BUS400
Internship Report

Factors Affecting Satisfaction of B2B Customer: An Exploratory Study on Sun Trading CO. (BD).

Prepared For:

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To

Dr. Khan Md. Raziuddin Taufique

Assistant Professor, BRAC Business School

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Mohakhali, Dhaka

Subject: Submission of Internship Report.

 Dear Sir,

This is an immense pleasure to submit my internship report, which has been prepared for the requirement of the course BUS 400. I have prepared this report in accordance with the instructions you have given me. I hope this report is informative and comprehensive. This report is based on "Customer Satisfaction" level of Sun Trading CO. (BD). By conducting research about customer satisfaction, I have tried to provide what I have analyzed from the research. In spite of the various difficulties faced while preparing this report, I have tried to cover everything as much as possible. If you need any further elaboration on any issue, I shall be very glad to oblige.

Yours Sincerely,

_____

Kabir Razzak M.Ali

ID: 12304067

Acknowledgement

At first I would like to express my gratitude to Almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard. I would also like to acknowledge and convey my heartfelt gratitude to the following people, for their continuous guidance throughout the completion of this report.

I am deeply indebted to my honorable Faculty Adviser, Dr. Khan Md. Raziuddin Taufique, who has guided and supported me with sincerity and patience throughout the whole work. Without his guidance, preparing this report would be possible.

Last but not the least, I would like to express special gratitude to Mashruful Haque, Executive Director, Sun Trading Co. (BD) for extending his support in compiling this report. It was his encouragement, patience and valuable feedback that enabled me to complete this report.

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Executive Summery

Textile and clothing industry is a source of economic growth in Bangladesh. Bangladesh is the second largest apparel exporter of western brands. Only five percent of the factories owned by the foreign investor and most of the production control by the local investors. Sun Trading CO. (BD), is the one of the most competent and well established textile machinery, accessories and spare parts organization in Bangladesh. They import textile machinery, accessories and spare parts from Europe, Asia and China. Basically their business model is business to business (B2B). Their customers are clothing brands, textile and clothing industry owner. I have worked in this organization as an intern and to know their customer's satisfaction level I have conducted survey. The main objective of the survey is to find out the factors which are affecting the customer satisfaction and from the survey found that Sun Trading CO. (BD), should emphasize on their after sales service and warranty service as study result shows that these are the neglected factors.

Chapter: One
Organizational Overview

1.1 Introduction

Textile machinery merchants view Bangladesh as a lucrative benefits of the business place because of the country's stronghold in global readymade garment trade. Throughout final one decade (2002-2011) Bangladesh imported textile and garment making machineries worth from claiming around 5. 9 billion USD. This is a huge amount about financing has been done and it opened door to Bangladesh. Now Bangladesh's expanding ability clinched alongside generating material & garments. Constant growth clinched alongside material also garments fair value, at present demonstrating respectable hardware development on Bangladesh. Those textile and apparel apparatus market is still unsaturated considerably then afterward 30 years from claiming business development. Much appreciation goes to universal opportunities, neighborhood government approach also private moguls who need skilled this number a method for living by creating textile for global market. Bangladesh's material division principally divided into two parts, one is streams-indigenous engineering built material segment which is driven local artisans; once upon a time it might have been principle stream. However presently the opposite, export material attire industry is heading to tremendous development. For the first stream there are local made and modified machinery to feed local demands; but modern technology based textile sector where almost all textile and its supporting machinery are imported. Throughout the time since 1947 former to 1971, there was a great Growth for automated and semi-mechanized material industry in the domain presently including Bangladesh; but basically this industry started develop from 1980. By those times ahead venture in this segment has been intensified to a lot of people folds which leaded to the extension of transforming such a huge volume of textile garment products every year.

1.2 Organization

Sun Trading Co. (BD). Commences their business back in 2008. Gradually it has turn into one of the most competent and well established textile machinery, accessories and spare parts agency in Bangladesh. The organization is well known as a "SUN TRADING" and they endeavor to keep promises with providing the first class products and services which is ensuring the customers

satisfaction. Being an industry leader, Sun Trading Co.(BD) playing vital role in terms of supporting modern textile industry in Bangladesh which can be analyzed by their ability to provide wide range of high quality machinery which enables cutting edge technology and it is imported from Europe, Asia and China. To ensure the customers expectation the organization has collaboration with professional partner in order to provide the best solution in technical and non-technical services.

The organization believes in corporate culture think globally and act locally.

They offer world class services and product in the following fields:-

- Knitting

- Dyeing

- Finishing

- Woven

- Terry Towel

- Non-Woven

Their machinery, accessories and spares products brand names are given below:-

- IL SUNG STANTER
- SINTEC COMPACTOR
- YUNJIN PRINTING
- DAEYANG
- SANDO
- DANITECH DYEING
- CHO IL THARMO OIL BOILAR
- PIROVANO COLOUR KITCHEN
- PLEVA CINTEX SENSOR
- LEADSFON KNITTING MACHINE
- MT(ITALY)

IL SUNG STANTER- IL SUNG Machinery Co. Ltd. started dyeing and completing machinery in Daegu, Korea since 1962. They have energetically been supplying the best item to clients for more than 40 years. ILSUNG's Sun-Super model has as of now been perceived by the world because of its machine fabricating innovation which permits it to process crude materials utilizing such things as warm wind drying innovation, crude material wash process innovation, and coloring weight diminishment. Moreover, the Sun-Super model is being made utilizing a complex propelled fabricating framework going from predominant material choice, a condition of –the-craftsmanship outline, to the institutionalized procedure of assembling the machine.

SINTEC COMPACTOR- Back in 2011, SINTEC is a new reality but consists of a team of people with a long and distinguished experience in the design and manufacture of machines for the textile finishing. After a time of cooperation with a main material apparatus maker, from 2015 SINTEC accompanies its own particular image, setting up itself more rapidly in the worldwide business sector. The point of SINTEC is to present machines high technical level and indicated by a high level of innovation, which additionally permit clients to create inventive fabrics and most noteworthy quality.

YUNJIN PRINTING- YUJIN CO., LTD. Is 28 years of technologies and reliable relationships move them to enter new information process areas – Helped by its 28 years of advances and propelled administration procedures, Yujin Printing drives the data advances and globalization in the 21st century. They subsequently grasp the approach under which they supply items that fulfill clients. They have advance endeavor to ceaselessly scrutinize and create items. Their production division has presented the most recent gear from world's top creators Heidelberg and Kopack, and executes an aggregate printing framework including "planning→editing →plate making →printing → coating→ Saddle stitching. They will keep on striving to seek after new printing and data handling advancements supported by their plentiful experience and mastery and think of fantastic items and printing innovations to fulfill clients. They will continue driving the printing business.

DAEYANG - Back In 1983 DAEYANG MACHINERY CO., LTD. Built up and created Continuous Loop Steamer, Rotary Printing Machine. Daeyang had been moving into the revolving

printing machine and nonstop steamer which is one of the fundamental hardware in printing enterprises.

