

An Evaluation of Customer Satisfaction towards Global Brand Pvt. Ltd



Submitted to –

Mohammad Shibli Shahriar
Associate Professor
Department of Innovation and Entrepreneurship
Daffodil International University

Submitted by –

Al Mamun
ID: 163-14-2248
MBA (Major in Marketing)
Daffodil International University

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LETTER OF SUBMISSION

Date-18th December, 2018

To
Mohammad Shibli Shahriar
Associate Professor
Department of Innovation and Entrepreneurship
Daffodil International University

Sub: Submission of Dissertation Report on “**An Evaluation of Customer Satisfaction towards Global Brand Pvt. Ltd.**”

Dear Sir,

It is my great pleasure to submit you my dissertation report on “**Customer Satisfaction towards Global Brand Pvt. Ltd.**”. I have tried my best to complete this report properly following the guidelines provided by you and concerned organization.

I have confidence that the dissertation report has increased both of my practical experience and theoretical knowledge to a great extent. I will be obliged to answer any query that may arise during the evaluation of this report. So, I am fervently requesting and hope that you would be kind enough to accept my report and oblige thereby.

Sincerely Yours,

Al Mamun
ID: 163-14-2248
MBA (Major in Marketing)
Daffodil International University

CERTIFICATE

This is to certify that the dissertation report on “**Customer Satisfaction towards Global Brand Pvt. Ltd.**” has been submitted for the award of the degree of Master of Business Administration (MBA) major in Marketing from Daffodil international University carried out by **AL MAMUN** student ID: **163-14-2248** under my supervision. To the best of my Knowledge and as per his declaration, any part of this report has not been submitted for any degree, diploma or certificate.

He is permitted to submit the Dissertation Report.



Mohammad Shibli Shahriar
Associate Professor
Department of Innovation and Entrepreneurship
Daffodil International University

DECLARATION

AL MAMUN the student of Master of Business Administration MBA bearing **ID: 163-14-2248** major in Marketing from Daffodil international University would like to solemnly declare here that a dissertation report on “**Customer Satisfaction towards Global Brand Pvt. Ltd.**” Has been authentically prepared by me. While preparing this report, I didn’t breach any copyright act intentionally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Al Mamun
ID: 163-14-2248
MBA (Major in Marketing)
Daffodil International University

ACKNOWLEDGEMENT

In the process of preparing this report I received genuine cooperation from number of individuals whose names are not possible to mention in this report but I would remember them with my heartfelt appreciation and gratitude.

First of all, I am very much grateful to Almighty Allah who gave blessings, courage and ability to prepare this report. I am very much grateful to **Mohammad Shibli Shahriar** Associate Professor, Department of Innovation and Entrepreneurship, Daffodil International University for guiding me to complete my Dissertation. I am also highly indebted to for his scholarly and constructive suggestion which was of much assistance to prepare this report on “**An Evaluation of Customer Satisfaction towards Global Brand Pvt. Ltd.**”

During the course of Dissertation program, I have got cooperation from number of employees from the concerned organization for guiding me to prepare the report.

Al Mamun
ID: 163-14-2248
MBA (Major in Marketing)
Daffodil International University

EXECUTIVE SUMMARY

Customer is an important part of any organization. Without any Customer there is no value of an organization. Profitability includes the Customers satisfaction level. To prepare this report I have discussed about the profiles of Global Brand Pvt. Ltd. This report is prepared as requirements of the Dissertation of Daffodil international University Department of Business Administration. This report focuses on the Customer satisfaction of GBPL. In this report I try to find out what customer needs & what actually they get service from Global Brand Pvt. Ltd. My organization which is operating their activities through retail as well as corporate & Government sector since 1996 till today. Global Brand Pvt. Ltd is a giant IT distributor of Bangladesh. The Organization has now 20 Branches.

I survey between 30 respondents who are using GBPL products. For make my survey question I am using the SERVQUAL model. In my report I try to showing that what is customers expectation and what they actually get or the performance of service provider and I try to showing that how much the service provider company satisfied to their customers. After analysis my survey I suggest some point which is very important for Global Brand Pvt. Ltd for creating loyalty.

