



Internship Report

On

Customer Satisfaction Level of Aarong a Social Enterprise

Submission of Internship Report



Inspiring Excellence

Submitted To

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Letter of Transmittal

December 6, 2015

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Subject: Submission of Internship Report


Dear Sir,

I have successfully accomplished my internship program in Aarong centre. Throughout this 3 months period, I have got some unique opportunities to go through some productive job experiences. Those experiences helped me to overpass the gap between classroom learning and real life circumstances to a great extent.

Now as a mandatory part for the fulfillment of this internship program I am submitting my internship report on “**Customer satisfaction level of Aarong a social enterprise**” which was an enormous pleasure for me to preparing this report. Working on this internship report has given me a wide range of experience.

This report assists to make out the customer satisfaction level of Aarong customers. I would like to point out here that I will exceptionally grateful to you for your valuable supervision. I will be very delighted to answer any query you think necessary as and when required.

Yours sincerely,



Md. Ashraful Amin

ID: 11304038

Acknowledgement

This report is the result of the assistance and truthful cooperation of different people. I could not possibly thank all of those amazing inhabitants who have contributed something of them directly or indirectly in preparing this report successfully. It gives me enormous thank them for their pleasant cooperation and support.

First of all, I would like to express my gratitude to the almighty Allah.

Then at first I would like to thank my course instructor Arifur Rahman Khan, Lecturer of BRAC Business School, BRAC University for his important guidance, scholarly direction, and unconditional support during my tenure of the study.

In the next phase I would like to my Aarong supervisor Rejwana Rahman Sornaly, Senior Officer, Market Research and Product Development. I have learned a lot from her. Also my special thanks to Tanvir Hossain, Manager, Marketing & Sustainability, BRAC Aarong.

Finally, my heartiest thanks goes to all the other personnel of Aarong centre and their various stuffs of different outlets as they give me their valuable time and help me to collect data about this report.

Declaration

I am asserting that this report is entitled “**Customer Satisfaction Level of Aarong a Social Enterprise**” submitted by me to BRAC University for the degree of Bachelor of Business Administration as a unique work.

I am also articulating that the report has not been submitted previously either in part or fully to any other university or Institution for any Degree, Diploma, Associate-ship, Fellowship and other similar title or prizes.

Md Ashraful Amin

ID: 11304038

BRAC Business School

BRAC University

Certification

This is to approve that this Internship report is entitled “**Customer Satisfaction Level of Aarong a Social Enterprise**” submitted to BRAC University in association with the institution’s internship program is a trustworthy evidence of job done by “**Md Ashrafur Amin**” under my supervision at the “Aarong Centre, Marketing & Sustainability Department (Head Office), Dhaka” from 19 September 2015 to 18 December 2015.

Supervisor

Arifur Rahman Khan

Lecturer

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Executive Summary

“Aarong”, established in 1978, had recognized them as a pioneer cooperative grouping in the fair trade sector in Bangladesh. Aaron’s vision was to help the artisans so that they can restore their pride and self-esteem, stimulating Bangladesh’s traditional Art and Craft. Another aim was to secure the women right and to establish them as an important asset in the society.

Now a day’s many competitors are coming and business world becomes more competitive. If a business fails to fulfill the consumers demand then it is driven out from the market. And to fulfill this demand, business has to analyze its consumers demand time to time. This research has done the same job to Judgment the consumer demand to know their expectations to assure their needs.

Objective of this report is to see the customer satisfaction level of the leading local brand Aarong, a BRAC social enterprise. At the same time this report is to talk about the customer’s demographic and geographic situation as well as their behavior of Aarong and analyze the service of Aarong for its producers. Simultaneously, it is also inspect on the basis of this feedback that how Aarong can improve the efficiency level to make them more organized and to meet their customers expectation.

The study is based on the data collected by personal interview with the consumers at three different Aarong outlets in Dhaka city. An open-ended question has been designed for that research. The sampling unit covers 300 people combining both male and female those are aarong’s customers. As the size of population is unknown, convenient sampling is done.

I believe that this report will help to those people who are willing to prepare a report on related fields. This will help the people to know about their own expectations and demands from Aarong. The learners will be able to use this as their reference curriculum. At the same time the result of this study will help Aarong decision makers to develop their service, product and quality according to the customer’s expectation. This will help new businesses or entrepreneurs to launch a new brand in Bangladesh.

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Introduction

In the last part of the BBA (Bachelor of Business Administration) Program it is mandatory to do a three month internship from any alleged organization and based on this we are supposed to submit a report to our particular faculty supervisor of University. The objective of this internship report is to explore theoretical knowledge about business administration and practical knowledge. With the bless of Almighty Allah I got the chance to do my internship program at Aarong centre which is the pioneer in the life style fashion house in Bangladesh. As I actively involved in the Market Research and Product Development department in Aarong so I have decided to do an internship report on “Customer Satisfaction Level of Aarong a social enterprise”.

Background

As I worked at Aarong in Market Research and Product Development department so the internship report is based on “Customer Satisfaction level of Aarong a social enterprise”.

Objectives of the Report

The main objectives are as follows and we have divided them into some broad and specific objectives which are given below

Broad Objective

The major objective of this internship report is to analyze the customer satisfaction level of Aarong and to explore their perception about service.

Specific Objectives

- To find out satisfaction level
- To find out the services which today’s customers are prefer
- To find out the services which customers are not satisfied
- To identify the factors that effect purchase decision

Scopes

The scope of the study is limited within the customers of Dhaka outlets (Gulshan, Uttara, Dhanmondi). But the study is wide and valuable. The study deals with the customer satisfaction towards organized outlets which is very essential for retailing.

