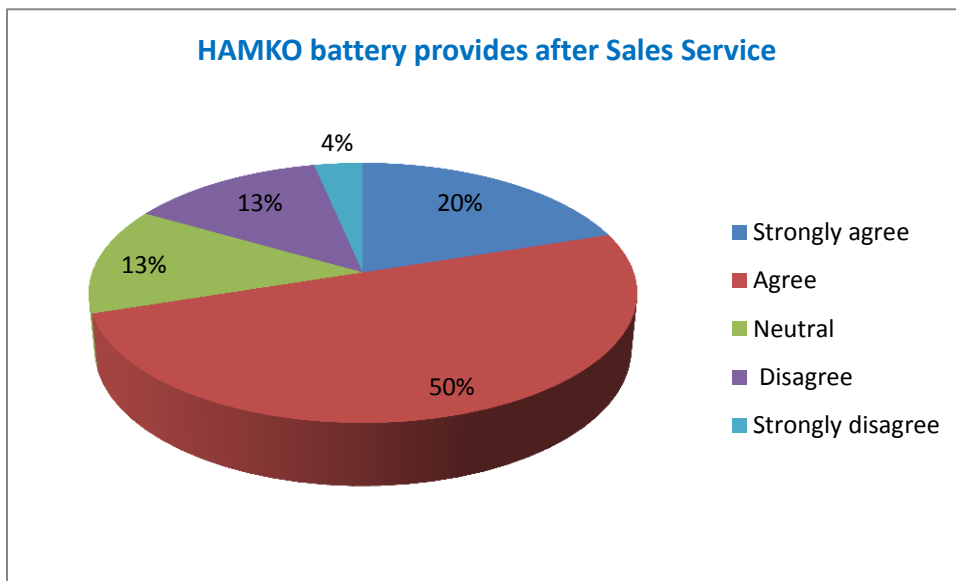
	Frequency	Percent
Strongly agree	4	13.34%
Agree	16	53.33%
Neutral	9	30%
Disagree	1	3.33%
Total	100	100.0



Among the 100% respondents, it was found that 13.34% respondents strongly agree, 53.33% respondents agree, 30% respondents neutral, and 33.33% disagree. So it can be said that majority of the respondents agree about HAMKO battery provides Quick Delivery Service.

8. I am fully satisfied on HAMKO battery’s after Sales Service:

	Frequency	Percent
Strongly agree	6	20%
Agree	15	50%
Neutral	4	13.33%
Disagree	4	13.33%
Strongly disagree	1	3.34
Total	30	100.0

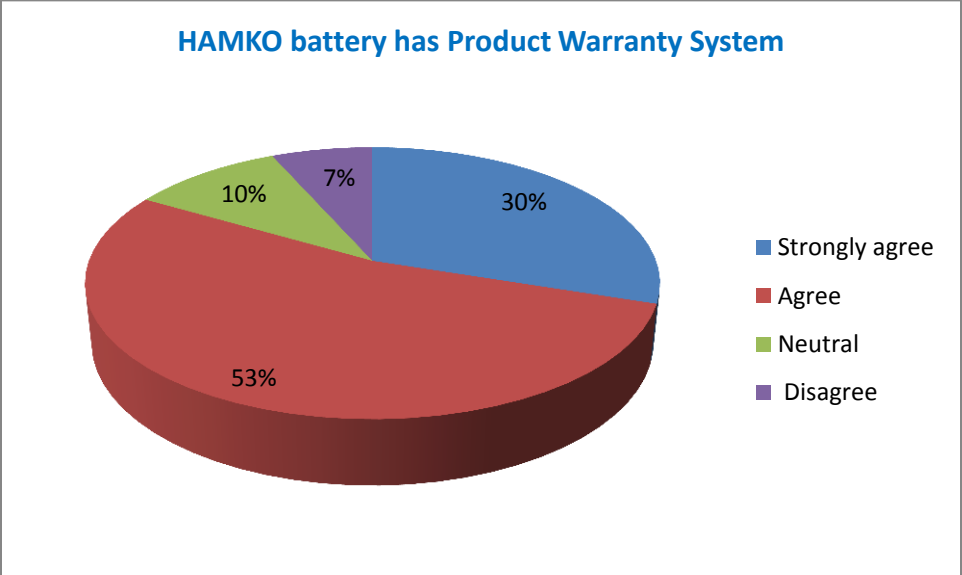




Among the 100% respondents, it was found that 20% respondents strongly agree, 50% respondents agree, 13.33% respondents neutral, 13.33% disagree and 3.34% respondents strongly disagree. So it can be said that majority of the respondents agree about HAMKO battery provides after Sales Service.

