

INTERNSHIP REPORT ON

Service Marketing In Corporate Sector (RMG)

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Letter of Transmittal

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Subject: Submission of Internship Working Report.

Dear Sir,

Here is my internship working report on “*TRI-ZONE FPS (BD) LTD*”. I am submitting this report as the part of my internship in “TRI-ZONE FPS (BD) LTD. I tried my level best to follow your instruction that is given by my supervisor. The entire report is based on my practical experiences in TRI-ZONE and I have tried my level best to provide what I have learned during the internship program at TRI-ZONE.

I will be highly encouraged if you are kind enough to receive this report. For any further query and additional information, I would like to clarify that.

Thanking you.

Sincerely,

Salahuddin Md Tareq

ID: 13164157

Acknowledgement

At first, I would like to express my gratitude to almighty Allah for whose kindness I am successful to prepare this report. Then I would like to express my gratitude to my university mentor Mr. Mohammad Tareque Aziz, Associate Professor, BRAC Business School, for his guidance and instruction in conducting the internship program successfully.

I would like to thank my supervisor and the CEO & managing director of TRI-ZONE Mr. Ziaul Islam for his guidance & support during my work at TRI-ZONE.

To prepare this project work, different individuals and friends have lent their ideas, time and caring guidance to amplify the report's content. To be true to myself without their help it would be very hard for me to prepare this report. I am very thankful to them from the core of my heart.

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Executive Summary

Service marketing in business to business segment is a complex thing especially in Bangladesh, where the market is price sensitive. Tri-Zone is an engineering firm, integrates whole security system solution. After Rana plaza incident buyers from western countries are more concern about factory compliance. So the main target of Tri-Zone is to meet compliance as per rule rather than proper service. Many garment owners just install the system without any knowledge which has been rejected by compliance authority. Tri-Zone born on the verse of Rana plaza incident and made a good relationship with compliance auditors. That creates competitive advantages over other companies.

Most of the Garment owners even don't care about the long term servicing system, rather than they want a short term service which will be approved by the compliance auditors. But Tri-Zone focuses on long-term relationship with a premium price. So the target customer of Tri-Zone is almost selective.

The common habit of Tri-Zone is to introduce new technology and new product line for which customers are more satisfied than manufacturers. Tri-Zone is now trying to enter the new market like footwear, pharmaceuticals, and Government projects Hotels and commercial building.

Introduction

In 1950, the contribution of the service sector in GDP was 12% but 2010 it was almost 60% of total GDP of Bangladesh. (Source: world Bank & CIA publication). This information shows in that time service sector was growing rapidly in Bangladesh. But the bad news is the percentage came down to below 50% in FY 2015 (Source: CPD-IRBD-FY15- State of Bangladesh economy, 2015). So basically we can say no one can ensure the commitment of proper service.

Service marketing is all about retained the current client for a long time. It is very hard to attract new clients or attract the competitor's clients to own court. Especially in business to business relationship clients are not comfortable to change their service provider as long as they can. Even though the client is not satisfied with service they are having from their selected service providers they always tend to give one chance to their service provider. But if overtime client gets too frustrated they leave the service and never tends to come back.

Tri-Zone FPS (BD) LTD, is an engineering service which provides an integrated system for its clients, mainly readymade garments, textiles etc, It ensures proper solutions which are needed for its clients. Tri-zone is a sister concern of Impress Group, born in 2013 & currently have more than 200 permanent employees. The vision of Tri-zone is,

“Our Business is continue your Business Continuity”.

Tri-zone is one of the largest company in Safety & Security Service (Engineering) provider in Bangladesh, is known to its client as a premium service provider with a premium price.

Problem Statement

Being one of the top security service providers in Bangladesh, Tri-Zone is losing its business for last one year.

Purpose of the project:

