

Report On

**Local client satisfaction analysis of
Noman Group of industries**

By
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An internship report submitted to Brac Business School in partial fulfillment of the
Requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
January, 2020

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC

University.

2. The report does not contain material previously published or written by a third party, except

where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

Ummul wara Adrita
Lecturer, Brac Business School
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Letter of Transmittal

January 06, 2020

Ms. Ummul Wara Adrita
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report on “Local Client Satisfaction Analysis of Noman Group”

Dear Madam,

With due regard, I might want to illuminate that working in Noman Group was such an immense chance which enabled me to learn and appreciate the workplace of a powerful working environment.

Also, while working in the Marketing and Sales division I came to know different discoveries about the business and how the business runs in textile industry. I have considered working in this association as my preferred position where they believed in me and gave me different intriguing issues and various exercises to perform. Moreover, I attempted to depict the experience of working in Noman Group through this report.

Accordingly, I give my appreciation to you for your general help, significant counsel while setting up the report. I wish this report will meet your desires though there were a few confinements while doing the report.

Yours truly,

Md. Hafizur Rahman
15304070
BRAC Business School

Non-Disclosure Agreement

This agreement is made and entered into by and between Noman Group and the undersigned student of BRAC University

Acknowledgement

My most huge appreciation to the Almighty ALLAH for giving me the opportunity to complete my graduation as well as this report. I am grateful towards my guide Ms. Ummul Wara Adrita, Lecturer, BRAC Business School, BRAC University for giving me her definitive assistance to complete the report on schedule.

Moreover, I offer my appreciation towards my senior Mr. Islam, management coordinator and all of my colleagues for enabling me to get acquainted with the departmental works. In addition, I ought to thank the entire division for enabling me to feel truly incredible in the association.

In addition, I offer my appreciation towards Mr. Zubaer, assistant manager for his help and giving data about the association alongside nitty-gritty exercises.

Finally, I am appreciative towards my family and all of my friends in light of the fact that without their help I would not be able to complete my graduation.

Executive Summary:

Association and individual collaboration are the major segments for offering some bit of leeway in the strong mechanical circumstances which exist at present. Relationship showcasing plans to store up long stretch affiliations (social exchanges), trust being a "key intervening variable", or a "key segment" for making feasible relationship. The association's conviction that another affiliation will perform practices that will acknowledge positive results for the firm, similarly as not take unexpected activities that would accomplish negative results for the firm.

The report focuses on client satisfaction of Noman Group. Building connections is the key factor for business success. The consequence of this report recognizes that consumer satisfaction help company to build strong brand value. Moreover, the report recognized factors and gave significant declarations that relationship is fascinating segment for a business. Noman Group should tackle the results to deal with the issue or else it will be outrageous for them to proceed in such exceptional condition.

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Organizational Overview of Noman Group

The founder of Noman Group Mr. Nurul Islam started his Career as an entrepreneur in 1976 by investing 8 lacs taka. He bought 8 machines of R-Text fabrics Where he appointed 22 employees. He established Noman Group at 1987 and now there are more than 32 factories under Noman Group where more than 65000 people are working. 1998 is the glorious moment for Bangladesh in Textile Industry as Noman Group established the largest home textile factory of Asia; named Zaber and Zubair Fabrics Ltd. Noman Group has received 46 medals from Bangladesh government where 11 are best exporting award. Besides, this company became H&M gold supplier in 2011 where they praised Noman Group for their excellency. At the year of 2012, HSBC recognized Noman Group as the exporter of the year. In 2013, Noman Group recognized as top exporter across all categories from Bangladesh. In, 2014 , Noman Group exhibited their presence in New York Home Fashions market week as well as continued their presence in Heimtextil. Besides, this company represented Bangladesh at many international fairs in USA, Japan, Australia, Russia etc. IKEA, H&M, Kmart, Target, Carrefour, NIKE, DISNEY, WALMART, AMERICAN EAGLE, BEST SELLER,GIP,JCP,LPP, ZARA etc. are a few of the lots of international buyer of Noman Group. They export product to many countries of the world including USA, Japan, Canada, Australia and many countries of Europe.

