



Daffodil
International
University

Internship Report
On
An Evaluation of Customers' Satisfaction towards the Services of
Biztrade Ventures Limited

Submitted To

Dr. Shibli Shahriar

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Submitted By

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Date of Submission: September 21, 2025

Letter of Transmittal

September 19, 2025

Dr. Shibli Shahriar
Professor and Director, MBA Program
Department of Business Administration
Daffodil International University

Subject: Submission of Project Report On An Evaluation of Customer's Satisfaction towards the Services of Biztrade Ventures Limited.

Dear Sir,

With due respect, I am glad to submit my project report titled **“An Evaluation of Customer's Satisfaction towards the Services of Biztrade Ventures Limited ”** as part of the requirements for the completion of my Master of Business Administration (MBA) degree.

It has been a rewarding experience to conduct this study, and I hope the findings meet your expectations. If you have any questions or require additional clarification regarding any aspect of the report, I will be more than happy to address them.

I sincerely appreciate your guidance, support, and cooperation throughout this process. I kindly request you to accept this report with your esteemed approval.

Thank you for your time and consideration.

Sincerely,



Sharifa Jahan

ID – 241-14-003

MBA Program

Daffodil International University

Declaration of the Student

I, **Sharifa Jahan** (Student ID: **0242410004083003**, Registration No: **241-14-003**, Major in **Marketing**, Master of Business Administration) sincerely declare that the work obtainable in this Internship Report entitled ‘ **An Evaluation of Customer’s Satisfaction towards the Services of Biztrade Ventures Limited**’. This report is my own research work, followed under the supervision of **Dr. Mohammad Shibli Shahriar, Director of MBA Program** (Department of Department of Business Administration, Faculty of Business & Entrepreneurship) Daffodil International University.

I certify that no portion of this report has been lifted from any previous work done for a degree or other purposes, and that this work does not violate any copyrights that may be in place.

Furthermore, I agree to hold the department harmless from any loss or harm resulting from a violation of the aforementioned duties.



Sharifa Jahan

ID – 241-14-003

MBA Program

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Supervisor Certification

This is to certify that the internship report titled “**An Evaluation of Customer’s Satisfaction towards the Services of “Biztrade Ventures Limited”**” has been prepared by **Sharifa Jahan, ID: 241-14-003**, under my thorough supervision. This report is submitted as a partial fulfillment of the requirements for the Master of Business Administration (MBA) degree at Daffodil International University.

I hereby recommend this report for submission to the Department of Business Administration, Daffodil International University, for consideration by the internship committee.

I extend my best wishes for her continued success in life.



Dr. Shibli Shahriar

Professor and Director

Department of Business Administration

Daffodil International University

Date: September 21, 2025

Letter of Certification



Acknowledgement

First and foremost, I express my deepest gratitude to Allah for granting me the strength, patience, and determination to carry out the tasks required for my project, complete the research and study, and submit this report successfully.

The Two Principal Officer team members at **Biztrade Ventures Limited**, who took the time to mentor and help me in spite of their incredibly hectic schedules have my sincere gratitude. Their insightful advice and guidance were crucial in assisting me in finishing my industrial project for their prestigious company.

I am profoundly grateful to Dr. Shibli Shahriar, Professor and Director of the MBA program at Daffodil International University, for his constructive guidance and invaluable assistance throughout my academic journey. His unwavering support, insightful feedback, and collaborative approach have been instrumental in enabling me to produce this report with accuracy and confidence.

It has been an honor and privilege to complete my project report under his Administration, and I sincerely thank him for his encouragement and Counseling.

Executive Summary

This report deliver an overview of how satisfied customers are with their experiences at Biztrade Ventures Limited. It is based on assessment gathered from surveys and discussions with a group of customer representing various backgrounds, professions, age and gender . We wanted to find out what our customers think about various parts of their experience with Biztrade Ventures Limited. This included how they felt about our products, our facilities, the help they received, chances to connect with us, and their overall happiness. Our customers shared mixed feedback about the quality of our services. They emphasized that our team members are knowledgeable and dedicated to their success. Many felt our offerings were valuable, though some expressed a need for a wider selection of services and more flexible scheduling options to better fit their individual needs.

Regarding our facilities, customers reported moderate satisfaction, noting that spaces like our offices, meeting areas, and online platforms are helpful to their experience and productivity. However, some customers pointed out that certain areas, like our digital resources and customer support channels, could benefit from updates and expansion, especially during busy periods.

Customers generally felt that Biztrade Ventures Limited's support services helped them navigate challenges when using our products. However, a common suggestion was to improve access to dedicated support, as some customers experienced long wait times when seeking assistance.

The customer community at Biztrade Ventures Limited was viewed positively, with customers appreciating the range of online groups, events, and interactions that helped them feel part of a community. Many customers, especially those new to our services, mentioned that extra events focused on on boarding and specific use cases would help them feel more welcomed and integrated into our client base.

Overall, customers expressed satisfaction with their Biztrade Ventures Limited experience, feeling that we provide a supportive ambiance for both their business and personal growth. Some customers suggested that updating our digital tools and expanding certain service offerings could further enrich their experience.

In conclusion, the findings show that customers are generally satisfied with their time with Biztrade Ventures Limited, recognizing us as a company that values their success and well-being. Through developing some progresses in areas like service flexibility, facility updates, and customer support, Biztrade Ventures Limited can continue to resilience its reputation and the overall customer experience.

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CHAPTER 01

Introduction

1.1 Background of the Report

As an MBA student and an intern at **Biztrade Ventures Limited**, I have selected this company as the subject of my report. The main goal of this research is to evaluate how satisfied customers are with the various services that Biztrade Ventures Limited serves. I hope to learn a lot about the various strategies used by Biztrade Ventures Limited to satisfy clients and enhance their experience through my investigation and analysis. These study techniques are essential to my work. Under the direction of Dr. Shibli Shahriar, whose assistance has been crucial in forming this research, this report is being written under the guidance of Dr. Shibli Shahriar, whose help has been very important in shaping this research. This assessment, which doubles as my MBA thesis, aims to shed light on how businesses such as Biztrade Ventures Limited may enhance customer satisfaction and experience across all of their business-to-business (B2B), business-to-consumer (B2C), and legal advice (such as licensing) services.