- Analyze the service of Tri-zone
- Find the facts which hinder the business

Analysis

The GAPS model of Tri-Zone's service quality

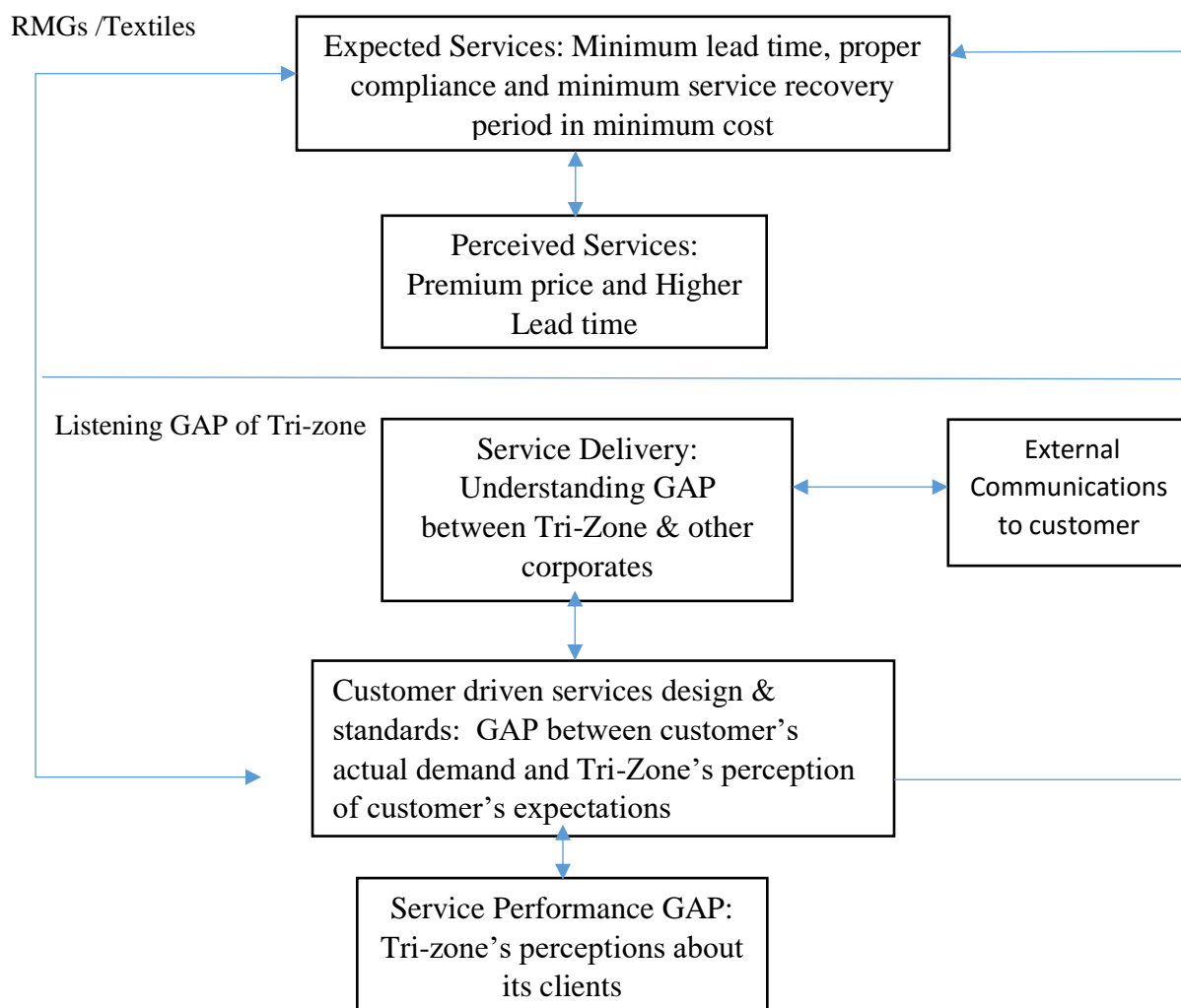


Fig 1: GAPS model of the service quality of Tri-Zone

Customer's (RMGs, Textiles etc) GAP

The gap between expected services and perceived services is known as customer's GAP. The owners of textiles, garments always expect they will get the complete solution within an impossible timeline and mostly at minimum expense. They believe Tri-Zone will give full support to meet their compliance. Security materials especially fire safety compliance is the big issue to export their goods.

But as a growing company with more than 100 projects sometimes it is not possible to provide proper service in time. To create a bridge between customer expectations and what they are perceived Tri-Zone formed a new service team. The marketer of Tri-zone is also concerned about what they are promising to get from their sales.

GAP of Tri-zone

1. Listening GAP

Insufficient customer research: As a typical Bangladeshi company Tri-zone does not emphasize on customer research properly. Many times it is failed to identify the customers' need. The marketer of Tri-Zone mainly focused on their sales volume rather than their customer satisfaction.

#Lack of Upward Communication

The key contact of Tri-Zone is neglected by top management to close the deal. There is a big GAP between contact employee & decision makers (mostly AGM, managers etc). The decision-making authority is centrally held by the CEO of Tri-Zone. As an engineering firm, sales deal has to go within a long process which interrupt the overall sales of the company.

Inadequate Service Recovery

After sales customers do not get sufficient response from the engineers or contact persons not even from the management. Because of not having a proper service recovery system, service recovery period is too high to tolerate. Though the situation is improving now.

2. The Service Design & Standard GAP

#Poor service design:

Though there is a service agreement but it is not customer focused. The response time, service team separation etc is not clarified. Sometime customer has to suffer for this.

3. The Service performance GAP

Lack of customer's role:

Customers are always in a fix that what they should do or not to do. Sometime Tri-Zone failed to provide proper service due to irresponsible attitude and behavior from their customers.

Problem with Service Intermediaries:

Controlling the quality and the cost is almost difficult to maintain. It is always difficult to control the engineering service and mostly it cannot reach to the higher authority, and that's why company faces high employment turnover.

4. The Communication GAP

Over-promising:

The marketers from Tri-Zone promised too much to fulfill, but at the end, they failed miserably to fulfill customer demand. For example, sometimes the marketers say that they can handover the project within 3 months but in actual, it required at least 6-8months.

Inappropriate Pricing of Tri-Zone:

Tri-Zone lost almost \$1million sales this year due to inappropriate pricing. Price should be matched with service quality but sometimes wrong conception about client makes Tri-zone overprice. In service market, this business is a recurring business. Business always comes from the current customer if they get proper service. If one thinks that he can make one-time big profit he has to lose everything for his present and future.

Expectations of Customer in Services and How Tri-Zone Reacts

The expectations of Bangladeshi client are always high and sometimes unrealistic. Especially RMGs sector clients demand a high level of services with minimum cost.

Factors That Influence Desired Service

Service Philosophy: Garments owners think vendors are their employer. They think Tri-Zone will follow their common criteria of working process. But as an engineering firm, it is impossible to fulfill their criteria. As an example, when tri-zone works on main bus bar turnkey line, power should be turned off. But power can't be shut down during working hour at least even not for a minute.

Derived Service Expectations: In the context of B2B service, expectations are driven by its customers need. Due to buyer's demand, every garment has to maintain compliance & proper fire safety solution on their factories. Here, garments owners are not installing the security system for their own interest but their buyers (customer of garments) force them to maintain proper safety & security system.

How Tri-Zone's Marketers Influence Customers' Expectations

Personnel Need: In Bangladesh, there is hardly any institution which has a perfect knowledge of fire safety & security engineering. Peoples from garments are always keen to know about this engineering and when they can learn new thing, they are satisfied. Tri-Zone engineers/marketers always try to educate their customers.

