

**‘Customer Satisfaction of Gemcon Group:
A Descriptive Study on Meena Bazar’**

Internship Report
on
‘Customer Satisfaction of Gemcon Group:
A Descriptive Study on Meena Bazar’

Prepared for
Md. Tamzidul Islam
Assistant Professor & Internship Coordinator
BRAC Business School
BRAC University

Prepared by
Anika Islam
ID No # 14164076
MBA Program
BRAC Business School
BRAC University

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PREFACE

One can acquire theoretical knowledge in a classroom. But generally there is a significant gap between practical situation and theoretical knowledge. To bridge this gap, practical experience is required to be achieved to match theoretical knowledge. In order to achieve this requirement BRAC Business School has taken up effective step for the student which is taken as the internship program. One of the tried and proven methods of combating the short comings is experience in the internship program. It is the combined arrangement between the educational institution and business house operating in the practical field. MBA program is targeted to produce skillful Business Executive having an absolute professional outlook.

So, graduates of the discipline should be pragmatic and should have a firsthand view of the real life business environment. The prime object of the internship program is to produce the learners with practical organization environment so that, they can tune up themselves for the job in future and can get an opportunity to reconcile the theoretical knowledge with real life situation. For this reason internship program is an indispensable for the MBA program.

As a student of business administration of BRAC University, I was given the chance of internship program for a period of three month. I decided on a project **“Customer satisfaction of Gemcon Group, a Descriptive Study on Meena Bazar”**. I have tried my best to make this report effective and realistic and my endeavor will be fruitful at that time if anybody is benefited from this on.

With best regards,

.....
Anika Islam
MBA Program
ID No: 14164076
BRAC Business School
BRAC University.

ACKNOWLEDGEMENT

I am very grateful to Almighty Allah for giving me the opportunity to complete my report in time. It is really difficult to complete a report without the help of many parties. I am also helped by many parties while preparing this report. In this stage I want to show my heartiest gratitude to all those parties. At first, I offer my sincere gratitude and thanks to the respective supervisor Md. Tamzidul Islam, Assistant Professor & Internship coordinator of BRAC Business School, BRAC University has given valuable instruction to complete my internship report properly.

I would like to specially thank to Mr. Shameem Ahmed Jaigirder, Senior Manager (Operations) of Meena Bazar Limited. My special gratitude also goes to Mr. S.M. Rakibul Haque, Senior Manager of HR Administration, Meena Bazar Limited who have given valuable advice and co-operation which helped me a lot to gain knowledge about the group & also helped me to prepare my report. Their assistance and guidance can never be paid back. I will remain ever grateful to all of them and I am honored to be part of their corporate culture.

LETTER OF TRANSMITTAL

December 14, 2016

Md. Tamzidul Islam
Assistant Professor
BRAC Business School
BRAC University

Subject: Submission of the Internship Report.

Dear Sir,

I have the pleasure to submit my internship report on “**Customer Satisfaction of Gemcon Group, a Descriptive Study on Meena Bazar**” I feel myself delighted to get the opportunity to work with you. I have gathered a vast knowledge and practical experiences about corporate culture of Gemcon Group along with customer satisfaction from the internship program.

I have given my full concentration into the work with the hope to prepare a precise report from the arena I have experienced and from your kind direction.

I will always be ready to respond if there is any point in this report that needs further clarification.

Sincerely yours,

.....
Anika Islam
MBA Program
ID No: 14164076
BRAC Business School
BRAC University.

Executive Summary:

Meena Bazar is a well reputed retail supermarket chain in Bangladesh with International standards. It started its operation in 2002 and runs outlets in Dhaka, Chittagong and Khulna division although the operation in Khulna division has recently been postponed. Every Meena Bazar outlet carries almost 6,000-8,000 products to sell. It provides convenient shopping experience, friendly customer service along with easy parking provisions for its customers. Meena Bazar is a subsidiary of Gemcon Group. It also produces organic products, dairy items, prepared food & herbal products. Meena Bazar is the first retail superstore in Bangladesh that has a website to shop online. It launched the website in April, 2012, and deliver in Dhaka, Khulna and Chittagong. They took this initiative to make customer life easier. Online shopping with Meena Bazar saves time and it is also very convenient for customer as people face more and more traffic these days. Meena Bazar don't only sell the products to the customers, they try to convey the product benefits to them too. In order to provide the customers with the best possible value for their money, they procure the products directly from the farmers, removing the middlemen, while ensuring high quality, freshness and continuous availability. Meena Bazar is also known as one of the trustworthy food suppliers of the nation. Meena Bazar is committed to deliver the best available products to the customers and is now expanding more to serve Bangladeshi customers better. In 2002, Gemcon Group became a pioneer in the retail market of Bangladesh with its super store chain- Meena Bazar-that has become a leading super store chain by virtue of its quality products, service and innovative organic offerings. Meena Bazar is set for rapid expansion in the coming years, extending fair price both to its consumers and contract farmers. As a super market Meenabazar's sale operates with ECR (Electronic Cash Registrar) machine and collect 100% VAT (Value Added Tax) from their customer and deposit the amount to the Government. Meena bazar is one of the highest VAT payers in this sector. Not only this, Meena Bazar has been providing huge numbers of employments through their stores. Meena bazaar is gaining importance among general public day by day by providing valuable as well as qualitative services to the city dwellers.

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CHAPTER ONE: INTRODUCTION

INTRODUCTION:

1.1 Background of the study

Knowledge and learning become perfect when it is associated with theory and practice. Theoretical knowledge gets perfection with practical implication. As the concerning parties; educational institution and the organization substantially benefit from such a program namely “internship report”, the sole purpose of report is to train the students and prepare themselves for the real life in job markets. In today’s world academic education is not adequate to enable a student to compete with confidence and reach his/her goal without having experience with the outside world. In order to have an idea and gain experiences, we, the students of Faculty of Business Administration BRAC University have to undertake three month internship program at any organization. As a part of my MBA Program, this three month internship program gave me the opportunity to have a practical knowledge on customer satisfaction procedure. To face much more complex and challenging business world in the challenging business areas, practical knowledge is essential to expand our theoretical knowledge base. To gather this practical knowledge, we were forwarded different organization after completing MBA Program.

1.2 Scope of the Study

The focus of this report is based on customer satisfaction on Meena Bazar super Store. This report has focused on how customer satisfaction is ensured by applying different strategies by Meena bazaar.

1.3 Objectives of the Study

The Objective of the study may be viewed as:

- General objective
- Specific objective

1.3.1 General Objectives

This report is prepared primarily to fulfill the requirement of Masters of Business Administration degree requirement, Major in HRM, BRAC University and get an overall idea on customer satisfaction on Meena Bazar super Store.

1.3.2 Specific Objectives

To relate the practical knowledge with theoretical knowledge.

- ☛ To find out the strategies related to Product, price, place and promotion of Meena Bazar.
- ☛ To identify the promotional tools of Meena Bazar.
- ☛ To get the practical idea about organization environment, strength and weaknesses
- ☛ To have a clear view of current scenario of Meena Bazar.

- ☛ To find out what kind of major challenges Meena Bazar is facing and to identify their opportunities.
- ☛ To make a comparison about the challenges and opportunities Meena Bazar faces with competitor.
- ☛ To make some recommendations to improve the future marketing performances.

1.4 Significance of the study

Research for any subject is done for finding some solution or result, for knowing some unknown information. This study reveals the following benefits.

This study helps the company to know their strengths and weakness regarding their marketing practices. I learnt so many things from internship. I have been working as project executive of Gemcon Group. So as a permanent employee I visited Meena Bazar Outlet and talked with Customer regarding various services provided by Meena Bazar. I have also consulted with my senior regarding ins and outs of Meena Bazar. That helps me to understand the market, who are competitors, which products are in the leading position as well it helps me to survey on consumer.

1.5 Methodology of the study

This report is an informative type of report. Information used to prepare this report has been collected from formal & informal sources.

There are two types of data used here to prepare this report. These are:

1. Primary data
2. Secondary data

1.5.1. Primary source of data:

Primary data have been collected through conducting a survey on the customer of various outlets through structured questionnaire.

1.5.2 Secondary data source:

Secondary data have been collected from internet, brochures, catalog and many others sources.

1.5.3 Sampling Plan:

1.5.3.1 Target Population: The customer who have already been purchased and used the product of Meena Bazar in the area of Dhaka zone were taken as population for the study.

1.5.3.2 Sample Size: The total sampling size of the study is 70.

1.5.3.3 Sampling technique: The convenient sampling technique has been used to collect data.

1.5.3.4 Sampling Extent: 50 customers & 20 employees were interviewed from the following areas:

- ☛ Dhanmondi
- ☛ Azimpur & Mohammadpur

1.5.3.5 Question pattern: The employees and customer were asked different question regarding the organization and customer services. The answering pattern for some question is: Yes, No and Neutral, for some question is strongly agree, Agree, Neutral, Disagree, strongly disagree as well as they were asked to comment on some question.

1.5.4 Data Analysis:

Data have been analyzed by using MS Excel.

1.6 Scope of the study:

There is a large scope for doing the internship in any organization in Bangladesh. Internship provides practical knowledge to the student about their particular field. The MBA graduate can share their managerial knowledge with the organization. The students have a large opportunity to acquire knowledge about the organizational environment, participate with others. The students can be familiar with organizational culture. After studying this report the reader will be able to know about the customer satisfaction, market position, growth strengths weakness and marketing communication activities of Meena Bazar.

1.7 limitation of the study

For preparing this report I have faced some limitations. These are:

1. Time constraint.
2. Lack of sufficient information.
3. Difficult to take information from the respondent and fill questionnaire.
4. Sample size is small so that the survey result may not be accurate.
5. Unable to cover all the areas of Dhaka, Chittagong for data collection.

CHAPTER TWO: OVERVIEW OF THE ORGANIZATION

2.0 About superstore in Bangladesh:

The lifestyle, preference and demands of consumers are changing rapidly. Superstore culture is playing a vital role in the ever changing purchasing pattern of consumers. With the current shopping practice, superstore has become a necessity by offering unique shopping experience. Superstores have successfully made a breakthrough in the urban lifestyle with the idea of “all essential elements under one roof”. Superstore is a one floor large area consisting of the daily goods. Superstores have attempted the massive expansion drive to attract the consumers in terms of status and convenience. A rise in a good number of organized retailing superstores, offer the consumers hygienic items at a competitive price. The expansion of superstores will diversify the choices of consumers and boost their spending pattern. Superstores made debut, successfully attracting consumers, a section of consumers who are successfully turning to chain stores from the soggy market. Dhaka based Agora now runs 4 outlets, Meena bazar 16, Prince Bazaar 2, Nandan 5 respectively and Swapno runs 40 outlets in Dhaka city. Bangladesh Rifles also runs 11 stores in the capital. More than 600 retail outlets are expected to be set up in the next five years in an attempt to attract more consumers. The expansion of outlets will boost consumer’s confidence and help to create a market for manufacturers. In the early days of business around 500 consumers would visit a super store outlet daily. But now more than ten times, consumers are coming to an outlet every day.