SANDO - SANDO TECH, Inc. has dedicated itself to the advancement of one of a kind innovations and it is established in 1920. As an organization having extraordinary innovation, SANDO TECH, Inc. produces various coloring and completing machines, Including Gas burning, Mercerizing, Ammonia, washing for weave, Woven and Denim.

DANITECH DYEING - Danitech was conceived from the craving of the best material hardware architect on the planet and gathering of designers and experts, who were developed in essential organizations in the division, with a solid specialization in the field of machines for material coloring and wrapping up. Danitech proposes to the world material market an item with a high innovative substance. It offers, for organizations occupied with the coloring and completing division, the capacity to meet the difficulties of an inexorably aggressive business sector and in addition specific spotlight on nature sway.

CHO IL THARMO OIL BOILAR - Choil Thermal Oil Heater Co., Ltd. established with the fundamental rationality of " Customer fulfillment and best quality items" in 1984, has been professionally producing just warm oil Heater (Hot oil boiler).They are close to their customers with 21th century vitality sparing high proficient warmer (named Echono warm oil Heater) recently created with unending R and D and gathered innovation and has been extended from choil in Korea to choil on the planet.

PIROVANO COLOUR KITCHEN - The organization Pirovano s.r.l., has most qualified and demonstrated innovative arrangements, design, completes and introduces specific plants for the measurement of liquid items described by elevated requirements of exactness, efficiency and dependability. It is not easy to have the capacity to guarantee immaculate reproducibility of colors. It is basic for an organization to have the capacity to ensure that the conveyed products have the same intensity and color as the past supply.

PLEVA CINTEX SENSOR - CINTEX – PLEVA is accomplice in on-line estimations and maintainer of textile and industrial processes. They are manufacturer of the sensors and design with a well-trained team of technical experts and specialist's software developments for process control in the textile industry and industrial process.

LEADSFON KNITTING MACHINE - Xiamen leadsfon Machinery Co. Ltd. is situated in Xiamen City. Since 2002 leadsfon has been collaborating with exploration establishments and residential colleges in knitting machinery. Leadsfon has gathered a riches profitable ordeal of roundabout sewing outline, improvement and assembling. Furnished with different sorts of top of the line CNC producing gadgets to guarantee Leadsfon give the great world class circuler weaving machines. As the world celebrated Italian brand Pilotelli's unique configuration maker, Leadsfon has been giving center parts of weaving machine and together building up a few models with Pilotelli since 2005. IN 2014 leadsfon assumed control over Pilotelli's Chinese manufacturing plant and takes after the first strict generation process holding the first gathering group. They remarkably dispatch a top of the line brand LEADSFON with top notch sewing machines.

MT (ITALY) - The organization MT Costruzione Macchine S.r.l. begins his work in the 1980 in Torre de Picenardi. They created machines for readiness for completing and machines for assessment and pressing. Their central goal and energy, as usual, is to improve attempting to discover new better answers for their clients furthermore into our beneficial procedure. Their structure is available on global markets and can promise a proficient administration, which begins from the business system and after deals administration.

Service: - Sun Trading CO. (BD). Provides services to their customer from installation to after sales services. They always try to ensure to prove best quality service by their technical and service department. Under technical and service department they have three levels of engineers which ensures products after buying checking to sell them to customers. Services details are given below:-

- Products delivery service
- Installation service
- Product fixing service
- Instant spare parts delivery service

When customer bought any product, they provide delivery service to them. After that to set up the product they provide installation service. If product get damage or shows any problem they provide

technical support to fix it. Besides, if customers need any spare parts instantly they provide it as soon as possible.

1.3 Organogram
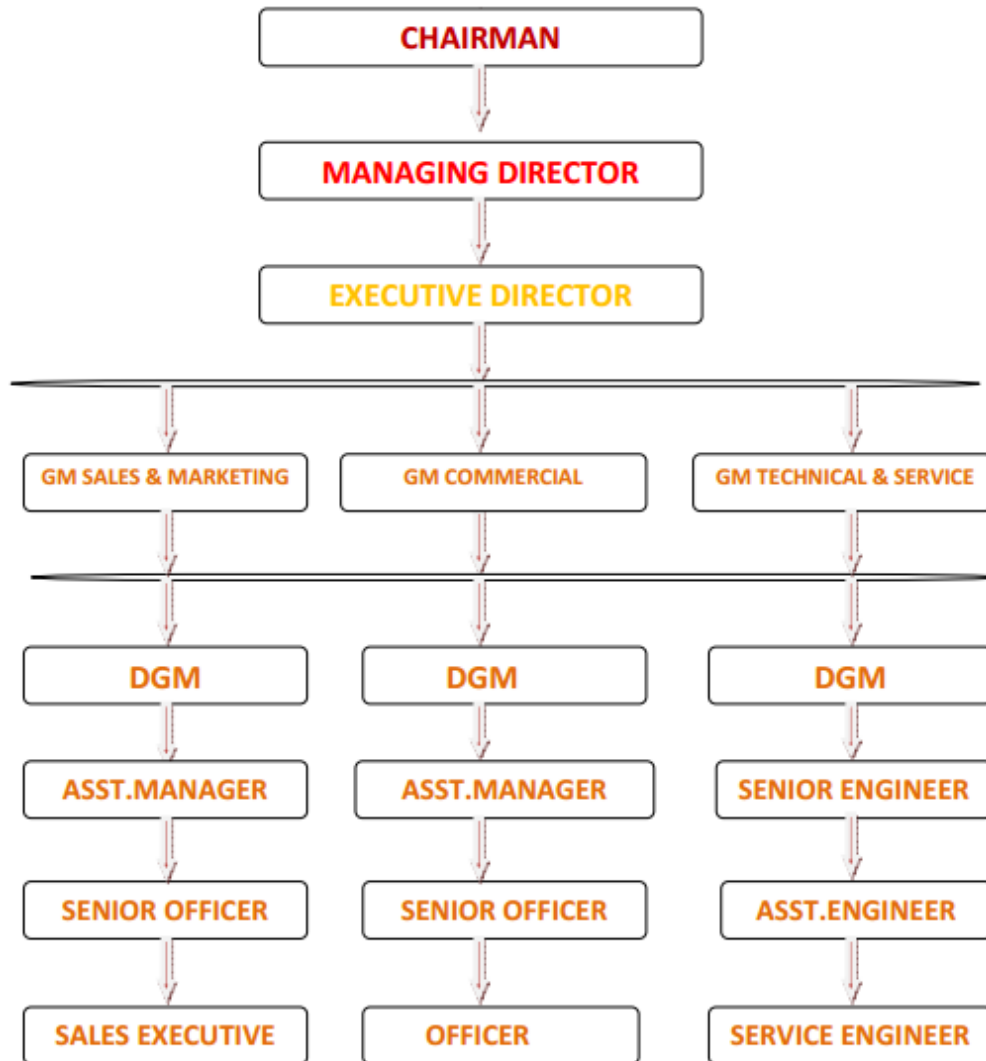
Figure1: Organogram of Sun Trading CO. (BD).

In Sun Trading CO. (BD)'s hierarchy starts with at top level position chairman than comes managing director after executive director. Under executive director there are three category general manager of sales and marketing, general manager of commercial and general manager technical and service. Under general manager of sales and marketing has four level of hierarchy start first start with deputy general manager, assistant manager, senior officer and sales executive. Next, under general manager of commercial has four level of hierarchy start with deputy general

manager, assistant manager, senior officer and officer. Finally, under general manager of technical and service has also four levels of hierarchy start with deputy general manager, senior engineer, assistant engineer and service engineer.