Limitations

Managing customers on the Eid week was challenging. Also to manage the survey on time was a challenge.

Research Methodology

Study Area and population

The study was conducted in Dhaka city among Gulshan, Uttara, Dhanmondi outlets. The survey population was all class of customers who are the regular purchasers and occasional buyers in the Aarong retail outlets.

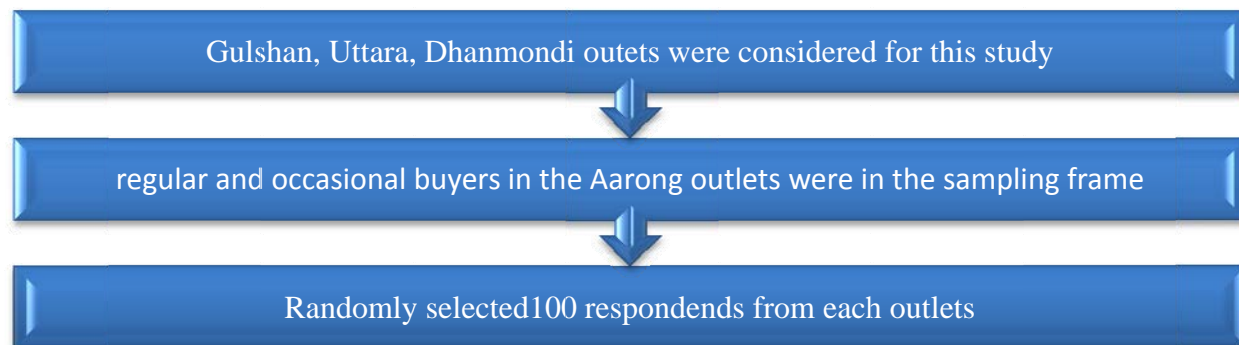
Study Approach

Only the quantitative approach was used to conduct the survey. All the respondents are asked to fill in the questionnaire by themselves.

Sample Size

I distributed the questionnaire to 300 participants in the three outlets (Gulshan-100, Uttara-100, Dhanmondi 1-100)

Sample Selection Procedure



Sampling Technique

In this study of internship report non-probability sampling has been taken as the probability of customers in Dhaka areas being chosen is unknown. Under the non probability sample convenience sampling has been taken for this study.

Period of Study

The study was conducted during the period July 12-17 (Week of Eid) 2015

Research Instrument

A survey questionnaire is prepared for the collection of data from various customers. The questionnaire is designed in such a way so that the collected information for the study would meet the set of objectives.

Tools:

Microsoft Word and Microsoft Office Excel version 2007 is used to tabulate and analyze the valid responses.

About Aarong

History

Aarong is an enterprise of BRAC (Building Resources Across Community) and it's a CSR (Corporate social responsibility) based handiwork particular organization created for 1978 and committed should evolving the exists of the disadvantaged, pushing accepted items from bangladesh Also opening those entryways thus their items might be exported. The designers and the inventors of the result go advertised Toward Aarong, need not main secured those association Concerning illustration authority for neighborhood handicraft, Anyhow bring also reignited enthusiasm and Notoriety to styles What's more conventional crafts that would local of the province. Aarong developed under a flourishing global endeavor showcasing ethnic should delightful crafts from handloom cotton, brac silk, Endi to terracotta, bamboo, jute Furthermore much a greater amount. All around bangladesh and over universal destinations, those sake Aarong will be synonymous for quality, innovation What's more uniqueness. Starting with a solitary shop, Aarong need developed under a standout amongst Bangladesh's biggest, for fifteen outlets spread over the real metropolitan zones of the country - done Dhaka, Chittagong, Khulna, Sylhet, Comilla, Narayangonj What's more person done London, uk. Aarong embraces Also nurtures a different representational from claiming 65,000 artisans, 85% of whom are ladies. Aarong additionally assumes the part of protector Furthermore promoter for accepted results Furthermore plans. It houses a far reaching outline library the place remnants for our rich create heritage, for example, such that Nakshikatha craftsmanship Furthermore Jamdani, bring been generally explored Also archived to exhibit and also future utilization.

Name History

That statement 'Aarong' is a bengali saying which implies 'a town reasonable alternately market'. A town reasonable is an incredible off chance of the villagers. Clinched alongside town reasonable artisans what's more experts get the chance on hint at their talents and show their handcrafted universal items to offering. Those name Aarong speaks to the associations promise towards pushing universal bangladeshi results and plans which would handcrafted by country artisans Also handiwork makers around those nation over. Furthermore those results about Aarong need that character about bangladeshi society and excellence under each bit.

Brand History

To 1972, BRAC, biggest ngo of the planet might have been built. At that point on 1976, BRAC committed to decrease neediness and empowering the underprivileged individuals. Similarly as an aftereffect it began a little activity should push sericulture around the ladies about Manikganj. Clinched alongside 1978 Aarong might have been destined clinched alongside requirement for serving those disadvantaged, poor silk farmers for Manikganj. Their visionary objective will change the exists for denied artisans Also underprivileged provincial ladies toward animating and empowering their expressions and artworks. At those precise starting their target clients were couple vendors for dhaka. Inside few A long time Aarong stretched from you quit offering on that one solitary shop of the most amazing retail chains for bangladesh. Now, Aarong need a huge crew for 65,000 artisans for specialists including weavers, potters, metal workers, jewelers, jute workers, crate weavers, wood carvers, cowhide specialists and additional. “Around these artisans, 85% of them need aid country ladies which show sure signs towards empowering ladies. Today, it might a chance to be effectively said that Aarong need get to be the greatest stage for the autonomous aggregations and family-based activity to offering their crafts in the national What's more universal showcase. Aarong will be remains concerning illustration the interfacing span through which provincial artisans and ladies might offer their home-made handiwork items and help in the salary of their gang.