2.1 History of Meena Bazar:

Gemcon Group introduced its superstore first at Dhanmondi on 1st November 2002 named Meena Bazar. Meena Bazar is the brand name of Gemcon Food and Agricultural Products Limited. Currently there are seventeen Meena Bazar outlets in Bangladesh. Fifteen outlets are in Dhaka, two outlets at Dhanmondi, two at Mohammadpur and other eleven outlets of Dhaka at Banani, Mirpur and Azimpur, Banasree, Wari, Eskaton, Paltan, Uttara-6, Uttara-11, Shantinagar & Mogbazar. Another one outlet is in Chittagong. It has planned to open around sixty more outlets in the next four to five years across the country. The aim of Meena Bazar is to ensure fresh products in consumer’s daily life. Gemcon Food & Agriculture Products Ltd. produces a variety of food items, including organic products, dairy items, sweets, confectionary items, herbal beauty products, tea, etc. products which are sold through Meena Bazaar retail outlet.

It offers about 15,00 items that include grocery, cosmetics, stationery, toys, baby items, beverage and food including a wide range of agricultural and dairy products, electronic goods and many other household essentials. Meena Bazar doesn't only sell the products to the customers; they try to convey the product benefits to them too. In order to provide the customers with the best possible value for their money, they procure the products directly from the farmers, removing the middlemen, while ensuring high quality, freshness and continuous availability. Meena Bazar is also known as one of the trustworthy food suppliers of the nation. Meena Bazar is committed to deliver the best available products to the customers and is now expanding more to serve Bangladeshi customers better. It also provides many promotional offers to its customers in different festival seasons like Eid, New Year, Puja, Pohela Boishakh & Crismasday etc.

Meena Bazaar occupies a large floor space on a single level and is situated near residential areas in Dhaka city in order to be convenient to consumers. Its basic appeal is the availability of a broad assortment of goods under a single roof at a moderate price. It is now a part of a chain that owns or controls other super stores located in Dhaka. To maintain a profit, Meena bazaar attempts to make up for the low margins with a high sales volume. Moreover it also sells higher margin items. The overall environment for Meena Bazaar and its competitors are changing from a product oriented atmosphere to customer oriented atmosphere where emphasis is put on satisfying all of the consumers' needs. In order to remain competitive, Meena Bazaar wants to re-evaluate its future opportunities for growth without compromising its profits.

In 2010 it started flexi load and bill pay services of Grameen Phone to all of its outlets for the convenience of the customers. Meena Bazar is the first retail superstore in Bangladesh that has a website to shop online. They launched website in April, 2012, and now deliver in Dhaka & and Chittagong. They took this initiative to make customer life easier. Online shopping with Meena Bazar saves time and it is also very convenient for customer as people face more and more traffic these days.

2.02 Vision, Mission And Values:

2.02.1 Vision: HR creates value by engaging in activities that produce the employee behaviors the company needs to achieve its strategic goals. **Dessler, Gary (2007)**. Meena bazar keeping this view in mind pursues 21st century vision of becoming a true and universal superstore and delivering product with pride in this industry through excellence. "Defining standards in innovation and service".

2.02.2 Mission: The Gemcon groups serve the needs of consumers and businesses in growth segments profitably by providing:

- ❖ Quality products and services to its customers
- ❖ A satisfying work environment to its staff
- ❖ Fair, respectful and consistent working relations to its suppliers and channel partners
- ❖ Profitable and responsible growth to its shareholders Values.

2.02.3 Integrity: Conduct all its activities and transactions with a sense of deep accountability, by being honest within and outside the company.

2.02.4 Challenge: Seek not just what they are capable of now, but acquire the capacity to achieve what they dream.

2.02.5 Team spirit: Build teams that they are excited to be a part of, and that will push them to new heights.

2.02.6 Skills and processes: Upgrade their skills and processes constantly to stay on top of the competition.

2.02.7 Responsibility: Respect nature, society and stakeholders as the ultimate good business practice.

2.3 Products and Services

Meena Bazar mainly focuses on food items - ranging from a wide variety of fish, meat, vegetables, fruits, bakery, dairy, and grocery - it also carries a vast array of other household, grocery, personal care, and miscellaneous products. At any point in time, there are nearly 7000 different products available at the outlets. Meena Bazar is committed to sustaining and growing as the most trusted, loved and frequented retail chain. Meena Bazar products are mainly classified into food and non-food items. And the food items are classified into perishable and non-perishable items.

Perishable food items are:

- ❖ Meat and Beef
- ❖ Vegetables
- ❖ Fruits
- ❖ Dairy and Eggs
- ❖ Fishes
- ❖ Fast Foods

Non-perishable items are:

- ❖ Dry food items
- ❖ Household items
- ❖ Cosmetics
- ❖ Personal Care
- ❖ Kids wear and Toys
- ❖ Electronic goods
- ❖ Stationery

The main benefit offered by Meena Bazar to its customers is better quality service. They are offering various types of products to its customers while maintaining high quality. Quality service and product offering is the main reason for them to target customers with higher income more than Tk. 40,000 per month. Economy is also their concern. They are also advocating convenience shopping to the masses.

Meena Bazar has been the pioneer of chain superstore in our country and they always talk about getting everything you need under one roof. From fresh vegetables, fruits to medicine and light consumer electronics-you will not need to go anywhere else if you are shopping in Meena Bazar. Their service is also fast enough to satisfy busy people who come for shopping in their tight schedule. People are very much concerned about the fresh fruits and fishes containing harmful chemicals, however at Meena Bazar the quality are the top priority. Products bought from Meena Bazar do not contain harmful chemicals. For instance during mango season, Meena Bazar starts selling mango a little late. Because the mangoes have been, ripen naturally and no chemicals have been used. However, because of high quality the Meena Bazar products are somewhat expensive compared to other shops.

2.04 Management of Meena Bazar:

HR managers today are more involved in partnering with their top managers in both designing and implementing their companies' strategies (**Dessler, Gary (2007)**). To achieve the mission and objectives in a competitive manner, any organization should employ experienced and talented human resources so that the task can be fulfilled accurately and effectively. An experienced, well-educated and enterprising workforce is needed for the continued growth and progress of any organization. Meena Bazar is directed and operated by a team of sound professionals. It is managed by a team of professionals having long-term experience in the industry at home and abroad.

The Executive Committee is responsible for setting the management objectives and policies, the management is instrumental in providing the inputs and implementing the strategies set by the committee. The policy and decisions made by policymakers are followed by the top level of management who break down the policy or decision into easily perceivable way. Meena Bazar believes in providing very good service to its consumers. And for this it takes some initiatives to train its employees so that they can cooperate with the customers in a better way that is more comfortable for everyone. Generally, this training process takes 01 weeks but it can be shorter depending on the capability of the selected candidates. Effective ways of communication process are taught under this training program.

2.05 Management Hierarchy of Meena Bazar:

The management hierarchy descends from Chief Executive officer to Assistant Officer. The Chief Executive Officer post is held by Shaheen Khan and he has huge experience in the industry.

2.06 Department and Branches of Meena Bazar

There are different departments at Meena Bazar. All these departments look after some very important functions and they all work together to achieve organizational goals and provide a better service to customers. The departments are the following:

- * Finance and Accounts
- * Marketing
- * Operation Management.
- * Information Technology (IT)
- * Business Development
- * Quality Management System (QMS)
- * Security and Administration
- * Human Resources

Gemcon Group introduced its superstore first at Dhanmondi on 1st November 2002 named Meena Bazar. Currently there are seventeen Meena Bazar outlets in Bangladesh. Fifteen outlets are in Dhaka, two outlets at Dhanmondi, two at Mohammadpur and other eleven outlets of Dhaka at Banani, Pallabi, Wari, Banasree, Shantinagar, Eskaton, Uttara-06, Uttara14, paltan, Elephant road and Azimpur. Another two outlets are in Chittagong and Khulna. But recently the outlet of Khulna has been closed.

2.7 Competitors of Meena Bazar

After starting superstore business, the competitors of Meena Bazar have increased rapidly as like as its customers. Being an old and famous superstore, it is struggling to hold the top position amongst the competitors around. Agora, Nandan, Prince Bazar, Almas and Swapno are tough competitors who are trying hard to outrun Meena Bazar on different sides. They are also providing lucrative offers to attract customers. So, Meena Bazar conducts research and modifies their strategy according to the actions of competitors. These shops like Family World and Prince Bazaar are causing great competition because they are forming up on a particular area and trying to attract the customer group of that area. Thus, sometimes making customers interested to buy products from their nearest place rather than going to Meena Bazar, which is far from home. All sections of Meena Bazar are working relentlessly to hold target market. Even though, Meena Bazar recently bought PQS, one of its competitors despite the competition. Meena Bazar on the

other hand is constantly advocating about quality. The reason for asking a little higher price from the customer is the quality factor, which they are so concerned about. We think this care for the quality has given Meena Bazar a big competitive advantage. This is somewhat a unique selling approach taken by Meena Bazar.

2.8 Marketing Department

A marketer can rarely satisfy everyone in a market. Not everyone likes the same soft drink, automobile, college, and movie. Therefore, marketers start with market segmentation. They identify and profile distinct groups of buyers who might prefer or require varying products and marketing mixes. Market segments can be identified by examining demographic, psychographic, and behavioral differences among buyers. The firm then decides which segments present the greatest opportunity—those whose needs the firm can meet in a superior fashion. **(Kotler, P. & Keller, K. L., 2012, *Marketing Management, Chapter 1*).** The marketing department of Gemcon group is very dynamic. It is one of the most active departments of the Company and is located at corporate office in Dhaka. Assistant General Manager is headed this department who is directed by experienced management. This department is responsible for carrying out all the marketing activities of the company. Some of their responsibilities include conducting a market/research survey to examine the market both existing and the potential market demand for their products and planning out ways to reach the customers in the market by various kinds of promotional tools.