9. I am fully satisfied on HAMKO battery’s Warranty System:

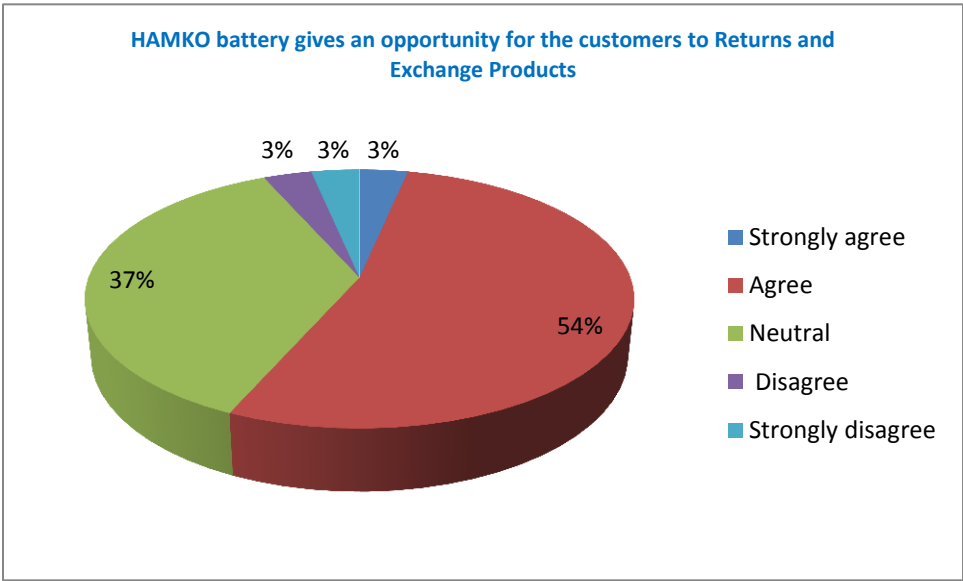
	Frequency	Percent
Strongly agree	9	30%
Agree	16	53.33%
Neutral	3	10%
Disagree	2	6.67%
Total	30	100.0



Among the 100% respondents, it was found that 30% respondents strongly agree, 53.33% respondents agree, 10% respondents neutral, and 6.67% disagree. So it can be said that majority of the respondents agree about HAMKO battery has Product Warranty System.

10. I am fully satisfied; HAMKO battery gives an opportunity for the customers to Returns and Exchange Products:

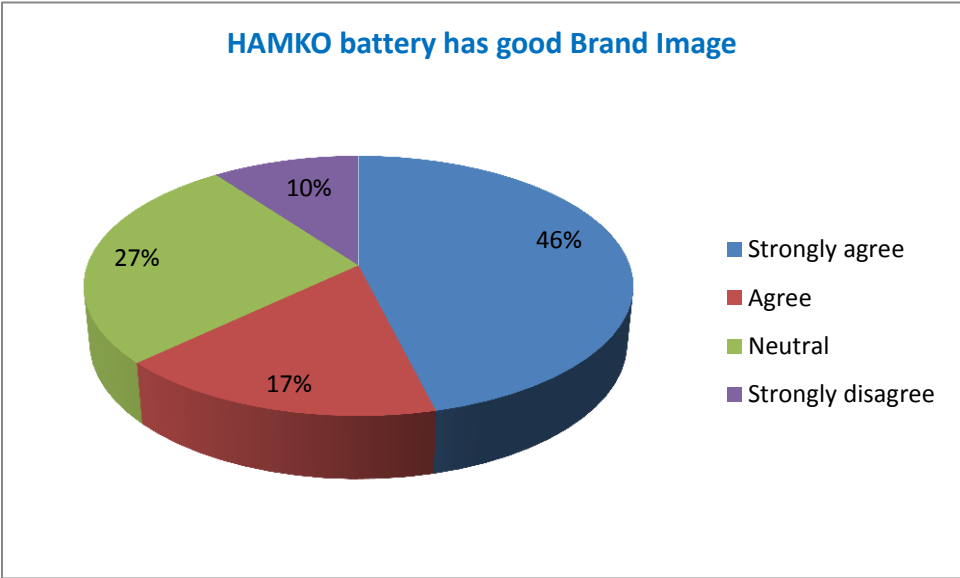
	Frequency	Percent
Strongly agree	1	3.33%
Agree	16	53.34%
Neutral	11	36.67%
Disagree	1	3.33%
Strongly disagree	1	3.33%
Total	30	100.0