Let’s have a look on the history of Aarong's Timeline at a glance-

1978 - First retail outlet of Aarong was opened in Dhaka.

1982 - Ayesha Abed Foundation was established.

1983 - A retail outlet in Chittagong was opened.

1985 - A retail outlet in Sylhet was opened. .

1987 - Aarong entered into the export market.

1995 - A retail outlet in Khulna was opened.

1999 - Participated in its first international fashion show.

2001 - A retail franchise in London, United Kingdom was launched.

2003 - ‘Taaga’, women’s western fusion wear of Aarong was launched.

2008 - Celebrated its 30th anniversary with an exhibition series and fashion gala.

2011 - Aarong's flagship outlet in Uttara was opened.

2012 - A retail outlet in Comilla was opened.

2013 - Artisan Development Initiative, a BRAC holistic development program begins.

2014 - A retail outlet at Jamuna Future Park is opened and website of Aarong was launched.

2015 - Retail outlets are opened in Dhanmondi-2 and Banani 11

(BRAC Net, 2015)

Logo History

At we visit a town reasonable there need aid parts from claiming inventive also unprecedented things we Figure around the town reasonable. So, Aarong made itself as a town reasonable the place you figure out 110 item accordance with creative, direct and popular representation. Eventually Tom's perusing its result What's more administration Aarong's logo built likewise a solid mark in the national benefits of the business market and additionally worldwide market.



That logo from claiming Aarong is a picture for peacock. It may be fantastically delightful due to that brilliant, iridescent, differentiated bright design done its tail. The shade of the peacock in the logo may be orange On account it speaks to vitality. By this logo Aarong communicates that its items need aid similarly as staggering What's more concerning illustration exceptional similarly as a peacock. Additionally it needs with underscore its natural, eco-friendly items through the image. (Aarong, 2015)

Products of Aarong

As Aarong is a leading fashion house in Bangladesh it was started its journey in need of helping the disadvantaged, poor silk farmers of Manikganj, but soon enough Aarong started to grow and expanded throughout the whole country, from one single shop to the biggest retail chains of Bangladesh. Since 1984 this organization has also entered export market. The product lines of

Aarong have also grown up with the growth of the organization. At this time Aarong have more than 100 product lines. The products of Aarong are as follows:

Men's Products Panjabi Shirts T-Shirts Fatua Kurta Scarves and Uttorio Sandals Sherwani	Women's Products Sarees Shalwar Kameez Kurta Ladies Panjabi Shawls/Scarves Shoes Bags Fabrics	Home Textile Products Bed Table Living Kitchen Kids Rugs Fabrics	Leather Products Shoes Bags Wallets Belts Boxes Photo Frames Office
Children Products Clothes Toys Books Shoes	Home Accessories Bed Table Living Kitchen Lamps	Jewelry Products Gold Silver Pearl Other	Terracotta Products Decorative Dining Lamps Plant Accessories
Bamboo/Leaf Products Living Dining	Metal Products Decorative Living Lamps	Candles Pillar Floating Decorative Seasonal	Jute Products Decorative Personal Accessories
Paper Products Cards Stationery Wrapping Paper	Wood Products Decorative Living Table	'Nakshi Kantha' Products Decorative Fashion Bed Table Personal Accessories Decorative Fashion	Glass Products Table
Ceramics Products	Food Products	Herbal Products	

Vision, Mission & Values

Vision: our current reality spare starting with the greater part manifestations of abuse and separation the place everybody needs the chance will acknowledge their possibility.

Mission: mission will be with enable individuals and groups to particular circumstances from claiming poverty, illiteracy, sickness and social unfairness. Aarong's intercessions point will

accomplish substantial scale; certain progressions through financial Furthermore social projects that empower men and ladies with understand their possibility.

Values: values would those same as the individuals about BRAC – an association that indicated those reality uncommon Advance with its comprehensive methodology on improvement. For over 325,000 people the nation over benefitting starting with Aarong’s initiatives, these qualities stay a consistent sourball for pride and impulse for you. (Aarong, 2015)

Aarong Retail Outlets

Aarong sales its product through its own outlets, Aarong takes after zero dissemination channels. Around the country Aarong has sixteen outlets where most of the outlets done dhaka and some significant parts (Dhanmondi, Gulshan, Uttara, Maghbazar, Wari, Mirpur) and outside dhaka Aarong has outlets in Chittagong, Sylhet and Khulna. Also outside bangladesh Aarong need one shop for London, united kingdom.