Derived Service Expectations: Tri-Zone marketers maintain a good relation with foreign buyers of garments, local auditing authorities and the local bodies like BGMEA, BKMEA etc. These parties influence the garments owners to perceive our services.

Situational Factors: Garments owner have to face different types of audit, where the auditor check the current situation of safety & security of that specific garments. On the date of the audit, Tri-zone increases manpower to satisfy clients and help them to have positive feedback from their auditors.

Word-Of-Mouth Communication: The owners of garments industry are likely to follow each other. Tri-Zone got the job of YOUNGONE GROUP, from where Tri-Zone will have more Korean o garments job at a time.

Customer Perception of Services

Customer Perception on Service Quality & Customer Satisfaction

In the case of service quality specifically in the dimension of services customer satisfaction is a broader thing. We can identify service quality through some variables like reliability, responsiveness, assurance etc.

Reliability: In security business customer fully rely on their vendor. Tri-Zone is known as one of the most reliable vendors in this business. It has the best engineering team, integrated solution and after sales services. Sometime Tri-zone failed to provide after sales service due to huge call from the market. Even Tri-Zone lost much business for this reason.

Responsiveness: In security business responsiveness is one of the major factors. If it is the matter of one machine or IPS etc, service providers take one-two days to response. In security business, Tri-Zone has to response within an hour and has to provide a solution within a day.

Assurance: The main target of garments is buyer's satisfaction from security & safety system. Tri-Zone always tries to assure the green certificate of compliance from respective buyer or auditors.

There are some factors that influence customer satisfaction,

1. Service quality;
2. Product Quality;
3. Price.

Service Quality: Tri-Zone has successfully completed more than 80 projects and all projects are approved by the auditing authority like ACCORD & ALLIANCE. From our services garments can get full fire safety compliance. Overall service quality of tri-zone is rated good but not best due to late responsiveness.

Product Quality: In safety & security business human life have to be considered. Tri-zone never compromises with product quality. Tri-zone represents top ten renowned manufacturers around the world including Honeywell, Tyco, Naffco, Eaton, Shield etc.

Price: Because of the premium price, Tri-Zone loses some target clients that creates a huge business loss. But to provide the best service in the market they should maintain a stable high price. There is the fact that is known by the garments owners about tri-zone is “Tri-zone offer premium price with a better service”. So sometimes low range garments owners don’t even think of getting service from tri-zone.

Listening to Customer *through* Research

Why Research needed

Market research is most important in service marketing, especially in business to business segment, but the irony of the fate is most of the Bangladeshi service providing company does not perform research to acquire the knowledge about the customers.

Tri-Zone does not perform any type of research yet, but still, they can perform some qualitative research about their customers.

Though there are many informal research work done by the sales team, which is not effective at all but they have learned how to response with each client according to the problems.

Informal Researches

Nowadays Tri-Zone is doing informal qualitative market research after a big fall in sales in the 1st quarter of 2016. When engineers visit the factory, they ask a various question in a very informal way. For example, during the working process engineers ask about the service quality and try to figure out the ways to improve service quality.

Pre-Sales Research/Requirement Research

During pre-sales meeting Tri-zone employees (marketers) used to ask several questions to understand expectation and actual requirement. However, the maximum customer thinks safety system is a major requirement for their buyers. They demand tri-zone personnel’s presence at every audit time to run the system properly, rest of the day they even don’t care about the system.

Critical Incident Studies

The critical Incident studies (CIT), is a qualitative interview procedure in which customers are asked to provide verbatim stories about satisfying and dissatisfying services encounters which they have experienced.

In the audit, garments owners faced many issues. All of the issues are not remembered by them. Then Tri-Zone engineers try to find out their customers need by asking some questions and by this they get the solution which will be applied efficiently.

Future Expectations Research

Though Tri-zone offers premium prices, marketers always keen to know next business prospect with that specific client and expect they will offer less price in evaluating a future prospect. At the time of servicing, sometimes engineers intentionally tell the customers that Tri-Zone is launching a new product just to know the customer reaction about the product. Since 2012, Tri-Zone has launched new products in almost every month and new technology almost in every quarter. Another research about future expectations is the government tender documents, newspapers etc. There are some dedicated marketers to collect the data about the current market scenario about technology and products.

Mystery Visit to Client

Tri-Zone introduces mystery visit programs in customer's factory for almost every project. Tri-Zone has a contract with a third party who perform compliance audit. Along with the 3rd part member, Tri-Zone visits the garments to know about the services of Tri-Zone. This is one of the most successful research by Tri-Zone though it is expensive. By this mystery visit programs, management of Tri-Zone can understand the actual scenario of the service provided by the Engineers.

Though research section is not developed and structured, Tri-Zone is trying to get maximum information about their customer from various internal source. There is some personal requirement, or there are some internal adjustments. Tri-Zone though doesn't have formal research section but marketers are trained to bring raw data of the specific customer.

Lost Customer Research

Tri-zone offers a whole system of the security solution. Clients prefer to give a vendor a single job and justify the service. Then they evaluate the service & take the decision to continue with the same vendor or give another vendor for new work. Last year Tri-zone lost many clients but got only one job because another vendor took the place. To find out the reason they send marketers to

that clients and asked why they left them. The result was outstanding. The number of losing the contact for last three months is gradually decreasing.

Building Customer Relationship

Relationship Marketing

To build a long-term relationship with the customer and to satisfy them, not only best service but also the actual service is needed to the customers. Sometimes the customer doesn't want proper service rather than they want to treat them like a master. Though sometimes Tri-Zone accidentally failed to give proper service in time but clients love to stay only for a good relationship.

Relationship marketing in B2B segment is to understand the services actually clients want to have. Proper & perfect service is not mandatory rather than it should be as per client demand.