This department deals with the sales of the company, to determine and examine the figures indicating both profit and loss. They also take part in the marketing decisions of the companies and together plan various sales strategies for the company and also that required earning a good profit compared to other companies of Bangladesh.

2.9 Operations & Maintenance Department

This department is mainly located in the Gemcon Food and Agricultural products Ltd in Dhanmondi-27 but the head of operations (who also happens to be one of the directors of the company) works in the Dhaka corporate office. This department is mainly responsible for handing the various technical aspects of Meena bazar. This includes taking charge of the mill department, adapting, implementing and controlling new relevant technologies.

2.10 Procurement Department

This department is located in corporate office at Dhanmondi-27, Dhaka. This department is responsible for all kind of procurement of Meena bazar, like raw materials, machineries, support equipment's, other equipment's and whatever need by them for production. They purchase for procurement both from local suppliers and foreign suppliers. It is their responsibly to ensure the quality of raw materials and to purchase in lower price.

2.11 Human Resource & Administration Department

The Human Resource and administration Department of Meena bazaar is interlinked. This department is located at corporate office in Dhanmondi-27, Dhaka. General Manager is head of this department. This department is responsible for recruiting potential candidates, training them, making a succession planning and developing their talent. For recruiting employees, they give ad of the vacant position and then select proper candidate from interested candidates by a selection process. They also arrange various types of training programs for all the employees.

CHAPTER THREE: INTERNSHIP POSITION AND DUTIES

3.0 About my internship:

I joined Gemcon Food and Agriculture Products Ltd as project executive in the year 2015. As a regular employee of the organization I have the opportunity to find the work of different division of Meena bazaar. During the period, I worked in both the head office and outlet. For the purpose of my internship report I have talk with many employees and customer from head office as well as outlets. I have gained sound knowledge in every function of this organization. We know that customer satisfaction is very essential for any profit making origination. So every organization gives special care for customer satisfaction. As a regular employee of the organization, I am very much eager to know about customer satisfaction of my organization. That's why I have chosen my internship topic about this.

3.1An Overview of my Present Job:

My job experience at Meena Bazar started at its Head Office, located at Dhanmondi 27. Their office is on the Fourth floor of Gemcon Tower and peoples of different designations work from 09:00 am to around 06:00 pm of the evening. The office is very spacious with state-of-the-art interior design and has a launch room and conference room. The weekends at Meena Bazar are, there is only two-day weekend in a week. In addition, there no overtime period.

After joining the office in the morning, the Senior Manager received me with warm-heartedly and introduced me as a new employee. It is mentionable that I started my career in 2015. I can say that I tried to become a professional, hardworking, responsible, honest and amiable person at my workplace from the very beginning.

The officials thought it would be better for me if I had seen the receiving process at Meena Bazar outlets. Receiving process mainly refers to the collection of fresh fruits, vegetables, beef, chicken, eggs, fish, dairy and fast food items at the different Meena Bazar outlets. Receiving process will continued two times in a day. In addition, generally receiving process starts early in the morning and the evening within 07:30 am & 5:00 pm they are completed.

I had the opportunity to visit four of the outlets. One of them was the Dhanmondi 27, Eldora, Asad Avenue outlet and the other one was the Azimpur outlet. I first visited the Dhanmondi-27 outlet. The Dhanmondi 27 outlet at Gemcon tower is the first meena Bazar outlet and one of the biggest outlets. Every day more than 2500 customer buy or get their products in this outlet. The outlet is on the first floor of Gemcon tower. At the Dhanmondi 27 outlet, there is an open space besides of the outlet and there the receiving process takes place. Different kinds of vegetables, fruits and fishes were brought in and they were all checked before they were taken inside the outlet. The receiving process is considered very important because if quality of the products are not ensured here; then the customers will not be satisfied with the products sold at the outlets. The people working at the receiving process are given clear instructions on what kinds of products they should be receiving. Each of the fruits and vegetable are checked to see if they have the right shape and size, color and there are no insects. In addition, there should be no marks or damages on the fruits and vegetables. After collecting the fruits and vegetables they are washed and if needed they are cut and stored on the shelves at the outlet. In

the Dhanmondi 27 outlet, I mostly saw the receiving of fruits and vegetables. In addition, I saw how each of the fruits and vegetables were checked to ensure quality.

There is a storage facility at the Dhanmondi 27 outlet and mostly dry food items, cosmetics and household items are stored. There are long shelves arranged and the products are stacked in big boxes or cartons. The food items like biscuits, tea, coffee, milk and cereal are placed in one area, beside them the rice, flour, salt, sugar and spice powders are stored. The different types of cosmetics, creams and skincare items are arranged in one section and finally household items and utensils are stored together.

As a project executive I have to perform the following activities dailies:

- Receiving mail from various outlet regarding their daily contingent needs
- Responding the outlets
- Regular communicate with the outlet
- Communicating with manager and perform accordingly
- Visiting outlet and find out the activities of the outlet
- Talking with customer and identify their demand

Chapter Four: Data Analysis and Findings

Data Analysis and Findings

For the purpose of conducting the report 20 employees and 50 customers having different income level including male and female have been surveyed from different branches of Meena Bazar. The number of surveyed people has been selected randomly in order to make the result representative. All the findings and information have been presented graphically.

4. A Survey analysis for employees

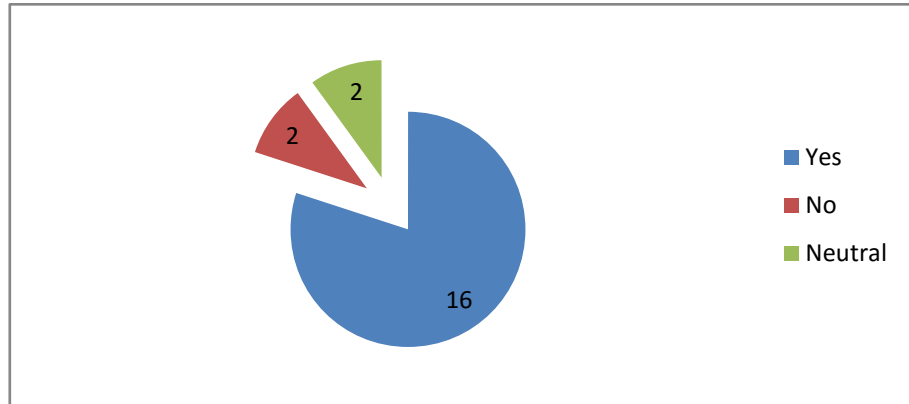
Employees are important part and they play vital role in the implementation of policy of any business organization. 20 employees have been selected and surveyed to find most reliable and relevant information regarding customer satisfaction of Meena Bazar. They were asked several questions what they answered very sincerely according to their own opinion. The data and information collected through questionnaire are presented and explained graphically.

Questionnaire Survey for employees:

Question No.	Questions					
1	Do you think that Meena Bazar holds the top position for customer satisfaction among superstores in Bangladesh?	Yes -16	No-2	Neutral-2		
2	Do you think that the strategies taken by Meena Bazar for customer satisfaction are well enough?	Yes -12	No-5	Neutral-3		
3	Do you think that only quality goods & services ensure customer satisfaction?	Yes -8	No-10	Neutral-2		
4	Customer satisfaction is top most essential to sustain in the competitive market. How much do you agree with this statement?	Strongly Agree-8	Agree-9	Neutral-1	Disagree-2	Strongly Disagree

5	Does it really provide competitive advantage to your organization?	Yes-13	No-4	Neutral-3		
6	Every customer who shops regularly from Meena Bazar are very satisfied with the service provided to them. How much do you agree with this statement?	Strongly Agree-3	Agree-9	Neutral-3	Disagree-4	Strongly Disagree-1
7	Do you think that customer satisfaction affects overall performances of your organization?	Yes-17	No-1	Neutral-2		
8	Do you think that every of you are very much sincere to make your customer satisfied?	Strongly Agree-7	Agree-9	Neutral-4	Disagree-0	Strongly Disagree-0
9	One satisfied customer creates at least three new customers. How much do you agree with this statement?	Strongly Agree-7	Agree-8	Neutral-2	Disagree-2	Strongly Disagree-1
10	Do you think that more training is required to make employee more customers friendly?	Yes-13	No-5	Neutral-2		

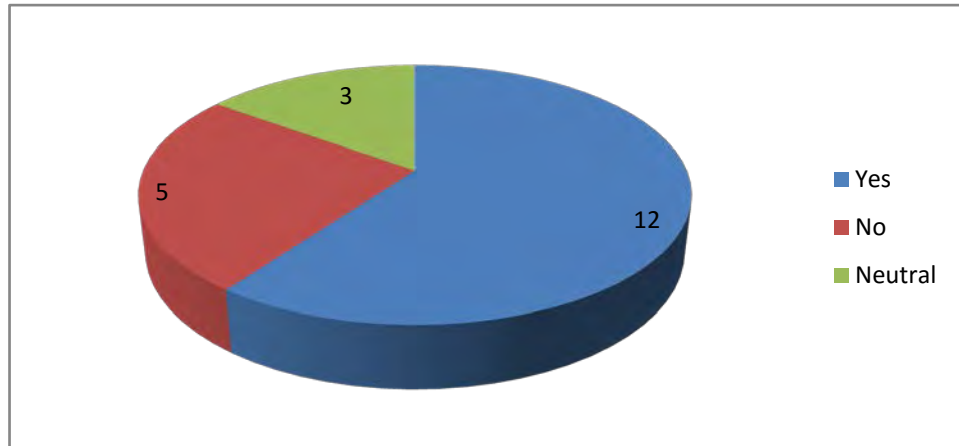
Survey Question no .01 Do you think that Meena Bazar holds the top position for customer satisfaction among superstores in Bangladesh??