1.4 Internship Role

In Sun Trading CO. (BD), I have done my internship as a sales executive under sales and marketing department. It was "Three Months" internship from May 1, 2016 to July 31, 2016. Being sales executive I had to do following activities:-

- ✓ Scheduling sales visits and meeting
- ✓ Working with sales visit team
- ✓ Presenting the products
- ✓ Establishing new business
- ✓ Maintaining records
- ✓ Attending trade exhibitions, conferences and meetings
- ✓ Contracting with buyers
- ✓ Achieving monthly targets

These regular activities help me to boost up my skills and gave me confidence to become more prompt and professional. The confidence level got boosted up a lot. Besides, it allowed me to develop self-motivation which is an essential part in corporate arena as most of the time stressful situation occurs and tackling these kinds of situation leads towards the road of success. I also learned about the office culture and professionalism which is very important for any kind of work. To professionally handle things in corporate arena is a big deal. This internship helped me to enhance my professional behavior. The internship program is a door to the corporate arena. So I have learned a lot of lessons from my internship program at Sun Trading CO. (BD).
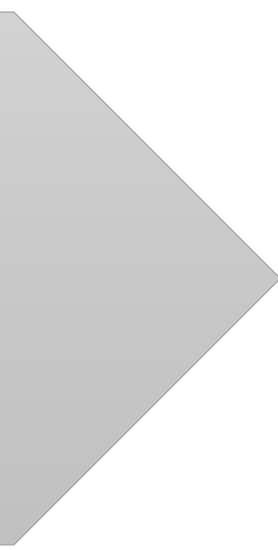
Chapter: Two
Project – Customer Satisfaction

2.1 Project- Customer Satisfaction

Customer satisfaction is a degree of satisfaction level provided by the goods and services of a company to the customers. Achieving high customer satisfaction leads to organization's success and high profit. Customer's satisfaction level may increase due to competitor's products or service experience if they are upgraded products or services and if any organization failed to provide same level of product or service like their competitor or better from them than customers may leave them. Besides, customers may not also happy with any product or service experience this can be also the reason of customer leaving the organization. Similarly, in this textile industry the customer's satisfaction may increase or customer may not be happy with product or service. So customer satisfaction should be analyzed. Today's textile industry market is highly competitive so if an organization wants to earn customers satisfaction then they have to be totally customer focused and take the strategic decisions on the best interest of customers.

2.2 Objective

The objectives of the survey are given below:-

- To identify the factors affecting customer satisfaction
- To measure the degree of customer satisfaction in terms of different factors
- To put forward recommendation for improving customer satisfaction

2.3 Limitations

While conducting the customer satisfaction survey I had to face some limitations and they are given below:-

- ✓ Respondents were not feeling secure about providing answer
- ✓ Some customer's locations were so far, it was difficult to reach there
- ✓ Some respondents were confuse about product question as they bought the product long ago so felt difficulty to relate
- ✓ Some organization personnel were so busy they decline to do the survey
- ✓ Took so much time to do each of the survey

2.4 Methodology

To prepare this report I have used both primary and secondary data. To collect primary data two employees of Sun Trading CO. (BD), were interviewed to know about organization business model, customer's information and in depth product and service details. To know about the customer satisfaction, I have conducted survey of 32 customers of Sun Trading CO. (BD), and they are from textile industry. To prepare the survey questionnaire I have used Likert Scale. To conduct the survey, I have followed two method, face to face interview with questionnaire survey and online survey. As a secondary data, information were collected from Sun Trading CO. (BD).'s website and marketing research book named "Marketing Research", An Applied Orientation (6th Edition).

2.5 Literature Review & Definition of Variables

This research has been conducted to measure and improve the customer satisfaction. To prepare this report, literatures have reviewed are "How to Measure Customer Satisfaction" by Murali Chemuturi, "Determinants of Customer Satisfaction in a Multi-Channel B2B Environment" by Rita Madaleno & Hugh Wilson , Customer satisfaction measurement in a business-to-business context: a conceptual framework by Jeanne Rossomme, "Customer Satisfaction across Organizational Units" by Edward C. Malthouse, James L. Oakley, Dawn Iacobucci and Bobby J. Calder and "Handbook of Customer Satisfaction Measurement" by Nigel Hill, "Machinery Industry in Bangladesh" by Zaid Bakht, Mohammad Yunus, and Salimullah.

Factors/Variables:

Invoice: Invoice is a list of products or services given to a customer which includes the cost of those services or product.

Billing: Billing is a document which is an evidence of one party's indebtedness to another as like as invoice.

Credits & payments: Credit is a legal contract in which a borrower gets something of worth now and consents to reimburse the lender at some date later on. On the other hand, payment is the exchange of one type of good, service or money related resource in return for another type of good, service or monetary resource in extents that have been beforehand settled upon by all parties included. Payments can be made as assets, resources or service.

Ordering: Ordering is issuing a command or instruction in order to get something or want something to be done.

Customer Service: customer service is about providing service or facility to customers. It can be before, during or post purchase.

Product Performance: product performance is about how much a can perform. It is about durability and ability of the product.

Delivery: Delivery is an act of transferring the product which has been purchased by the customer.

Warranty: Warranty is a contract between buyers and sellers and if anything goes wrong with the product which is sold by the seller to buyer than seller is bound to provide warranty to recover or fix the product. It may be active for particular time.

Documentation: It is an act of recording data. It can be a record of sales data or product data.

**Installation:** Installation is about setting up the product in particular place or in area.

After sales service: After sales service is providing facility or service after selling the product to the customer.

