



Analysis Of Post Purchase Satisfaction Level Of Mercedes Benz Users

Submitted To

Dr. Mohammed Tareque Aziz
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Submitted By

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Date of Submission: 19 December, 2016

19 December , 2016

To
Dr. Mohammed Tareque Aziz
BRAC University
Mohakhali, Dhaka

Subject: Submission of Internship report on *Analysis of Post Purchase Satisfaction Level Of Mercedes Benz users*

Dear Sir,

It is a great pleasure to submit my internship report to you on which I have diligently worked during my internship attachment period with the Direct Sales department of Rancon Motors Limited (Sole Distributor of Mercedes Benz vehicle in Bangladesh) from June 1st, 2015 to December 31st, 2015.

I have obtained an extensive and informative experience while working for this report. My endeavor for learning about the direct sales and marketing of luxury automobiles in Bangladesh by Rancon Motors Limited has not only been high-yielding, but also it has given me a new insight into the understanding about a very effective marketing pursuit as well as consumer behavior and their purchase pattern. Incorporating vast amounts of information into a concise report was indeed a challenge for me. I earnestly hope that the report will meet the standards that the institute has set for us. I am always available for further query and clarification.

Sincerely,

Solaiman Bin Abdur Rashid
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Acknowledgement

I want to convey my sincere gratitude to my supervisor Dr. Mohammed Tareque Aziz for his guidelines, throughout the whole internship program. I would like to thank Mr. Safayet Jason, Head of Sales, Mercedes Benz Bangladesh for his constant support and assistance in the office with my assigned responsibilities while being attached with the organization. I am also indebted to him because he was kind enough to guide me in solving every problem I faced both with the report and with the organization responsibilities.

I am also immensely grateful to all the other employees of Rancon Motors Limited who helped me with the information collection process of the project.

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Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product –line it become difficult for the companies to retain the customers for long time. Therefore for further retaining the customers the marketer has to ensure customer satisfaction .If a customer is fully satisfied by the product it not only rub the organization successfully but also bring many benefits for the company They are less process sensitive and they remain customer for a longer period. Consequently they buy additional products overtimes as the company introduces related products or improved products. So customer satisfaction is gaining a lot of importance in the present days. Every company is conducting survey on customer satisfaction level on their products .To make the products up to the satisfaction level of the customers. So to gain the market share it is important for the company to ensure further satisfaction of its customers and to retain the reputation and image of it.

Rancon Motors Ltd is the authorized distributor of Mercedes-Benz vehicles in Bangladesh since 2002. Since then this company has always tried to provide better sales and after sales services to their clients. MercedesBenz vehicles are highly sophisticated and the clients are of the elite class of Bangladesh. Another issue is the market competition. Mercedes-Benz faces direct competition from B.M.W, Volkswagen, Ford, Audi and Lexus. Secondary competitors are Toyota, Hyundai, Mitsubishi, Honda, Nissan and etc. So for the smooth sustain of the business Rancon Motors Ltd needs to know whether the clients are highly satisfied or not.

The factors that describe the customer satisfaction are interior and exterior design, acceleration, leg room, boot space, seat comfort, reliability, fuel efficiency and overall performance of the vehicle. Another issues regarding customer satisfaction are attitude of sales persons and competence of service engineers. The opinions of users about these factors depict the customer's satisfaction about Mercedes-Benz vehicle.

Mercedes-Benz is one of the premium automotive brands of the world. It is highly praised by the users around the world for its high performance and quality. Users are highly satisfied by this brand all around the world. As RANCON motors Ltd is the authorized distributor of Mercedes-Benz it is to see that whether it can maintain the world class quality or not in case of customer satisfaction.

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INTRODUCTION

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1.1 Introduction

In the present days, trying to achieve 100% in Customer Satisfaction is one of the major KPIs, determined by the successful business entities all over the world. Due to increases of heavy competition in every product –line it become difficult for the companies to retain the customers for long time. Therefore for further retaining the customers the marketer has to ensure customer satisfaction .If a customer is fully satisfied by the product it not only rub the organization successfully but also bring many benefits for the company.

They are less process sensitive and they remain customer for a longer period. Consequently they buy additional products overtimes as the company introduce related produce related products or improved, so customer satisfactions is gaining a lot of importance in the present day. Most of the companies are conducting survey on customer satisfaction level based on their particular products .To make the products up to the satisfaction level of the customers.

So to gain the market share it is important for the company to ensure further satisfaction of its customers and to retain the reputation and image of it. The different strategies followed by Mercedes consists of Customer relationship management, strategy to provide better facility to the owner, and strategy to provide better after sales service to the customers.

1.2 Rationale of the Report

Rancon Motors Ltd is the authorized distributor of Mercedes-Benz vehicles in Bangladesh since 2002. Since then this company has always tried to provide better sales and after sales services to their clients. Mercedes-Benz vehicles are highly sophisticated and the clients are of the elite class of Bangladesh. Another issue is the market competition. Mercedes-Benz faces direct competition from B.M.W, Volkswagen, Ford, Audi and Lexus.

Secondary competitors are Toyota, Hyundai, Mitsubishi, Honda, Nissan and etc. So for the smooth sustain of the business Rancon Motors Ltd needs to know whether the clients are highly satisfied or not. It is also important for the company to know who the potential buyers are.

The company also intends to know which Mercedes-Benz vehicle is more popular among the clients, which features the clients want, whether they are satisfied or not by the sales personnel and service engineers, whether they are pleased with the vehicle or not.

This research will cover all these queries of Rancon Motors Ltd about the satisfaction of the users of their premium vehicle brand Mercedes-Benz.

1.3 Origin of the Report

This internship report is originated as a partial fulfillment of the BBA program of BRAC Business School, BRAC University, Dhaka, Bangladesh.

1.4 Objectives of the Report

The study has been undertaken to analyze the client's postpurchase satisfaction of Mercedes-Benz in Bangladesh with a special reference to the Rancon Motors Ltd.

Other objectives are:

- To identify the customer segment of Mercedes-Benz in the country.
- To know perception of the users about the features and maintenance cost of Mercedes-Benz. To evaluate the user's satisfaction about after sales services provided by Mercedes-Benz (Rancon Motors Ltd).
- To analyze the satisfaction of the customers towards the performance and reliability of the Mercedes-Benz vehicle.
- To draw recommendation.

1.5 Methodology

This is a Descriptive research. All issues intended from this study are described through assessing and analyzing information gathered from different sources during the twelve weeks internship period in Rancon Motors Ltd. Both primary and secondary data are used for this research.

Primary data: Primary data has been collected by an informative questionnaire which is attached with the report in the appendix part.

Secondary data: Data has been collected from brochures, journals, websites and other organization's internal documents.

Sample Size:

In order to gather enough information the following sampling plan will be implemented.

- a) **Sample:** Clients who have bought their Mercedes-Benz vehicle in the financial year of July 2010-June 2011.
- b) **Sample size:** The survey is conducted on 20 clients. Here judgment sampling is used for the convenience as the access to the clients is difficult to get due to their tight schedule. As the total population of Mercedes-Benz vehicle is 325, so sample size 20 adequately represent the total population.
- c) **Sample area:** The sample area will be whole Bangladesh. Data is collected from the clients of Dhaka city.

1.6 Scope of the study

According to the organization policy, any sub-company of RANGS Group does business with a single brand. Even while considering a prospect they access one by one. So for Rancon Motors Ltd RANGS has chosen only Mercedes-Benz to work with. As a result the full study is constructed focusing on only Mercedes-Benz rather than any other brands.

This research paper will analyze the user satisfaction of Mercedes-Benz in Bangladesh. It will be a great opportunity that, this paper will give a complete overview and user's satisfaction towards this kind of premium brand in Bangladesh. So this paper will be very useful for identifying the customer segment and their expected services from premium automotive brands.

1.7 Limitations

During the preparation of the report, there were some restrictions for the following reasons:

As per the job description of an intern there were few prohibitions dictated on the access to company's information.

During the interview, there was incident of reluctance from a section of the respondents, which were unavoidable due to their busy schedule.

The project is carried out for the period of 12 weeks only.

1.8 Report Organization

This report is presented into two major parts. Chapter one deals with the introductory part and the organizational overview of RANGS Groups. Chapter two consists of the project part followed by some suggestions and concluding remark at the end of the report.

P A R T

COMPANY OVERVIEW

T W O

2.1 RANGS Group Overview

Rangs Group started its journey in 1979. It started its journey as a seed but it has spread as a tree with different brunches in different growth sectors over time. Rangs Group has made its image as one of the premier conglomerates in Bangladesh. Within one year of its opening, Automobile Sector of Rangs was awarded the sole distributorship of Mitsubishi Motors Corporation.

Today, the company has possession of the sole distributorship of world famous Mercedes-benz as a general distributor for Daimler AG, Germany, Mitsubishi Motors Corporation, Japan, Hindustan Motors Ltd, India, Eicher MOTORS Limited, India, Mitsubishi Electric Corporation, Japan, Gulf Oil International, BPL, Cannon and Pioneer. From one company to a group of eighteen companies and growing, with a total workforce of 3500 and total turnover of Tk. 2000 million it is one of the renowned groups in Bangladesh.