Graph 4 A.1 Shows result of survey report of question no. 01

When the respondents (employees) were asked to tell whether Meena Bazar holds the top position for customer satisfaction among superstores in Bangladesh out of 20 employees, 16 responded that they believe this; 02 employees remained neutral while 02 employees was against to this statements. So from the survey it may be concluded that about 80% of the respondent believes that Meena Bazar is the top position for customer satisfaction among superstores in Bangladesh, while only 10% remained neutral and the other 10% employees responded against this. So from the survey it can be concluded that Meena Bazar is the top position for customer satisfaction among superstores in Bangladesh,

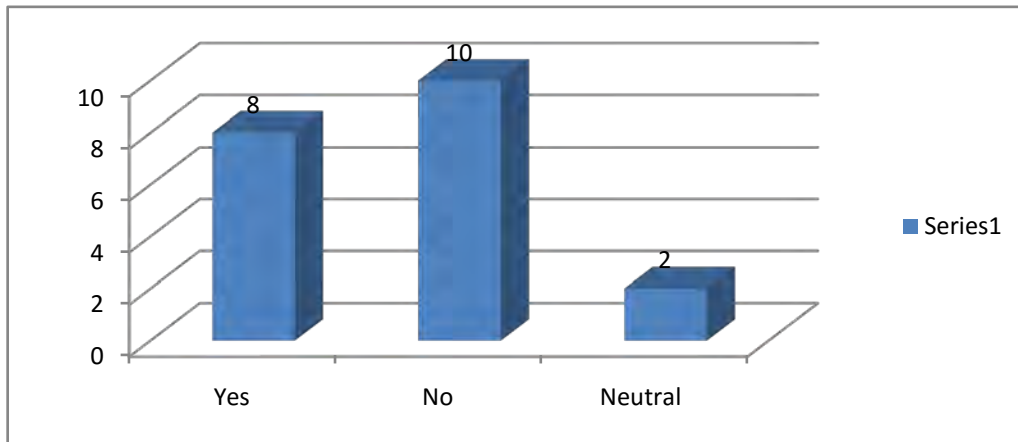
Survey Question no.02 Do you think that the strategies taken by Meena Bazar for customer satisfaction are well enough?



Graph 4A.2 Shows result of survey report of question no. 02

The selected Employees were asked to tell whether the strategies taken by Meena Bazar for customer satisfaction are well enough. It is found that out of 20 employees, 12 responded that they believe this is enough; 03 employees remained neutral while 05 employees were against to these statements. They think that Meena Bazar should take timely strategy depends on market scenario & competitors. So from the survey it may be concluded that about 60% of the respondent believes that Meena Bazar's strategies are enough, while only 15% remained neutral and the other 25% employees responded against this. So from the survey it can be concluded that though Meena Bazar strategy seems to be adequate, they should be careful about market conditions and their rival competitors while implementing new strategies.

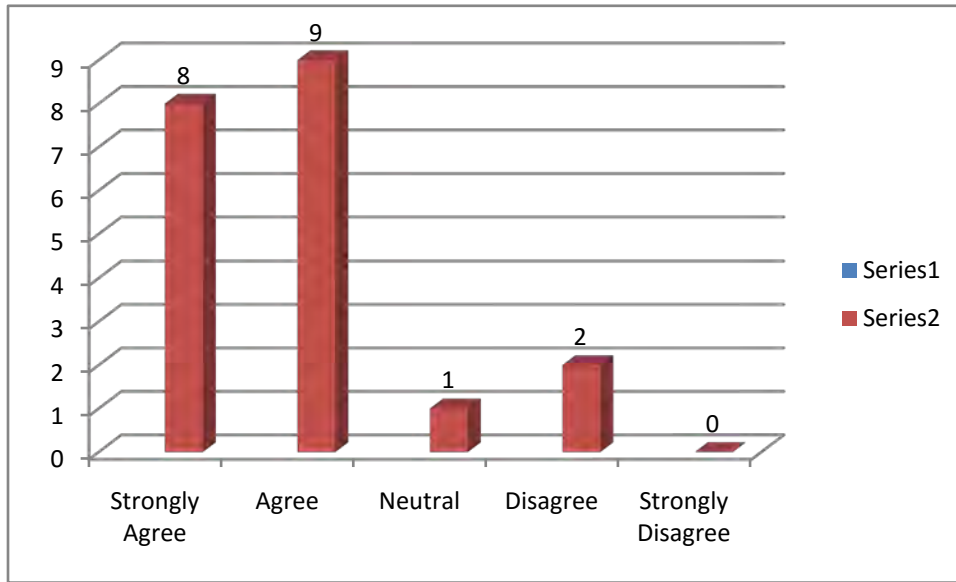
Survey Question no 03 Do you think that only quality goods & services ensure customer satisfaction?



Graph: 4A.3 Shows result of survey report of question no. 03

The respondents were asked to tell whether only quality goods & services ensure customer satisfaction. Out of 20 employees, 08 responded that they believe this; 02 employees remained neutral while 10 employees was against to this statements. So from the survey it may be concluded that about 50% of the respondent believes that only quality goods & services doesn't ensure customer satisfaction. They believe that there are many others things which are essential to make customer satisfied. So Meena Bazar should ensure other think such as justified price, good environment, well behavior and so on besides quality goods & services.

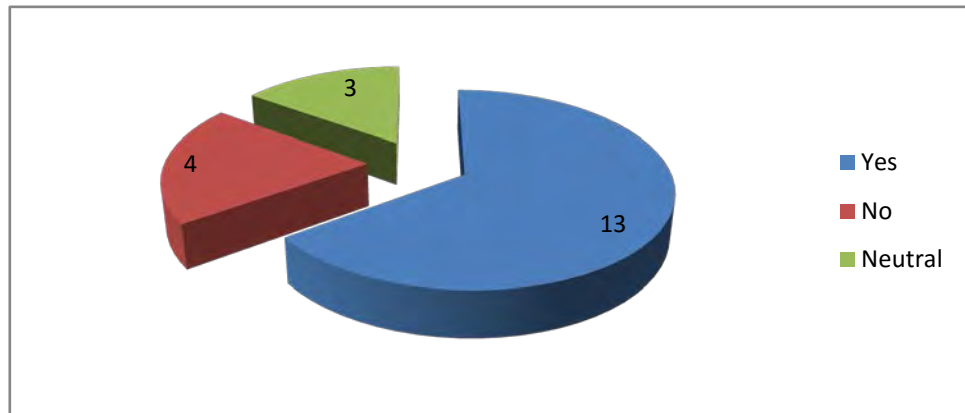
Survey Question no 04: Customer satisfaction is most essential to sustain in the competitive market. How much do you agree with this statement?



Graph: 4A.4 Shows result of survey report of question no. 04

The selected Employees were asked to view their opinion whether Customer satisfaction is most essential to sustain in the competitive market. It is found that out of 20 employees, 08 responded that they strongly agree that Customer satisfaction is most essential to sustain in the competitive market; 09 employees agreed with the statement only 01 remained neutral while 02 employees were against to these statements. So from the survey it may be concluded that about 85% of the respondent agree that Customer satisfaction is most essential to sustain in the competitive market. So from the survey it can be concluded that Meena Bazar should ensure customer satisfaction to compete with their rival business and also to sustain in the market.

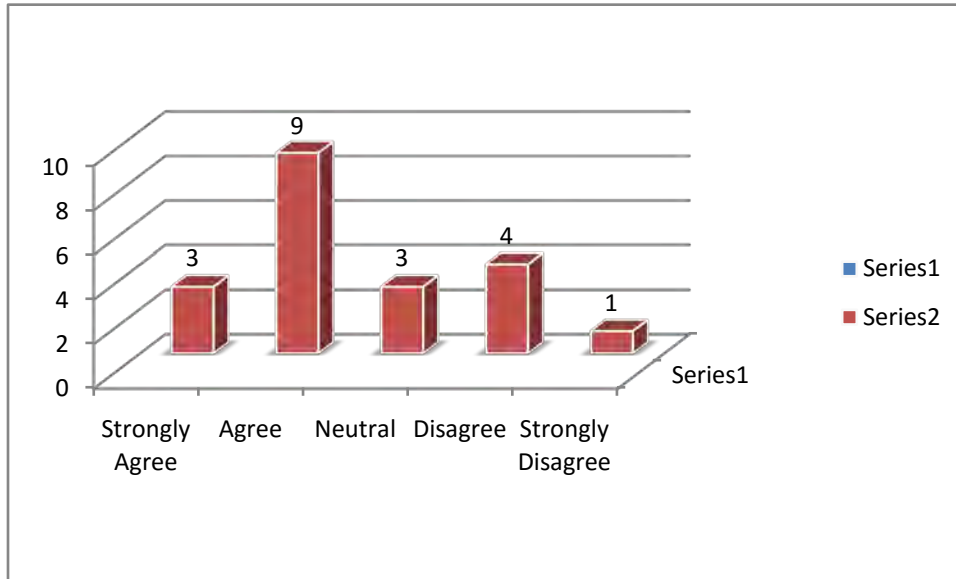
Survey Question no .05 Does customer satisfaction really provide competitive advantage to your organization?



Graph 4A.5 Shows survey report of question no.05

The selected Employees were asked to tell whether the customer satisfaction provide competitive advantage to Meena Bazar. It is found that out of 20 employees, 13 responded that they believe this; 03 employees remained neutral while 04 employees were against to these statements. So from the survey it may be concluded that about 65% of the respondent believes that customer satisfaction provide competitive advantage while only 15% remained neutral and the other 20% employees responded against this. So the majority think that customer satisfaction really provide competitive advantage to Meena Bazar.

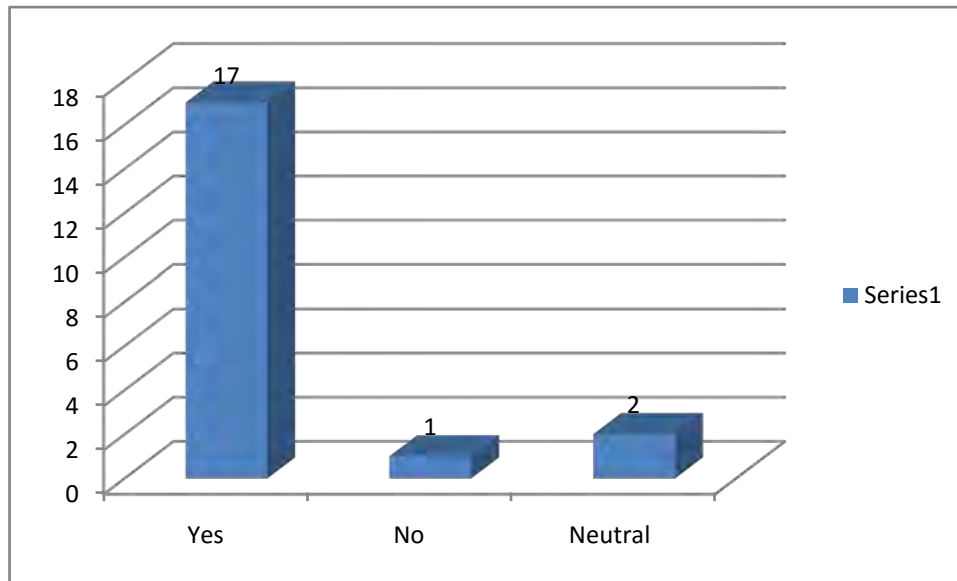
Survey Question no Q.6 Every customer who shops regularly from Meena Bazar are very satisfied with the service provided to them. How much do you agree with this statement?