2.6 Analysis

To find out the customers satisfaction I had design Likert Scale questionnaire for customers and each of the question had three criteria with Likert Scale. So 32 respondents answered the question by putting mark on Likert Scale of the questionnaire. Likert Scale was 1 to 5 and 1 means "Strongly Disagree", 2 means "Disagree", 3 means "Neutral", 4 means "Agree" and 5 means "Strongly Agree" and for descriptive statistic I have used SPSS (Version 20). In SPSS I have used measures of central tendency "Mean" by "Compute Variable" option in order to find out the each of factors average satisfaction level. To find the percentage I have used Microsoft Excel 2010. Details of the findings are presented in the following sections:-

1. **Billing and Invoicing: -** About billing and invoicing satisfaction 25% of customers support "Strongly Agree", 50% support "Agree" and 25% support "Neutral" with the billing and invoicing satisfaction which means 25% of customers are very satisfied, 50% of them are satisfied and 25% of them feel mediocre.
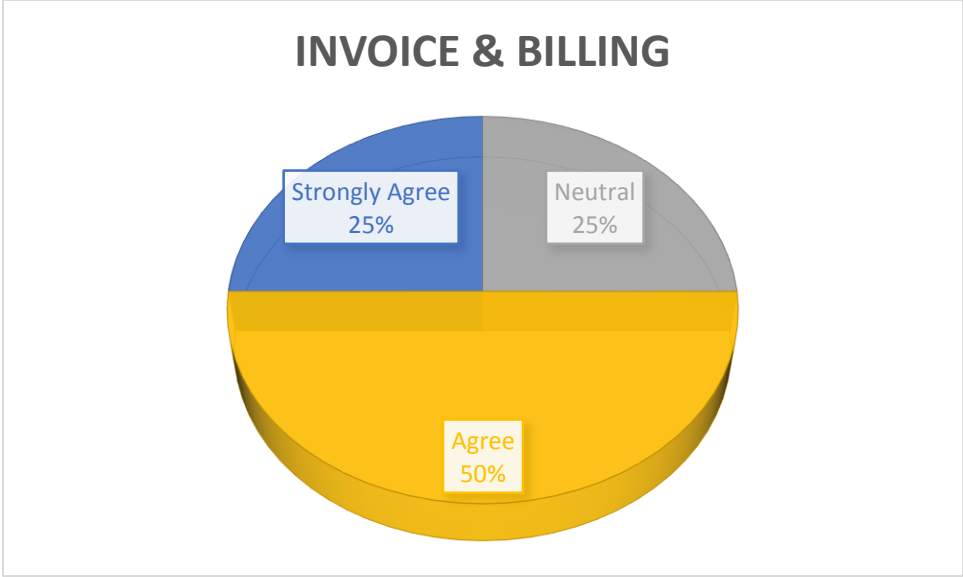
Figure 1 - Invoice & Billing Satisfaction

Overall invoice and billing got 4.14 out of 5 which is "Satisfied" means overall customers are satisfied with invoice and billing issue.

2. **Credits and Payments –** About credits and payments satisfaction 8% of customers support "Strongly Agree", 42% support "Agree", 42% support "Neutral" and 8% support "Disagree" which means 8% of the customers are very satisfied , 42% of them satisfied, 42% of them feel average and 8% unsatisfied.
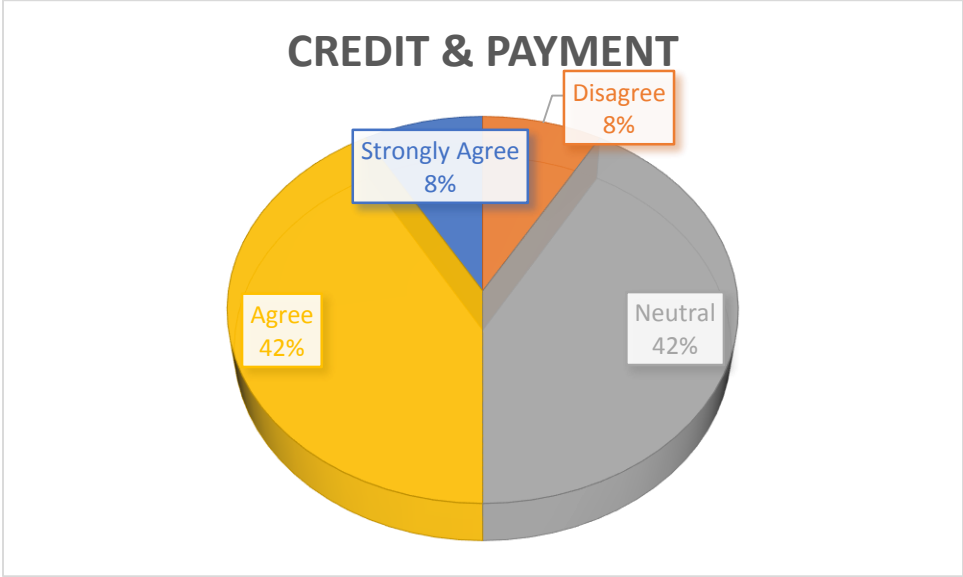
Figure 2 - Credit & Payment

Overall credit and payment issues got 3.75 out of 5 which means credit & payment issue little bit less than the satisfaction but high than average.

3. **Ordering –** About ordering system satisfaction 8% customers support "Strongly Agree", 33% support "Agree" and 59% support "Neutral" which means 8% of customers are very satisfied, 33% of them satisfied, 59% of them feel average.
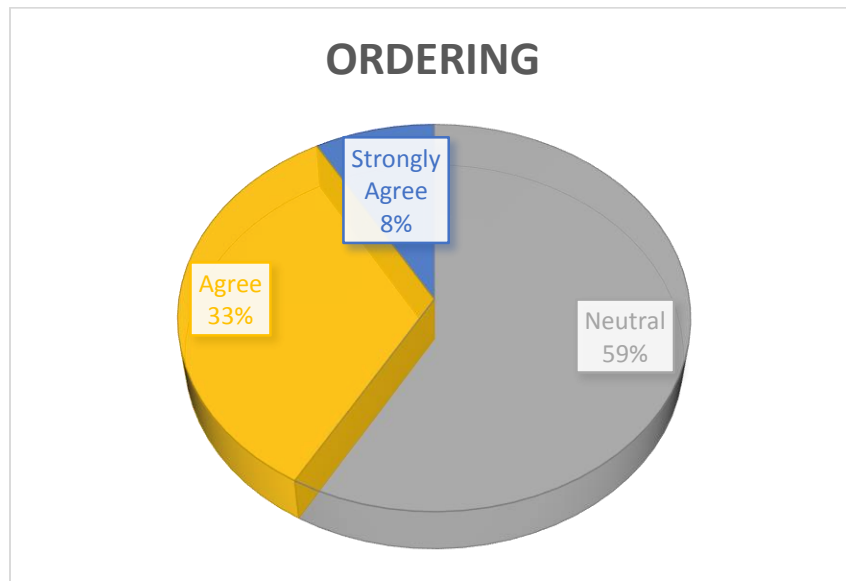
Figure 3 - Ordering

Overall ordering issue got 3.81 out of 5 which is almost near to "Satisfied".