(Aarong, 2015)

Services

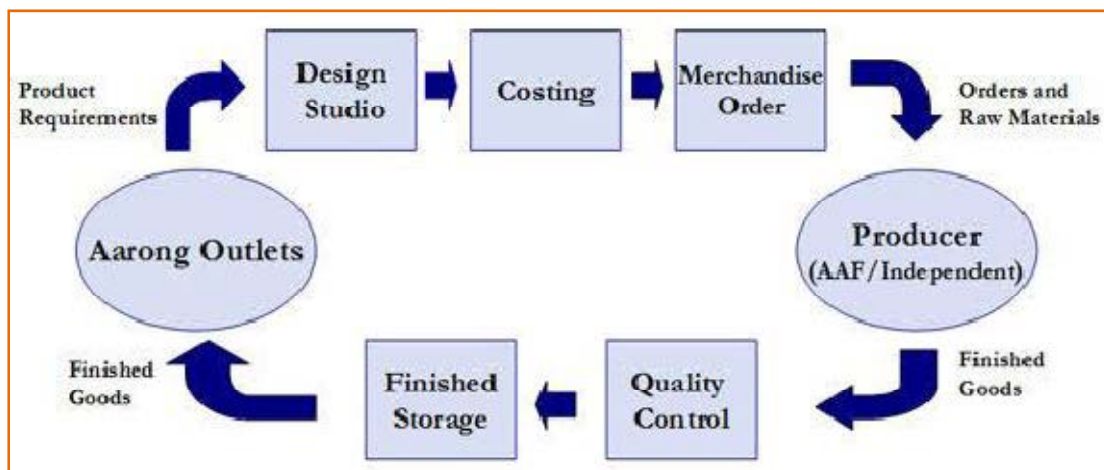
Aarong has many special services for the disadvantaged artisans and poor rural women who work for Aarong. Aarong has formed with the aim to bring economic changes and help the rural marginalized people. For doing this they identified three major deficient areas. Those areas are: working capital, marketing support and opportunity for skill development. According to Aarong these three basic facts are causing obstacles for productive employment in rural areas. To

overcome these lacking, Aarong provides some services for their workers and suppliers. Those services are as follows:

- To push effectiveness Also gainfulness moment installment looking into item conveyance.
- For artisans, finishing advertising interchanges What's more settling on accessibility of data.
- To guarantee sensible quality for endeavors provided for by makers arriving at out to them on remote regions.
- Item improvement through item configuration Also backing.
- Should expansion result nature what's more marketability provide preparing and instruction aptitudes.

Aarong work flow:

Figure 1 Work flow chart of Aarong



(Wikimedia, 2015)

Job Description and Responsibilities

Aarong is the leading as well as pioneer in the life style fashion house in Bangladesh. In this competitive era to sustain and hold the position they do affluent product development. So recently they start research activities and as Aarong is an enormous enterprise so they needed an intern to assist in their research methodology. I worked in the Market Research and Product Development department in the Aarong centre as an intern for 3 months time period.

Description of the Jobs

In my 3 month work experience I go through different responsibilities, one to one conversation, team meeting etc. My first task was to do a survey on the sales associate's opinion of Aarong. For this I distributed the questionnaire in five different outlets of Aarong which are Dhanmondi-1, Gulshan, Moghbazar, Uttara, Mirpur (25 Sales Associate in each outlets). From here I collect 125 questionnaires from which I put the collected data in a separate spreadsheet for each of the outlet and then represent them into a column chart. After that I made a compile spreadsheet for three of the outlet and also the graphical representation. Then I was involved with sales data analysis. For this I analyze 29 product departments according to their category. Here I find out Total annual sales (2010-2014), percentage of sales growth and use Pie as well as column chart to prepare the report. Base on this two and some previous analysis I prepared a powerpoint presentation as well. In the next task I prepared the same sales analysis but according to the event. For this the Event was Eid-UI-Fitre (2010-2015) wise sale growths analyze. Also I worked with a facebook survey and with the same questionnaire I also went two different outlets of Aarong which are Dhanmondi-1 and Mirpur. But this time the survey was on the customers on Aarong fans feedback survey. Here we distributed the questionnaire in 204 customers at Dhanmondi-1 and Mirpur outlets of Aarong and did an online survey on Aarong facebook page, where we got 102 votes. Here I prepared the report as well using column chart. Along with these I do some competitors analysis like find out brands name, no. of outlets, address, contacts, business hour. Also analyze how they become Aarongs competitors. Before my ending I worked for the co-branding of Aarong with different restaurants as well as some resorts for their loyal customers. But the most important part was to conduct the producer survey. This was a huge task and we approach more than 150 producers including all departments. This was a huge data

collection but SCPD department helps a lot to do this survey. Along with these all I also went to Aarong E-commerce, observe their backend activities, and learn how they manage the inventories for specially the e-commerce.

Specific Responsibilities of the job

- Preparing survey questionnaire
- Data collection from different outlets
- Data entry and made spreadsheet
- Prepared and analyzed survey report
- PowerPoint presentation making
- Analyzed product category with their sale data from 2010-2015
- Event (Eid-UI-Fitre, 2010-2015) wise sale growth analyze
- Competitors analysis
- Worked for co-branding with different restaurant and resorts
- In this way enhance Aarong branding

Learning outcome

The internship program is being organized basically for learning the real corporate experience. From my 3 month working experience with Aarong I achieved many learning from them. As an intern I believe I achieved so many things from Aarong which I can apply in my carrier life. It was a great opportunity for me to work with Aarong. Also I got the opportunity to know the nature of corporate culture such as attending meeting with team, giving monthly updates about the task assigned, participate in organizing different internal shows going on in Aarong.

I learn how to conduct a survey, like preparing questionnaire, select sample size, prepare a survey report, and present the findings in to different departmental Hades. Also during the survey I had to communicate with lot of sales associates of different outlets, with many customers which ultimately enhance my communication skill. I also learned how to do real work in extreme pressure.

Observations and Recommendations

For all kind of business after sales service is more important than other service to retain customers. So survey is very important for that, because this five valuable data to take perfect decision. As Aarong is doing this so, this is very good sine not only for them but also for our market as well.

But the process of conducting a survey was not up to the expectation. I hope this will overcome very soon as because they also start this and this is a learning process for them as well.