There are some steps to build a relationship with the client to acquire client's faith on Tri-Zone.

1. **New Customer:** Tri-Zone gets phone calls, e-mail through word of mouth from the market and new clients. In primary level engineers get to introduce to the client along with a marketer. They try to understand the actual demand of that specific client. Engineers try to handle all technical queries to satisfy the client when the marketer builds a close friendly relation with that client.
2. **Customer as Acquaintances:** After an introductory meeting, Tri-Zone provides a holistic support to the client which is beyond the original requirement.
3. **Customer as a Friend:** After several meetings Tri-Zone person and client act as a friend with each other. Sometimes clients may have their personal demands and Tri-Zone always try to create a comfort zone to know about their demands.
4. **Customer as a Partner:** One of the clients of Tri-Zone opens a new business which provides freight forwarding services. Tri-Zone needs a partner on that segment and the client proposes them to take their service. Both Tri-Zone and its client now serve each other in a different segment of business.

Customer Profitability Segments

There are around 200 RMG clients in Bangladesh and Tri-Zone is totally unable to serve them efficiently. Then the CEO of Tri-Zone has to make a decision to create a priority list of clients on the basis of profitability.

We can figure it as the customer pyramid:

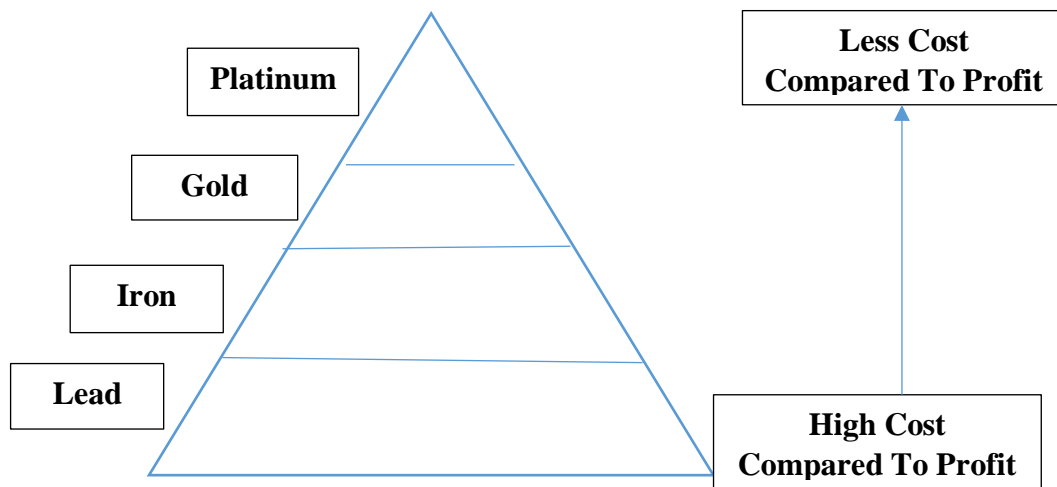


Fig 2: Priority Segmentation to Provide Priority Services

From the above list, we can say, Tri-Zone identifies clients who are less profitable with more time & money. According to the pyramid, Tri-Zone sets the response time of service.

Relationship Development Strategies

In corporate marketing, both parties make a profit and do business together. So win-win game should be played. Otherwise, it is difficult to retain the customer. Here we can show a relationship development model.