4. **Customer Service-** About customer service satisfaction 25% of customers support "Strongly Agree" 58% of them "Agree" and 17% of them said "Neutral" which means 25% of customers are very satisfied, 58% of them satisfied and 17% of them feel average.
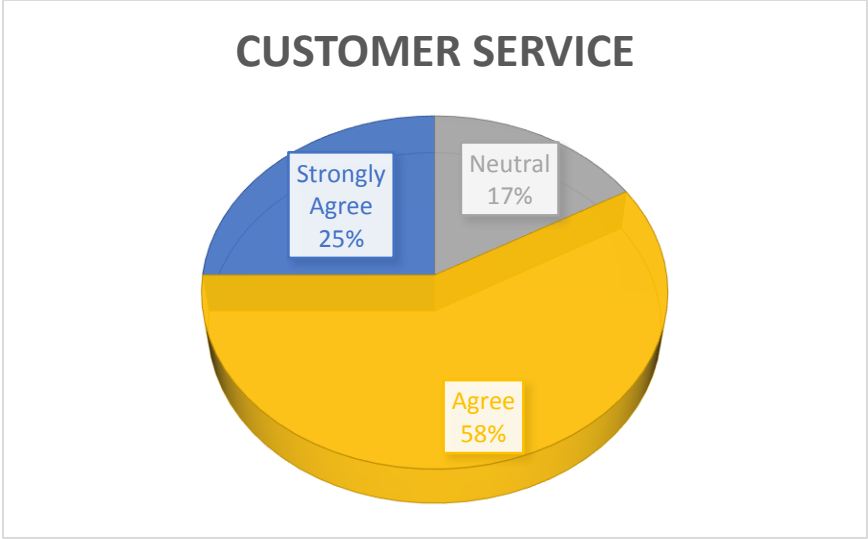
Figure 4 - Customer Service

Overall customer service got 4.31 out of 5 which is "Agree" means satisfied.

5. **Product Performance –** About product performance satisfaction 42% of customers support "Agree" and 58% support "Neutral" which means 42% of customers are very satisfied and 58% of them satisfied.
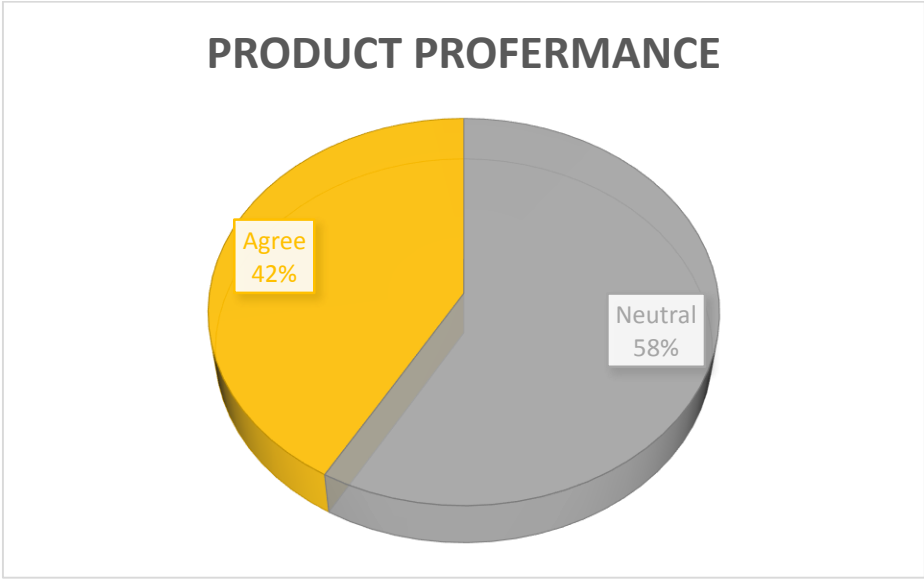
Figure 5 - Product Performance

Overall product performance got 3.75 out of 5 which means product performance can be improvable to reach "Satisfied".

6. **Delivery –** About delivery satisfaction 17% of customers support "Strongly Agree", 25% support "Agree", 58% support "Neutral" which means 17% of customers are very satisfied, 25% of them satisfied and 58% them feel mediocre.
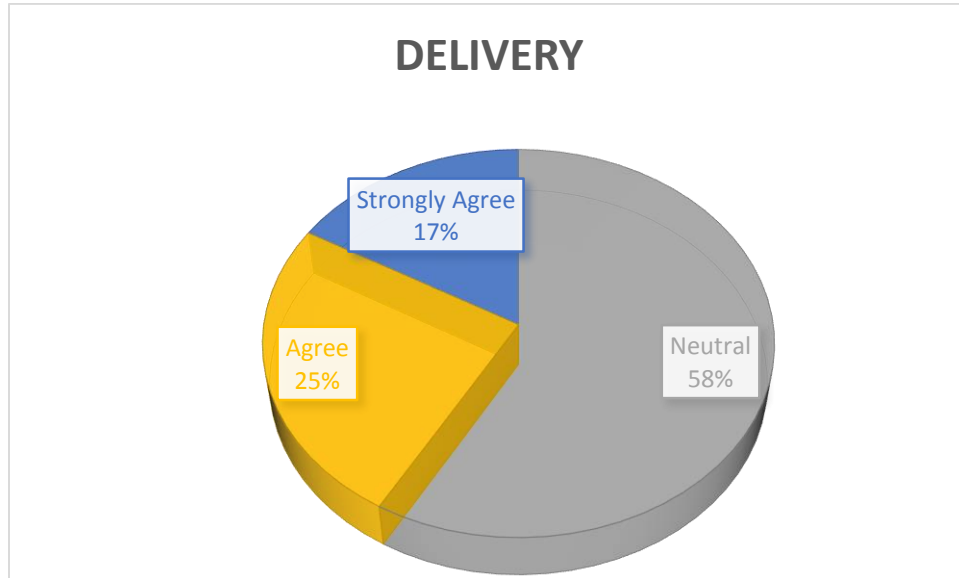
Figure 6 - Delivery

Overall it got 4.22 out of 5 which is "Agree" means satisfied.

7. **Warranty –** About warranty satisfaction 9% of customers support "Strongly Agree", 18% support "Agree" and 73% support "Neutral" which means 9% of them very satisfied, 18% of them satisfied and 73% of them feel average.
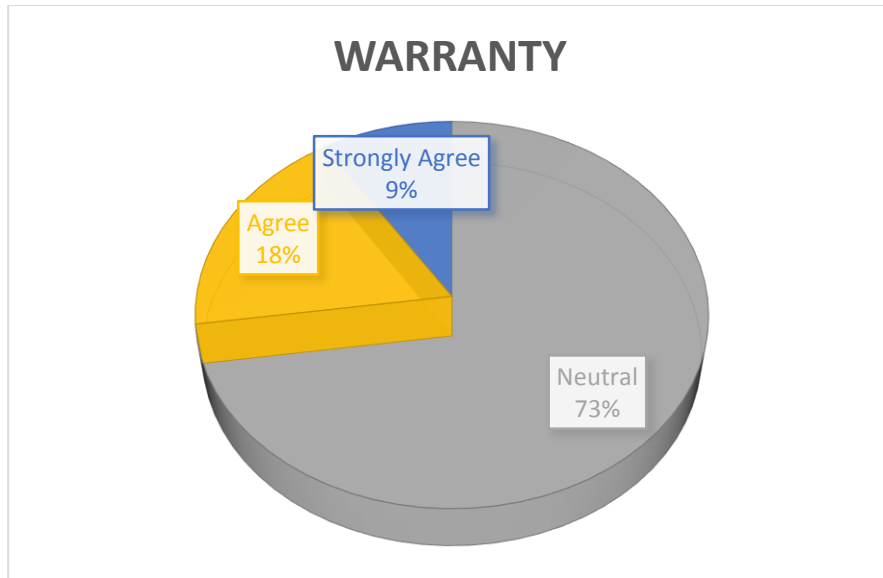
Figure 7 - Warranty

Overall it got 3.61 out of 5 which means proper initiative need to be taken in order to reach "Satisfied" level from average.