Finally I think that each department should think intern as their co workers rather than only intern. This is because many of the members do not want to share the kind of work they do and what sorts of task they usually do. As a result at the end of the day we could not learn more. If they do not want to disclose then what is the use of keeping the interns since they are not learning effectively.

Survey Findings and Analysis

With the purpose of measure the satisfaction of the customers a sequence of questions were asked to the customers with the help of a questionnaire, the data from these questions are tabulated below.

Respondent Profile

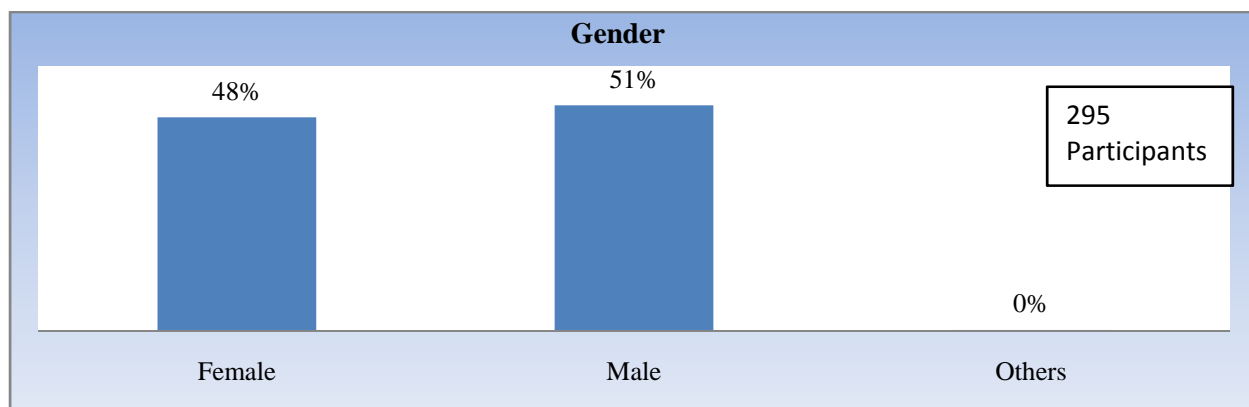
The respondent profile includes gender, age and education level of the respondents.