Noman Group is an export oriented company. Though they have some local buyer like Dhali Textile, Jihan Fabrics, Sotota Traders, Chittagong Textile, Chittagong Traders, HR Textile, Style Fabrics, Tasfia Enterprise, Shra Fabrics, Best Fashion, Hoque Fabrics, Khan Fabrics, Good Luck Fabrics, BD Tex solution, Blessing knitwear ltd etc.

In 1998, this company formed Ismail Anjuman Ara trust foundation which operate charity work.

The Company is one of the top job providing company of the country. In 2018, The yearly revenue of this company was 8400 crores BDT.

Vision

“Noman Group started its journey with a vision of establishing itself as the largest textile manufacturer in the world. With sustained growth over the years and an ever-expanding list of international clientele, it has solidified its position as a leading vertically integrated textile group in Bangladesh.”

Mission


“ Noman Group is founded on and committed to a sustainable corporate concept of concomitant prosperity. Our mission consists of 3 intertwined parts (Consumer mission, Social mission, Environmental mission).

N.B. Vision and mission information are taken from Noman group official site (<http://www.nomangroup.com/>)

Product processing

The stages of production are shown below in pictorial view.


NOMAN
G R O U P



STAGES OF PRODUCTION

OUR GLOBAL PRESENCE


Accessories



Our Accessories
unit ensures proper packaging of the finished product, in-house.

We produce:

- Tags & Stickers
- Paper & Satin Labels
- Hangers
- Tape
- Carton
- Bags



STAGES OF PRODUCTION

OUR GLOBAL PRESENCE

Ready Made Garments



RMG

is the last stage of apparels where we make the end product.

We produce:

- Tops (Gents Shirt/Ladies Blouse)
- Bottoms (Men's Basic & Cargo. Ladies Long & Short Trousers)
- Kids Items



STAGES OF PRODUCTION

OUR GLOBAL PRESENCE

Stitching (Home Textile)



Stitching

is a fundamental element of sewing, knitting, embroidery, crochet, and needle lace-making, whether by hand or machine. A variety of stitches, each with one or more names, are used for specific purposes.

We have:

- 48 Lines of Stitching Units for Tops &

STAGES OF PRODUCTION

OUR GLOBAL PRESENCE

Finishing



In Finishing, special chemicals are applied to the fabric to add unique traits (i.e. water or fire resistance) as per client requirement.

We offer:

- Sulfurizing
- Calendaring
- Raising



STAGES OF PRODUCTION

OUR GLOBAL PRESENCE

Printing



Printing

is the process of applying color to fabric in definite patterns/designs. In properly printed fabrics the color is bonded with the fiber, so as to resist washing and friction.

We have:

- 12 color range (18 in roter)

STAGES OF PRODUCTION

OUR GLOBAL PRESENCE

Dyeing



Dyeing is the process of adding color to textile products like fibers, yarns, and fabrics. Dyeing is normally done in a special solution containing dyes and particular chemical material. After dyeing, dye molecules have uncut chemical bond with fiber molecules.

We have:

- Yarn Dye (750 Tons/month)
- Solid Dye (900 Tons/month)



STAGES OF PRODUCTION

OUR GLOBAL PRESENCE

Weaving



Weaving is the second stage in textile manufacturing. Crosswise woof threads are interwoven with warp threads on a loom.

Our specialties:

STAGES OF PRODUCTION

OUR GLOBAL PRESENCE

Spinning



Spinning

is one of the three major process of Textile which is converting fibers to yarn.

We have the largest facility in country:

- OE
- Ring Spun
- .45 Million Spindles
- 7500 ton of yarn per Month
- Spin 6s to 100s in Cotton & Blend



STAGES OF PRODUCTION

OUR GLOBAL PRESENCE

Cotton Import



How is Cotton Processed

Cotton growing → Ginning → Spinning
→ Cotton Yarn

N.B: All Photos are taken From Noman Group official site (<http://www.nomangroup.com/what-we-do/>)

Rational Part

The Bachelor of Business Administration program requires an entry level position program where understudies find the opportunity to use their four-year course information essentially working all day as an "Assistant". Being a business graduate an individual addition a ton of speculative learning. It is a perfect chance to use this speculative learning into genuine business condition. There are eminent contrasts among practical and speculative learning. In spite of the way that by using the theoretical data people can comprehend the general business procedure of the associations, which help them to adjust to the conditions. The report will ensure to the workforce of business organization as important and critical to give increasingly helpful bits of knowledge to the people who are still in headway for graduation.