1.2 Objectives of the Report

1.2.1 Broad Objective

- To evaluate the **overall customer satisfaction** with Biztrade Ventures Limited's services

1.2.2 Specific Objectives

- To identify the **key aspects that make customers satisfied** at Biztrade Ventures Limited.
- To assess how well Biztrade Ventures Limited is performing on these **customer satisfaction factors**.
- To determine **areas where Biztrade Ventures Limited can enhance** its services and how it operates to better meet customer needs.
- To provide precise suggestions for Biztrade Ventures Limited to **increase customer happiness**.

1.3 Scope of the Report

As an MBA student and an intern at **Biztrade Ventures Limited**, this report is my thesis project. It gives me an important chance to get **real-world work experience** by using what I've learned in my MBA program to solve a practical business problem: understanding and enhancing **customer satisfaction**. This is especially important for a company like Biztrade Ventures Limited, which offers a big range of services, including **B2B, B2C, and legal advice (such as licensing)**. This project will help connect my academic studies with real professional work, providing valuable knowledge and skills that are essential for my future career success.

1.4 Methodology of the Report

The information for this report was gathered from two main types of sources:

1.4.1 Primary Sources

Most of the information for this report came directly from my hands-on work experience as an intern at Biztrade Ventures Limited. Additional methods for gathering direct information include:

Online and direct talks and discussions with Biztrade Ventures Limited's team members and customers.

A careful look at the company's operations and how services are delivered.

A specially designed questionnaire was used to measure customer satisfaction.

There are 25,000 potential clients overall (population size).

Number of customers surveyed (Sample): 100

Convenience sampling was the technique utilised to choose the customers (i.e., customers who were easily accessible were included).

1.4.2 Secondary Sources

Additional data was acquired from pre-existing resources, including books, journals, blogs, and articles about the concept of customer happiness and its significance for companies.

The official website of Biztrade Ventures Limited, together with other industry publications and pertinent company websites.

CHAPTER 02

Literature Review

2.1 Definition Key Terms

2.1.1 Customer satisfaction

Businesses like Biztrade Ventures Limited need to keep a careful eye on customer satisfaction since it is a crucial indicator of quality. It displays both the degree to which customers enjoy our particular offerings and their overall interaction with our business.

Ensuring customer satisfaction is a primary objective for any firm. Improving several internal aspects, such as our digital tools, team quality, and new technology utilization, is essential to achieving positive outcomes.

Customer satisfaction essentially refers to the quality of a customer's whole interaction with Biztrade Ventures Limited. As a result, it is essential to maintaining and raising the standards of our business.

2.1.2 Importance of customer satisfaction

Customers are more likely to continue using Biztrade Ventures Limited's services, finish their transactions, and expand their business with us if they are satisfied with their experience. In addition to assisting us in achieving our corporate objectives, high customer satisfaction levels also result in significant improvements inside our company. (Griffith et al., 2001)

The perception of our business is directly impacted by how satisfied or dissatisfied our consumers are. Our clients' short-term business success and long-term devotion to us depend on them feeling more stable and performing better in a welcoming and encouraging work atmosphere.

Customer satisfaction is a broad concept that guides customers towards success and encompasses our entire company system. (Zhong & Moon, 2020)

Customer satisfaction increases our ability to produce qualified workers, exchange knowledge, generate jobs, boost our income, and improve society. Customer happiness ultimately contributes to customer loyalty and growth, which are top considerations for Biztrade Ventures Limited as we strive to draw in top clients, deliver exceptional customer experiences, and offer the best services available.

CHAPTER 03

Organization Analysis

Brief history of the company

Based in Bangladesh, Biztrade Ventures Limited is a well-known and cutting-edge business platform. It was founded in 2021 with the goal of connecting businesses and offering necessary services, and it has rapidly expanded into a major participant in the market. Currently, the business provides services to a sizable users from a variety of industries.

3.1 About Biztrade Ventures Limited

Biztrade Ventures Limited was founded with the specific goal of empowering Bangladeshi SMEs by providing them with a digital platform that merges them to international buyers. The business was initiated by the data intelligence and market insight platform BIZDATA Insights. Biztrade began as an e-trade portal and has quickly developed into a full-fledged business advice platform and international B2B marketplace.

Our aim is to help Bangladeshi exporters and international buyers expand and digitize their trade. We consistently adjust to our clients' evolving needs, creating a vibrant atmosphere for fruitful business dealings. The strong digital infrastructure that supports Biztrade Ventures Limited provides a wealth of resources for efficient administrative and business operations.

BIZTRADE



3.2 Core Service Offerings

Biztrade Ventures Limited provides a wide range of services designed to support the local businesses in various aspects of trade and operations. These include:

Digital Trade and Marketplace Services:

1.Trade Portal: A common centre for SME exporters to display firm and product particulars to worldwide buyers.

2. SME Company Webpage / Digital Profile: Provides comprehensive company and product listings to assist vendors in building their own online presence.

3. Product Listing: Permits users to upload comprehensive product details, including pictures, specs, costs, and contact details.

4. B2B Match-Making through Trade Advisory: Attach verified local suppliers with worldwide buyers and vice-versa, facilitating trusted business relationships.

Business Support and Advisory Services:

5. Access to Finance: Helps SMEs comprehend tools like Letters of Credit (L/C), obtain short-term loans, and finance working capital.

6. Licensing Support: helps with the acquisition and administration of a variety of business licenses, including trade, trademark, TIN, VAT, import/export certificates, environmental clearance, fire clearance, and others, as well as record keeping.

7. Capacity Development: Provides SMEs with efficient training programs on subjects like supply chain management, export/import, marketing, financial management, project proposal preparation, and sales techniques.

8. Quality Assurance Practice & Certification: Offers technical support for creating quality management systems and securing quality certifications for the service and manufacturing sectors.

These varied products, which span B2B transactions, B2C support (where relevant through the B2B network), and crucial legal and consulting services, demonstrate Biztrade Ventures Limited's dedication to giving its clients a comprehensive solution.

CHAPTER 04

Analysis and Findings

4.1 Customer Satisfaction Factors at Biztrade Ventures Limited

For Biztrade Ventures Limited, a B2B SME export marketplace, customer satisfaction measures how its users—SME exporters and international buyers—view the platform and its offerings. It has a significant effect on Biztrade's standing, user engagement, retention, and general business performance.