8. **Documentation –** About documentation satisfaction 75% of customers support "Agree", 17% of them said "Neutral" and 8% of them said "Disagree" which means 75% of them satisfied, 17% feel average and 8% of them unsatisfied.
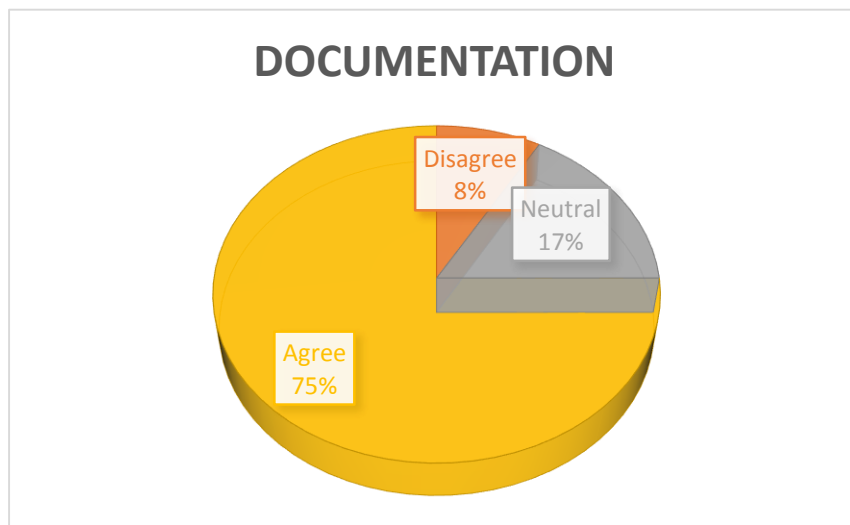
Figure 8 - Documentation

Overall it got 3.91 out of 5 which is almost "Satisfied".

9. **Installation** – About installation service satisfaction 8% of customers support "Strongly Agree", 33% support "Agree" and 59% support "Neutral" which means 9% of customers very satisfied, 33% of them satisfied, 59% of them feel average.
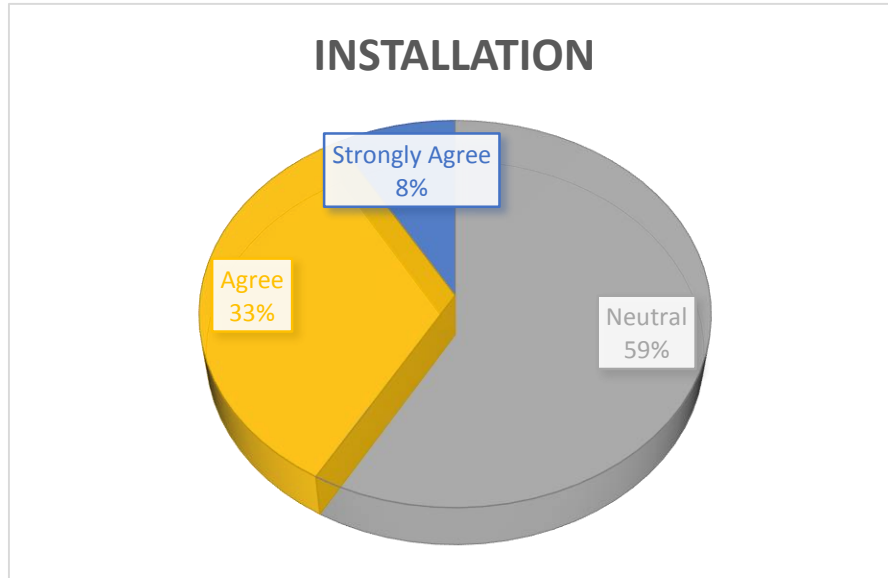
Figure 9 - Installation

Overall it got 3.83 out of 5 which can be improvable to reach "Satisfied" easily.

10. **After sales service** – About after sales service satisfaction 17% of customers support "Agree" and 83% support "Neutral" which means 17% of customers are satisfied and 83% of them feel average.
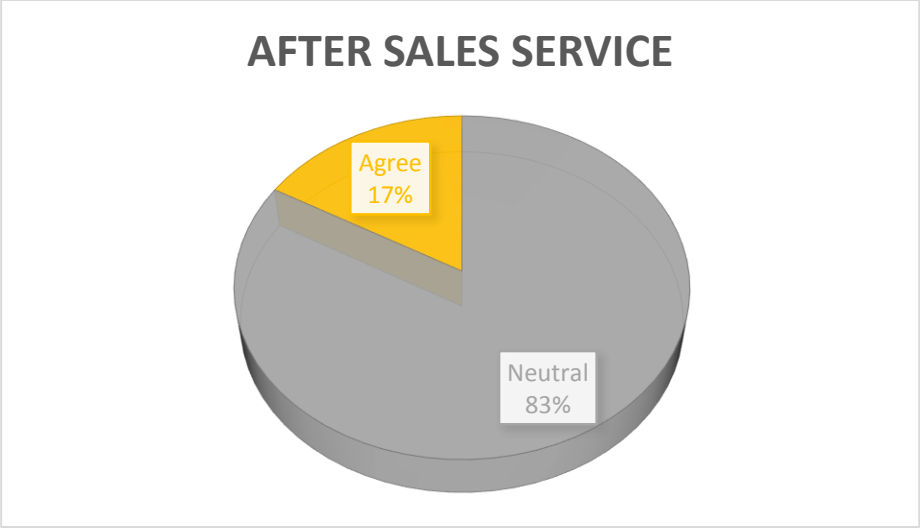
Figure 10 - After Sales Service

Overall it got 3.50 out of 5 which is slightly high than average but need proper initiative need to be taken to reach "Satisfied" level.