The group maintains close relation with all its foreign principals, thereby guaranteeing quality products and efficient service to the customers in Bangladesh. RANGS Group always encourages a renewal of new dreams. They have diversified. They provide employment and played good citizenship by expanding their resources toward the betterment of their social surroundings. It has grown to be one of the largest industrial and trading conglomerates of the country under the same management.

The area of activities of the group includes electronics, automobiles, real estates, petroleum, banking, printing media, electronic broadcasting, deep sea fishing, insurance, IT, security services. However with diversified and rich category of product variation it has made its brand image among Bangladeshi people as the distributor of premium and quality automobiles.

2.2 Corporate Headquarter

RANGS Group

387 ,Tejgaon Industrial area, Tejgaon,
Dhaka-1208 , Bangladesh

2.3 Successful Business Sectors of RANGS

RANGS Group has diversified business activities in various sectors. It had started its business with one company and now it is a group of eighteen companies. It has expanded its business from automobiles to petroleum to electronics, from deep sea fishing to real estate, from banking to print media to electronic broadcasting, from insurance to security service to information technology and many more. The names of the companies are given below:

RANGS Limited
 RANGS Motors Limited
 RANGS workshop Limited
 RANGS Industries Ltd
 RANGS Properties Ltd
 RANON Motors Ltd
 RANCON Engineering Ltd
 RANCON Services Ltd
 RANCON Service center Ltd
 RANCON Sweater Ltd
 Sea Resources group of companies
 Shield securities services Ltd

The name of the associated companies are given below,

RANKS ITT Limited
 Bank Asia
 Media World Limited
 Reliance Insurance Limited
 Premium Securities Limited
 RANKS Energy Limited

2.4 Information about RANGS Limited

Incorporated:	1979
Authorized capital:	500000000 BDT
Paid up capital:	100000000 BDT
Legal status:	A private limited company
Distributors:	Mitsubishi Motors Corporation,
Awarded sole distributorship of MMC:	1980
Number of employees:	59 people

RANGS Limited, the Flagship Company of the RANGS GROUP, was incorporated in 1979. RANGS Limited is the exclusive distributor of Mitsubishi MOTORS in Bangladesh. The marketing of Mitsubishi MOTORS in our country started in the early 70's. Dienfa MOTORS, a company of the Nowab Family, was primarily involved in the marketing of the MMC product at that time.

In spite of their great influence and wealth the company was not organized well enough to continue. Consequently in 1979 the Managing Director of RANGS Limited Mr. A. RoufChowdhury, with his dynamic efforts, initiatives and leadership succeeded in initiating and consolidating the business with

MMC and undertook the marketing responsibility as an exclusive distributor. And it was awarded sole distributorship of Mitsubishi Motors Corporation in 1980.

Since then, with his well-organized team, he gradually created an extensive market with diversified MMC product lines. The sales were growing by leaps and bounds each year as well as the rapid growth of RANGS Limited diversified itself into over sectors of businesses. At present it is one of the most established, well-organized resourceful companies in Bangladesh. In 1993 it had achieved the sole distributorship of Eicher Motors Limited, India.

2.5 Automobile Division of RANGS Group

Automobile division of RANGS Group is operating its business in five major wings which are individually registered as company.

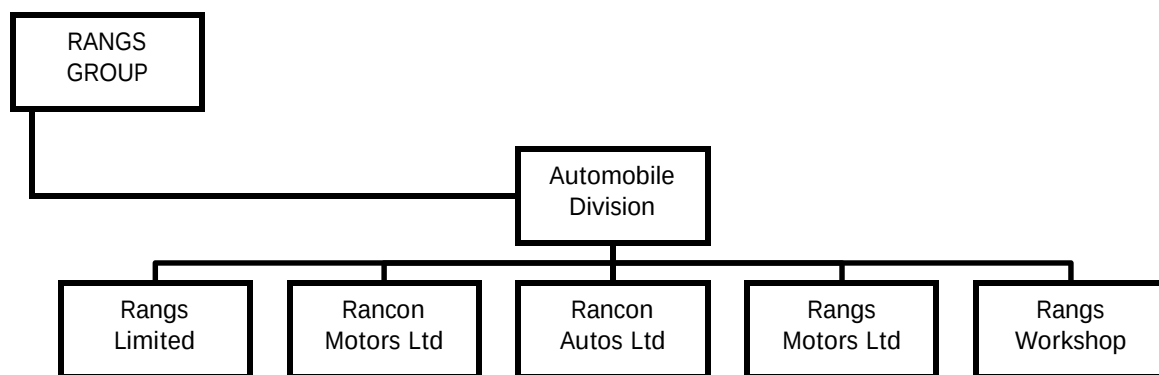


Figure 1: Automobile division and its wings in RANGS Group

Sole distributorship of RANGS Automobile division

Mitsubishi Motors Corporation, Japan

Daimler AG, Germany

Eicher Motors Limited, India

Hindustan Motors Ltd., India

Mitsubishi Electronics Corporation, Japan

BPL;

Exclusive Agencies: Cannon and Pioneer.

2.6 RANGS Motors Limited

Incorporated:	1998
Authorized capital:	300000000 BDT
Paid up capital:	100000000 BDT
Legal status:	A Public Limited Company
Distributorship:	Mitsubishi FUSO, Mahindra Motors, Eicher.

RANGS MOTORS LIMITED was established in 1998 to take over the commercial vehicle marketing from RANGS Limited. Currently RML is assembling and marketing commercial vehicles also. It formerly operated as the commercial vehicle division of RANGS Limited and was responsible for marketing Eicher International (India) small busses and trucks.

The company has contracted out the assembling of Mitsubishi BM buses and Canter trucks to Progoti Industries Limited- a division of Bangladesh Steel and Engineering Corporation. RML presently markets over 250 units of Eicher buses and trucks annually, and in the initial years, projects selling over 90 units of BM buses and over 150 units Canter trucks respectively. Recently they have become the distributors of other two-vehicle companies. One is Hindustan MOTORS (India) and the other is Mahindra and Mahindra (India).

2.7 RANGS Workshop Limited

Incorporated:	1981
Authorized capital:	250000000 BDT
Paid up capital:	20000000 BDT
Legal status:	A private limited company
Number of employees:	156 people

RANGS' relationships with its clients do not end after the cars are driven off the showroom floors. To facilitate greater customer care the group has gone one step further and formed RANGS Workshop Limited- a separate company geared towards providing dependable and reliable solution to customer demands. It was incorporated in 1981.

Services of RANGS Workshop:

Provide State of the Art after sales service for MMC and non MMC vehicles.

Provide required Spare Parts from our rich **Tools Store** for all sorts of vehicles within shortest possible time.

Import Spare Parts from Japan and other relevant countries to fulfill customer demand.
Towing vehicles from any location in the city to the workshop.
Maintaining every detail and service history of each vehicle till date.
Maintaining good relation with valued clients

2.8 RANCON Motors Limited

Incorporated:	2002
Authorized capital:	50000000 BDT
Paid up capital:	21000000 BDT
Legal status:	A private limited company
Awarded sole distributorship of Daimler Chrysler:	2002
Number of employees:	25 people

RANCON MOTORS LIMITED was incorporated in the year 2000. It began with the distributorship of one of the world's most famous and prestigious vehicles "**Mercedes-Benz**". The objective of the company is to serve the customers with the brand product at minimum Price. Their total work force is 25 and the company sales executives are mainly promoting the products at present.

RANCON MOTORS is promoting passenger vehicles, commercial vehicles and specialized vehicles at the same time. The product portfolio is as follows:

All type of passenger vehicles:

Mercedes-Benz A class Mercedes-Benz B class Mercedes-Benz C class
Mercedes-Benz E class Mercedes-Benz S class
Mercedes-Benz M class
Mercedes-Benz GL class
Mercedes-Benz G Wagon

Commercial vehicles:

Specialized vehicle

Specialized Army truck
Airport tow car
Ambulance

Mercedes-Benz Buses
Mercedes-Benz Trucks

After Sales Services by RANCON MOTORS:

Rancon Service Center was incorporated in the year 2000 with highly equipped machinery to provide specialized backup service, repair and maintenance of the passenger vehicles of Mercedes Benz. At present it is operating with a work force of ten specialized people.

Rancon Service Center provides the services like- Engine analyzing, Computerized Wheel alignment & balancing, computerized paint mixing & painting, Environment friendly air con gas refill system and Computerized Vehicles Service Data Management System.

After-Sales Service facilities and repair facilities manned by engineers who have been trained in Germany by the instructors from Mercedes-Benz at-

Dhaka

Chittagong

2.9 RANCON Autos Limited

Incorporated:	2006
Authorized capital:	200000000 BDT
Paid up capital:	2500000 BDT
Legal status:	A Private Limited Company
Nature of Business:	Assembling and import of vehicles for marketing in Bangladesh.