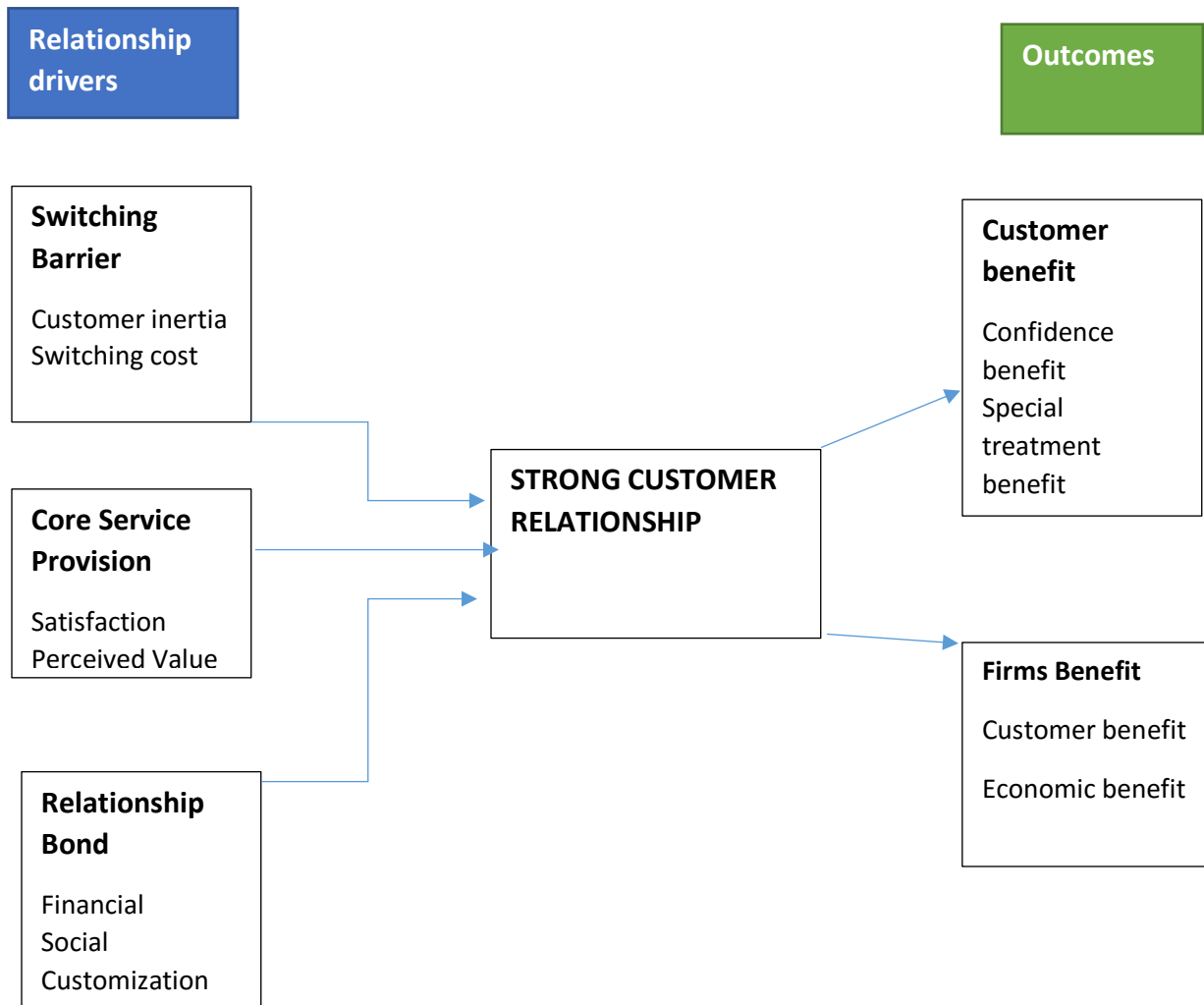


Fig 3: Relationship Development Model

Relationship Drivers

Switching Barrier: In security business vendors have to face many audit issues to different types of auditors, buyers, engineers etc. Clients always tend to take services from current clients. Moreover, customers have to change their mindset according to a new service provider which may result an inefficient and time-consuming performance of the overall company(client) business.

Core Service Provision: Customer satisfaction with perceived value is most important to retain the customer.

Relationship Bond: Financial bond is must to create a corporate relationship. However, there is some additional cost if anyone wants to switch the service provider. Sometime clients need special demand like commercial support, how they can import goods in a proper way and spending less money. Tri-Zone helps clients' in commercial & supply chain department to reduce their fixed cost to procure security products.

Outcomes

Customer Benefit: Service makes the customer more confident to run their business smoothly. However, they try to save money having holistic facility from Tri-Zone.

Firm Benefit: Firm can have a minimum cost advertising through word of mouth. All garments owners know each other very well. If one of the owners is satisfied he tries to refer the same service to others.

Relationship Challenges

The Customer Is Not Always Right: As an engineering firm, Tri-Zone needs to explain the process. The wrong service may create customer satisfaction for a short time, but for the long run, Tri-Zone may face many problems from their customers.

The Wrong Segment: Tri-zone mainly targets premium clients who have more attention on engineering rather than in financial issue. Sometime the marketers select the wrong customer who doesn't suit with the premium service of Tri-Zone. That time Tri-Zone have to face many problems for selecting the wrong segment. For example, garments don't have a foreign buyer and works as a sub-contractor for another big garment.

Not Profitable In Long Term: Some existing clients always say that they have bought many services from us, and wants a big discount. When every time same client demand big discount it is very tough to continue with that specific client.

Service Recovery

The impact of service failure & recovery

The common demand of customer is to handover the project within the timeline so that they can satisfy their foreign buyers as per security compliance. Here a flow chart for service failure,

How customer respond to service failure

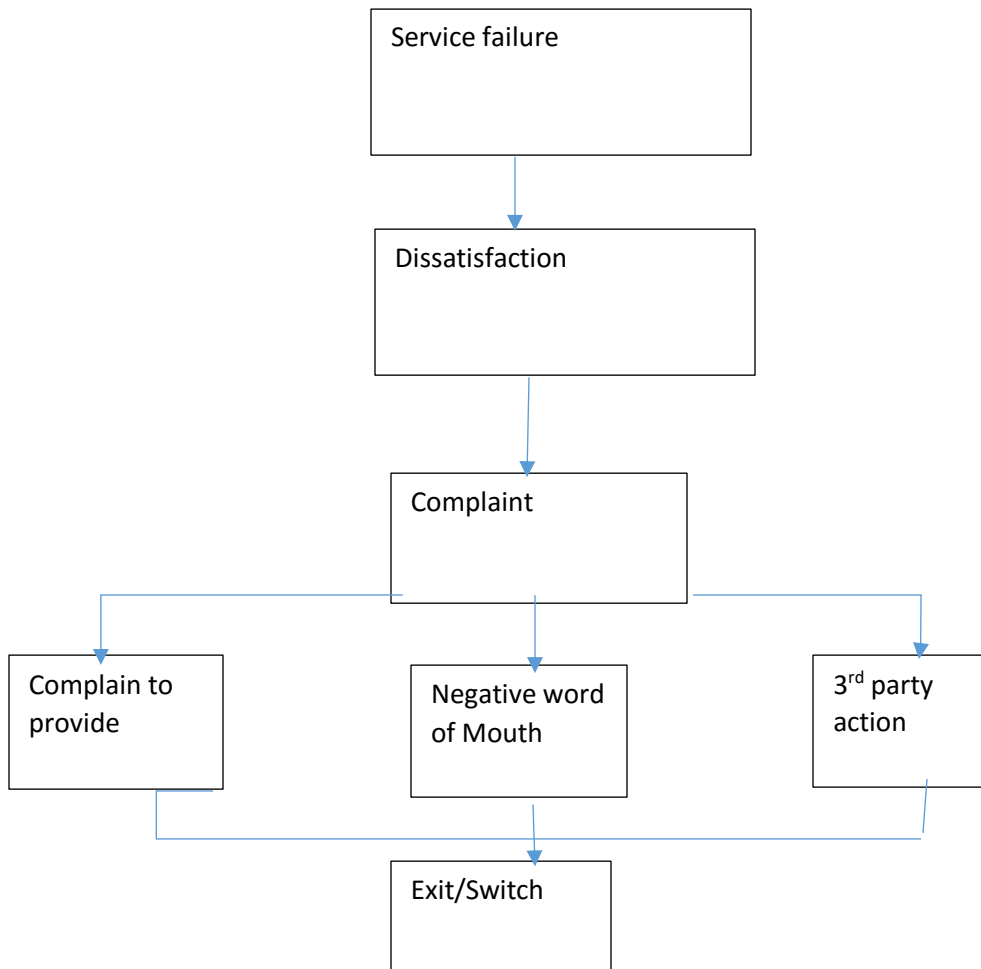


Fig 4: Customer Complaint Actions Following Service Failure

Service Failure:

The problem of an engineering firm is responding time. Client demand a minimum responding time to get a recovery if failure happens. The common service failure of Tri-Zone is a fault in the system integration and system design. Once a fault identified customer demand a quick service but it is just for their business not for real safety.

Dissatisfaction:

When Tri-Zone fails to provide services which they have promised that time clients mainly complain to have the proper solution. Most of the clients knock Tri-Zone continuously to get the

proper solution. If the dissatisfaction level goes too high they switch to another vendor for their other projects. There are no clients of Tri-Zone who don't complain.

Complaint:

It is habitual to complain by the clients of tri-zone even when tri-zone keep promises. Clients always face some problems. Sometime the management of Tri-Zone does not take the complaint seriously.

Complain to provide:

Almost all clients have complained and engineer always tries to provide the best service to solve that problem. Clients always want to meet the timeline but not the good service. Tri-Zone always tries to maintain quality and never compromise. Conflicts between client and tri-zone are the timeline & the quality of work done.

Negative word of mouth:

“ONE COMPOSITE LTD”, one of the clients of Tri-Zone. One of the employees of ONE COMPOSITE LTD said,

“I didn't have a promotion for last two years only because of the service of Tri-zone. If someone asked about Tri-Zone I will definitely say them go to any other vendor except Tri-Zone”.

Usually, clients don't give a negative word of mouth but when they do Tri-Zone lost clients and do not come back.

3rd Party Action:

Sometime garments owners complain to ACCORD/ALLIANCE (auditing authority) about Tri-zone. If this type of complaint goes again and again to auditing authority, they can put Tri-Zone on Blacklist and will inform all garments not to work with Tri-Zone.

Customer Responds:

Most of the time garments owners want to continue with only one vendor. They try to take the whole solution from one vendor even fault happens. The rate of losing a customer on this aspect is less than 10%. This 10% garments owners always want to test various vendor about their service.

Most of this 10% garments miserably failed to meet proper security compliance. 50% of this category came back to Tri-Zone and continue to have the services.