Among the 100% respondents, it was found that 3.33% respondents strongly agree, 53.34% respondents agree, 36.67% respondents neutral, 3.33% disagree and 3.33% respondents strongly disagree. So it can be said that majority of the respondents agree about HAMKO battery gives an opportunity for the customers to Returns and Exchange Products.

**11. HAMKO battery has good Brand Image:**

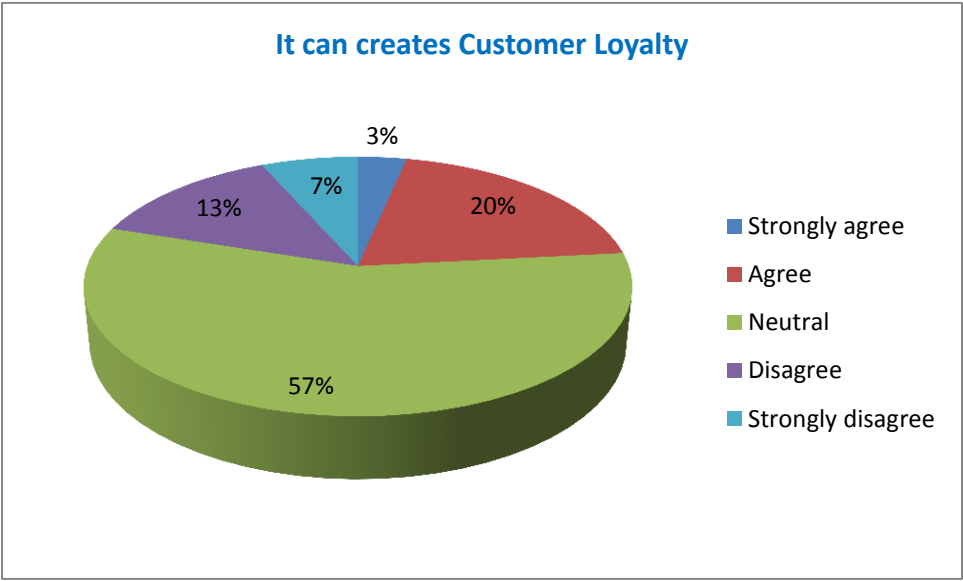
	Frequency	Percent
Strongly agree	14	46.66%
Agree	5	16.67%
Neutral	8	26.67%
Strongly disagree	3	10%
Total	30	100.0



Among the 100% respondents, it was found that 46.66% respondents strongly agree, 16.67% respondents agree, 26.67% respondents neutral, and 10% respondents strongly disagree. So it can be said that majority of the respondents strongly agree about HAMKO battery has good Brand Image.

12. It can Creates Customer Loyalty:

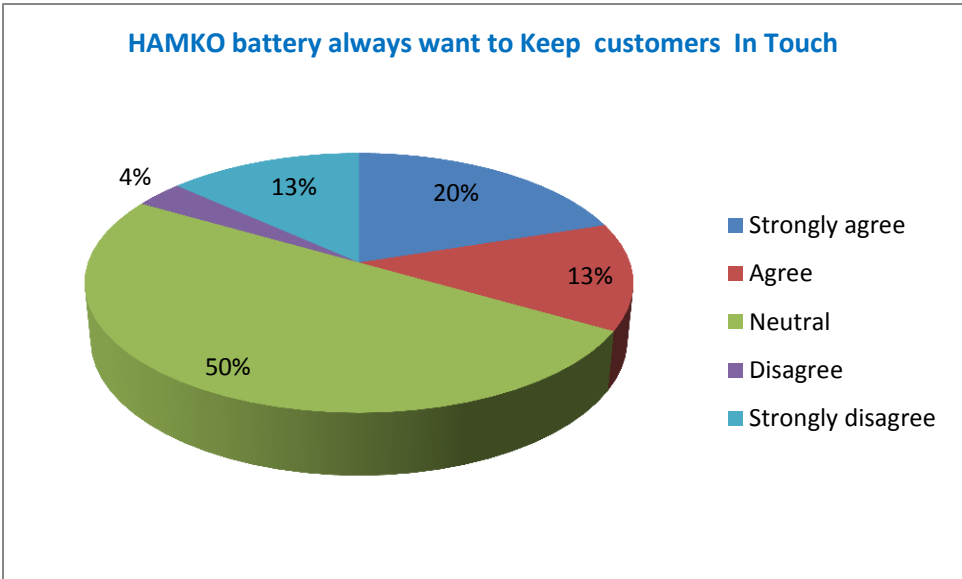
	Frequency	Percent
Strongly agree	1	3.33%
Agree	6	20%
Neutral	17	56.67
Disagree	4	13.33
Strongly disagree	2	6.67
Total	30	100.0