Key factors influencing customer satisfaction for Biztrade's users include:

- **Effective Platform Functionality and User Experience:**
 - For B2B trade, the platform's capacity to offer an comprehensible , interesting, and productive digital environment is essential.
 - Consumers appreciate a user-friendly platform with smooth procedures for creating digital business profiles, showcasing goods, and facilitating transactions between buyers and sellers.
 - This provides features like query forms, rapid access to corporate information, and product listings with photos and specifications or details.
- **Trust and Security of Transactions:**
 - It is crucial to provide a safe and reliable trade environment for both international customers and local SME exporters.
 - Buyer confidence depends on systems for confirming local suppliers. (Koh et al., 2012; Pavlou & Gefen, 2004)
- **Comprehensive Services and Support:**
 - A pleasant customer experience depends on the availability of contemporary, well-integrated services, such as financing access, licensing assistance, and quality assurance. (Lee & Klassen, 2008)
 - Support in areas such as supply chain management, IT, legal, and financial management also improves satisfaction.
- **Integration of Advanced Technology:**
 - Using cutting-edge digital tools for effective operations, like intelligent e-commerce, integrated business management systems, and statistics, guarantees effectiveness and gets users ready for contemporary trade.
 - This include systems for delivery management, transaction management, and CRM/Lead management.
- **Quality of Advisory and Business Development Support:**
 - The calibre of trade advising and capacity development training is highly regarded in addition to simply offering a marketplace.
 - SME competencies are improved through training on subjects including project proposal development, financial management, marketing, and quality management.
- **Reputation and Credibility of the Platform:**

- Customers' perceptions of the platform's worth are influenced by Biztrade Ventures Limited's reputation, which includes its aim of facilitating a substantial business volume (e.g., \$1 billion USD by 2025) and its partnerships with government and financial institutions.
- **Opportunities for Market Linkage and Growth:**
 - Customer satisfaction is upward by offering chances for both professional and personal growth, such as arranging international exhibitions, supporting B2B matchmaking, and linking regional SME exporters with buyers around the world.
 - A major factor in satisfaction is assisting SMEs in overcoming obstacles such as a lack of market connections and knowledge in digital marketing.
- **Effective Support and Problem Resolution:**
 - Effective business support services help users deal with obstacles and negotiate complicated trade processes. Examples of these services include helping with licensing, quality certification, and granting access to money (short-term loans, working capital, and L/Cs). Overall satisfaction is increased by providing individualised and encouraging advisory services.

Using information from the given paper, this revised material directly connects your initial remarks regarding student happiness to the context of customer satisfaction for Biztrade Ventures Limited.

4.2 Strategies to Improve Customer Satisfaction at BizTrade Ventures Limited

For BizTrade Ventures Limited to succeed and expand over the long run, customer satisfaction is crucial. When clients are happy, they keep using the services, refer others to the platform, and support the expansion of the company. The following tactics are intended to raise client satisfaction and guarantee that clients like utilising BizTrade's services.

4.2.1 Creative Client Engagement Programs

Creative engagement programs help build strong relationships with customers. These programs can improve trust, communication, and loyalty. BizTrade can:

- Organise workshops both online and offline on subjects like export procedures, digital trade, and platform usage.
- Organise networking events for international buyers and exporters.
- To exchange best practices, plan "client success stories" gatherings.
- Create consumer advisory groups to offer suggestions for enhancements and new features.
- SME exporters should be encouraged to participate in expert webinars and community activities.

4.2.2 Promoting Inclusion and Equal Access

Every customer, regardless of their size or location, should feel supported and respected. BizTrade can:

- Find service gaps and address problems that hinder SMEs' participation.
- All clients, especially those with little digital skills, should find it easier to use the platform.
- Establish explicit policies to handle any unfavourable encounters.

- Provide underprivileged SMEs with individualised assistance and mentoring.
- Provide further assistance to rural business owners and women-owned enterprises.
- Celebrate diversity in business and culture by showcasing various SME products and stories on the platform.(Katsikea et al., 2019)

4.2.3 Providing Full Business Support Services

To support customers in all areas of their business, BizTrade can offer:

- Expert consultants in marketing, finance, trade, and licensing are available.
- Assist with product listings, marketing plans, and profile construction.
- Financial advising services, such as loan application assistance, funding access, and L/C support.
- Detailed onboarding and training procedures for new users.
- Individual advice on exports, paperwork, and negotiating with buyers.
- Young entrepreneurs can receive career mentoring through online seminars.
- Wellness and health advice for business owners via seminars or newsletters.
- Instruction for sellers on how to increase leads and manage digital profiles.

4.2.4 Working Together with Customers

Customers should feel involved in the development of the platform. BizTrade can:

- Get feedback from users on how to make things better.
- Organise surveys or group discussions to find out what is effective and what needs to be changed.
- Before launching new tools or services, let people vote on them.

4.2.5 Collecting Feedback and Acting on It

Regular customer feedback is key to success. BizTrade can:

- After the service is used, send out simple feedback forms.
- To comprehend client needs, use both quantitative data (such as satisfaction ratings) and qualitative feedback.
- Provide updates on the modifications made in response to client feedback.
- Make a "You Said, We Did" page to demonstrate the application of client suggestions.
- Check to see if the adjustments made in response to feedback truly increase satisfaction.

4.2.6 Using Digital Tools to Help Customers

As a digital platform, BizTrade must make full use of technology. It can:

- Conduct weekly online Q&A sessions to address inquiries from clients.
- Establish a specific support group on platforms such as Microsoft Teams or WhatsApp.
- Provide clients with online submission folders so they can exchange documents and get comments.
- To assist new users, provide examples of effective digital listings or profiles.
- To make usage easier, offer quick-start guides and instructional videos.

4.2.7 Inviting Industry Experts for Client Learning

Guest speakers from the export and trade industries can add value. BizTrade can:

- Organise webinars with successful exporters and buyers from around the world.
- Provide professional advice on buyer expectations, global market demand, and product pricing.
- Assist clients in learning about modifications to financial and trade regulations.

4.2.8 Investing in Innovation and Technology

Using advanced technology helps customers grow. BizTrade can:

- Make use of contemporary tools such as data dashboards, real-time chat, and intelligent analytics.
- Introduce buyer matching or product recommendations powered by AI.
- Include engaging educational resources, such as brief animated demonstrations of trade procedures.