With the fast-creating challenge among nationalized, outside what's more, exclusive business about how the association functions its movement and how customer organization can be made progressively appealing, the longing for the customers has enormously extended. To keep pace with the contender Noman Group have created systems dependent on relationship. The report will make sense of the arrangement of activities and expansive methodologies in regards to the effect of relationship between Noman group and the clients.

Objectives

Primary objective: Finding the satisfaction of client and how they maintain relationship with clients.

Secondary Objectives:

- To find a general thought regarding the business procedure of Noman Groups.
- To think about the client needs of the association.
- To decide the dedication issue of the association.
- To comprehend the showcasing systems of the association.
- To comprehend the components related with item conveyance time.
- To recognize the status about association with clients.
- To recognize the client criticism status of the association.

Scope of the Research:

Client satisfaction dependent on business relationship, informal, individual associations since they can't straightforwardly speak with customers. Their advertising systems are additionally lined up with these terms. There are degrees to distinguish how relationship advertising procedures are causing Noman Group to construct solid client base close by how it is stifling the contenders.

Limitations of the Research:

There were various type of hindrances and issues that I have gone up against while setting up this report. The hardest part was to accumulate bits of knowledge from clients. While gathering data through survey clients didn't gave agreeable frame of mind. In certain conditions, it was hard to cause them to comprehend about the inquiries and the action.

Being a Sole Proprietorship business it was difficult to assemble inside data as data was not recorded appropriately like enormous organizations. I need to take numerous meetings from the entrepreneur and advertising staff to accumulate fundamental data identified with the

research. I had endeavored my best to legitimize my report by giving significance data in regards to the effect of relationship showcasing procedures on Noman Group Ltd.

Hypothesis Test:

Is client gratified by doing business with Noman Group of industries?

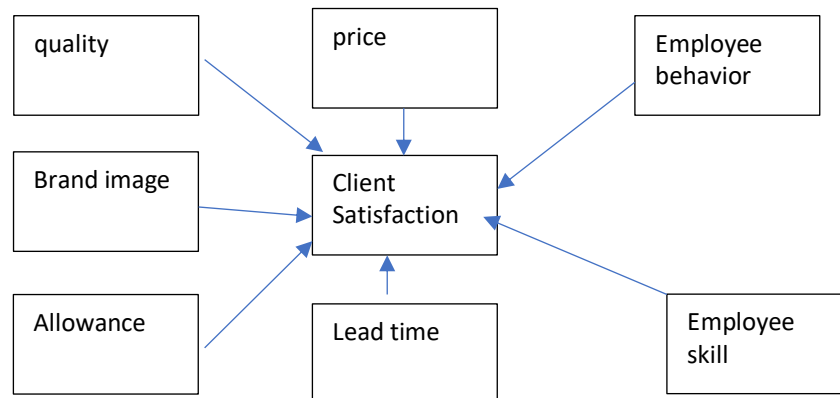
Literature Review

Matthew et al., 2005 utter that, while client maintenance is the objective of the specialist organization, surrogate measures are normally utilized attributable to the limitations associated with longitudinal investigations. These measures identify with frames of mind or future goals towards the specialist co-op. In the utilization trotted journey to accomplish easy street, it is hard to exaggerate the pretended by shopper obligation (Matthew et al., 2005). David and David. 2001 said that, There is adequate proof to recommend that consumer loyalty can and ought to be seen as a demeanor (David and David. 2001). For instance, in garments industry there is a progressing connection between the specialist organization and the client. There, consumer loyalty depends on an assessment of different communications. For this examination, fulfillment is considered as a composite of generally client demeanors towards the specialist organization that fuses various measures. Three much of the time utilized measures are by and large help quality, meeting desires and consumer loyalty (Akbar and Pervez, 2009).

METHODOLOGY OF THE STUDY

Theoretical Framework:

The satisfaction level of customer depends on deliberately or unknowingly contrasting his encounters and his desires. Expressing that consumer loyalty is dictated by "how much somebody is content or frustrated with the watched presentation of an item or administration just as the specialist co-ops in connection to their desires. Additionally, customer satisfaction depends on administration quality, employee skill, appropriate client valuation, product delivery time, allowance, product quality, price, brand image.



Data Type: I used Quantitative data collection method.

Data Source: I collected data from both primary and secondary data source.