Among the 100% respondents, it was found that 3.33% respondents strongly agree, 20% respondents agree, 56.67% respondents neutral, 13.33% disagree and 6.67% respondents strongly disagree. So it can be said that majority of the respondents neutral about It can creates Customer Loyalty.

13. HAMKO battery always wants to Keep Customers in Touch:

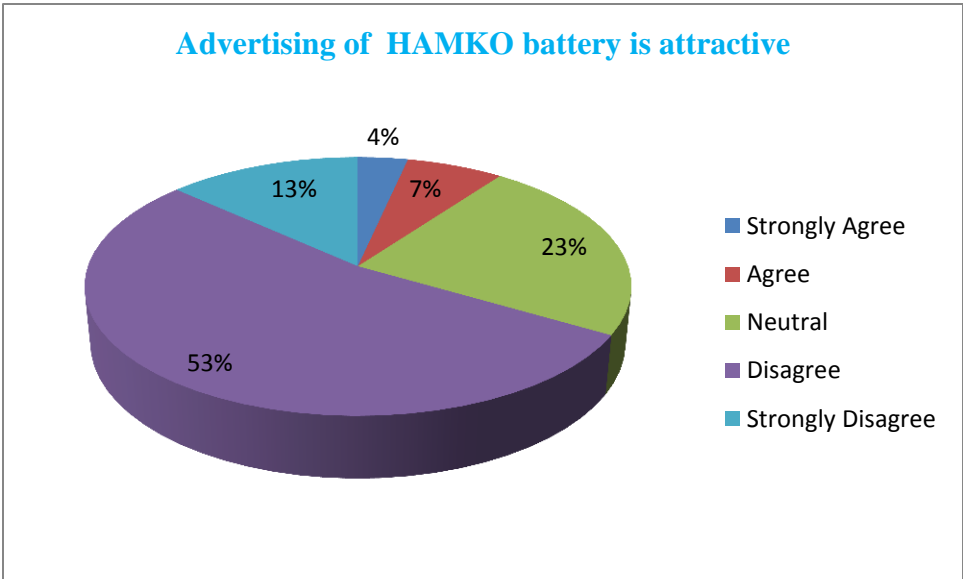
	Frequency	Percent
Strongly agree	6	20%
Agree	4	13.33%
Neutral	15	50%
Disagree	1	3.34%
Strongly disagree	4	13.33
Total	30	100.0



Among the 100% respondents, it was found that 20% respondents strongly agree, 13.33% respondents agree, 50% respondents neutral, 3.34% disagree and 13.33% respondents strongly disagree. So it can be said that majority of the respondents neutral about HAMKO battery always want to keep customers in Touch.