4.2.9 Clear Communication and Learning-Focused Support

- Keep in touch with clients on a regular basis via messaging apps, phone calls, or emails.
- Quickly address issues or enquiries.
- Offer educational resources such as articles, frequently asked questions, and brief manuals on trade-related subjects.

4.2.10 Mixing Online and Offline Services

A flexible approach keeps customers happy. BizTrade can:

- Offer both digital and face-to-face services (e.g., online workshops + physical expos).
- Allow clients to use mobile tools or access resources on the go.
- Make training materials available anytime on the platform.

4.2.11 Supporting Extra Business Activities

Helping clients with services outside trade listings can make them more successful. BizTrade can:

- Urge customers to participate in international forums, trade shows, or exhibitions.
- Encourage CSR collaborations or volunteer opportunities that enhance brand value.
- Distribute information about learning programs, internships, and part-time business opportunities.

4.3 Techniques Followed by BizTrade Ventures Limited for Ensuring Customer Satisfaction

BizTrade Ventures Limited has adopted several customer-focused techniques to ensure that clients—mostly SME exporters—are satisfied with the services they receive. Based on my internship experience and observation, here are some of the key methods used by BizTrade to maintain high levels of customer satisfaction:

4.3.1 Strong Service and Business Support

BizTrade helps customers attain better results by offering top-notch business advisory and support services. The business provides assistance with market access, export planning, and the development of digital profiles. Customers gain confidence from this support, which also helps them expand their businesses and boosts their faith in BizTrade's platform.

4.3.2 Safe and Inclusive Digital Platform

SME clients from all sectors and areas of Bangladesh are welcome to use BizTrade's safe and welcoming online environment. All clients, whether from urban or rural regions, have an equal chance to list their goods, get in touch with buyers around the world, and get technical and financial support.

4.3.3 Promoting Business Diversity and Recognition

Businesses from a variety of industries and backgrounds are frequently featured on BizTrade's platform. In order to guarantee broad representation and motivate others, it highlights and promotes client success stories, including those of women entrepreneurs and small businesses.

4.3.4 Knowledge Sharing through Guest Speakers and Alumni

Through webinars, virtual events, and training programs, BizTrade invites business executives, industry experts, and successful exporters to share their real-world business experiences. This helps clients get ready for the global market and improves their understanding of export procedures.

4.3.5 Use of Digital Tools for Customer Convenience

BizTrade guarantees that all customers can use digital tools to access services with ease. The platform provides assistance via Zoom, WhatsApp, email, and other easy-to-use applications. Customers can use these tools to submit documents, ask questions, and get assistance without physically visiting the office.



4.3.6 Responsive Customer Service and Expert Guidance

BizTrade offers prompt, beneficial assistance from knowledgeable advisors. Customers can contact the team for prompt, expert advice on any issue, including finance, logistics, or product listing. This continuous assistance enhances the general client experience and fosters trust.

4.3.7 Encouraging Business Enrichment Activities

BizTrade offers many opportunities beyond just product listing. It arranges:

- Online training
- Business expos and fairs
- Buyer-seller conferences
- Trade exhibitions and promotional activities

These activities allow clients to improve skills, find partners, and grow their networks—resulting in higher satisfaction and long-term success.

4.4 Questionnaire survey and students' response:

1. How satisfied are you with BizTrade's service quality and platform features as a customer (SME exporter)?

Response Summary:

Out of **100 customers** surveyed:

- **61 customers** said they are **satisfied**
- **9 customers** said they are **very satisfied**
- **30 customers** gave a **neutral** response
- **0 customers** said they are **dissatisfied**



Tube Pie chart 1

Simple Analysis:

Most of the customers said they are satisfied with BizTrade's service quality and digital platform. This means BizTrade is doing well in helping SME exporters connect with global buyers, use digital profiles, and get support services.

There is still room to improve, as **30%** of the customers felt neutral. By offering more training, faster support, and better tools, BizTrade can make more users feel “very satisfied.”

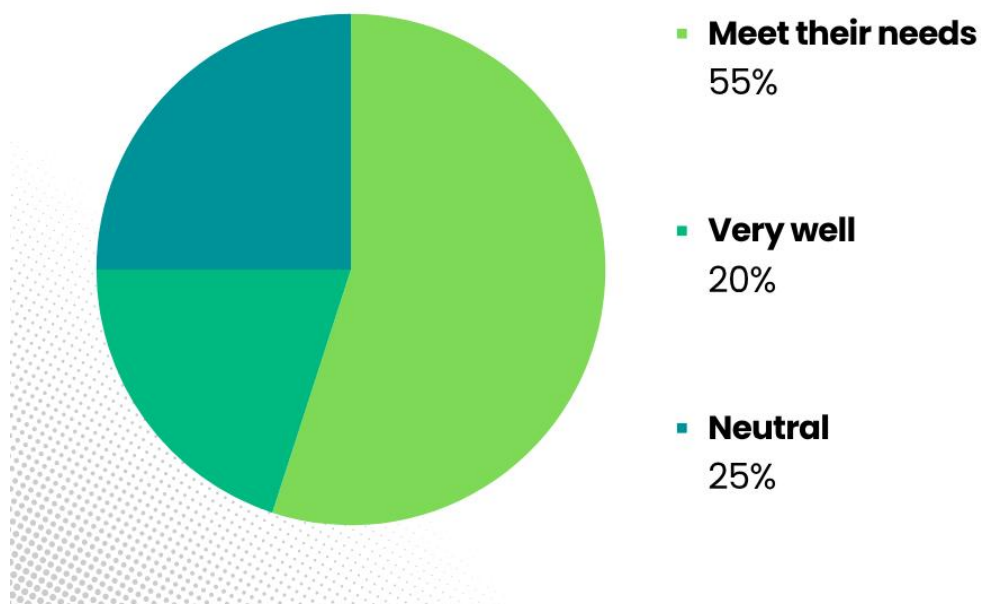
1. What does customer think about Platform Usability?

55% of SME exporters say BizTrade’s digital platform meets their needs well.

20% say it works very well.

25% are neutral (platform works but could be easier to use).