Graph 4A.6 Shows survey report of question no. 06

The selected Employees were asked to share their opinion whether every customer who shops regularly from Meena Bazar are satisfied with the service provided to them. It is found that out of 20 employees, 03 responded that they strongly agree that every customer who shops regularly from Meena Bazar are satisfied with the service provided to them; 09 employees agreed with the statement; 03 remained neutral while 05 employees were against to these statements. So from the survey it may be concluded that about 60% of the respondent agree that every customer who shops regularly from Meena Bazar are satisfied with the service provided to them. On the other hand a mentionable number of employees i.e. about 25% of employee were against to this statement. So from the survey it can be concluded that although most of the customer satisfied with services provided by Meena Bazar, it should do something more to make customer more happy.

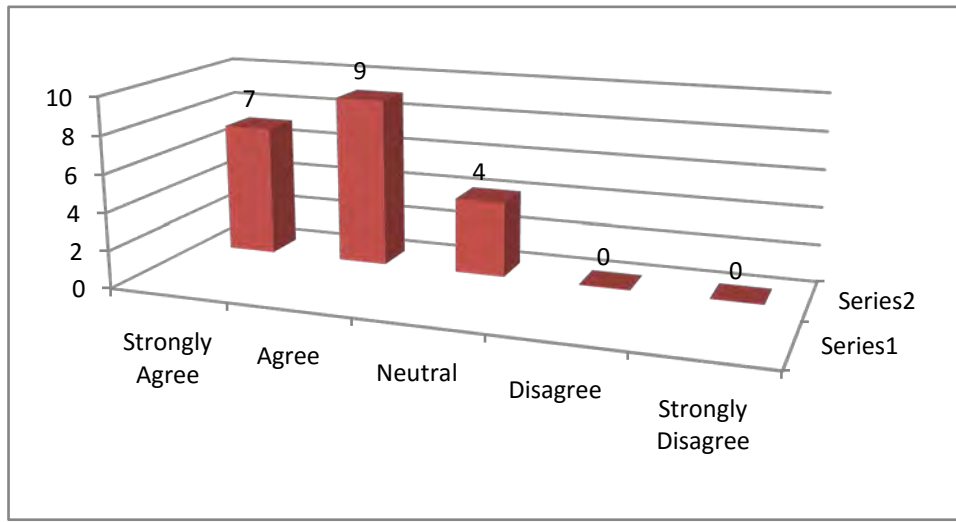
Survey Question no Q.6 Do you think that customer satisfaction affects overall performances of your organization?



Graph 4A.7 Shows survey report of question no. 07

Employees' opinion was tried to find out through a statement that whether they think that customer satisfaction affects overall performances of their organization or not. Out of 20 employees, 17 responded that they believe this; 02 employees remained neutral while 01 employee was against to these statements. So from the survey it may be concluded that about 85% of the respondent believes that customer satisfaction affects overall performances of their organization while only 10% remained neutral and the other 5% employees responded against this. So the majority think that customer satisfaction really affect overall performances of Meena Bazar.

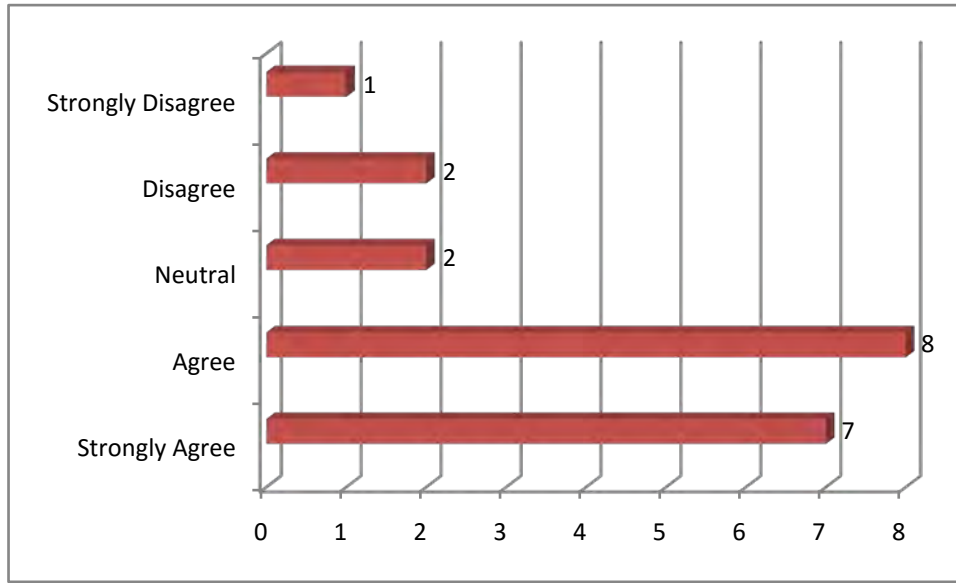
Survey Question no Q .08 Do you think that every of you are very much sincere to make your customer satisfied?



Graph 4A.8 Shows survey report of question no. 08

The selected Employees were asked to tell whether every of them are very much sincere to make their customer satisfied. It is found that out of 20 employees, 16 responded that they think that they are very much sincere to make their customer satisfied; 04 employees remained neutral while no employees were against to these statements. So from the survey it may be concluded that about 80% of the respondent believes that they are very much sincere to make their customer satisfied. It may be mentioned that no employees were against to these statements though 04 employees remain neutral. So the conclusion may be made that almost every employee of Meena Bazar are very much sincere to provide quality services to their customer.

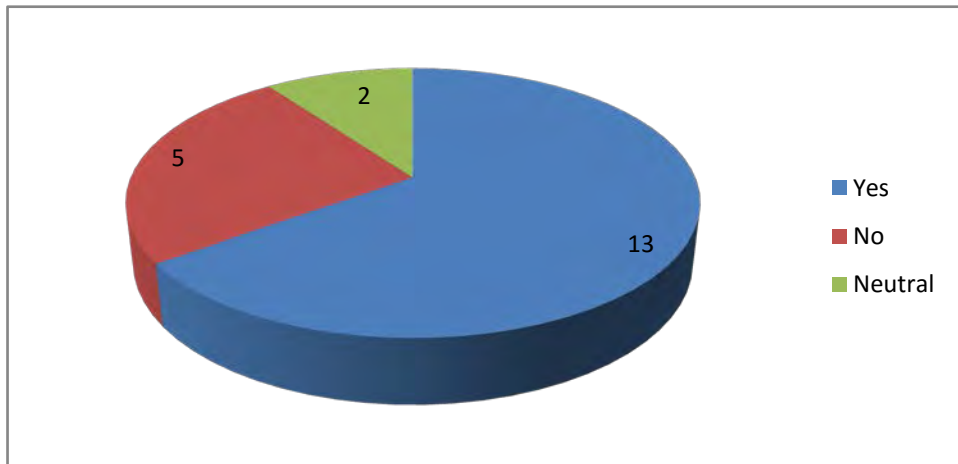
Survey Question no Q .09 One satisfied customer creates at least three new customers. How much do you agree with this statement?



Graph 4A.9 Shows survey report of question no. 09

The selected Employees were asked to share their opinion whether one satisfied customer creates at least three new customers. It is found that out of 20 employees, 07 responded that they strongly agree that one satisfied customer creates at least three new customers; 08 employees agreed with the statement; 02 remained neutral while 03 employees were against to these statements. So from the survey it may be concluded that about 75% of the respondent agree that one satisfied customer creates at least three new customers. So from the survey it can be concluded that as one satisfied customer creates at least three new customers so they should be sincere to provide good services to their existing customer.

Survey Question no Q .10 Do you think that more training is required to make employee more customers friendly?



Graph 4A.10 Shows survey report of question no. 10

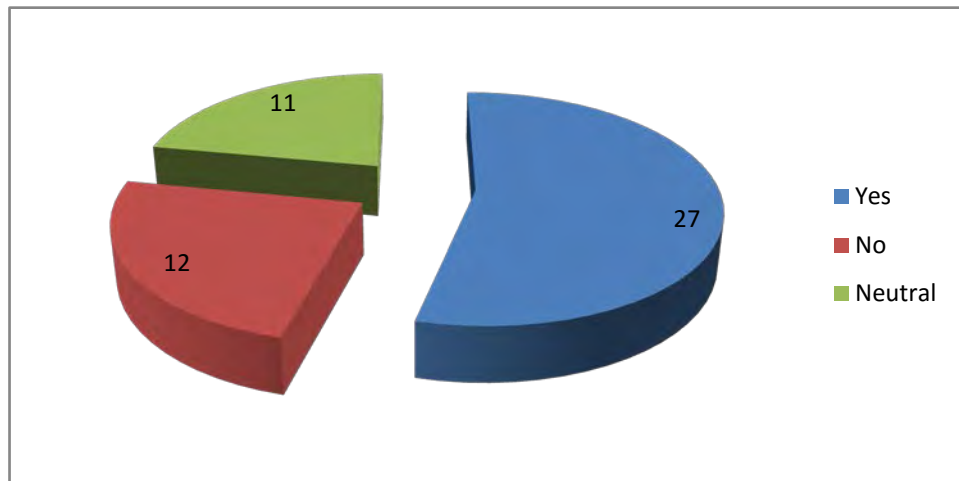
The selected Employees were asked to tell whether more training is required to make employee more customers friendly. It is found that out of 20 employees, 13 responded that they think that they really need it; 02 employees remained neutral while 05 employees were against to these statements. So from the survey it may be concluded that about 65% of the respondent believes that more training is required to make employee more customers friendly, while only 10% remained neutral and the other 25% employees responded against this. So from the survey it can be concluded that Meena Bazar should arrange some training & seminar to educate employee and make them more customer friendly.