14. Advertising of HAMKO Battery is attractive:

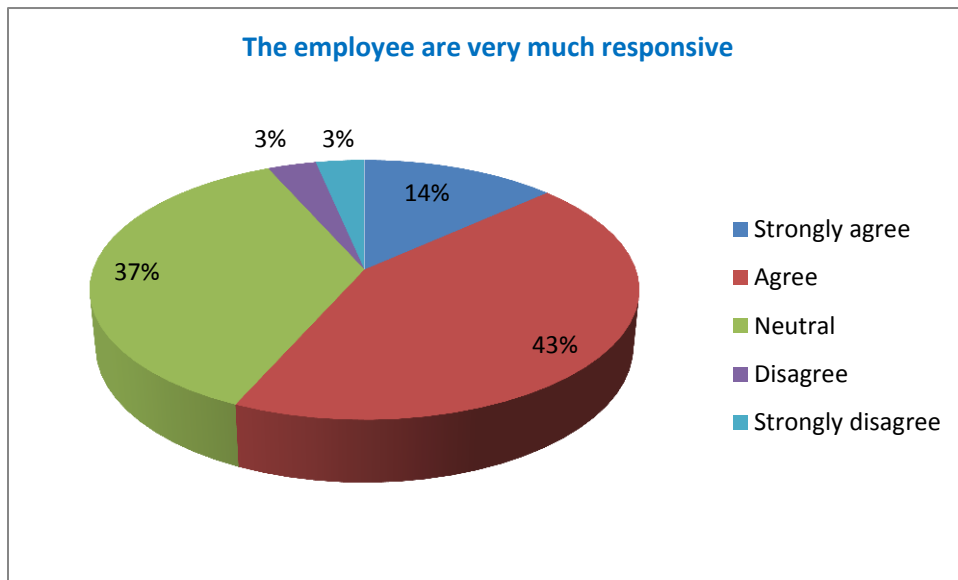
	Frequency	Percent
Strongly agree	1	3.34%
Agree	2	6.67%
Neutral	7	23.33%
Disagree	16	53.33%
Strongly disagree	4	13.33%
Total	30	100.0



Among the 100% respondents, it was found that 3.34% respondents strongly agree, 6.67% respondents agree, 23.33% respondents neutral, 53.33% disagree and 13.33% respondents strongly disagree. So it can be said that majority of the respondents disagree about Advertising of HAMKO Battery is attractive.

15. The employees are very much responsive:

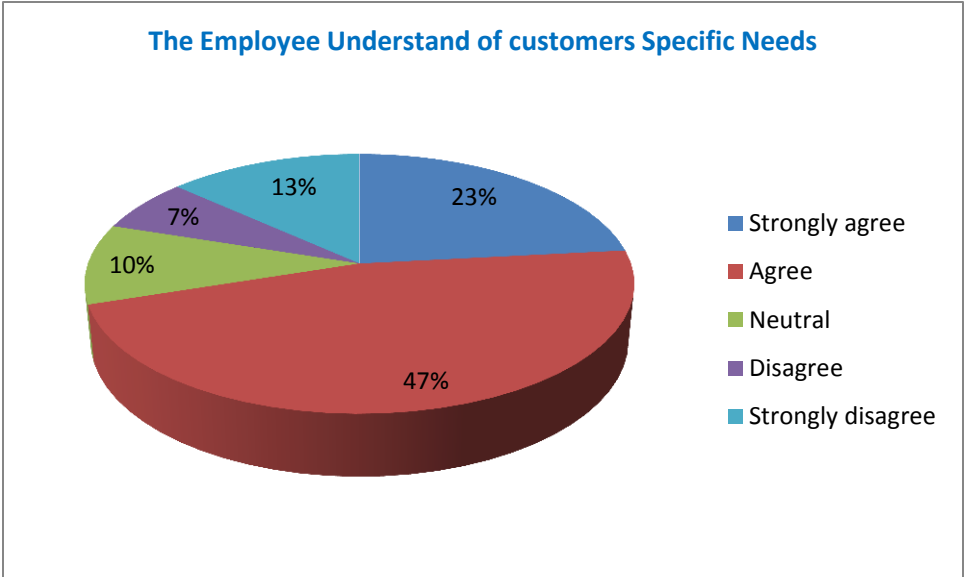
	Frequency	Percent
Strongly agree	4	13.34%
Agree	13	43.33%
Neutral	11	36.67%
Disagree	1	3.33%
Strongly disagree	1	3.33%
Total	30	100.0



Among the 100% respondents, it was found that 13.34% respondents strongly agree, 43.33% respondents agree, 36.67% respondents neutral, 3.33% disagree and 3.33% respondents strongly disagree. So it can be said that majority of the respondents agree about the employee are very much responsive.

16. The Employee Understand of customers Specific Needs:

	Frequency	Percent
Strongly agree	7	23.33%
Agree	14	46.67%
Neutral	3	10%
Disagree	2	6.67%
Strongly disagree	4	13.33%
Total	30	100.0



Among the 100% respondents, it was found that 23.34% respondents strongly agree, 46.67% respondents agree, 10% respondents neutral, 6.67% are disagree and 13.33% respondents strongly disagree. So it can be said that majority of the respondents agree about the employee understand of customers Specific Needs.