Gender

From the 300 spontaneous respondents, it is found that,

Male	Female	Others
142	151	0

Figure 2 Gender based categorization

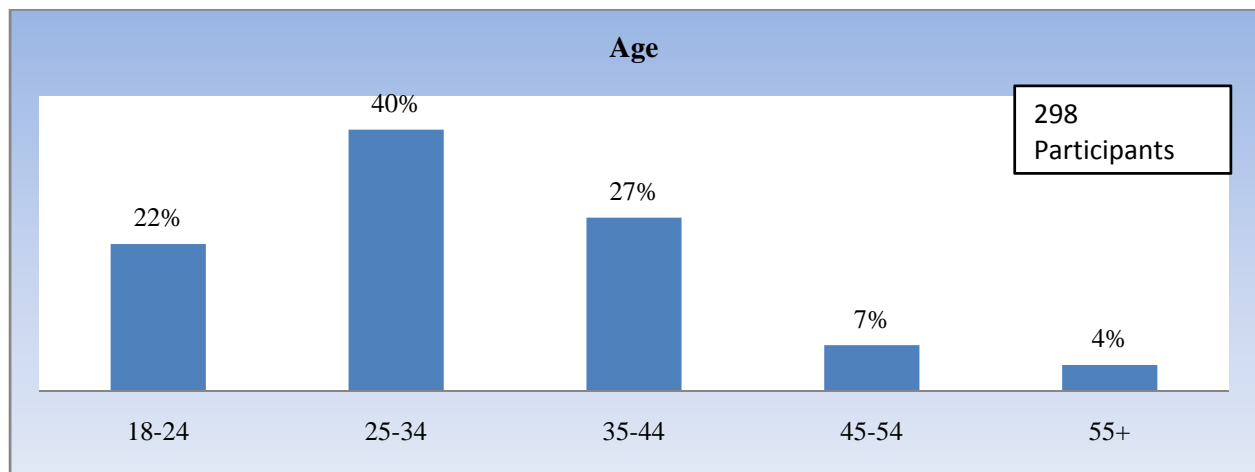


Age

From the 300 spontaneous respondents, it is found that,

Age	18-24	25-34	35-44	45-54	55+
Respondent	66	119	81	20	12

Figure 3 Age based categorization

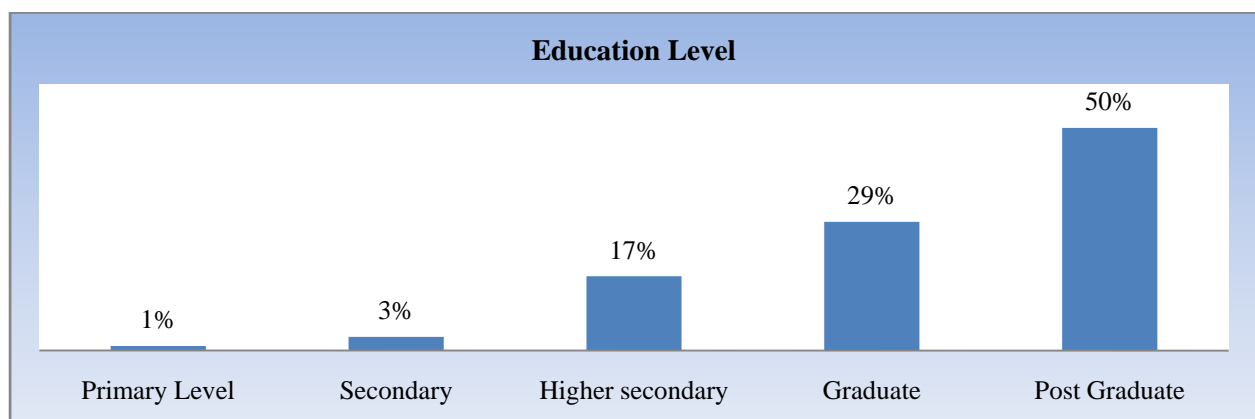


Education Level

From the 300 spontaneous respondents, it is found that,

Primary	Secondary	Higher Secondary	Graduate	Post Graduate
3	9	51	87	150

Figure 4 Education Level based categorization



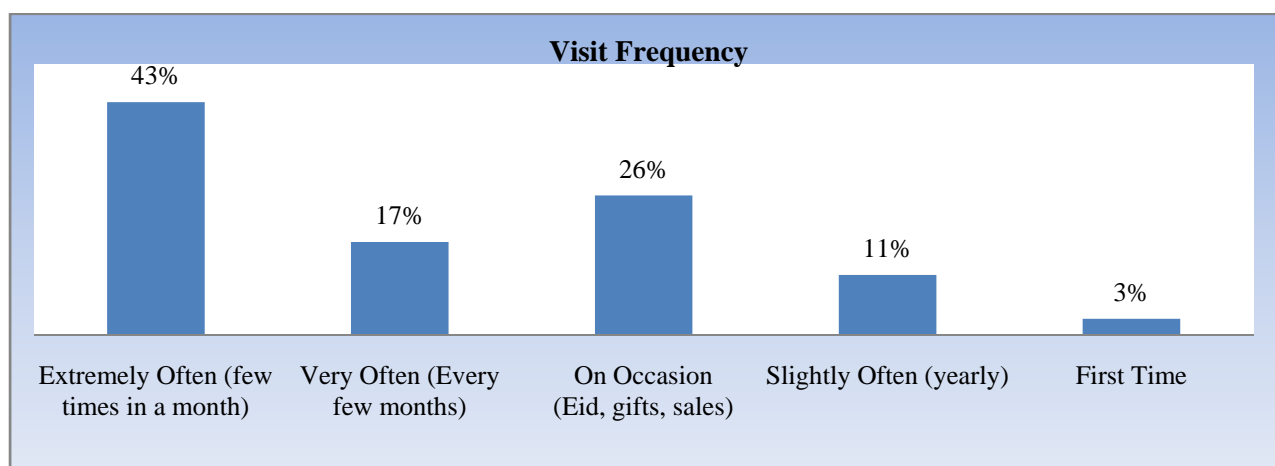
Respondent Purches behavior

Visit Frequency

From the 300 spontaneous respondents, it is found that,

Extremely often	Very often	On Occasion	often	First Time
129	51	78	33	9

Figure 5 Visit Frequency based categorization

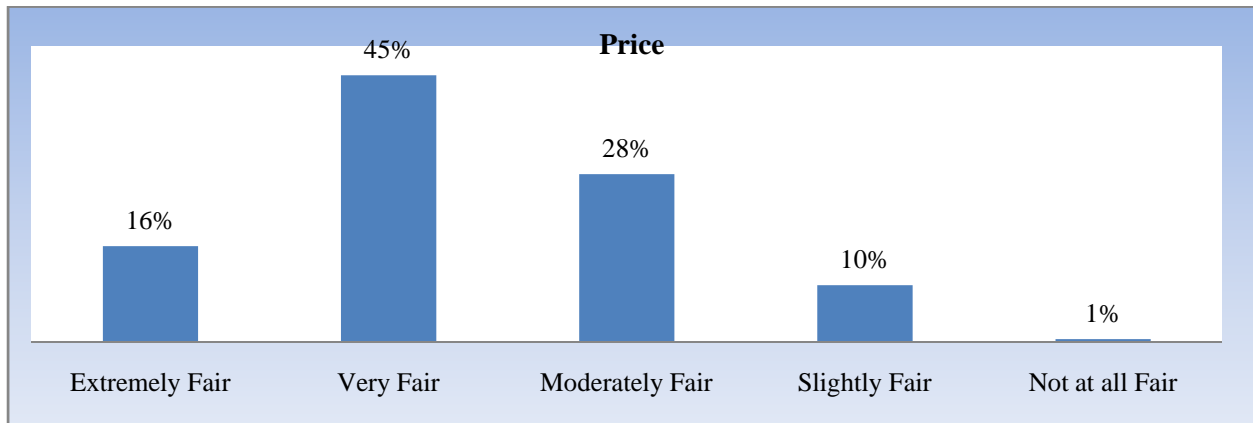