Service recovery strategies

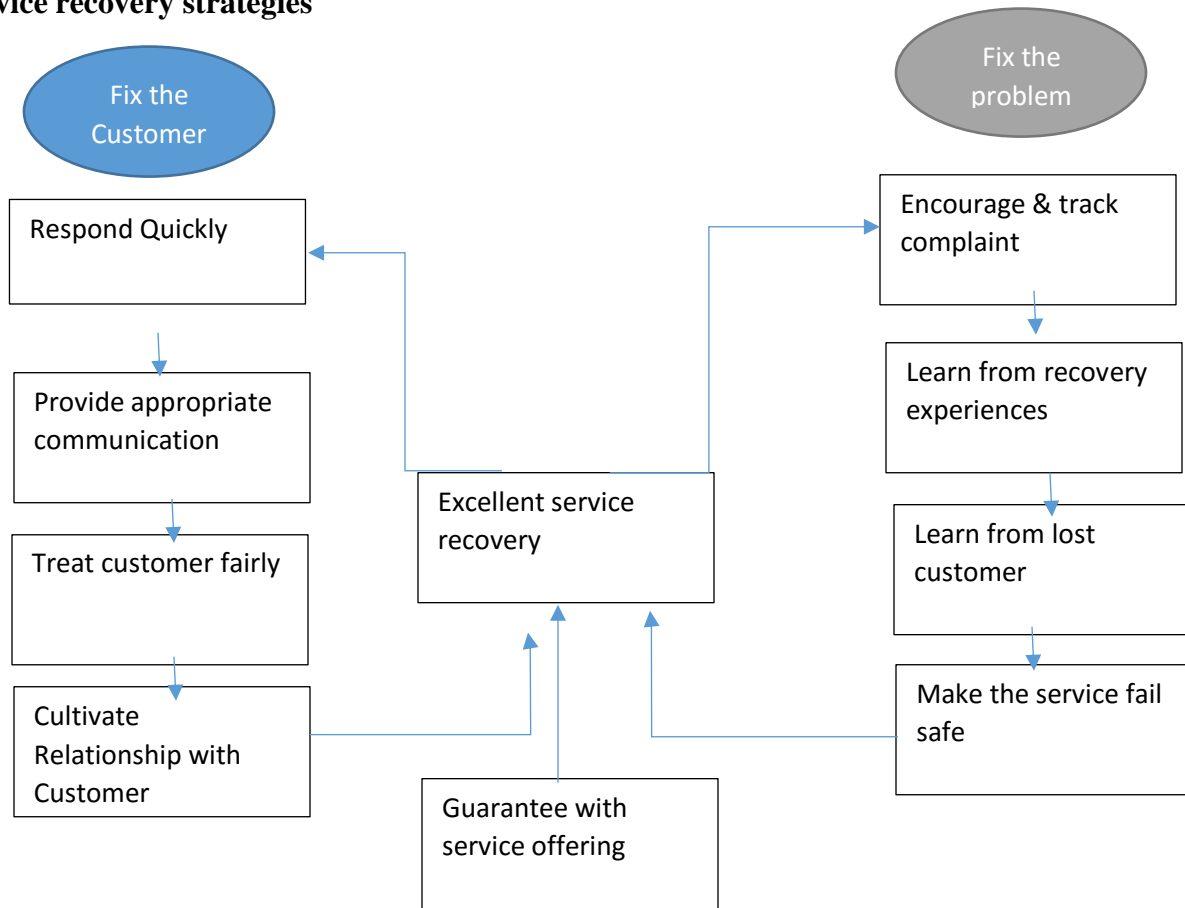


Fig 5: Service Recovery Strategies

Fix the Customer

Responding quickly: The responding time to a customer is depends on how much business Tri-zone will have in future. If the response time is quicker, it is more profitable and vice versa. Epic group & Youngone Group are two big fish in export oriented company in Bangladesh. They are also the clients of Tri-Zone. The responding time to both of this company is very quick even served within 24 hours. There is another client named Ananta Group and Tri-Zone is not comfortable to work with this company. Tri-zone do not respond to this company or even respond it may be after one or two weeks after request.

Provide appropriate communication: In b2b business, proper communication is the key factor and Tri-Zone always try to provide appropriate communication. In RMG sector, the garments owners actually want to communicate with them regularly. Though there is no work but they expect daily greetings from tri-zone.

Treat Customer fairly: There are 100+ clients of Tri-zone in Bangladesh and they all demand service within a minimum time frame. Tri-Zone responds all of the requests quickly but provides the service on a first come first served basis.

Cultivate the relationship: Tri-Zone believes that the proper cultivation of a relationship is worth million dollars. For this reason, sometime the garment management do some favor to Tri-Zone to get more business.

Fix the problem

Track complaint:

When a complaint received, Tri-Zone recovery team check the status of that specific project, analyze client behavior and the future business prospect of Tri-zone. If all are in the positive mark, the service team visit the site to fix the problem.

Learn from recovery experiences:

URMI Group, one of the clients of Tri-Zone, was very disappointed about the service of Tri-Zone. Tri-Zone also doesn't want to lose this client. Tri-Zone sends a full team of engineers to fix all services within less than the demanded time by the client. Though Tri-Zone got negative profit margin from this project but later no other projects has to face this type of serious problem.

Learn from Lost Customer:

AUKO-TEX one of the client and Tri-Zone has lost this customer due service delay. It was \$500000 project that Tri-zone has lost. Tri-Zone never lost this amount after AUKO-TEX.

Service warranty: Tri-Zone mainly offers one-year service warranty and free services during the warranty period.

Service innovation & design

Challenges

Oversimplifications:

To provide proper service is not a simple thing. Tri-Zone always tries to design the services which should fit that specific customer. The service is applied at first to all concern of Impress group to understand the client reaction and later it is applied to another factory.

Incompleteness:

Tri-Zone is known in the market as system integrator. No incomplete service is offered to the client even though clients demand it. But it is a big challenge for Tri-Zone to provide a complete solution.

Customization:

Another big challenge is different customers demand in different service though all are the same engineering. It is very difficult to customize as it is very complex specially as an engineering firm.

Types of service innovation

Service offering innovation: an Innovating new way to serve is very difficult when the price of the service is constantly going down. Tri-Zone recently introduced holistic service to offer its clients. Tri-Zone provides financial support from some reputed bank including commercial issues. It also acts as an employee of the client when the auditor comes to interrogate.

Innovating around customers roles: LABIB Group who is the big fish in RMG sector, six months ago there was a sudden break down of fire on the top floor. After an investigation, auditors order to shut down the factory. Tri-Zone quickly responds to LABIB Group to install some material as soon as possible and call auditor to show that the process is running. Normally client bought the product and then Tri-Zone provide its services but in this situation Tri-Zone provide the products first and then start the installation. This process saves LABIB Group almost BDT1000000.

Innovation through service solutions:

Sometime Tri-Zone redesigns the service process. Tri-Zone introduces different types of solution to retain its clients so that clients can get the proper solution. For last 3 year Tri-Zone worked as electro-mechanical engineering service provider but in February 2016, Tri-Zone has introduced

civil engineering team to provide the solution of civil construction. At the end of 2016, Tri-Zone is going to introduce new service called BMS (building management system) automation.