4.B Questionnaire Survey for Customers

Question No.	Questions					
1	Are you satisfied with goods & services provided by Meena Bazar?	Yes -27	No-12	Neutral-11		
2	Do you feel comfort to shop from Meena bazar?	Yes -37	No-2	Neutral-11		
3	Do you think Meena Bazar should enhance promotional tool?	Yes -48	No-0	Neutral-2		
4	What is your opinion about goods & services of Meena Bazar?	Very Good-27	Good-13	Neutral-8	Bad-2	Very Bad-0
5	According to you which superstore in Bangladesh is better in terms of providing quality goods & services?	a) Meena Bazaar-16	b) Agora-18	c) Swapna-12	d) others-4	
6	Why are you shopping at Meena	a) For quality	b) Location advantage-	c) Good Environment-	d) Cheap Price-3	

	Bazar?	goods & services-23	7	17		
7	Do you think that more branch should be opened to capture more market share?	Yes -45	No-1	Neutral-4		
8	Do you think that Meena Bazar should promote promotional tool to enhance customer satisfaction?	Yes -48	No-0	Neutral-2		
9	Meena Bazar always ensures quality goods to its customer. Specify your opinion	Strongly Agree-12	Agree-27	Neutral-7	Disagree-4	Strongly Disagree-0
10	How customer satisfaction can be ensured? Specify your opinion	a) Providing discount-12	b)Providing quality goods & services-26	c) Ensuring right pricing-9	d) Opening more branches -3	

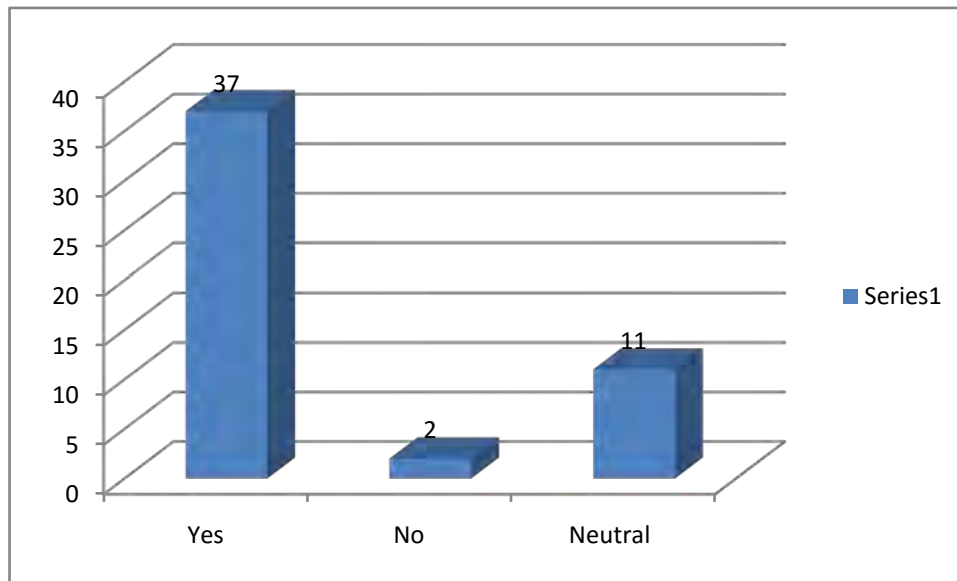
Survey question-01: Are you satisfied with goods & services provided by Meena Bazar?



Graph 4B.1 shows survey report of question no.01

When the customers were asked about their satisfaction from goods and services provided by Meena Bazar out of 50 respondents 27 responded yes, 12 clients responded no and on the other hand 11 customers remained neutral. So it can be seen from the above information that about 54% of the respondents are presently satisfied by Meena Bazar services, while only 12% of the respondents are not fully satisfied with present services. So it can be said that there are great scopes for improvement of customer services. So if Meena Bazar want to be more customer friendly they should be work about this.

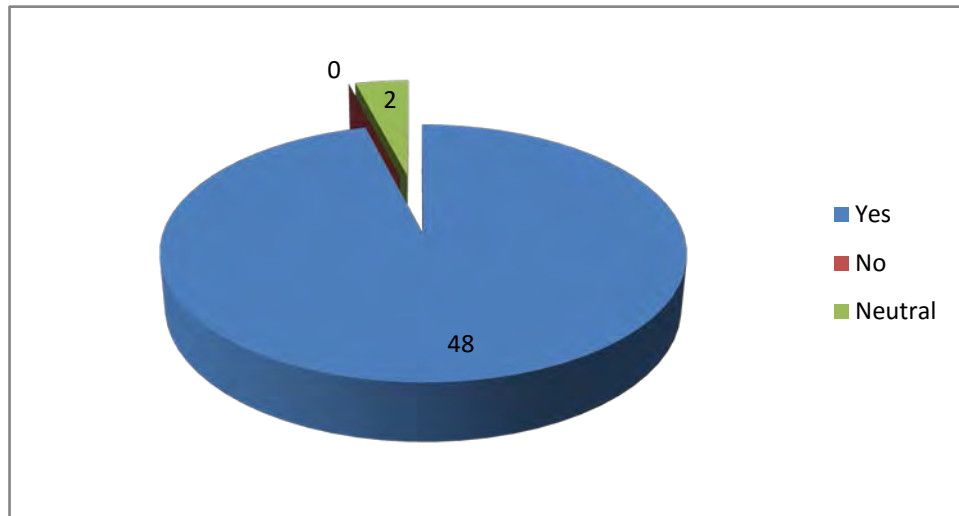
Survey question: 02 Do you feel comfort to shop from Meena bazar?



Graph 4B.2 shows survey report of question no: 02

When the customers were asked whether they feel comfort to shop from Meena bazar out of 50 respondents 37 responded yes, 02 clients responded no and on the other hand 11 customers remained neutral. So it can be seen from the above information that about 74% of the respondents are presently feel comfort by Meena Bazar services, while only 4% of the respondents are not fully satisfied with present services while around 22% of the customer remained neutral. So it can be said that almost all of the customer feel comfort by shopping from Meena Bazar.

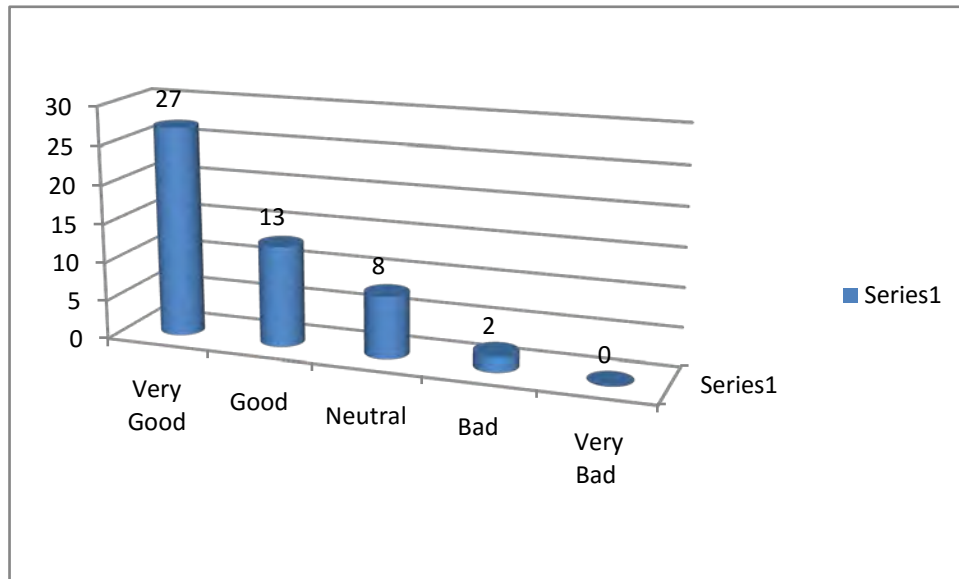
Survey question no: 03 Do you think Meena Bazar should enhance promotional tool?



Graph 4.B.03 shows survey report of question no: 03

When the customers were asked whether Meena bazaar should enhance promotional tool to make customer satisfied out of 50 respondents almost all customer i.e. 48 responded supported, no customer goes against this and on the other hand only 02 customers remained neutral. So it can be seen from the above information that about 96% of the respondents are presently feel that Meena bazaar should enhance promotional tool to make customer satisfied. So it can be said that Meena Bazar can enhance their promotional tool make them more popular among general people.

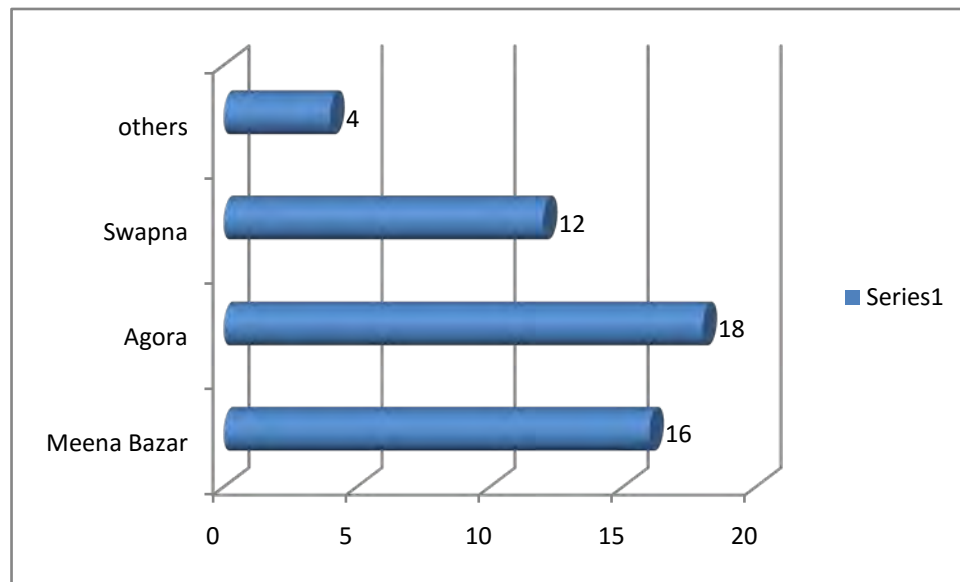
Survey question no 04: What is your opinion about goods & services of Meena Bazar?



Graph 4B.4 shows survey report of question no: 04

The customers were asked to share their opinion about goods & services of Meena Bazar. Out of 50 respondents 27 responded that the goods and services provided by Meena bazaar is very good, 13 clients responded that this is good, 11 customers remained neutral and on the other hand 02 customer said that this is bad and no one said as very bad. So it can be seen from the above information that about 54% of the respondents think that goods and services provided by Meena bazaar is very good, about 22% think good and only 4% think that goods and services provided by Meena bazaar is not good, So it can be said that majority of the customer are happy about Meena Bazar.