Primary data source: To collect primary data from clients I have made questionnaire.

Secondary data source: I have collected secondary data from various websites including company Website.

Data collection Method

Questionnaire: I have collected primary data by using questionnaire. The questionnaire was made in a way that everyone can understand this easily without any difficulties.

I have used questionnaire because I had less time, other method for example conducting personal interview is a little bit difficult. Besides, questionnaire is easy to interpret.

I have asked 10 questions under seven dimensions. They are:

- 1)Employee Behavior
- 2)Employee Skill
- 3)Product Delivery Time
- 4)Allowance
- 5)Product quality
- 6)Price
- 7)Brand Image

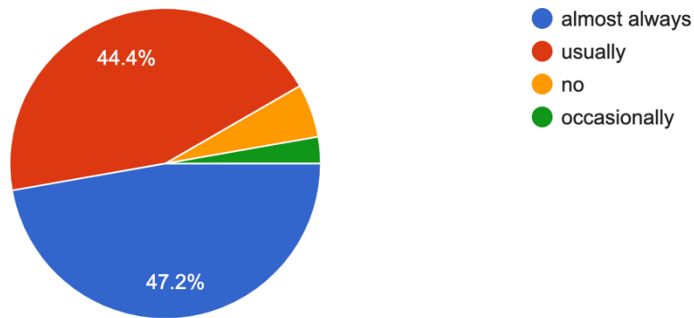
Sample size: 36 respondents who are local clients.

Analysis and Interpretation of Data

Employee behavior

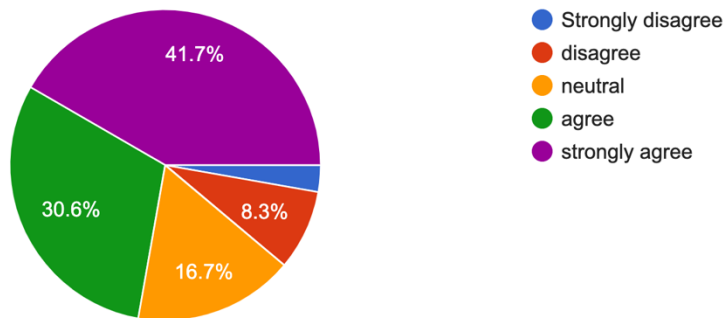
Do they exhibit proper etiquette when dealing with you?

36 responses



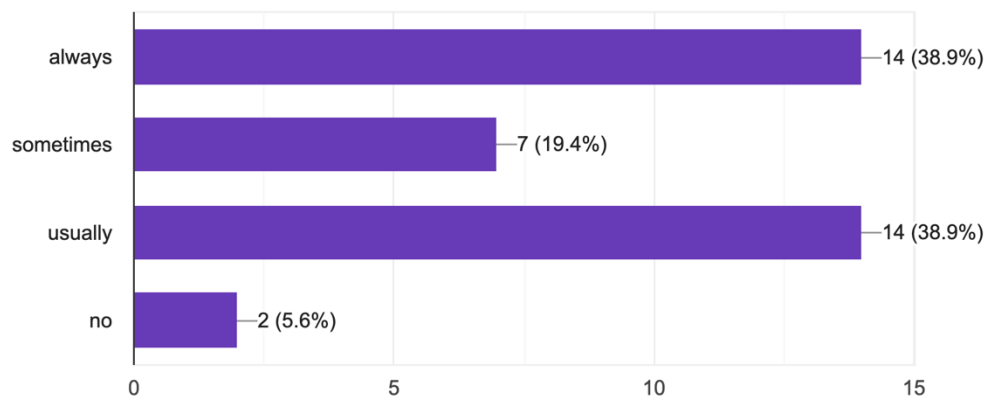
Does Noman Group employee make every possible effort to resolve your complaints?

36 responses



Treat all customers in a consistent way?