Price

From the 300 spontaneous respondents, it is found that,

Extremely Fair	Very Fair	Moderately Fair	Slight Fair	Not Fair
48	135	84	30	3

Figure 6 Price based categorization

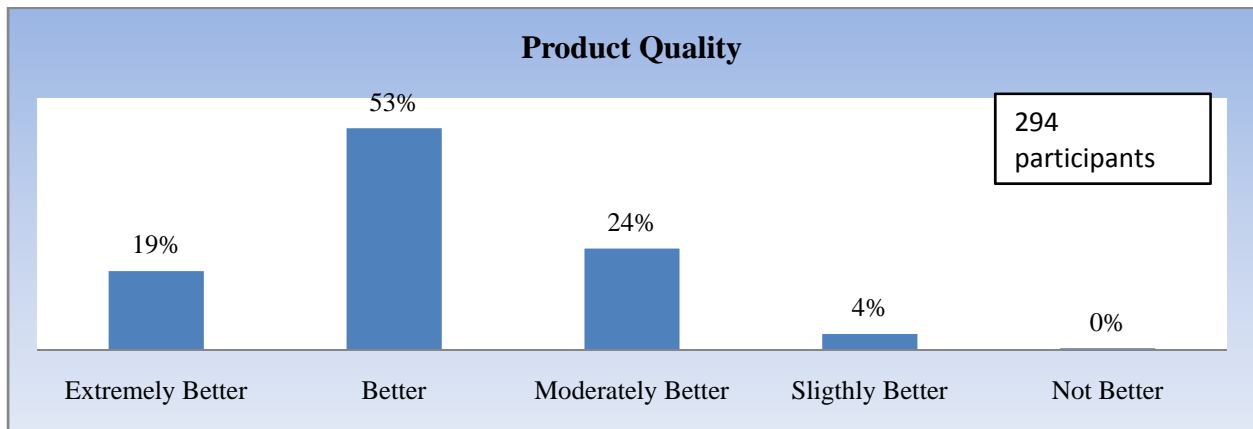


Product Quality

From the 300 spontaneous respondents, it is found that,

Extremely Better	Better	Moderately Better	Slight Better	Not Better
56	156	70	12	0

Figure 7 Product quality based categorization

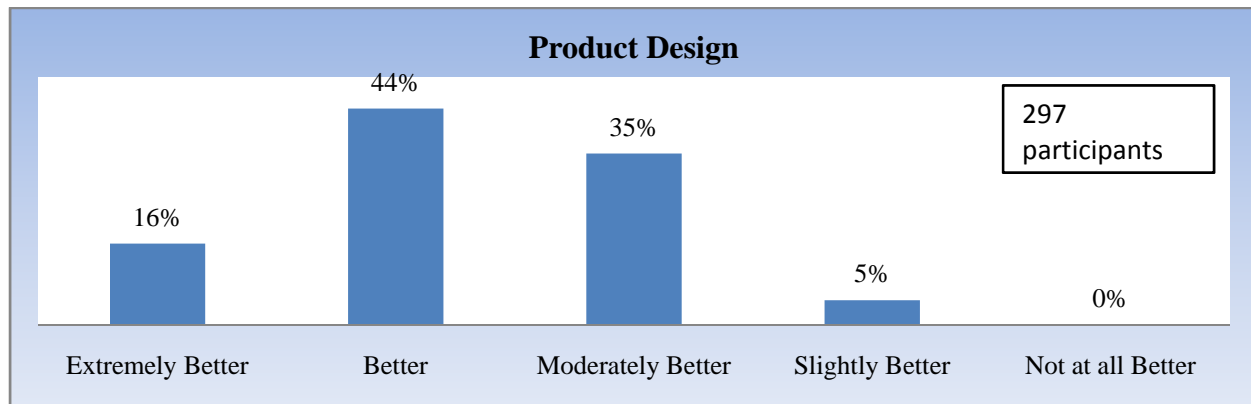


Product Design

From the 300 spontaneous respondents, it is found that,

Extremely Better	Better	Moderately Better	Slight Better	Not Better
48	131	104	14	0

Figure 8 Product design based categorization

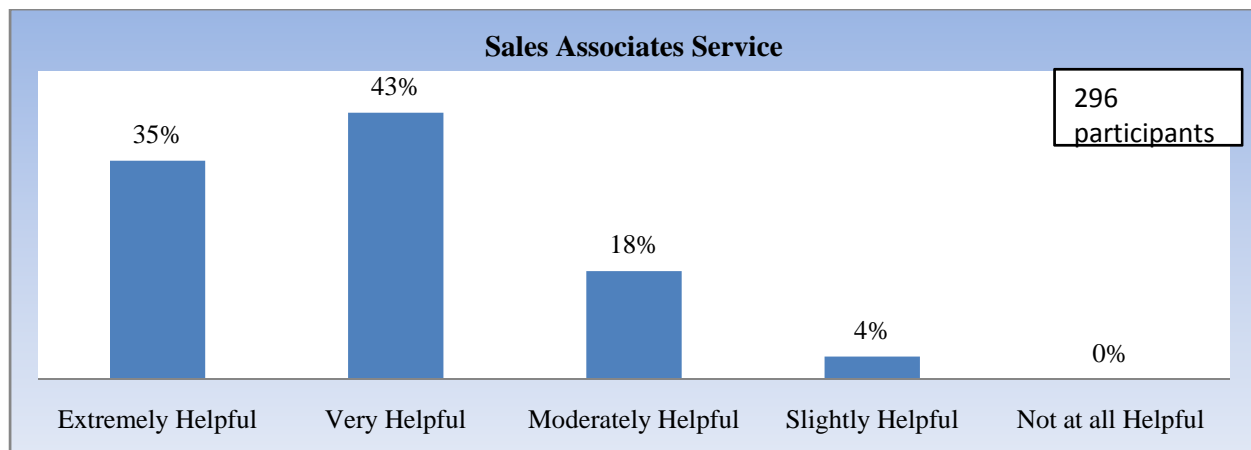


SA Service

From the 300 spontaneous respondents, it is found that,

Extremely Helpful	Helpful	Moderately Helpful	Slight Helpful	Not Helpful
103	128	53	12	0