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DATA ANALYSIS

3.1 Profession of the clients

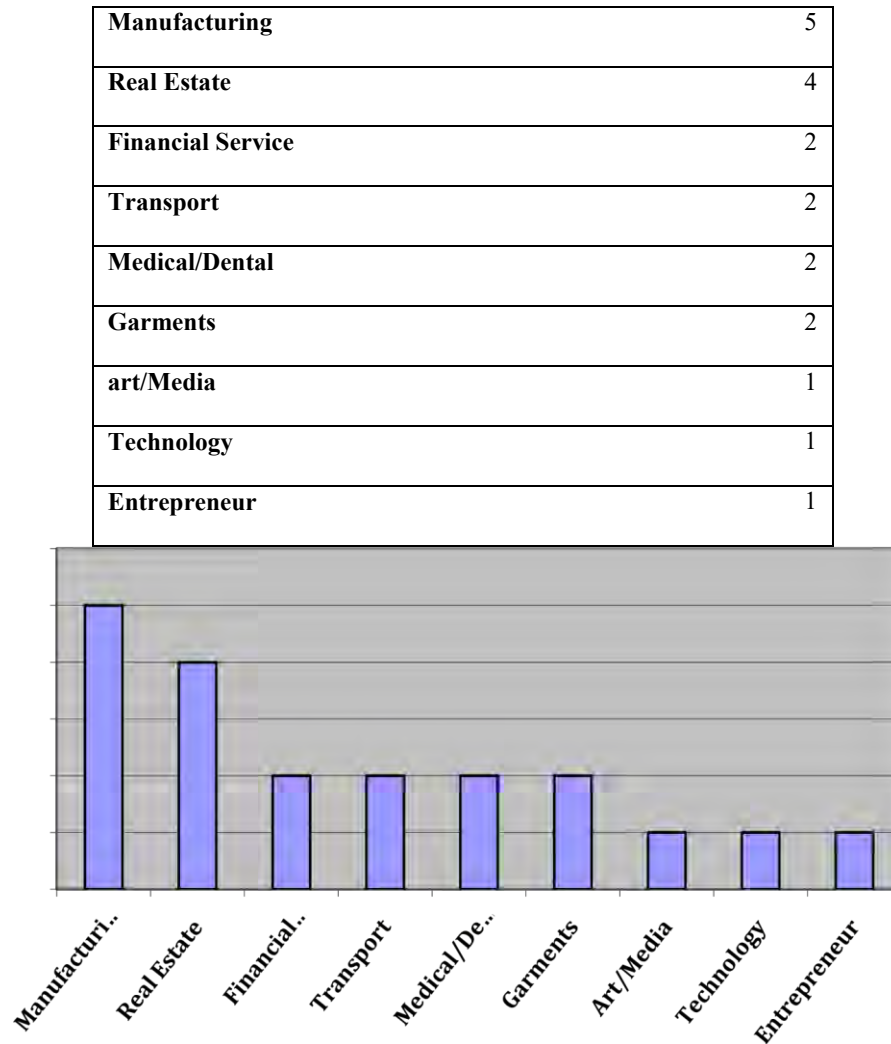


Figure 2: Profession of the clients

Interpretation:

25% of the clients of Mercedes-Benz are involved with manufacturing business. Mainly they are the Chairman or MD of different group of industries. From the survey it is evident that persons involved with manufacturing and real estate are more prone to buy Mercedes-Benz vehicles. As the turnover of these businesses is high, the owners are capable of buying high priced vehicles. The people who are in financial service, transport sector, garments and medical sector are also very promising market for Mercedes-Benz. It can be assumed that this sector will emerge as a good demand side for Mercedes-Benz in the near future.

3.2 Mercedes-Benz owned by the clients

Vehicle	B160	C180KOM	C200CGI	E200 CGI	E250 CGI	S350	ML350
No. of Clients	2	2	2	4	7	2	1

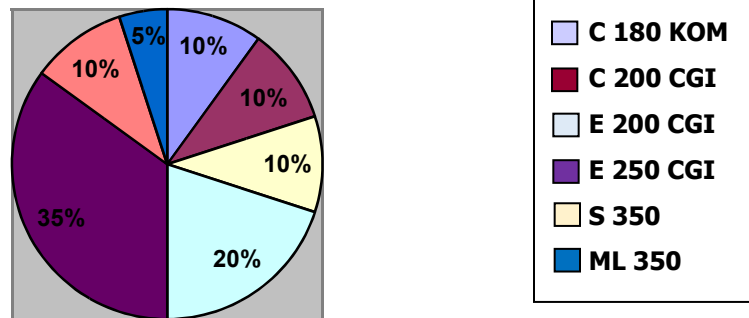


Figure 3: Mercedes-Benz vehicles owned by clients

Interpretation:

Result shows that

- 10% of the respondents own Mercedes-Benz B 160.
- 10% of the respondents own Mercedes-Benz C 180 KOMPRESSURE.
- 10% of the respondents own Mercedes-Benz C 200 CGI. 20% of the respondents own Mercedes-Benz E 200 CGI. 35% of the respondents own Mercedes-Benz E 250 CGI. 10% of the respondents own Mercedes-Benz S 350.
- 5% of the respondents own Mercedes-Benz ML 350

This survey shows that 35% of the clients own Mercedes-Benz E 250 CGI. And E 200 CGI is second in population. E class sedans are very much good looking that suits with the oriental culture. Besides it has both luxury & sports look. Now a day the vehicle owners mostly prefer these two criteria. Moreover the inner decoration of the car is marvelous. The point here is the E class vehicles are all in one type vehicles that suits most of the customer's choice. This doesn't mean that the other classes are not capable of that.

3.3 Media through which clients knew the availability

Media	Newspaper	Friends/Family	Sales person's visit	Previous experience
No. of clients	2	8	6	4

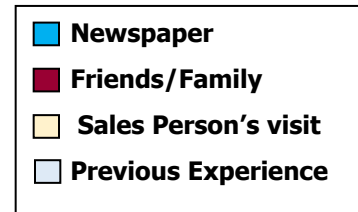
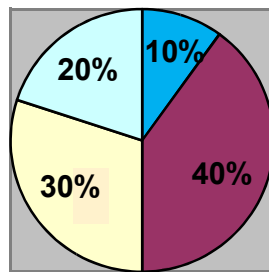


Figure 3: Media through which clients came to know about the availability of the vehicle

Interpretation:

Result shows that

- 10% respondents knew about the availability of this car through Newspaper.
- 40 % respondents knew about the availability of this car through Friends/ Family.
- 30 % respondents knew about the availability of this car through Sales person's visit.
- 20% respondents knew about the availability of this car through previous experience.

This result makes us aware of advertising in the appropriate media so that maximum responses can be gained. We see that personal selling has got as much as 30% response. That is for a car like this, we will have to focus more on personal selling. 40% response from the word of mouth is also crucial. It denotes that our customer service and the quality of product are up to the standard. Other two sources are not as promising as the other ones, though we have to focus in every side.

3.4 Which option(s) were you looking in your desired Mercedes-Benz

Desired package	Avant-garde	AMG sports package	Avant-garde with AMG	Avant-garde, AMG, Panoramic sunroof	Others
No. of clients	6	5	3	4	2

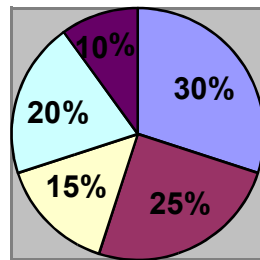


Figure 4: Customer's desired package



Interpretation:

From the chart it is visible that most of the customers preferred Avantgarde package. The percentage is 30%. Avantgarde package gives a great look of elegance. Additionally these cars give parking sensor system which is preferred by many.

25 % of the respondents preferred AMG sports package. This package has brought revolution to the world of car lovers. This package gives a killer sporty look along with a nice inner environment that gives you the best riding experience. Here the sporty look is the main point. 20% of the respondents preferred both the options avant-garde and amg along with panoramic sunroof. Panoramic sunroof provides wide angle view which is large enough to give a good view. As a result it attracts the customers very much.

3.5 Quality of Exterior Design

Exterior design	Best	Very good	Good	Average	Poor
No. of clients	10	7	2	1	0

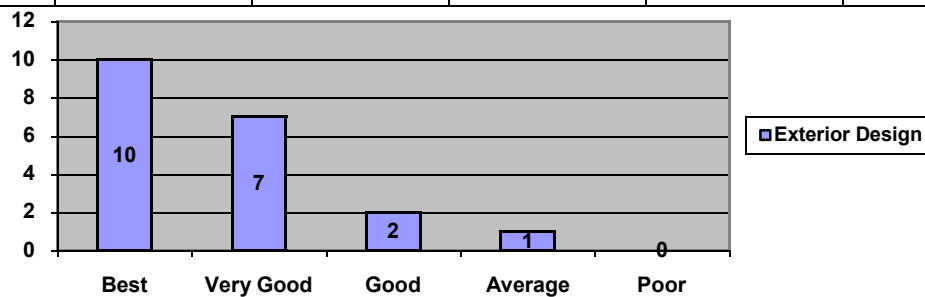


Figure 5: Quality of Exterior Design

Interpretation:

As many as 10(50%) respondents called Mercedes as the best design car. It is true if we even look at the global scenario. Mercedes is not only traditional everlasting German brand; it is designed in way worth of huge appraisal. None said poor about its design.