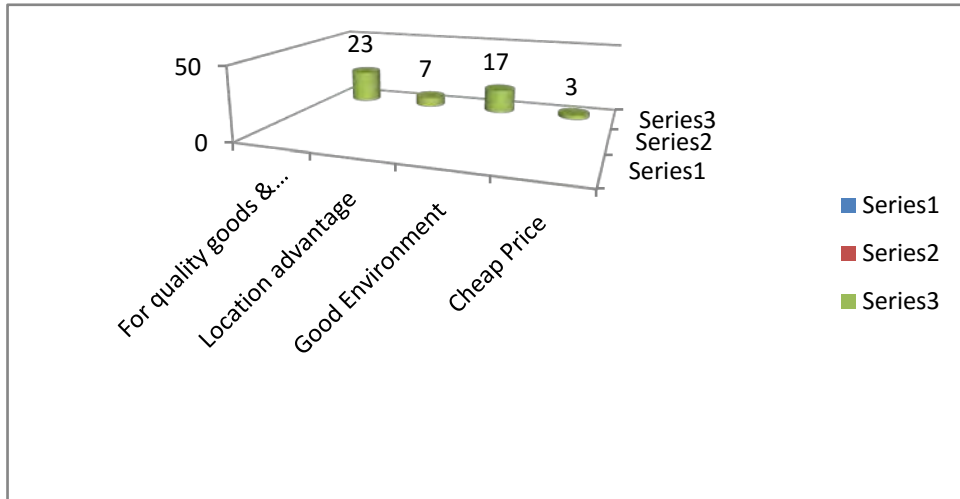
Survey question no: 05 According to you which superstore in Bangladesh is better in terms of providing quality goods & services?



Graph 4B.5 shows survey report of question no: 05

When the customer were asked which superstore in Bangladesh is better in terms of providing quality goods & services, out of 50 respondents 18 customer replied that they think Agora is better, 16 customer think that meena bazaar is better, 12 customer think that Swapna is better while rest 04 customer replied that other than mentioned here is better. So it can be seen from the above information that Agora is better position than Meena Bazar while other two is lag behind from it. So it can be said that Meena Bazar is clearly has got the good position. But there are scopes to do better from it.

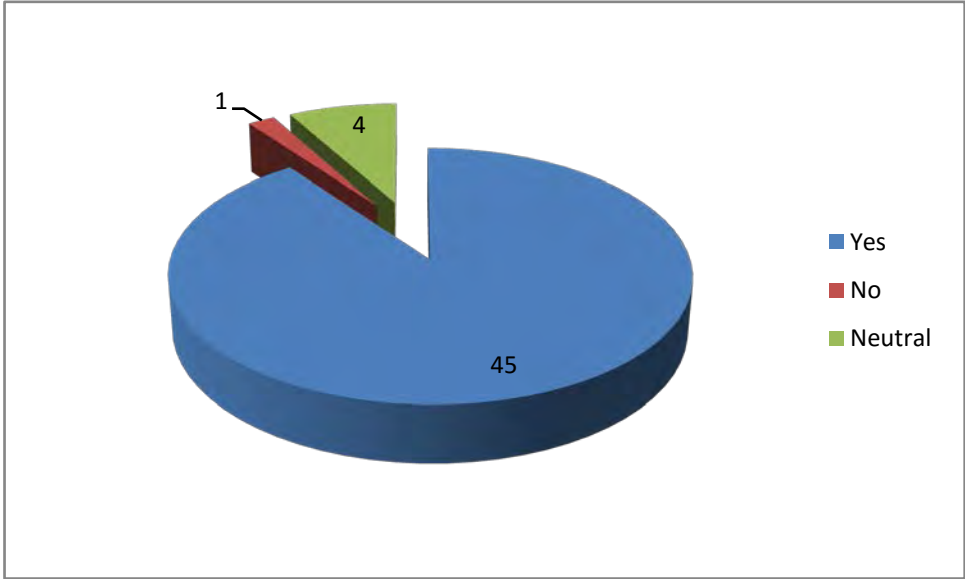
Survey question no: 06 Why are you shopping at Meena Bazar?



Graph 4B.6 shows survey report of question no: 06

Again when the customer were asked why they prefer Meena Bazar as their daily shop, out of 50 respondents 23 customer replied that they prefer it due to quality goods & services, 07 customer think that they prefer due to Location advantage, 17 think that they prefer due to Good Environment and rest 3 prefer it due to cheap price. So it can be seen from the above information that about 46% of the customers prefer Meena Bazar due to quality goods and services, 34% prefer due to good environment and only 6% prefer due to cheap price. So it can be said that Meena Bazar has achieved customer confidence due to quality goods & services, Good Environment as well as cheap price.

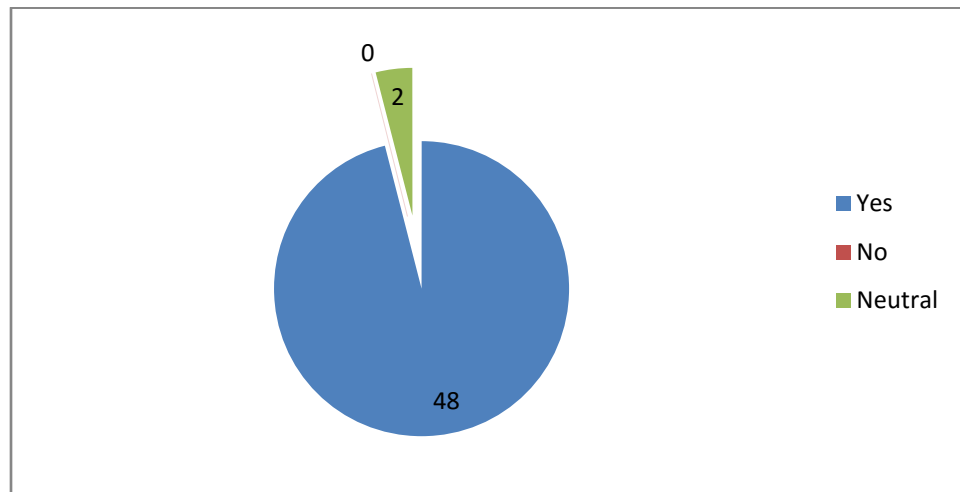
Survey question no: 07 Do you think that more branch should be opened to capture more market share?



Graph 4B.7 shows survey report of question no: 07

When the customer were asked whether they think that more branch should be opened to capture more market share and to make service available to them, out of 50 respondents 45 customer replied that they think that more branches should be opened for capture more market share and to make service available to them while only 01 customer replied that he doesn't feel the necessity of it. So it can be seen from the above information that about 90% of the customers feel the necessity of opening more branches for making services available to their doors. So it can be conclude that to attract more customer, Meena Bazar should open more branch.

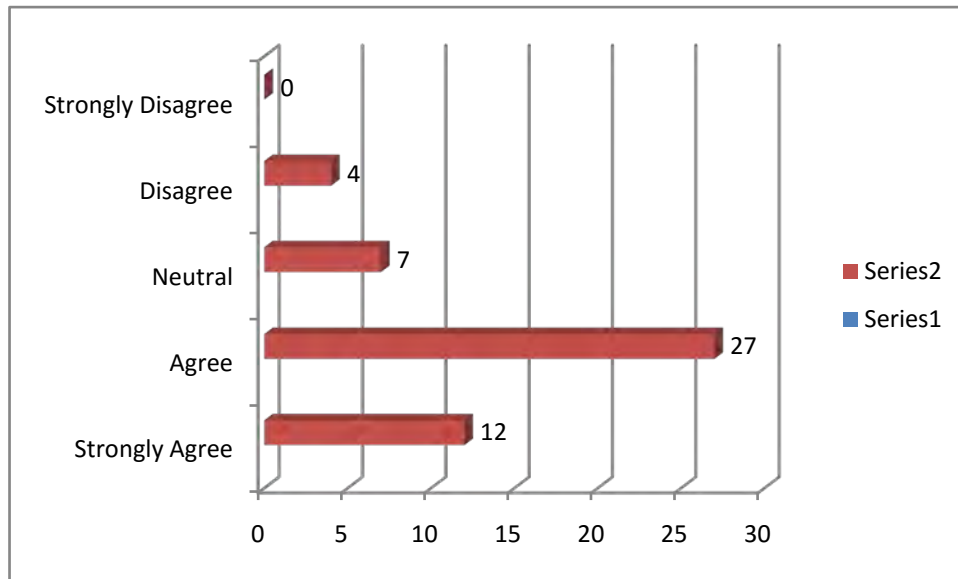
Survey question-08: Do you think that Meena Bazar should promote promotional tool to enhance customer satisfaction?



Graph 4B.8 shows survey report of question no: 08

When the customer were asked whether they think that Meena Bazar should promote promotional tool to enhance customer satisfaction, out of 50 respondents 48 customer replied that they think that Meena Bazar should promote promotional tool to enhance customer satisfaction while no customer replied that they doesn't feel the necessity of it. So it can be seen from the above information that about 96% of the customers feel the necessity of promotional tool to enhance customer satisfaction. So it can be conclude that to attract more customer, Meena Bazar should promotional tool to enhance customer satisfaction.

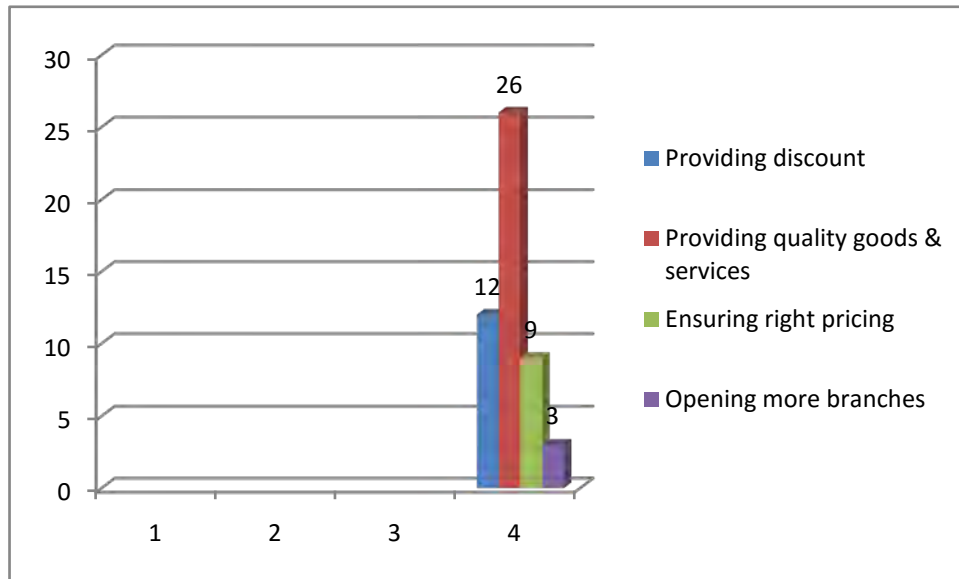
Survey question-09: Meena Bazar always ensures quality goods for its customer. Specify your opinion?