## **CHAPTER - 04**

### **Major Findings**

## Finding & Analysis:

My report topic is “Factor responsible to customer of HAMKO Corporation Limited. For preparing my report I found some good side & some problems of HAMKO Corporation Limited

- Most of the respondents said that “high quality of product is an important factor to choose battery.”
- Most of the respondents strongly said that HAMKO battery is available.
- Most of the respondents said that about HAMKO battery, it gives an opportunity for the customers to Returns and Exchange Products.
- Most of the respondents, most satisfaction about HAMKO battery warrant system.
- Most of the respondents, satisfaction about Longevity of HAMKO batter duration more than other brand.
- Most of the respondents, satisfaction about quick delivery service of HAMKO battery.
- The employees are very much responsive.
- Most of the customers, satisfaction about reasonable price of HAMKO Battery.
- Most of the respondents said that it can create Customer Loyalty. They are neutral about customer Loyalty.
- Most of the respondents, dissatisfaction about online facilities of HAMKO Battery.
- Most of the respondents said that the employee understand of customers specific needs.
- Its portfolio includes product with very strong brand image.
- Advertising of HAMKO battery is not attractive.



# CHAPTER- 05

## Conclusions

## Conclusion

From the study, it is evident that HAMKO Corporation Ltd. (HCL) adopts different strategies which create a sustainable advantage for the company. Approaches like innovative products, service oriented approach; image building activities etc. clearly provide sustainable position in the industry despite many adverse market conditions and hostility by the competitors.

The model and approaches can be adopted by other leading companies to find a relatively comfortable path for doing business; of course modification may be needed for adjustment according to company internal situation.

It is evident that HAMKO Corporation Ltd. (HCL) will be maintaining its leading positions by implementing innovative strategies in the coming years as it is demanded by the highly competitive global Group of companies' environment.



# **CHAPTER- 06**

## **Recommendations**

## Recommendations:

HAMKO Corporation Limited has been achieving success for every year. In this recommendation, following things are considered to enter in battery market. After analyzing this report it can be said that there is a great opportunity to produce product for the company. Here I am putting some recommendations that will help HAMKO Corporation Limited to take decision more consciously:

- According to the findings, most of the respondents are neutral about it can creates Customer Loyalty. So they should increase more Customer Loyalty by providing quality products and service.
- According to the findings, most of the respondents disagree about online facilities of HAMKO Corporation Limited. So they should upgrade online system.
- They should also create good Advertisement that can be provided through TV or some other online media.



## **CHAPTER- 07**

### **Bibliography**

## Reference:

### Website:

- ❖ <http://www.hamko.com.bd>
- ❖ [http://en.wikipedia.org/wiki/Customer\\_satisfaction](http://en.wikipedia.org/wiki/Customer_satisfaction)

<http://www.nbri.com/customer-survey-white-papers/10-factors-that-affect-customer-satisfaction/>





# CHAPTER- 08

## Appendix

## Questionnaire

On

Factor responsible to customer satisfaction of HAMKO Corporation Limited

Dear Respondent,

I am a student of BRAC University went to collect information on your insights and opinions on the status of HAMKO Corporation Limited as per requirement of my internship report. I will appreciate your valuable time and support in answering the questions. All the information collected will keep strictly confidential and shall use for only report purpose.

**Please supply the following details about yourself:**

**Name:** .....

**Age:**  Under 25  25-35  35-55  55 and over

**Sex:**  Male  Female

**Income:**  5000-15000  1501-30000  30001-45000  45001-60000 and over

**Types of Customer:**  Individual  Business

**Mobile No:** .....

Please rank each statement as following:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Sl	Statements	5	4	3	2	1
1	High Quality Of Product is an important factor to choose battery					
2	Reasonable Price can influence to purchase the product					
3	Online Facilities is an important factor to choose this product					
4	Product Design can influence to purchase the product					
5	HAMKO battery is available					
6	Longevity of HAMKO Battery duration more Than Other Brand					
7	HAMKO battery provides Quick Delivery Service					
8	I am fully satisfied on HAMKO battery's after Sales Service					
9	I am fully satisfied on HAMKO battery's Warranty System					
10	I am fully satisfied ,HAMKO battery gives an opportunity for the customers to Returns and Exchange Products					
11	HAMKO battery has good Brand Image					
12	It can creates Customer Loyalty					
13	HAMKO battery always want to Keep customers In Touch					
14	Advertising of HAMKO battery is attractive					
15	The employee are very much responsive					
16	The Employee Understand of customers Specific Needs					