3.6 Interior Options & Design

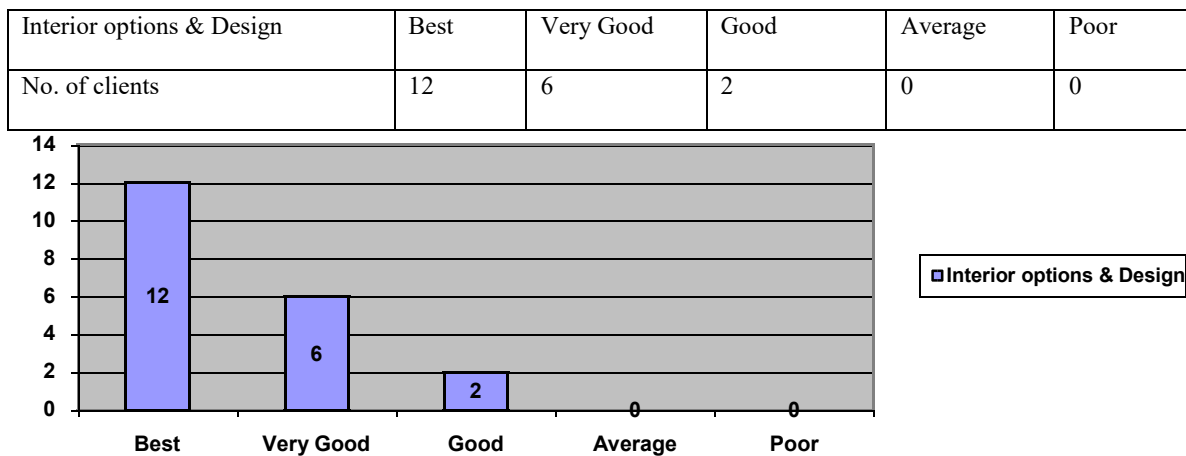


Figure: 6 Interior Options & Design Interpretation:

From the chart we see that as many as 12(60%) respondents went with the interior design of Mercedes. No one disagreed with that. It's not possible to disagree as Mercedes is one of the very few brands who are renowned not only for durability but also interior elegance. It gives the rider not only a journey but also an experience of elegant class.

3.7 Acceleration

Acceleration	Best	Very Good	Good	Average	Poor
No. of clients	11	9	0	0	0

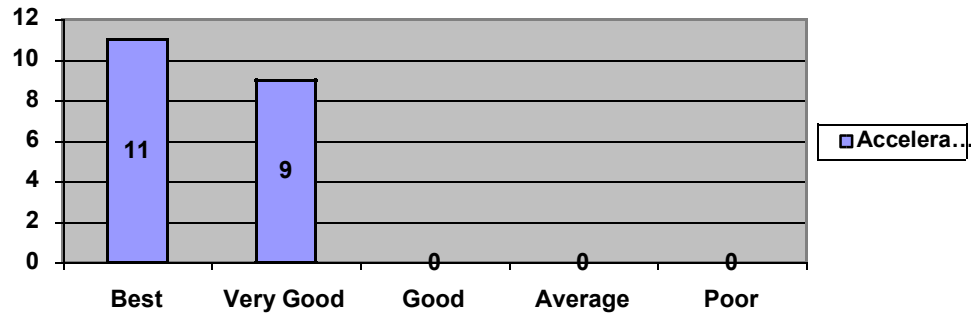


Figure7: Acceleration

Interpretation:

Mercedes is preferred by 11(55%) respondents because of its great acceleration power. With an experienced driver, this car can outrun many cars. The quality is very high. The reflection of this comment can be shown in the chart. Almost all of the respondents showed their heartfelt contempt about the great acceleration power of Mercedes cars.

3.8 Leg room

Leg room	Best	Very Good	Good	Average	Poor
No. of clients	15	4	1	0	0

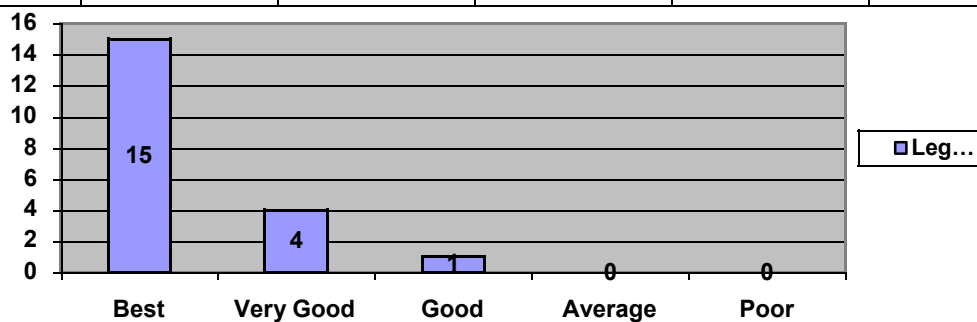


Figure8: Leg Room

Interpretation:

Mercedes-Benz always tries to provide adequate room for user's legs so that they can drive with zero inconvenience. Almost all the respondents agree with this except for a few. We see that 15(75%) respondents told that Mercedes-Benz's provided leg room is best in size.

3.9 Boot space

Boot space	Best	Very Good	Good	Average	Poor
No. of clients	14	5	1	0	0

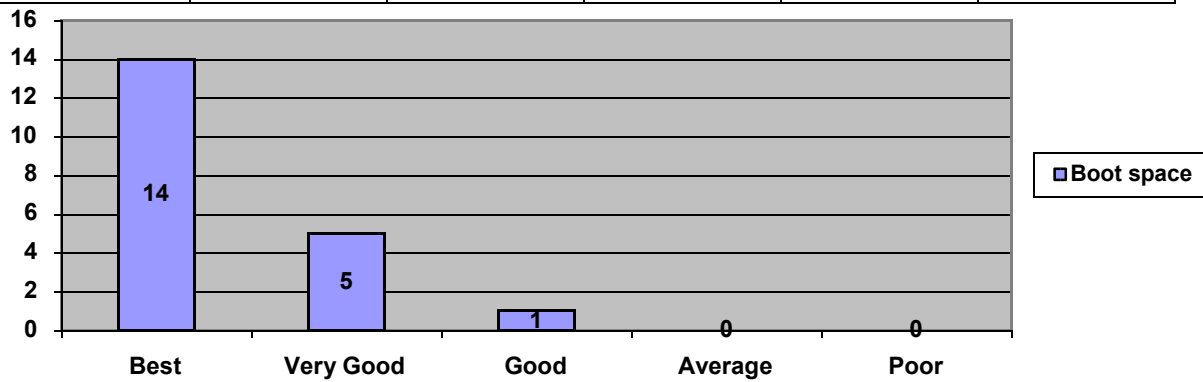


Figure 9: Boot space

Interpretation:

Boot space is another concern that a lot of people do not show concern of. Mercedes-Benz is concerned for their customer's convenience in every sense. That's why as many as 14(70%) people agreed with that the Mercedes is best in providing with boot space.

3.10 Seat Comfort

Seat comfort	Best	Very Good	Good	Average	Poor
No. of clients	13	7	0	0	0

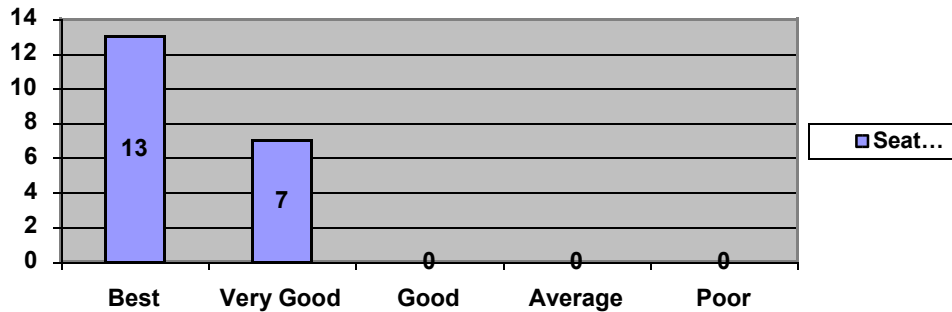


Figure 10: Seat comfort

Interpretation:

Mercedes-Benz is one of those few cars that won't give users the scope of complaining about the seat convenience. 13(65%) people said that it is the best seat comfortable car. 7 people said it's not best but it's up to the standard.