Service innovation & development process

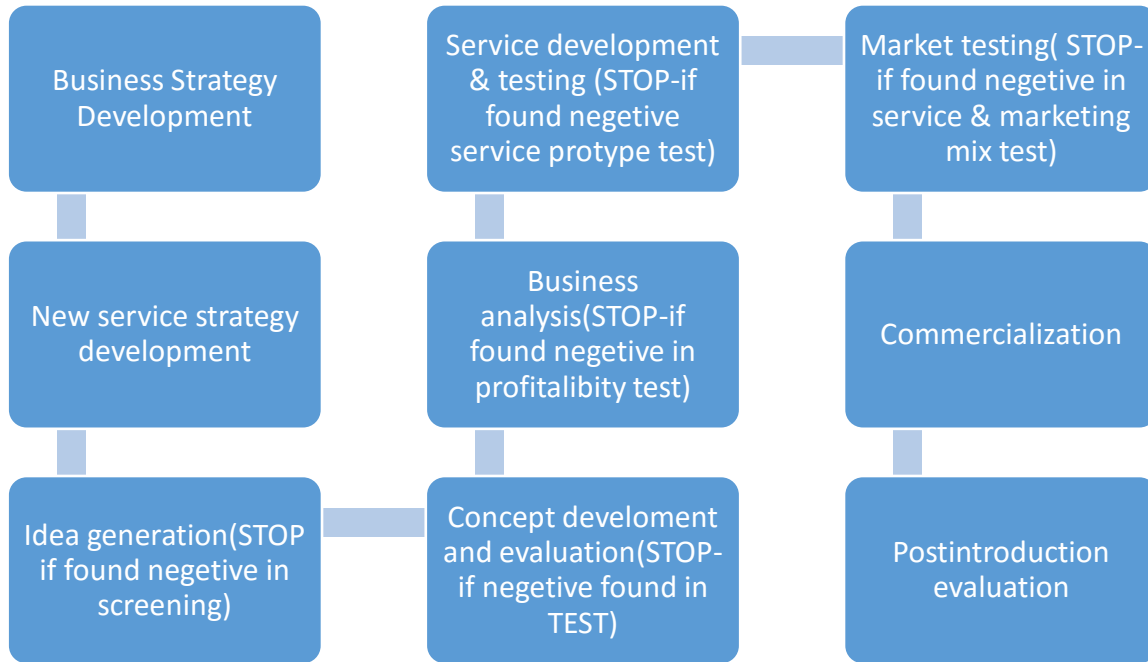


Fig 5: Service innovation & development process

1. *Business Strategy development:* Tri-Zone tries to Develop the strategies as per RMGs demand but most of the RMGs are always concern about money not for proper services.
2. *New service strategy development:* Tri-Zone continuously checks auditors (Buyer) demand to give the best service to RMG (Payer).
3. *Idea Generation:* Tri-Zone generates ideas to find the ways how to provide the service. It screens the ideas and stops if the idea becomes unsuccessful.
4. *Concept development:* Tri-Zone develops the concept according to the idea that is decided. It tests the concept on own garments (Impress Group), stops if failed.
5. *Business analysis:* Tri-Zone continuously tests the profitability of each business. After checking the profitability if it found any loss project business that time it tries to shut down that loss project immediately. Tri-Zone stopped providing design servicing at this stage.

6. *Service development & testing:* It tests the service prototype and if any prototype failed it just develops the service rather than changing the product.
7. *Market testing:* Tri-Zone uses the service proposal documents as new service advertisement media.
8. *Commercialization:* Finally Tri-Zone commercializes the service in the market in various ways like another consultant, word of mouth of current clients etc.
9. *Post introduction evaluation:* Tri-Zone evaluates the new service in the market as per profitability.

Integrated marketing communication

Key service communication Challenges

Service intangibility:

Tri-Zone offers a full system integration which leads the garments owner to have a green certificate on compliance. As clients have no knowledge about service delivery consequences they just have to rely on words of Tri-Zone. Even sometimes it is difficult to differentiate with competitors of Tri-Zone.

Management of Service Promises:

Tri-Zone always promises to meet the requirement of proper compliances. But sometime due to changing rules of auditors and working scenario Tri-Zone failed to keep promises. The value of service delivery promises is about million dollars, mostly the livelihood of thousand garments workers. The gap between original demand & supply makes Tri-Zone in trouble to keep the promises.

Management of Customer Expectations:

To identify the real expectation is the big challenge of Tri-Zone. Sometime clients require a delay of service delivery because they want their foreign buyers (i.e: Walmart, H&M etc) should provide financial assistance to have the fire safety system.

Customer Education:

Tri-Zone is an engineering company and for many garments engineers, the security system integration is new. Without minimum knowledge in this type of engineering leads Tri-Zone to match customer's expectations.

Internal Marketing Communication:

Marketers of Tri-Zone should have minimum knowledge about the system. Garment owners are giving the service on the basis of the word of mouth or simply trust on us. In every month Tri-Zone salespersons are trained up by technical department, foreign principles, the management on proposed service and internal coordination so that Tri-Zone can provide proper service.

Strategies to match service promise with delivery

Address service intangibility: In service market demonstration is the best way to gain the trust of customers. In the very beginning, Tri-Zone invites prospective clients to visit a completed project to have a detailed idea about services which are provided by them. Sometimes an imaginary scenario is created by the employees of Tri-Zone about the services and beneficiary system for their clients.

Manage a Strong Service Brand: In the market, Tri-Zone is already known as a premium service provider by providing full support to client till the end. The client can easily connect to the mindset of Tri-Zone and they (clients) believed that Tri-Zone won't let us down. In the very beginning when the trend of security solution started, Tri-Zone was the first enlisted company in auditor's list. Tri-Zone continuously kept a very good relationship with the auditor and the name of Tri-Zone in the top-list as system integrator allure the clients to come to discuss the security system.

Manage customer expectation: The proper service is what customer actually need, it is not the proper service always. Tri-Zone offers one-year free service guaranty to appreciate the proper job. Tri-Zone provides different choices of the proposal which make the clients easy to pick up one.

Manage customer education: When Tri-Zone completes a project, Tri-zone engineers give a proper training factory concern about total system. Sometime educating the client can be a big mistake as they only know a little thing about the system.

Manage internal marketing communication: In the service sector, managing internal marketing communication is the basic need to become a brand. Tri-Zone always trains employees so that they can choose the right path to deliver the service in a proper manner.

Way forward for the Tri-Zone in delivering best quality services

To deliver the expected service of client here's some recommendations:

1. Internal communication has to be strong & specific. It strengthens the bond within Tri-Zone which makes it more profitable
2. Over promising have to be stopped.
3. Make the client feel about the services.
4. Identify the objective of a specific client and should make promise according to that.

Conclusion

Tri-Zone is a system integrator which provides total security. But the gap between demand & supply, which lead the clients in trouble. As Tri-Zone is entering new sector like Hotel, commercial building etc Tri-Zone should rethink its' policies. The nature of RMG is different from other sectors. Clients from other sectors expect better service rather than the cheapest solution. As per the ethics, a new market is perfectly fit for Tri-Zone but it should build a good relationship with the manufacturer.