PLATFORM USABILITY



Pie chart 2

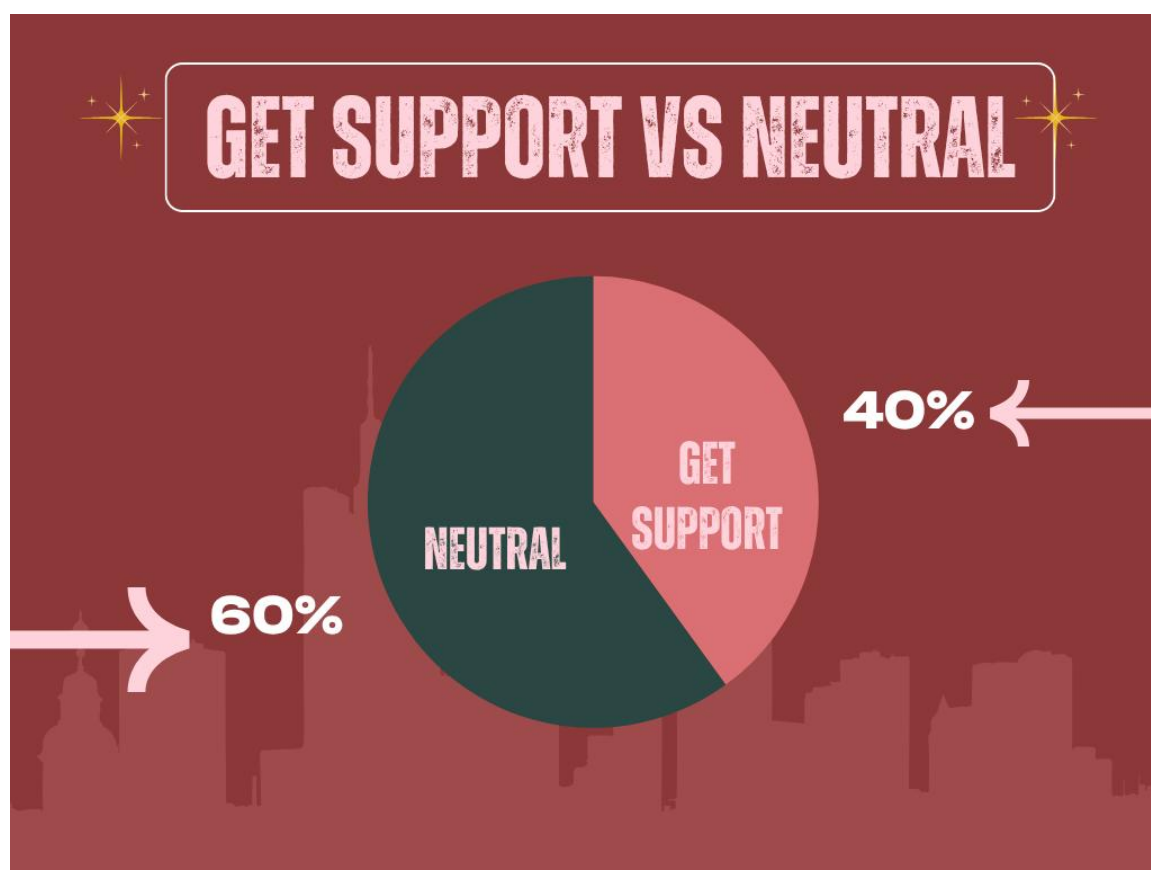
Simple Analysis:

2. Most users are happy, but some need simpler features.

Do customers find it easy to get help when they need to access?

40% find it easy to get support from BizTrade advisors.

60% are neutral (help is available but could be faster/better).



Pie chart 3

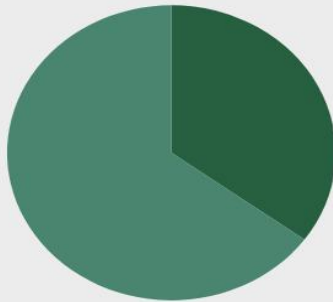
Improvement Needed: Faster responses or more training guides.

3. What do customers say about the variety of services offered by BizTrade?

65% are satisfied with BizTrade's services (e.g., finance, training).

35% are neutral (want more options, like niche market connections).

What do customers say about the variety of services offered by BizTrade?



65%

are satisfied with BizTrade's services (e.g., finance, training).

35%

are neutral (want more options, like niche market connections).

Pie chart 4

Good, but could expand (e.g., add more global buyers).

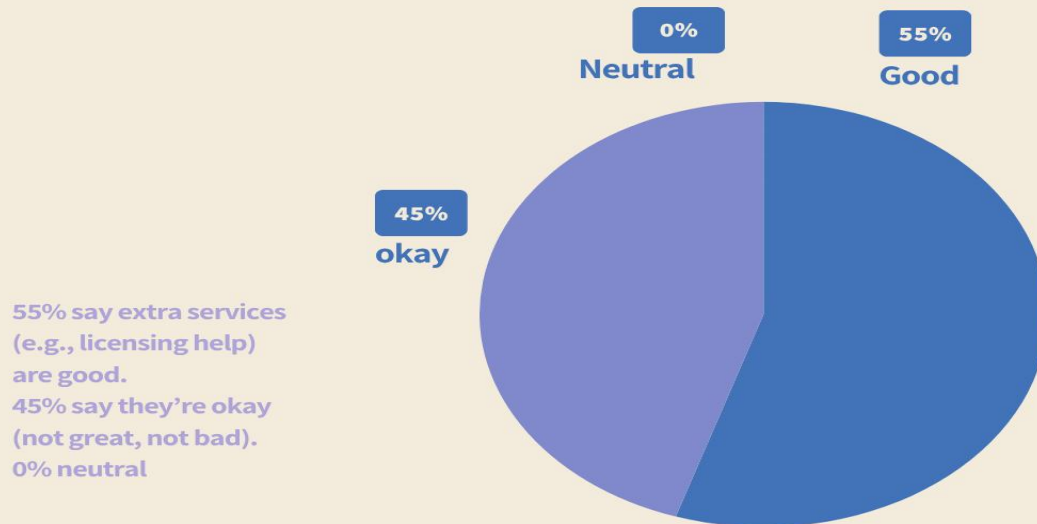
4. Do the extra features offered by BizTrade add value to your overall experience with our platform?