3.11 Reliability

Reliability	Best	Very Good	Good	Average	Poor
No. of clients	12	6	2	0	0

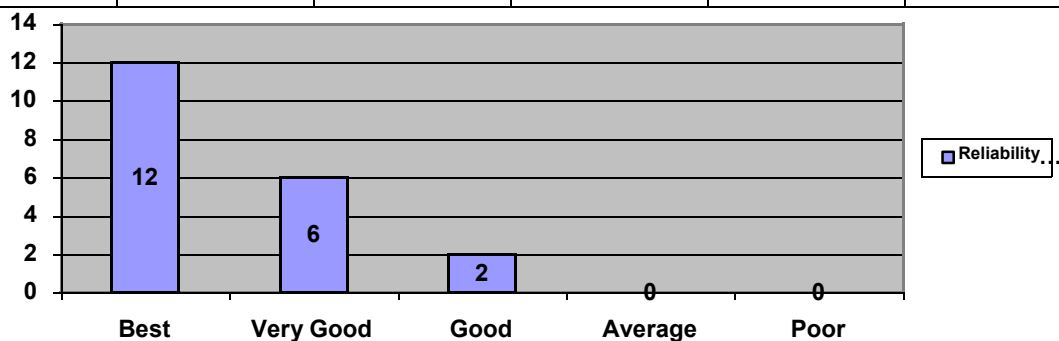


Figure 11: Reliability

Interpretation:

Germans are pretty much known for their reliability. They are concerned much for their durability. This is also true for the German car giant Mercedes Benz. Durability is what Mercedes-Benz stands for. 12(60%) people found this trait as the best in the world. Others showed enough satisfaction to deduce that Mercedes really is durable.

3.12 After Sales Service

After sales	Best	Very Good	Good	Average	Poor
No. of clients	8	7	4	1	0

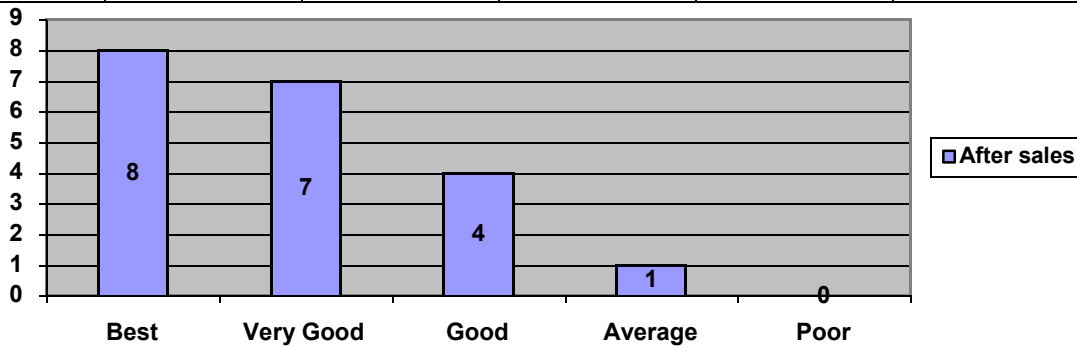


Figure 12: After sales service

Interpretation:

After sales service is up to the standard but it can be better. Almost half of the respondents do not agree that Mercedes Benz is best in providing after sales service. The authority should be much more careful about after sales service. Comprehensive customer survey should be conducted. Besides the industry observation is needed as well. Getting the result from these observations, they should design the customer service. The cultural aspects should be taken into concern as well.

3.13 Fuel Efficiency

Fuel Efficiency	Best	Very Good	Good	Average	Poor
No. of clients	9	5	6	0	0

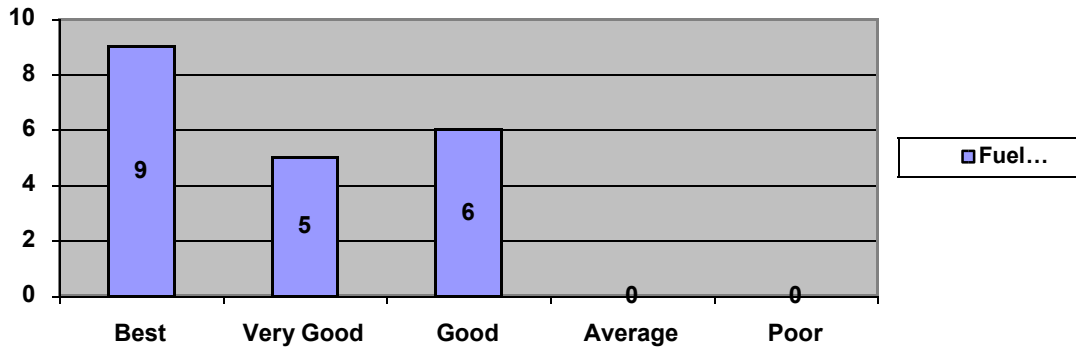


Figure 13: Fuel efficiency

Interpretation:

Fuel efficiency is another issue that most of the customers are concerned of. Mercedes is stylish looking that gives the taste of both elegance and sports. Considering that, Mercedes is highly fuel efficient. Besides the engine is perfect for fuel efficiency and remains as efficient as the start. 9 respondents have found it as the best fuel efficient car. Others find it good enough to meet their requirements.

3.14 Attitude of Sales Personnel

Attitude of sales personnel	Totally satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
No. of clients	10	10	0	0	0

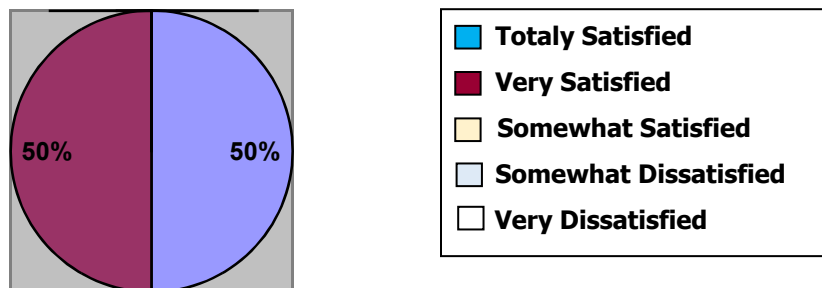


Figure 14: Attitude of sales personnel

Interpretation:

The sales personnel's are well trained. They show their highest level of sincerity to care for their customers, though 50% of them did not say that they are totally satisfied. The company must invest more to train the sales people about the gesture and posture so that the percentage grows in terms of satisfaction.

3.15 Physical Condition of Vehicle on Delivery

Physical condition of vehicle on delivery	Totally satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
No. of clients	11	9	0	0	0

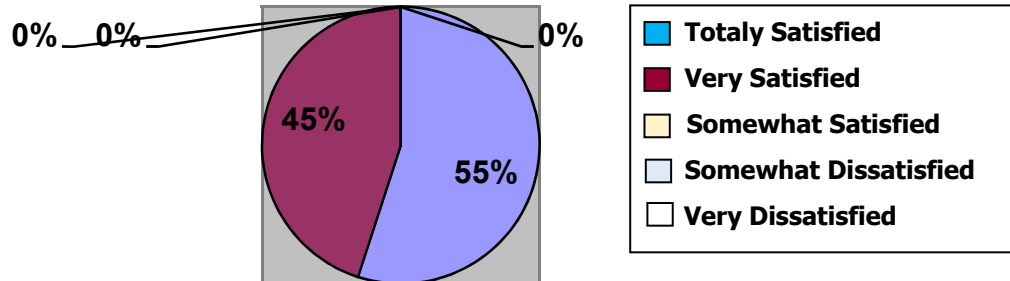


Figure15: Physical condition of vehicle on delivery

Interpretation:

55% of the respondents were satisfied totally with the physical condition of the vehicle delivery. Rest of the 45 % said that they are very satisfied. The delivery is handled in a way so that not a single scratch can be created on the car. The people who are involved in delivering the car are well trained for this.

3.16 Performance of Vehicle

Performance of vehicle	Totally satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
No. of clients	14	6	0	0	0

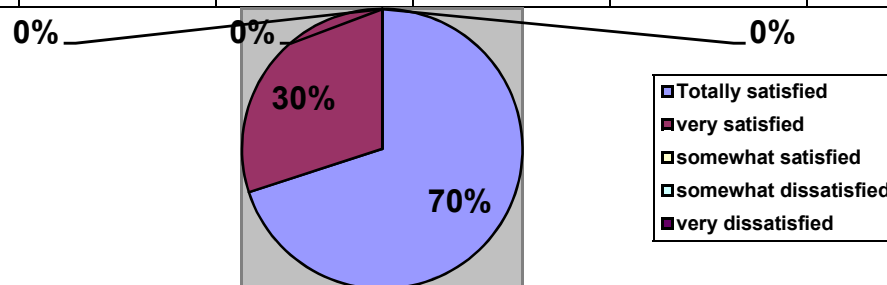


Figure 16: Performance of vehicle

Interpretation:

70% of the customers are totally satisfied with the performance of the car. Rest 30% is also very satisfied. This huge satisfaction has been possible only because of the quality of the car. The customers agree that the car is worth of each and every taka they have incurred.

3.17 Taken After Sales Service

Taken after sales service	Yes	No
No. of clients	9	11

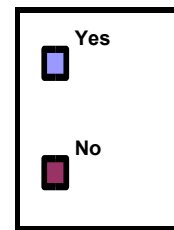
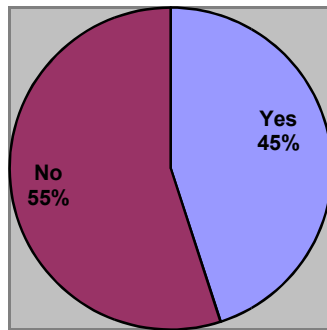


Figure17: After sales service

Interpretation:

About 45% customers took after sales service after the purchase of the vehicle. It's a major issue to be focused on. The company should be careful about rendering after sales services so that a good customer relationship can be grown.