Figure 9 Sales associate’s service based categorization

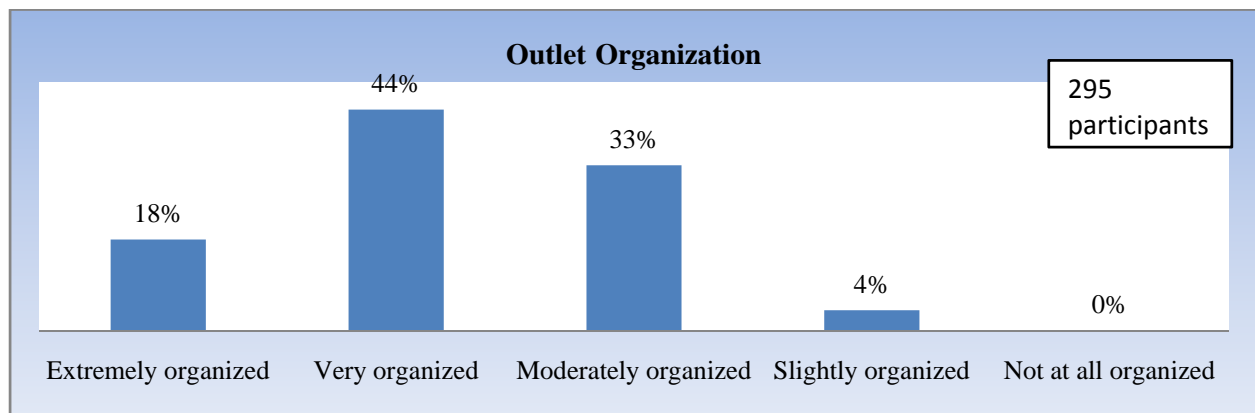


Outlet Ambiance

From the 300 spontaneous respondents, it is found that,

Extremely Organized	Organized	Moderately Organized	Slight Organized	Not Organized
53	130	97	15	0

Figure 10 Outlet ambiance based categorization



Overall Satisfaction

From the 300 spontaneous respondents, it is found that,

Extremely Satisfied	Satisfied	Moderately Satisfied	Slight Satisfied	Dissatisfied
63	128	98	9	0

Figure 11 Overall satisfaction based categorization



Recommendations

Aarong is very active and always concern about their customer satisfaction, various department of Aarong is very active to bring something new for their customers. Aarong is always trying to improve their customer services according to their need and demand. But as customer satisfaction is dynamic function and new interns are coming as competitors so they have to ready for this as well and for this they should give more importance to the following issues.

- Study and analyze the market in a regular basis so that they can find out customers need and demand in a regular basis and this will help to find out weather customer are happy or unhappy.
- Regular monitoring will help to know where customers are unhappy like, pricing, design, product quality or services.
- Aarong should take necessary steps to increase customer's satisfaction by lowering product price.
- Aarong should make easier communication way to customers, like most of the customers watch TV, reed daily newspaper, so they have to give TV and newspaper advertisement instead of only magazine and billboard advertising.
- Aarong want to grab more young generation customer and a good number of this generation listen radio so they have to target this media for advertising as well.
- Also they can start customization strategy for some unique traditional products like Jewelry Products, Nakshi Kantha, and Jute Products that will also lead them as a first mover in this strategy here.
- Marketing team should give more importance on visibility like increase more attractive colorful shelf talker; make some significant difference in displaying different product so that consumer gets easy to notice the product.
- They should have a forecasting time to get in the market with exclusive product marketing.
- As survey result shows that 80% customers are Graduate or Post Graduate so in marketing they should do something so that these highly educated customers can participate actively like arrange campaigning in New Year, Valentines Day, Pahela

Baishakh, Christmas and other seasonal events, also can offer gift or coupon for lucky winners which will help to build more good relation with customers.

- From the survey result it is shown that a huge number of respondents are between 25-34 years old. So for this generation they should build some thing special design product like as “fatua” sales is very high of Aarong they can use some famous peoples portrait or poem or special quote etc.

Conclusion

Aarong is the crown less king in the life style fashion house in Bangladesh. I have worked in their marketing department and during this time period I got an opportunity to observe their marketing and managing retail environment. The main objective for this survey is to see what customers thin about overall Aarong. It also helps to build more strong relationship with customers and increase the sales. Aarong is also doing lots of CSR activities for their artisans. In addition of their CSR activities they also do various promotional activities to grab customer's attention. This report also will help to take decision of their promotion and service improvement. The report has given a platform to understand the customer's expectation and demand. Therefore if Aarong want to carry on their position in this way they have to continuous study on customer, their market and offer constant services so that in the long run they can run smoothly and face every challenges.

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Appendix

Survey Questioner

1. What is your gender?
 - Male
 - Female
 - Others
2. What is your approximate age?
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55+
3. What was the last class you completed in school?
 - Primary
 - Secondary
 - Higher Secondary
 - Graduate
 - Post Graduate
4. How often do you visit Aarong?
 - Extremely often
 - Very often
 - On occasion
 - Often
 - First time
5. Compared to similar stores, how fair are this store's prices?
 - Extremely fair
 - Very fair
 - Moderately fair
 - Slight fair
 - Not fair

6. Compared to similar stores, how much better do find the quality of the products?

Extremely better

Better

Moderately better

Slight better

Not better

7. Compared to similar stores, how much better do find the designs of the products?

Extremely better

Better

Moderately better

Slight better

Not better

8. How helpful are the employees at this store?

Extremely helpful

Helpful

Moderately helpful

Slight helpful

Not helpful

9. How organized is this store?

Extremely organized

Organized

Moderately organized

Slight organized

Not organized

10. How likely are you to recommend this store to others?

Extremely satisfied

Satisfied

Moderately satisfied

Slight satisfied

Dissatisfied