55% say extra services (e.g., licensing help) are good.

45% say they're okay (not great, not bad).

0% neutral

Extra Features



Pie chart 5

Could improve: Faster license processing or cheaper fees.

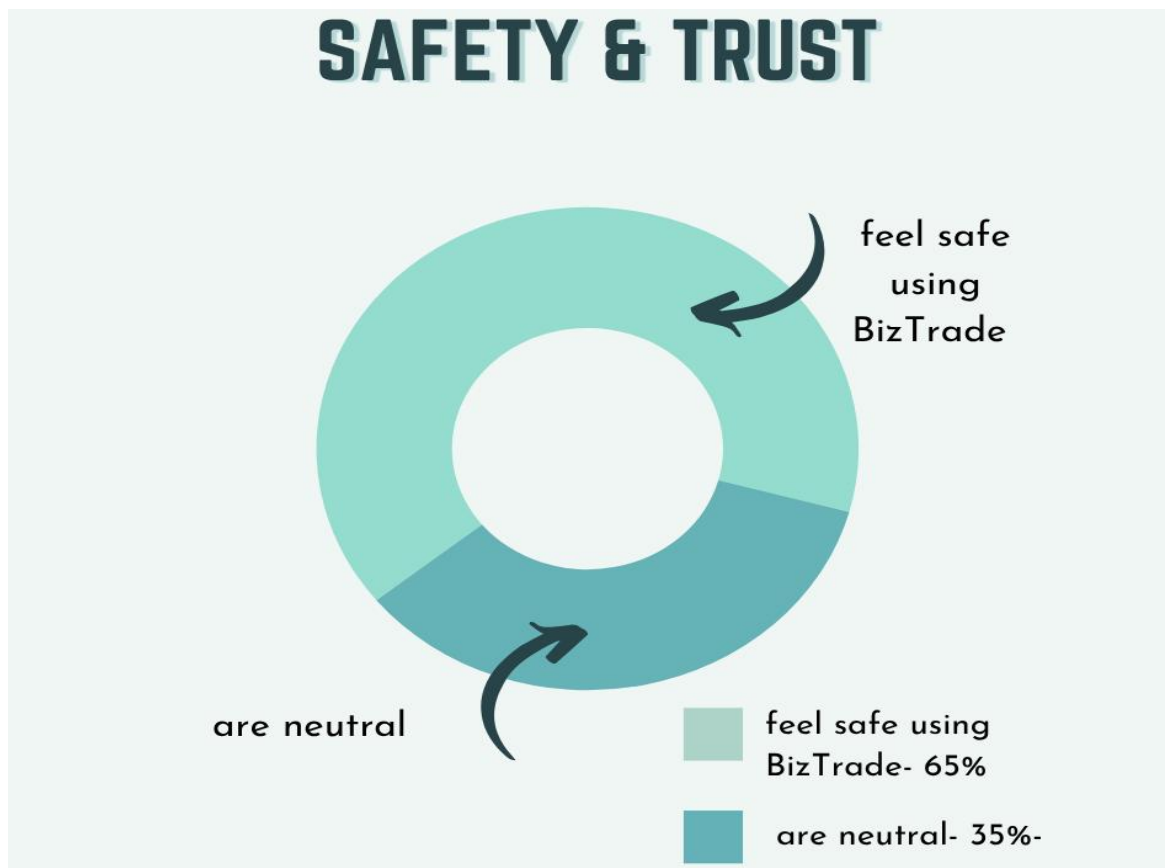
Question 6. Do customer feel Safe & Trust on Biztrade?

65% feel safe using BizTrade (trust buyers/sellers).

35% are neutral (want better fraud protection).

Suggestion: Add a rating system for trustworthy buyers.

SAFETY & TRUST

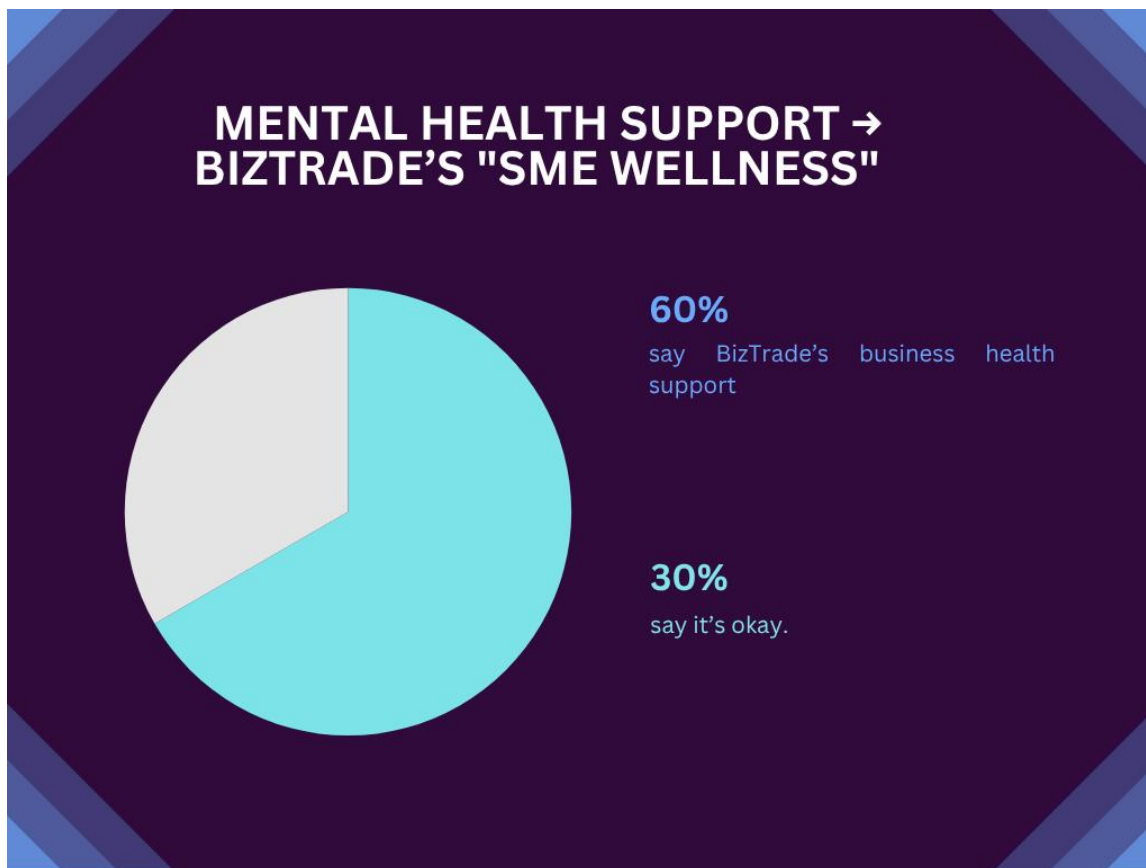


Pie chart 6

7.Does the Company Support Mental Health and SME Wellness?