3.18 Reason for Coming at After Sales Service Center

Reason for coming at after sales service center	Suspension problem	Problem with AC	Tyre pressure loss	Malfunction of electronic parts	Servicing	Others
No. of clients	2	1	2	0	3	1

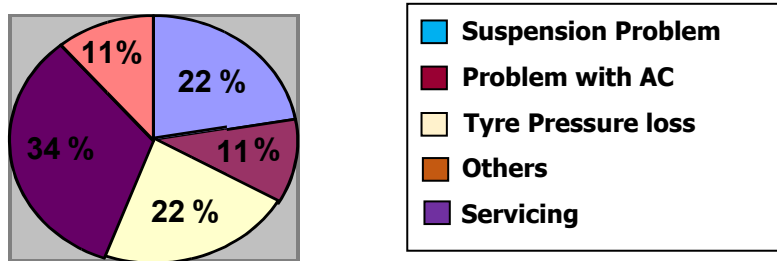


Figure: 18 Reason for coming at after sales service center

Interpretation:

The reasons are diversified for coming at after sales service center. 34% people came to the service center for normal servicing. 22% came because of tyre pressure loss and suspension problem. These problems were solved with adequate importance. Besides the customers were satisfied with the service they got from the service center.

3.19 Competence of Service Engineers

Competence of service engineers	Totally satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
No. of clients	2	7	0	0	0

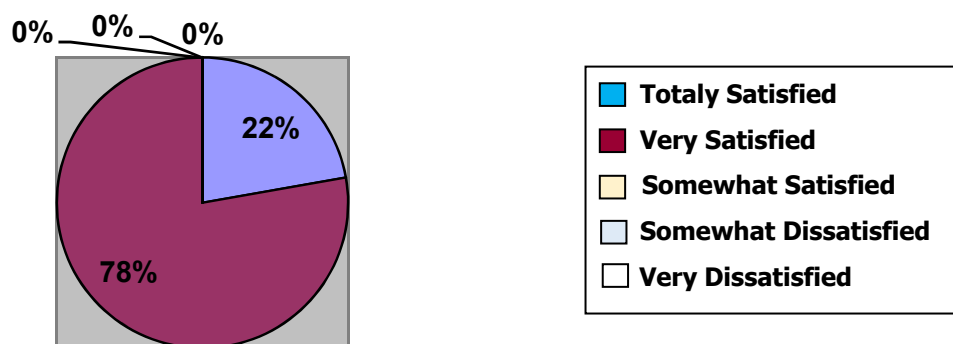


Figure19: Competence of service engineers

Interpretation:

As mentioned earlier, the service engineers are competent enough to give the customers with best services. 78 % of the respondents were very happy with the competence of the service engineers. This rate suggests that the engineers could be more competent. So the company should invest more for the training of the service engineers. Overall the present scenario is somewhat satisfactory.

3.20 Availability of Spare Parts

Availability of spare parts	Totally satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
No. of clients	1	7	1	0	0

0%

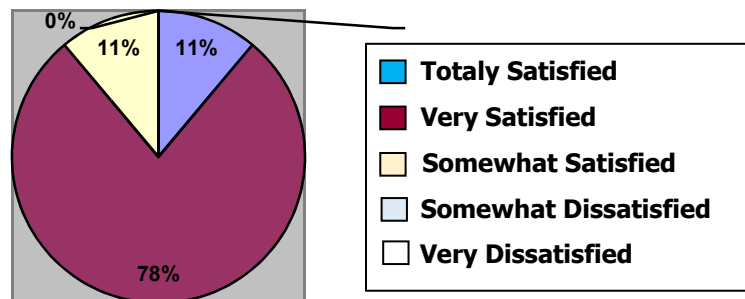


Figure 20: Availability of spare parts

Interpretation:

Mercedes is a luxury car which is highly priced. As the number of Mercedes is not so much, very few outlets are there for Mercedes spare parts. Customers often worry about getting required spare parts in time. The company will have to be careful about this. They should make the spare parts readily available. From the chart we can see that as many as 78% are satisfied with the current situation

3.21 Service Cost

Service cost	Totally satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
No. of clients	0	6	3	0	0

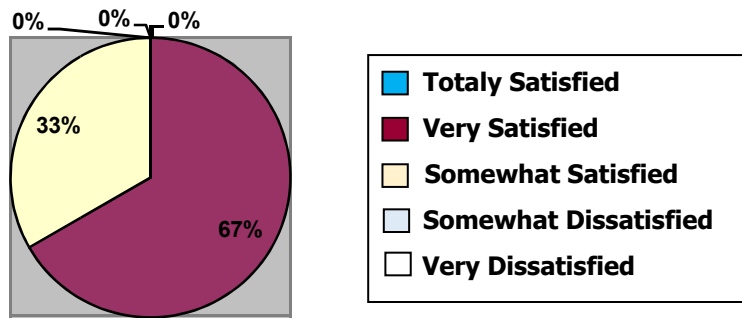


Figure 21: Service cost

Interpretation:

67% of the respondents were very satisfied with the service cost. 33% are a bit unsatisfied.

3.22 Purchase of another Mercedes-Benz vehicle

Another MercedesBenz	Definitely will	Probably will	Might or might not	Probably will not	Definitely will not
No. of clients	11	7	2	0	0

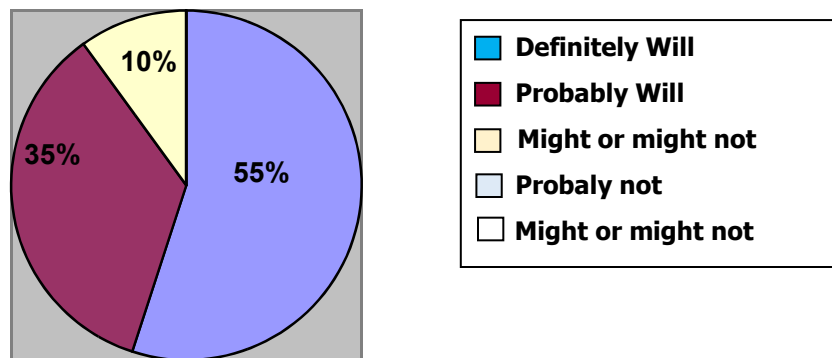


Figure 22: Purchase of another Mercedes-Benz

Interpretation:

From the figure we can see that 55% clients will definitely purchase Mercedes-Benz if they go for another vehicle. And 35% will think about Mercedes-Benz if they go for another vehicle. This result shows us that Mercedes-Benz clients are way too pleased with the performance to purchase another Mercedes-Benz vehicle. Here another issue that may hinder their purchase of second vehicle is the price of the vehicle. So some clients may think twice to buy another one.

3.23 Recommending Mercedes-Benz vehicles to others

Another MercedesBenz	Definitely will	Probably will	Might or might not	Probably will not	Definitely will not
No. of clients	13	7	0	0	0

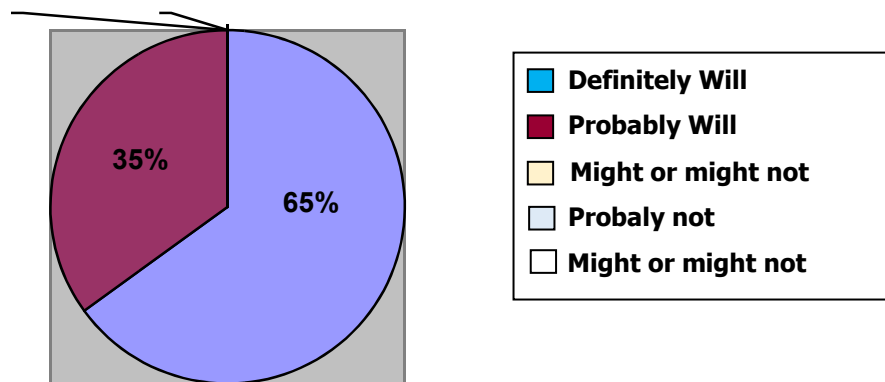


Figure 23: Recommending Mercedes-Benz to others

Interpretation:

From the figure it is evident that 65% clients will recommend Mercedes-Benz vehicle to others. 35% is also pleased with the car to recommend others. It means Mercedes-Benz clients are satisfied that is why they are prone to recommend it to others.