36 responses



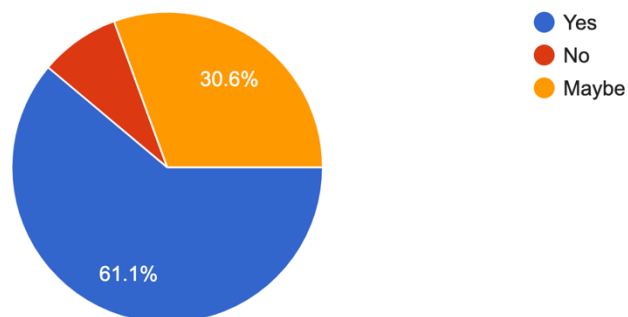
Under employee behavior I asked 3 questions (Q. 1,2,3). The response shows that maximum

clients are happy with the behavior of Noman Group employee. But in the response of Q2, 27.7 percent did not agree which is a matter of concern.

Employee skill

Do the employee of Noman Group Exhibits a thorough knowledge about all products and services?

36 responses

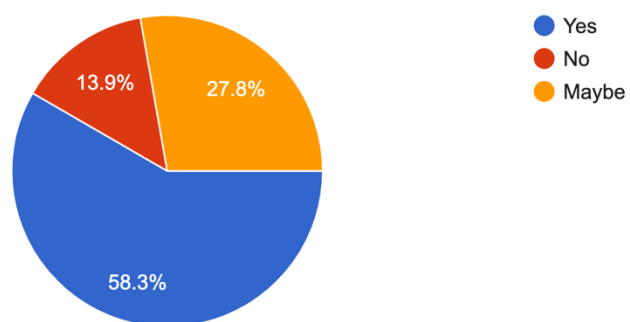


Here (Q.4), 61.1 percent says yes and 30.6 percent says may be. I think the Company should work on this so that respondents can shift from may be to yes with confident.

Product Delivery Time

As a buyer you know lead time of our company. Do you think it should be decreased?

36 responses

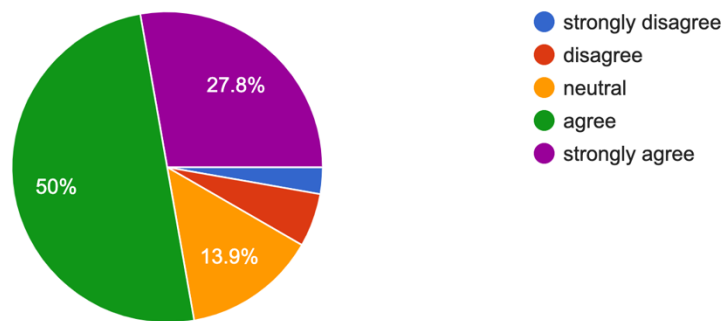


Here, Maximum client want the lead time to be decreased. Long lead time create problem in business because demand fluctuate on time.

Allowance

Do you think Noman group should give more allowance to its clients?

36 responses

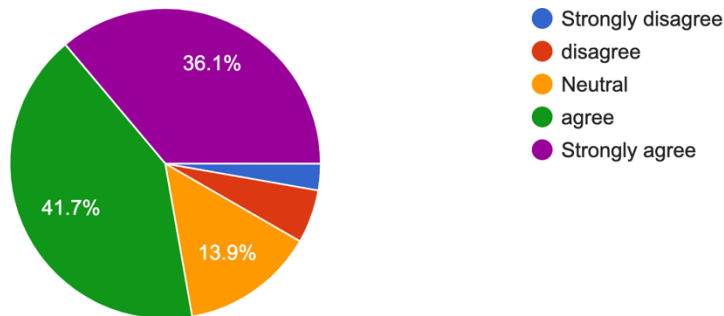


Here, a few suggested Noman group do not need to give more allowance, may be they think the company is providing allowance to them more than others. But, still lots of client want the company to give more allowance.

Product Quality

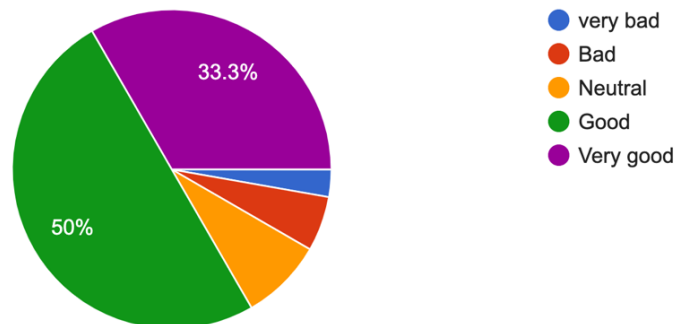
Do you prefer to buy the products of Noman group further in future?

36 responses



please state how you would rate the quality of the products of Noman group?