60% say BizTrade's business health support (e.g., crisis loans) is poor.

30% say it's okay.



Pie chart 7

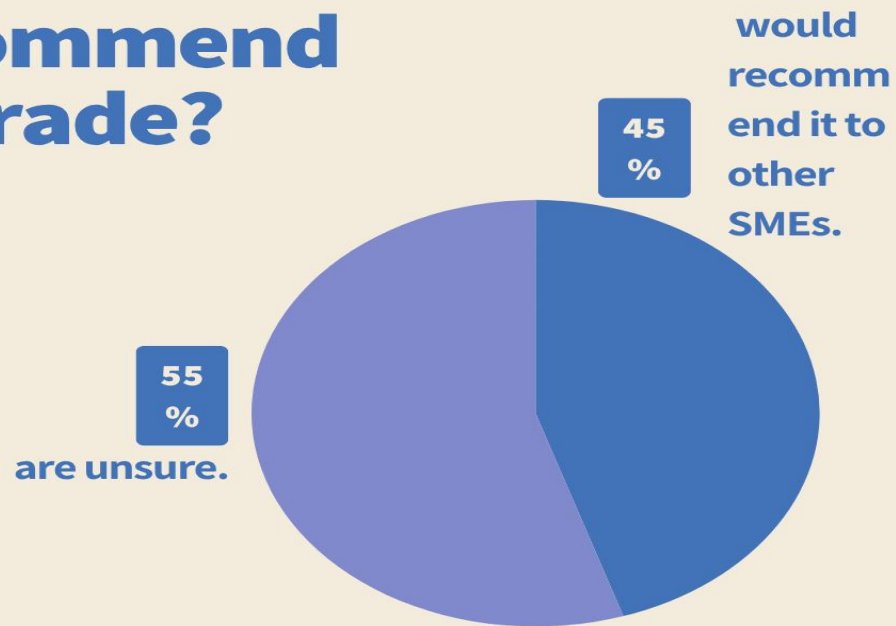
Big Gap: Need emergency funds or stress-management workshops for SMEs.

8. Would You Recommend BizTrade?

45% would recommend it to other SMEs.

55% are unsure.

Would You Recommend BizTrade?



Pie chart 8

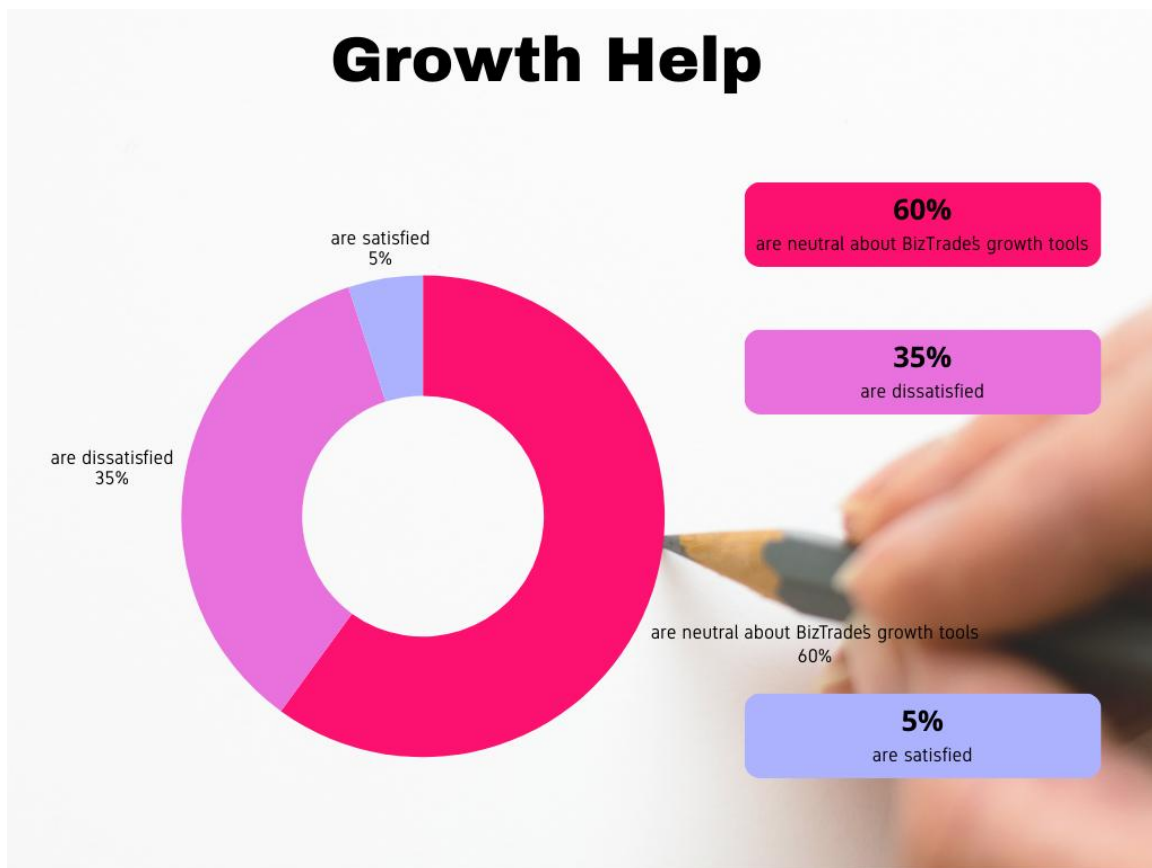
Gap: Why? Some SMEs may not see enough sales yet.