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**FINDINGS &
RECOMMENDATION**

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4.1 Findings at a glance

- 25% of the clients of Mercedes-Benz are involved with manufacturing business. Real Estate businessmen are in second position.
- Most of the clients own E class Car which has both luxury and sports look. 35% owns E250 CGI And 20% owns E200 CGI.
- 40 % of the clients knew the availability of the car through friends & family, and 30% did through sales person's visit
- 30% of the clients preferred avant-garde package.
- Most of the clients placed exterior design, interior design & elegance of Mercedes as the best
- 55 % of the clients preferred its acceleration quality to that of others
- 75 % of the clients placed Mercedes as the best for providing leg room and boot space to the drivers
- 65% of the clients called Mercedes as the most seat convenient car
- 45 % of the clients preferred Mercedes due to its high standards of fuel efficiency
- 60 % of the clients went for Mercedes because they believe that Mercedes is the most durable car
- 70% of the clients were fully satisfied with the performance of Mercedes car
- Half of the clients were totally satisfied with the attitude of the sales personnel and others said it could be somewhat better
- Most of the clients called the after sales service of Mercedes as the best but many of them said it could be better
- 55% of the clients were fully satisfied with the physical condition of the vehicle delivered
- Half of the clients took after sales service and most of them came for servicing purpose
- 78% of the clients who took after sales service were very satisfied with the quality of the service engineer
- 67 % of the clients who took after sales service were satisfied with the service cost though they want it to be somewhat lowered
- 78% of the clients who took after sales service were satisfied with spare parts availability but they have emphasized more on this for improvement
- Most of the clients wants their second car (if any) to be another Mercedes and they are sure that they will recommend Mercedes easily to others

4.2 Recommendation

Following recommendations are made based on the suggestions of the customers and key findings of this report. The current market scenario is also taken into consideration.

- Technically design and implement good customer relationship management.
- Improve existing features through R&D sections to increase customer satisfaction
- The company should be more aware about the promotion of the features offered by it
- The company should not only maintain the existing standard but also enhance them i.e. the company should focus more on continuous improvement in both sales and after sales services.
- The company should establish more service stations at various locations (at least in the major cities) where it will convenient for the clients to visit.
- The company should train the sales personnel as well as the service engineers
- The company should make sure by training the sales persons and service engineers that it provides comprehensive information on the car to the clients
- The company should focus on Newspaper advertisement and sponsorship. It will help to find new markets. The company should focus on educating the employees as well as the customers about the vehicle as it is highly technical products.

4.3 Conclusion

In Bangladesh they are really happy to get a car like Mercedes-Benz but they want somewhat more from them. Mercedes-Benz should be aware of this demand and try to fulfill it through its customer driven strategies.

It can be said that the brand Mercedes-Benz is quite known to people as an elegance. Mercedes-Benz has built its customer satisfaction among a relatively large number of people in Dhaka and other major cities. The customers are aware of the product largely through friends and family which implies that they still have a way to increase its advertising channels to reach the relatively large number of people. Most of the customers are satisfied with the features and services of Mercedes-Benz but there is always a scope of improvement in every field.

It is sure that there is no question about the product & product performance, but it will give better business solutions to Mercedes-Benz if they are aware of customer relationship management in Bangladesh. Besides through promotional activities they will be able to gain handsome market share as well. Though the present scenario says a lot that, customers are really happy with Mercedes-Benz.

1. Details of different classes of Mercedes-benz:

B160 BlueEFFICIENCY:



Model Code Mercedes-Benz B160 Blue EFFICIENCY

Model Year 2011

Specifications

Steering	RHD - right hand drive
Engine	4 Cyl (In-Line).1498cc - Power: 95hp (70 Kw) at 5200 Rpm
Fuel	Gasoline unleaded - Fuel tank: 54 l
Electrics	12 V - Battery 46 Ah - Alternator 1260 A - Ignition: Electronic
Suspension	McPherson Front Suspension,
Brakes	Dual-circuit system, 4 brake discs ABS: All with Brake Assist (BAS)
Wheel	10 spoke light alloy wheels, Size 215/45 R 17
Doors	4 (Four)
Seats	5, Front: 1+1 - Rear: 3
Country of origin	Federal Republic of Germany

Options included

Right hand drive, AUTOTRONIC transmission, Metallic Paintwork, Cruise control, Multifunction steering wheel, Electrically adjustable exterior mirrors with electrically folding, 4 louvre radiator grille with chrome trim and large exhaust tailpipe with polished stainless steel embellisher, Audio 20 CD radio, Paint protection, Front armrest folding, Rear armrest, Spare wheel, Air conditioning, Power windows.

C180 KOMPRESSOR:



Model	C 180 KOM BlueEFFICEINCY
Model Year	2011

Specifications

Steering	RHD - right hand drive
Engine	4 Cyl. - 1597cc - Power: 156hp (115 Kw) at 5200 Rpm
Fuel	Gasoline unleaded - Fuel tank: 66/8 l
Electrics	12 V - Battery 74 Ah - Alternator 1680 A - Ignition: Electronic
Suspension	Coil Springs, gas pressure shock absorbers, stabiliser (Front & Rear)
Brakes	Dual-circuit system, 4 brake discs, Front: Ventilated - Rear: Disc - ABS: Assist (BAS)
Wheels/Tyre	17 " 5 Twin spoke light alloy wheels
Doors	4 (Four)
Seats	5 - Front: 1+1 - Rear: 3
Country of origin	Federal Republic of Germany

Options included

Right Hand Drive, 5-speed Automatic Transmission, Floor Mats in Velour, Front Fog Lamps, Automatically Dimming exterior and interior mirrors with Folding, Bluetooth Telephony, Ashtray package, AGILITY CONTROL suspension, Audio 20 CD Radio, Spare wheel, Separate boot lid lock, AVANTGARDE PACKAGE

C 200 CGI Blue EFFICIENY:



Model Code	C 200 CGI BlueEFFICEINCY
Model Year	2011

Specifications

Steering	RHD - right hand drive
Engine	4 Cyl. - 1796cc - Power: 184hp (135 Kw) at 5500 Rpm
Fuel	Gasoline unleaded - Fuel tank: 59/8 l
Electrics	12 V - Battery 74 Ah - Alternator 1680 A - Ignition: Electronic
Suspension	Coil Springs, gas pressure shock absorbers, stabiliser (Front & Rear)
Brakes	Dual-circuit system, 4 brake discs, Front: Ventilated - Rear: Disc - ABS: Assist (BAS)
Wheels/Tyre	17 " 5 Twin spoke light alloy wheels Front: 225/45, Rear: 225/45
Doors	4 (Four)
Seats	5 - Front: 1+1 - Rear: 3

Country of origin Federal Republic of Germany

Options included

Right hand drive, 5 speed automatic transmission, floor mats in velour, Front fog lamps, Automatically dimming exterior and interior mirrors with folding , Ashtray package, Luxury multifunction steering wheel,
Audio 20 CD radio, Spare wheel, Separate boot lid lock, Luxury multifunction steering wheel, AMG SPORTS PACKAGE.

E200 CGI Blue EFFICIENCY:



Model Code E200 CGI BlueEFFICIENCY

Model Year 2011

Specifications

Steering	RHD - right hand drive
Engine	4 Cyl. In line - 1796cc - Power: 184hp (135 Kw) at 5250 Rpm
Fuel	Gasoline unleaded - Fuel tank: 59 l
Electrics	12 V - Battery 74 Ah - Alternator 1680 A - Ignition: Electronic
Suspension	Coil Springs, gas pressure shock absorbers, stabiliser (Front & Rear)
Brakes	Dual-circuit system, 4 brake discs, Front: Ventilated - Rear: Disc - ABS: Assist (BAS)
Wheels	AMG18 inch light alloy wheels, set of 4, twin spoke design Front: 8.5J x 18ET 48, tyre size 245/40 R18 Rear: 9.0 J x 18ET 54, tyre size 265/35 R 18
Doors	4 (Four)
Seats	5 - Front: 1+1 - Rear: 3
Country of origin	Federal Republic of Germany

Options included

Right Hand Drive, Mirror package, Ashtray package, 5-speed Automatic Transmission, Sump shield, Tyre pressure loss warning system, Audio 20 radio with 6 CD changer, Paint protection, Freight packaging, Spare wheel, Separate boot lid lock, Sun Protection Package, AMG SPORTS PACKAGE

E250CGI BlueEFFICIENCY:

Model Code E250 CGI BlueEFFICIENCY
 Model Year 2011

Specifications

Steering RHD - right hand drive
 Engine 4 Cyl. In line - 1796cc - Power: 204hp (150 Kw) at 5500 Rpm
 Fuel Gasoline unleaded - Fuel tank: 59 l
 Electrics 12 V - Battery 74 Ah - Alternator 1680 A - Ignition: Electronic
 Suspension Coil Springs, gas pressure shock absorbers, stabiliser (Front & Rear)
 Brakes Dual-circuit system, 4 brake discs, Front: Ventilated - Rear: Disc - ABS: Assist (BAS)
 Wheels 18 – inch AMG 6 twin spoke light alloy wheels
 Front: 235/40 R18, Rear: 255/35 R18
 Doors 4 (Four)
 Seats 5 - Front: 1+1 - Rear: 3
 Country of origin Federal Republic of Germany