Graph 4B.9 shows survey report of question no: 09

The customers were asked to specify their opinion regarding the fact that Meena Bazar always ensures quality goods for its customer. The customer viewed their opinion regarding the fact. It is found that out of 50 customer 27 customers agreed with the fact, 12 customers strongly agreed with the fact, 07 were neutral while 04 customers were against to these statements. So from the survey it may be concluded that about 78% of the respondent agree that Meena Bazar always ensures quality goods for its customer. On the other hand the remaining 22% either remain neutral or viewed against to this statement.

Survey question-10: How customer satisfaction can be ensured. Specify your opinion?



Graph 4B.10 shows survey report of question no: 10

The customers were asked to specify their opinion regarding how Meena Bazar can ensure customer satisfaction. They were given four numbers of criteria based on these they were told to specify their opinion. The customer freely remarks their opinion. It is found that out of 50 customer 12 customers think that it can be ensured by Providing discount, 26 customer replied that this can be ensured by Providing quality goods & services, 09 customer think that this can be ensure by fair pricing and the remaining 03 think that it can be done through Opening more branches. So from the survey it may be concluded that about 24% of the respondent think customer satisfaction can be ensure by Providing discount, 52% think it can be done through Providing quality goods & services, 18% think that it can be done through ensuring fair pricing and rest 6% think that by opening more branches it can be ensured. So from the above statement we can conclude that Meena Bazar can ensure customer satisfaction largely by ensuring Providing quality goods & services, Providing discount, ensuring fair pricing.

4. C: Findings from the Study:

The survey has been conducted among randomly selected employees & customer of Meena Bazar. It is found that most of the respondents agree with specific factors while asked to them or told to give their opinion regarding these factors. I have come to some conclusion from this survey which I think will be benefitted for Meena Bazar Management to enhance customer satisfaction if they analyze of these factors and work accordingly. However the most important factors that are identified from the report based on the survey are as follows:

- Every employees of Meena Bazar are very much sincere to provide generous services to its customer.
- Meena Bazar is not only the first retail superstore in Bangladesh but also holds the top position for customer satisfaction among superstores in Bangladesh.
- Quality goods & services ensure customer satisfaction to a great extent. Meena Bazar always ready to ensuring quality goods & services to its customer.
- As customer satisfaction is most essential factor to sustain in the competitive market, Meena Bazar always cautious about making their customer satisfied. It is also mentionable that most of their customer is satisfied with what they are offered.
- Most of the clients who regularly buy from Meena Bazar are happy by the goods and services provided by Meena Bazar.
- Meena Bazar should open more branches throughout Dhaka city as well as other big cities to make goods and services available and cover big networks.
- Price should be reasonable and product range may be increased.
- Customers are the king for any business. So Meena Bazar should be more customer friendly by offering valuable goods and services all the year round.
- They should be careful about their rival and formulate strategies focusing on the factors what give their rivals competitive advantages.

CHAPTER FIVE:
CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

Initially during its inception, Meena Bazar had a rocky start. Only under the stellar and inspiring leadership of the current Executive Director Sabbir Hasan Nasir has Meena Bazar been making inroads to realizing the dreams and aspirations of its founders. Much of Meena Bazar recent success rests with the innovative business strategies employed by the company. The company entered the industry much later than its main rivals and even with this handicap they have been able to capture by far the largest market share (35%). The retail industry is undergoing massive changes. Meena Bazar needs to remain dynamic to secure its present dominance in the market into the future. However, Meena Bazar faces many challenges in the near future. If Meena Bazar is able to overcome all the difficulties mentioned above, there is no doubt that within a short period time, the company will have insurmountable advantages in the market. The only threats to Meena Bazar dominance in the future will come from foreign retailers trying to encroach on the Bangladeshi market.

Meena bazar is a part of the larger Gemcon which is one of the largest conglomerates in the country. Gemcon group is mostly famous for its Kazi tea and Bellissimo ice cream brands. Meena Bazaar has 18 outlets spread across Dhaka, Chittagong and Khulna. (Bazaar, 2016). Meena Bazaar's target market is mainly the upper middle class, middle class and affluent segments of Bangladeshi society. By leveraging Gemcon group's extensive experience in agriculture, Meena Bazaar has focused extensive attention on providing their consumers with high quality organically produced and sourced perishable products. Meena Bazaar has also concentrated heavily on providing consumers with greater convenience. As a result, it has recently launched free home delivery service and ordering through the internet in order to take advantage of the booming ecommerce business in Bangladesh. In store communication and branding are other strong points of Meena Bazaar. Recently Gemcon group has entered into BPL T20 cricket tournament by sponsoring Khulna Titans. This has facilitated them to marketing their brand all over the country. This retail chain places high emphasis on visual merchandising, in store placards and banners to entice customers to purchase their products. Their branding also succeeds in providing a consistent image of the brand. Lastly, Meena Bazaar has a very efficient inventory management system which allows it to keep system and real time stock mismatch to a minimum.

5.2 RECOMMENDATIONS

In the growing field of superstores in Bangladesh, significant factors have been identified. Among them, the most important factors are firstly, the quality of products; secondly, prices offered by the super store authorities; thirdly, the distribution channels used by the super store and finally the promotional efforts. Meena bazaar is one of the potential parts in this sector. In the scenery of different findings, following recommendations can be made:

- Meena Bazar Ltd import significant portion of Products from overseas .They consume it gradually in several orders .To compute each customer order profit, customer order production cost is very necessary. Meticulously costing each customer order production cost materials accounting is very vital . Here management just purchase enormous amount of products then those products are consumed in several orders. So cost control is absence in this scenario. Meena Bazar emphasis reduces process loss or reproduction cost .They reduces cost by this process.
- Majority of consumers believed that Meena Bazaar arrange a variety of products. But they should also try to collect some local rare food items, which the consumers can easily buy from katcha bazaarat a reasonable cost.
- Consumers are satisfied with their current pricing. But a good number of people argued that they are charging high price. They can offer different quality products at different price so that the lower income people can afford.
- Meena Bazaar has 17 outlets all over the country and most of them in Dhaka city. Only two are in Khulna and Chittagong. They should try to open more outlets in different districts in Bangladesh.
- The promotional effort of Meena Bazaar is satisfactory and it should be continued. Meena bazaar should try to initiate advertising through T.V and radio. Thus they can make a distinction offers from others. At the same time they should prepare creative advertisement that go in favor of all classes of people.
- Meena Bazaar should try to adopt more and more societal marketing activities to build a specific image.

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Appendix

Questionnaire for Employees

This is a questionnaire for collecting information from you for preparing an internship report regarding the topic “Customer Satisfaction of Gemcon Group, A Descriptive Study on Meena Bazar”. Your answers will be used only for academic purpose and will be reserved hidden.pls give ✓ mark to the question below.

Name of the respondent:.....

Position: lower level management Middle level management Top level Management

Gender: Male Female

Q.1. Do you think that Meena Bazar holds the top position for customer satisfaction among superstores in Bangladesh?

a) Yes b) No c) Neutral

Q.02 Do you think that the strategies taken by Meena Bazar for customer satisfaction are well enough?

a) Yes b) No c) Neutral

Q.03 Do you think that only quality goods & services ensure customer satisfaction?

a) Yes b) No c) Neutral

Q.04 Customer satisfaction is top most essential to sustain in the competitive market. How much do you agree with this statement?

a) Strongly agree b) Agree c) Neutral d) Disagree e) strongly disagree

Q.05 Does it really provide competitive advantage to your organization?

a) Yes b) No c) Neutral

Q.06 Every customer who shops regularly from Meena Bazar are very satisfied with the service provided to them. How much do you agree with this statement?

a) Strongly agree b) Agree c) Neutral d) Disagree e) strongly disagree

Q.07 Do you think that customer satisfaction affects overall performances of your organization?

- a) Yes b) No c) Neutral

Q.08 Do you think that every of you are very much sincere to make your customer satisfied?

- a) Strongly agree b) Agree c) Neutral d) Disagree e) strongly disagree

Q.09 One satisfied customer creates at least three new customers. How much do you agree with this statement?

- a) Strongly agree b) Agree c) Neutral d) Disagree e) strongly disagree

Q.10 Do you think that more training is required to make employee more customers friendly?

- a) Yes b) No c) Neutral

Questionnaire for Customer

This is a questionnaire for collecting information from you for preparing an internship report regarding the topic “Customer Satisfaction of Gemcon Group, A Descriptive Study on Meena Bazar”. Your answers will be used only for academic purpose and will be reserved hidden.pls give ✓ mark to the question below.

Name of the respondent:.....

Position: lower level management Middle level management
 Top level Management

Gender: Male Female

Q.01 Are you satisfied with goods & services provided by Meena Bazar?

a) Yes b) No c) Neutral

Q.02 Do you feel comfort to shop from Meena bazar?

a) Yes b) No c) Neutral

Q.03 Do you think Meena Bazar should enhance promotional tool?

a) Yes b) No c) Neutral

Q.04 What is your opinion about goods & services of Meena Bazar?

a. Very Good b. Good c. Neutral d. Bad e. Very Bad

Q.05 According to you which superstore in Bangladesh is better in terms of providing quality goods & services?

a) Meena Bazaar b) Agora c) Swapna d) others

Q.06 Why are you shopping at Meena Bazar?

a) For quality goods & services b) Location advantage c) Good Environment d) Cheap Price

Q.07 Do you think that more branch should be opened to capture more market share?

a) Yes b) No c) Neutral

Q.08 Do you think that more branch should be opened to capture more market share?

a) Yes b) No c) Neutral

Q.09 Meena Bazar always ensures quality goods to its customer. Specify your opinion?

a) Strongly agree b) Agree c) Neutral d) Disagree e) strongly disagree

Q.10 How customer satisfaction can be ensured? Specify your opinion

a) Providing discount b) Providing quality goods & services c) Ensuring right pricing d) Opening more branches