36 responses

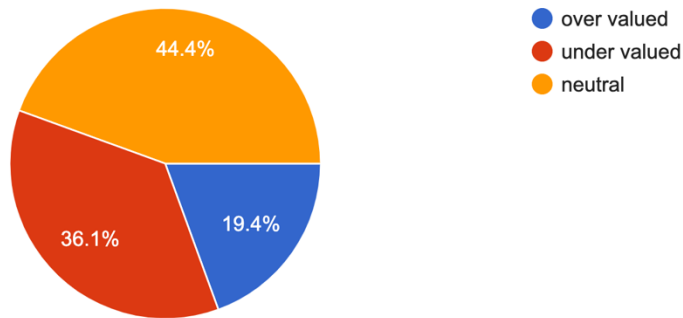


Regarding product quality of Noman Group more than 80% client's responses positively that's why a huge margin of clients is interested in buying product from Noman Group in future.

Price

What do you think about NG product price?

36 responses

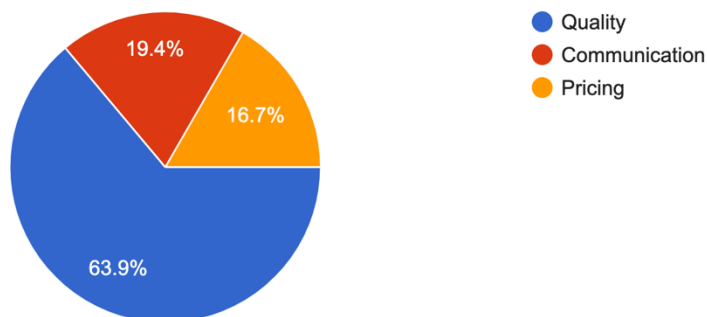


This chart shows that more than 80% clients think that Noman Group Product are not overvalued. So, they are happy with the pricing which is very good for the company.

Brand Image

What help most to build a good brand image?

36 responses



Maximum number of clients think that quality helps the most in making good brand image in customer's mind. Some thinks price plays vital role in making brand image.

Summary of findings

By this research I came to know the satisfaction level of clients as well as their preferences.

For example:

Lead Time: Customers want the lead time to be decreased. The less the product delivery time the more the clients are happy.

Employee satisfaction influences client satisfaction: I saw some frustrated employee who response harshly with the clients. I observed one thing common between them that is they think they are not being paid the salary they deserve that's why They are not cordial with the job as well. So, a business organization must need to make its employee satisfied if they expect the clients to be satisfied.

Allowance: I heard from very childhood that human being loves to have excessive with fewer attempts and if they get anything without effort they become delighted. I observed this truth in my workplace. When I was talking about the allowances almost everyone was like "yes, the company should give more and more allowances to us".

Recommendation

Quality: Maximum respondent are willing to compromise with price but in terms of quality it was a priority. So, Noman Group should always try their best to uphold the quality otherwise customer will switch.

Train the employee: We all know that employee behavior towards clients play a vital role for an organization's success. A number of clients want the employee to be more helpful towards their problem. I would like to suggest Noman Group to focus on this issue and train the employee if needed.

Increase corporate offices in Dhaka city: There was no question regarding corporate office in my questionnaire but it was a caprice of some of clients that it would be very convenient for them to communicate if the company has more corporate offices in Dhaka city. For example, they can inaugurate some corporate offices in Bashundhara, Mirpur and Uttara area.

Advertisement: Though it is a best export earning company of Bangladesh many people are not informed about it. They have huge achievements, lots of things to show. If they express them through advertisement many customer are likely to be increased.

Conclusion

A customer talking about their experience with you is worth ten times that which you write or say about yourself.

[David J. Greer, Wind In Your Sails](#)

Tags: customer-experience, customer-satisfaction, customers, word-of-mouth

following these words every company should give highest priority to its clients. Because, without customer any business cannot exist.

Making a report like this enriched my knowledge as well as will help me to do any further research. This will help others as well. But, it would be better if I got the opportunity to take personal interview. As the company is export oriented company and if I got the chance to reach the international buyer instead of local buyer I think it would be more exciting. This long hardworking journey added more value as I got selected as an permanent employee (Officer, Sales and marketing) and

It is really a matter of joy for me to get an opportunity to start my career in such a World class company

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