9. How satisfied are you with the career support, advice and networking?

60% are neutral about BizTrade's growth tools (e.g., training, networking).

35% are dissatisfied (want more buyer connections).

5% are satisfied.



Pie chart 9

Fix Needed: More networking events or success mentors.

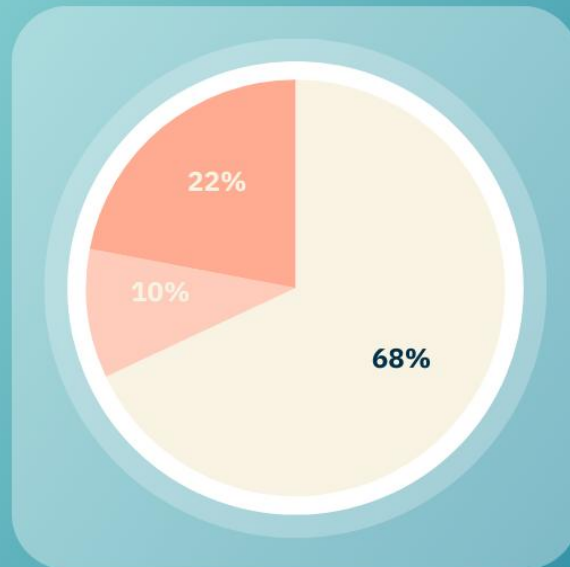
10. Do you feel there is a good sense of community and friendship among the customers?

68% say the BizTrade SME community is strong.

10% say it's very strong (great for partnerships).

22% say nothing (neutral)

Community Pie Chart



Pie chart 10

Strength: Users feel connected and supported.

Final Thoughts on BizTrade

Good at: Connecting SMEs, easy-to-use platform, strong community.

Needs Work: Faster support, mental health (crisis help), growth tools.

Quick Fixes:

Add a 24/7 help chat.

Offer free webinars on stress management.

Create a "Success Stories" section to inspire SMEs. please give 10 pie chart according this

CHAPTER 05

Recommendations and Conclusion

5.1 Recommendations

To improve customers' satisfaction, the Biztrade authority can follow the recommendations given below:

- 1. Expand Financial Assistance Programs:** Provide more adaptable financial assistance schemes, such as microfinance options or small emergency loans, tailored to the needs of SMEs in times of crisis.
- 2. Financial Management Training:** To assist SMEs in becoming more financially resilient, provide free workshops or online courses on fundamental financial management, budgeting, and investing.
- 3. Establish a Buyer Verification System:** Provide a strong system for all buyers to rate and review. This would lessen the fear of fraud by assisting sellers in locating and doing business with reliable partners.
- 4. Strengthen Fraud Protection Measures:** Make sure that the policies pertaining to fraud protection are communicated clearly and that sellers have a simple and quick way to report suspicious activity.
- 5. Plan Frequent Networking Events:** To facilitate connections and the development of closer bonds between buyers and sellers, plan regular, heavily publicised networking events both online and offline.
- 6. Establish a Mentor Program:** Put in place a leadership program where seasoned, prosperous SME's can advise and assist more recent ventures on the platform.
- 7. Enhance Customer Service Response Time:** Teach the customer service representatives how to address consumer queries and grievances more quickly and efficiently.
- 8. Customise Communications:** Utilize client information to provide opportunities, advice, and updates that are applicable to the unique business requirements of each SME.
- 9. Feature Success Stories:** Post SMEs' success on the platform on a regular basis. In addition to motivating other users, this will highlight the real advantages of utilizing BizTrade.
- 10. Extend Growth Tools and Resources:** Give new tools and resources, like trend reports, digital marketing guides, and market research data, that are aimed at assisting SMEs in their appendage.

11. Get Frequent Feedback: To gain a real-time understanding of customer needs, wants, put in place a system for getting frequent feedback, such as brief surveys or direct chats.

12. Provide Sales-Boosting Incentives: Establish incentive or discount schemes that give clients a month's worth of premium visibility or a temporary reduction in commission fees in exchange for more sales.

These measures can contribute to the establishment of a positive company experience, fostering a sense of security, support, and enthusiasm for the business journey.

5.1 Conclusion

In summary, this report shows that BizTrade Ventures has a robust community, but there are substantial opportunities for growth. Although customers are moderately satisfied, a specific number of them are still hesitant to recommend the platform as a result of significant concerns.

The most critical issues are a lack of robust financial support and ongoing worries about security and fraud. Additionally, a significant number of individuals believe that communication and service quality should be improved. The company's need to earn more trust is evident in the fact that the majority of customers are "unsure" about recommending BizTrade.

By prioritizing investments in these areas—specifically, by enhancing financial aid options, strengthening security, and enhancing customer service—BizTrade can convert its apathetic users into loyal advocates. This strategic focus will not only resolve current pain points but also be crucial for fostering sustainable growth and long-term customer satisfaction.

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Appendix

Questionnaire:

1. How satisfied are you with BizTrade's service quality and platform features as a customer (SME exporter)?

(1) Dissatisfied, (2) Neutral, (3) Satisfied, (4) Very satisfied

2. What does customer think about Platform Usability?

(1) Very well, (2) Neutral, (3) Okay, (4) Well

3. Do customers find it easy to get help when they need to access?

(1) Easy, (2) Hard, (3) Very hard, (4) Neutral

4. What do customers say about the variety of services offered by BizTrade?

(1) Satisfied, (2) Dissatisfied, (3) Very Dissatisfied, (4) Neutral

5. Do the extra features offered by BizTrade add value to your overall experience with our platform?

(1) Neutral, (2) Bad, (3) Okay, (4) Good

6. Do customer feel Safe & Trust on Biztrade?

(1) Not at all, (2) Somewhat unsafe, (3) Neutral, (4) Safe

7. Does the Company Support Mental Health and SME Wellness?

(1) Good, (2) Okay, (3) Poor, (4) Very Poor

8. Would You Recommend BizTrade?

(1) Definitely No, (2) No, (3) Unsure, (4) Yes

9. How satisfied are you with the career support, advice and networking?

(1) Satisfied, (2) Dissatisfied, (3) Very Dissatisfied, (4) Neutral

10. Do you feel there is a good sense of community and friendship among the customers?

(1) Not at all, (2) Satisfied, (3) Neutral, (4) Dissatisfied