Options included

Right Hand Drive, 7-speed Automatic Transmission, Leather Upholstery, Mirror Package, Light Package including Bixenon headlights with cornering light function and LED day time lights, Ashtray Package, Active Bonnet, Sump Shield, Freight Packaging, Paint Protection, Spare Wheel, Separate boot lid lock, Velour floor mats, Audio 20 radio with 6 (six) CD Changer, Panoramic full glass roof with Sliding and tilting sunroof, Rear Entertainment System, Sun Protection Package, AMG Sports Package, AVANTGARDE Package

S350 Blue EFFICIENCY:

Model Code S 300 Blue EFFICIENCY
 Model Year 2011

Specifications

Steering RHD - right hand drive
 Engine 6 Cyl. 2987cc - Power: 231hp (173 Kw) at 3600 Rpm

Fuel Gasoline unleaded - Fuel tank: 90 l
 Electrics 12 V - Battery 74 Ah - Alternator 3100/60 Ah - Ignition: Electronic
 Transmission 7 G – TRONIC Automatic Transmission
 Brakes Dual-circuit system, 4 brake discs, Front: Ventilated - Rear: Disc – ABS,BAS
 Tires 19” Light Alloy wheels 245/ 40
 Doors 4 (Four)
 Seats 5 seater, Front:1+1, Rear :3
 Country of origin Federal Republic of Germany

Options included

Right hand drive, Leather upholstery, light alloy wheels, AMG light alloy R19”, 7 speed G – TRONIC automatic transmission, fold down table integrated into back of seats on left and right manually operated, tyre pressure loose warning system, under body protection, paint protection, command without navigation system, automatic air – conditioning, headlight cleaning system, bi – xenon headlights, cornering lights, wood finish burr walnut, DVD changer, ambient lighting?

ML350 4MATIC:



Model Code	ML-350
Model Year	2011

Specifications

Steering	RHD - Right Hand Drive
Engine	V6 Cyl. - 3498cc - Power: 272hp (200 Kw) at 6000 Rpm
Fuel	Gasoline unleaded - Fuel tank: 95 l
Transmission	7G-TRONIC (7-speed Automatic Transmission with gear indicator)
Brakes	Dual-circuit system, 4 brake discs, Ventilated, ABS: All with Brake Assist
Wheels	18” 5 –spoke light alloy wheels (4), tyre size 255/55
Doors	5 (Five)
Seats	5 - Front: 2 Rears: 3
Country of origin	USA

Options included

Right Hand Drive, Metallic paintwork, Artico Leather upholstery, 18” 5-spoke light alloy wheels, Floor mats , Underbody protection, Paint protection, Mini spare wheel, Electrically folding exterior mirrors, Easy pack load compartment cover, Front seat left electrically adjustable with memory function, Automatically dimming interior and exterior mirrors, Wood/leather multifunction steering wheel, Speed sensitive power steering, Steering column electrically adjustable, Wind screen wiper with rain sensor, Anti-theft warning system with tow away protection, Pre-installation for mobile universal, Tyre pressure loss warning system, Off-road body styling package, AUDIO 20 CD Radio with 6 CD changer, Automatic air-conditioning, Roof Rails, Wood finish burr walnut trim, Keyless-Go indoor handle with

chrome inlay, Side protection bars with integral steps in polish stainless steel, PARKTRONIC system, 7G-TRONIC Automatic Transmission.

2. Details of the packages:

Avant-garde package:

- 5-twin-spoke light-alloy wheels
- Beltline trim strip in polished stainless steel
- Chrome trim strips on sides and on rear bumper
- DIRECT CONTROL suspension with sports tuning
- Light package
- Radiator grille painted black, with 3 chromed louvers
- Ambient lighting in the front – behind the trim and in the doors
- ARTICO man-made leather/Biarritz fabric upholstery
- Seat design with horizontal seamlines
- High-sheen dark brown ash wood trim
- Illuminated stowage box in centre console and centre armrest

AMG sports Package:

- AMG 6-twin-spoke light-alloy wheels
- AMG body styling, front apron, rear apron and side sill panels
- DIRECT CONTROL suspension with sports tuning
- Front axle with perforated brake discs and “Mercedes-Benz” lettering on the calipers
- LED daytime driving lights in specific design
- Oval tailpipe trims in polished stainless steel, for 4-cylinder models. Rectangular tailpipe trims in polished stainless steel integrated in the bumper, for 6- and 8-cylinder models
- AMG 3-spoke sports steering wheel in nappa leather
- Black roof lining (in conjunction with AVANTGARDE line or black appointments)
- Brushed stainless-steel sports pedals with rubber studs
- DIRECT SELECT shift paddles and manual shift mode (M) in conjunction with automatic transmission
- Floor mats with AMG lettering
- Front sports seats in DINAMICA microfiber/ARTICO man-made leather in black with light double topstitching

Elegance Package:

- 10-twin-spoke light-alloy wheels
- Beltline trim strip in polished stainless steel
- Chrome trip strips on the sides and on the front and rear bumper
- Front fog lamps and daytime driving lights with chrome surrounds
- Radiator grille in metallic silver with 4 chromed louvers
- Ambient lighting in the front – behind the trim and in the doors
- High-sheen brown burr walnut wood trim (optionally in dark brown open-pore ash wood)
- Illuminated stowage box in centre console and centre armrest
- Stowage compartment under the front seats
- Toulon fabric upholstery, seat design with vertical seam lines

3. Questionnaire:

As the representative of Mercedes Benz (RANCON MOTORS LTD.), I would like to express my gratitude for choosing Mercedes Benz. Please help us serve you better by taking a couple of minutes to tell us about the services that you have received so far. We appreciate your business and want to make sure we meet your expectations.

We would appreciate your completing the following information to help us classify your responses:

1. Which of the following would best describe your working area?

- ☐ AdvertisingArt/MediaFinancial Services
- ☐ Real
- ☐ EstateEngineeringMedical/Dental
- ☐ ManufacturingTransportPolice/Armed Services
- ☐ TechnologyOthers, please specify: _____

2. Which vehicle (Mercedes-Benz) do you own?

- ☐ B 160 BE ☐ C 180 kompressor BE ☐ C 200 CGI BE ☐ E 200 CGI BE
- ☐ E 250 CGI BE ☐ S 350 BE ☐ Others _____

3. How did you come to know that this car is available in Bangladesh?

- ☐ Newspaper advertisement
- ☐ From friends/relatives
- ☐ Sale's persons visit
- ☐ Previous experience
- ☐ Others. Please Specify _____

4. Which option(s) were you looking in your desired Mercedes-Benz vehicle?

- ☐ Avantgarde package
- ☐ AMG Sports package
- ☐ Avantgarde with AMG sports package
- ☐ Avantgarde package, AMG sports package and Panoramic sunroof
- ☐ Elegance line
- ☐ Others _____

5. Please rank the following features of Mercedes-Benz vehicle

- | 1- Best | 2- Very good | 3- Good | 4- Average | 5- Poor | | |
|---------|--------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | | 1 | 2 | 3 | 4 | 5 |
| | | ☐ | ☐ | ☐ | ☐ | ☐ |

Exterior design
Interior options & design

☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Acceleration

☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Leg room

☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Boot space

☐	☐	☐	☐	☐
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Seat comfort

☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Reliability

☐	☐	☐	☐	☐
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After sales

☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Fuel consumption

☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

6 How satisfied are you with the sales personnel to complete your purchasing task?

- ☐ Totally Satisfied
- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Somewhat dissatisfied
- ☐ Very Dissatisfied

7. Any recommendation about the promptness or attitude of sales personnel.

8. How satisfied are you with the physical condition of vehicle on delivery? (Cleanliness, completeness of ordered accessories, etc.)

- ☐ Totally Satisfied
- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Somewhat dissatisfied
- ☐ Very Dissatisfied

9. How satisfied are you with the performance of your vehicle?

- ☐ Totally Satisfied
- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Somewhat dissatisfied
- ☐ Very Dissatisfied

☐

10. Have you ever brought your vehicle at after sales service center of Rancon Motors Ltd?

Yes ☐ No

(If No, please go to question no. 16)

11 . What was the reason for bringing your vehicle at the after sales service center of Rancon Motors Ltd?

- ☐ Suspension problem
- ☐ AC problem
- ☐ Tyre pressure loss
- ☐ Malfunction of electronic parts
- ☐ Servicing
- ☐ Others, please specify _____

12. How satisfied are you with the competence of the service engineers?

- ☐ Totally Satisfied
- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Somewhat dissatisfied
- ☐ Very Dissatisfied

13. How satisfied are you with the availability of spare parts at our after sales service center?

- ☐ Totally Satisfied
- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Somewhat dissatisfied
- ☐ Very Dissatisfied

14. How satisfied are you with the service cost?

- ☐ Totally Satisfied
- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Somewhat dissatisfied
- ☐ Very Dissatisfied

15. If you like to go for another car will you go for Mercedes-Benz again?

- ☐ Definitely will
- ☐ Probably will
- ☐
- ☐

- ☐ Might or might not
- ☐ Probably will not
- ☐ Definitely will not

16. How likely will you to recommend Mercedes-Benz vehicles to others?

- ☐ Definitely will
- ☐ Probably will
- ☐ Not sure
- ☐ Probably will not
- ☐ Definitely will not

Thank you for Your Coordination!