2.7 Findings

In above analysis I have found customer's satisfaction level of Sun Trading CO. (BD). Which I have highlighted by the graph. In each of the factor you can find how much customers are satisfied and dissatisfied if any. However, the overall level of satisfaction on ten different dimensions are presented in figure 11:-
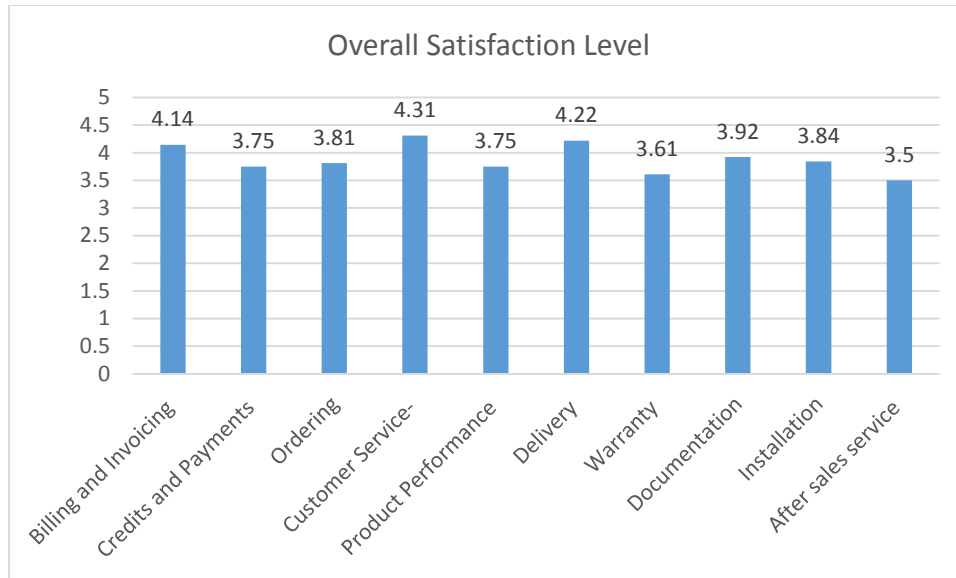
Graph 11- Overall satisfaction level in each of the category

Considering the overall satisfaction level which helps me to find that "After Sales Service" is lowest than the other factors by having 3.5 only. Then comes the "Warranty" which is second lowest by having 3.61. After that "Credits and Payments" and "Product Performance" are same by having 3.75 which is consider as third lowest. Next, "Ordering", "Installation" are near and "Documentation" is very near to "Satisfied" level as they got 3.81, 3.85 and 3.92. Finally, "Billing and Invoice", "Delivery" are crossed "Satisfied" level by having 4.14, 4.22 and "Customer Service" is the most satisfied factor as it got 4.31 the highest number.

The main objective of this report is to give an idea about customers' satisfaction level by analyzing the factors and I have done it. After the analysis of customer satisfaction level it can be said that customers of Sun Trading CO. (BD), are fairly satisfied with the kind of facilities and benefits given. Even though there are some improvements which needs to be done to ensure highest level of customer satisfaction.

2.8 Conclusion

To become successful and profitable in this world of competitive business, every organization should try to achieve their customer satisfaction. If customers are happy with products and service this means any organization can survive in this competitive world. Though Sun Trading CO. (BD), is one of the potential organization in textile machinery industry and they are good but they have the potential to do the best. The study confirmed ten different factors that influence satisfaction of B2B customers, especially in the case of Sun Trading CO. (BD). The study also revealed that customers are relatively highly satisfied with "Customer Service", "Delivery" and "Billing and Invoice" factors. However, customer satisfaction are not found to up to the mark in some aspects. The factors with which customers are not very satisfied include "After Sales Service" and "Warranty". So if they can make every factors satisfied in coming years they can be leader in this industry.

2.9 Recommendation

Based on the analysis and findings, this study suggests some recommendations for further enhancing customer satisfaction. Specifically Sun Trading CO. (BD), should:-

- ✓ Upgrade their after sales service. As this part is being neglected than compare to other factors.
- ✓ Provide the warranty service as soon as possible.
- ✓ Import innovative brand's machine, accessories and spares parts.
- ✓ More flexible the credit and payment schedule for the customers.
- ✓ Add more technical service engineer to set up machine faster and fix the problem instantly.
- ✓ Introduce online ordering facility through website to make order more prompt.

Besides, during my internship tenure I have felt that Sun Trading CO. (BD), should:-

- ✓ Have finance department to maintain the financial record and transaction.

- ✓ More details of their organization on their website.
- ✓ Have a bilingual person in their organization in order to talk with the foreign country company personnel as some of the foreign country personnel are not good in English to talk.

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Appendix:

Questionnaire: SUN TRADING CO. (BD).

Customer Satisfaction Survey

Dear Respondent:

As part of our BBA program, I am conducting a survey to know customers' satisfaction of **SUN Trading Co. (BD).** Your responses will be extremely valuable for the successful completion of my program. The information provided by you will be treated as confidential and will be used in summary solely for academic purposes. Please spend a few minutes of your valuable time to fill up the questionnaire, as per the instructions given. Thank you very much for contributing to this survey with your participation.

We sincerely appreciate your kind cooperation and support. Thank you!

Please answer the following questions by putting (✔) mark:-

11. **Billing and Invoicing –** What do you think about our billing and invoicing?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Invoices from our company are accurate					
Billing issues are fair					
Regarding invoice issue, personnel are helpful					

12. **Credits and Payments –** What is our credits and payments process to you?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Credit schedule is consistent with your needs					
Payment schedule is consistent with your needs					
Time require to process is reasonable					

3. Ordering- What do you think about our ordering system?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Ordering system is convenient					
Knowing the status of orders is easy					
Order changes are easy to make					

4. Customer Service- What do you think about our customer service?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Right person is available to help					
Company personnel have knowledge of products					
Company personnel have knowledge of service					

5. Product Performance – What is your opinion about our product performance?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Products design are innovative					
Products features are innovative					
Products line meets your needs					

6. Delivery – What is our delivery system to you?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Deliveries arrive as promised					
Deliveries arrive in good condition					
Deliveries are marked to identify the contents					

7. Warranty – What do you think about our product warranty?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Warranty response is quick					
Warranty duration is fair					
Warranty conditions are reasonable					

8. Documentation – What you think about our documentation?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Printed materials are easy to read					
Power point files are easy to understand					
Choice of tools help to fulfill needs (E.G: Pen Drive, DVD etc)					

9. Installation – What do you think about equipment installation?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Installation of equipment is quick					
Precaution is taken before installation					
Installation works in first attempt					

10. After sales service – What is your opinion about after sale service?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Help desk is available for assistance					
Responsive in telephone inquiry					
Responsive in online inquiry (Social media, e-mail)					

Demography:-
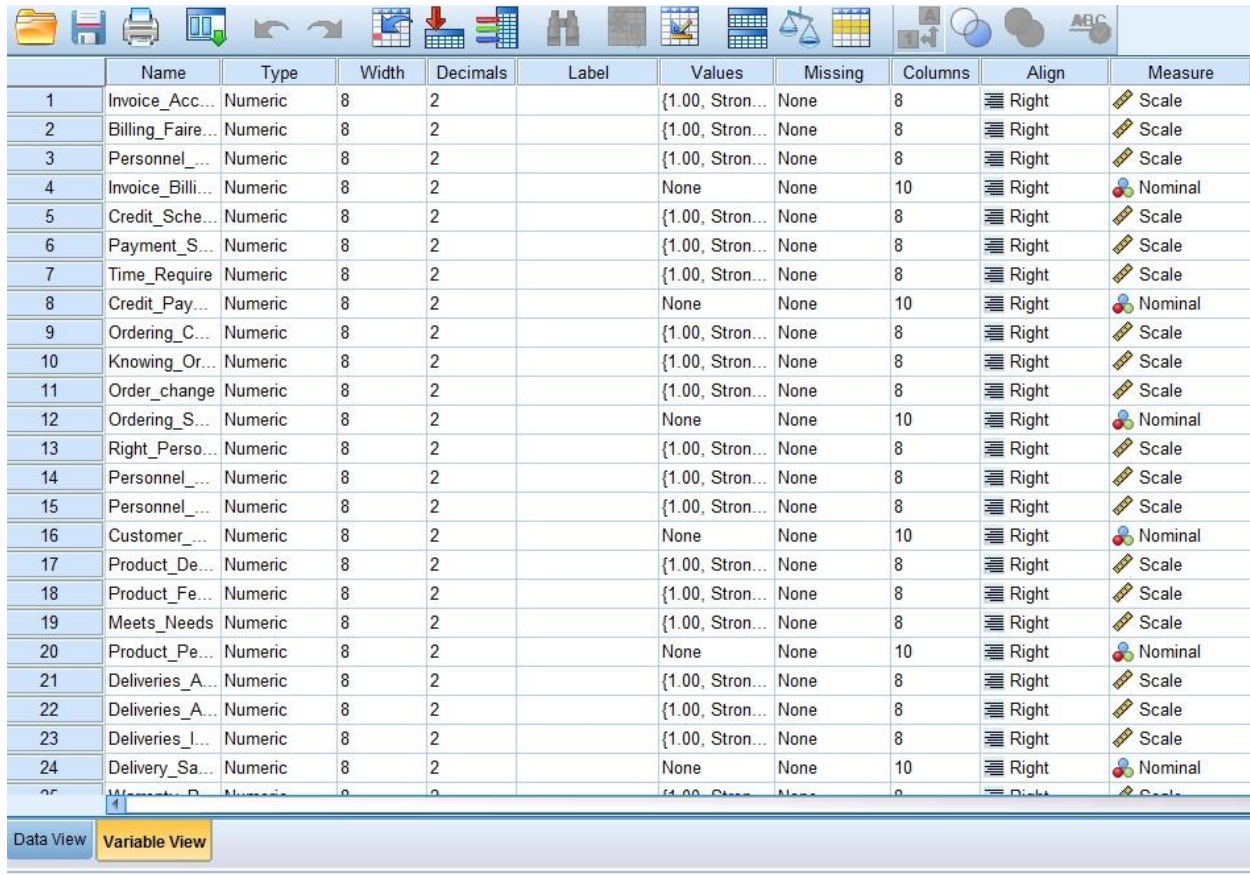
Organization Name:-

Industry:-

SPSS Analysis:-

Data View

	Invoice_Accuracy	Billing_Fairen ess	Personnel_Favor	Invoice_Billing_S atisafaction	Credit_Sched ule	Payment_Sc hedule	Time_Requ...	Credit_Payment _Satisfaction	Ordering_Con venient
13	Strongly A...	Strongly A...	Strongly A...	5.00	Neutral	Neutral	Agree	3.33	Strongly A...
14	Agree	Agree	Agree	4.00	Neutral	Neutral	Disagree	2.67	Agree
15	Strongly A...	Agree	Neutral	4.00	Agree	Agree	Neutral	3.67	Agree
16	Agree	Agree	Strongly A...	4.33	Neutral	Agree	Agree	3.67	Strongly A...
17	Strongly A...	Agree	Agree	4.33	Agree	Agree	Agree	4.00	Strongly A...
18	Neutral	Agree	Neutral	3.33	Agree	Agree	Agree	4.00	Neutral
19	Strongly A...	Strongly A...	Strongly A...	5.00	Agree	Agree	Agree	4.00	Agree
20	Neutral	Neutral	Neutral	3.00	Neutral	Neutral	Agree	3.33	Agree
21	Agree	Agree	Agree	4.00	Strongly A...	Strongly A...	Strongly A...	5.00	Strongly A...
22	Strongly A...	Strongly A...	Strongly A...	5.00	Agree	Agree	Agree	4.00	Agree
23	Strongly A...	Strongly A...	Strongly A...	5.00	Neutral	Neutral	Agree	3.33	Strongly A...
24	Agree	Agree	Agree	4.00	Neutral	Neutral	Disagree	2.67	Agree
25	Strongly A...	Agree	Neutral	4.00	Agree	Agree	Neutral	3.67	Agree
26	Agree	Agree	Strongly A...	4.33	Neutral	Agree	Agree	3.67	Strongly A...
27	Strongly A...	Agree	Agree	4.33	Agree	Agree	Agree	4.00	Strongly A...
28	Neutral	Agree	Neutral	3.33	Agree	Agree	Agree	4.00	Neutral
29	Strongly A...	Strongly A...	Strongly A...	5.00	Agree	Agree	Agree	4.00	Agree
30	Neutral	Neutral	Neutral	3.00	Neutral	Neutral	Agree	3.33	Agree
31	Agree	Agree	Agree	4.00	Strongly A...	Strongly A...	Strongly A...	5.00	Strongly A...
32	Strongly A...	Strongly A...	Strongly A...	5.00	Agree	Agree	Agree	4.00	Agree
33									

Variable View:-

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure
1	Invoice_Acc...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
2	Billing_Faire...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
3	Personnel_...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
4	Invoice_Billi...	Numeric	8	2		None	None	10	Right	Nominal
5	Credit_Sche...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
6	Payment_S...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
7	Time_Require	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
8	Credit_Pay...	Numeric	8	2		None	None	10	Right	Nominal
9	Ordering_C...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
10	Knowing_Or...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
11	Order_change	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
12	Ordering_S...	Numeric	8	2		None	None	10	Right	Nominal
13	Right_Perso...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
14	Personnel_...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
15	Personnel_...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
16	Customer_...	Numeric	8	2		None	None	10	Right	Nominal
17	Product_De...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
18	Product_Fe...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
19	Meets_Needs	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
20	Product_Pe...	Numeric	8	2		None	None	10	Right	Nominal
21	Deliveries_A...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
22	Deliveries_A...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
23	Deliveries_I...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale
24	Delivery_Sa...	Numeric	8	2		None	None	10	Right	Nominal
25	Warranty_R...	Numeric	8	2		{1.00, Stron...	None	8	Right	Scale

Data View | Variable View

Organization's Product/Service Definition:-

- **Knitting**- Knitting is about forming fabric from a single strand of yarn by using two needles

- **Dyeing** - Dyeing is a process of coloring fibers, yarns, or fabrics with either natural or synthetic dyes

- **Finishing** - Finishing is about convert the woven or knitted cloth into a usable material.

- **Woven** – Woven is a fabric which is formed by interlacing of warp and weft yarn to one to another.

- **Terry Towel** – Terry towel is fabric with loops that can absorb large amounts of water

- **Non-Woven** - Nonwoven is a fabric-like material made from long fibers, bonded with chemical, mechanical, heat or solvent treatment.