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Chapter 1

INTRODUCTION



1.1 Introduction: -

In Bangladesh there have many IT service provider companies which are provide their service between their customers. But the giant 3 companies are Global Brand Pvt. Ltd, Computer Source Ltd & Smart Technology.

Global Brand Pvt. Ltd is one of largest IT service provider companies in Bangladesh. Since 1996 Global Brand Private Limited provides services and solutions that include distribution of hardware systems, networking products, notebooks, network infrastructure, gaming products, servers, printers, projectors, software, laptops & POS solution in Bangladesh. At present they distribute 56 Brands in Bangladesh.

GBPL has received 80+ awards from their partners and industry. GBPL designs, develops and delivers technology solutions that enable enterprises to share, maintain, and manage information

GBPL has an active customer base of over 600 including Government, Local and International Development Agencies, Banking and non-banking financial Institutes, Multinational and Local corporate bodies.

They have 24 sales & service point all over the country & One central service center in Dhaka.

In my report I try to find out what is level of Customers satisfaction of GBPL. They have a large number of customer care point. Truly they satisfied their customers to providing their service or not? They properly understand what customers expects from them and how much the full their customer's expectation.

1.2 OBJECTIVES OF THE STUDY

Broad Objective

- To analyze **Customer Satisfaction towards Global Brand Private Limited**

Specific objectives

- To identify the factors that satisfy or dissatisfy customers of Global Brand Private Limited.
- To assess the level of customers satisfaction of the company
- To find out problems that related to customers satisfaction.
- To make some recommendations to improve customers satisfaction & overcome these problems.

1.3 Original of the report

Present world is changing rapidly to face the challenge of competitive free market economy. To keep pace with the trend IT service provider companies, need executive with modern knowledge. Prove fresh

graduate with modern theoretical and professional knowledge in service provider organization. This report is oriented as the course requirement of the course MBA program of Daffodil international university. As the practical origination is an integral part of the MBA degree requirement, as an employee of Global Brand Pvt. Ltd.

1.4 METHODOLOGY OF THE STUDY

The present study is based on theoretical analysis. Collected data and information were tabulated, processed and analyzed critically in order to make the program more informative, fruitful and purposeful one. For preparing this report data have been collected from both Primary and Secondary sources.

(1) Primary Data:

Primary data were collected through conversation; direct question and observation were formed in this connection. I am grateful to my office colleague of Global Brand Pvt. Ltd for their nice cooperation in getting primary data:

- ❖ Informal conversation with the customers.
- ❖ Practical work exposures form the customer service & RMA department.
- ❖ Customer Survey.

(2) Secondary Data:

I have collected my secondary Data from the Website of GBPL, different books & Google.

1.5 Limitations

It is known to all that all research work has some limitation. To prepare this report I face some problems also. The respondents are not want to answer the question; some time they did not give actually information. So, the survey result may not be equal to the actual condition of customer care services.

Chapter 2

Organization profile

2.1 ABOUT GLOBAL BRAND PVT. LTD.

Global Brand (Pvt.) Limited (GBPL) is a giant IT distributor of Bangladesh. It is the only exclusive distributor of ASUS in Bangladesh since 1996. Global Brand Private Limited provides services and solutions that include distribution of hardware systems, networking products, notebooks, network infrastructure, gaming products, servers, printers, projectors, software, laptops & POS solution.

2.2 GBPL MISSION & VISION

GBPL MISSION IS: To find cost-effective solutions to the problems affecting the society and adopt appropriate technology for innovations contributing to better life and living conditions of the people.

GBPL VISION IS: Our vision is to build a beautiful tomorrow, keeping in mind the frequent changes in taste and needs of a modern lifestyle. Combining practicality with aesthetic qualities, we constantly endeavor to attain our clients' valued confidence.

2.3 ANYTIME, ANYWHERE

With a strong quality focus, state-of-the-art solutions centers backed by highly specialized professionals, the company strives to provide products and services of the highest quality to its customers.

2.4 BRANDS WE DISTRIBUTE:





Chapter 3

Customer Satisfaction

3.1 Who is customer?

Generally, we can say a person who buys products or service from a shop or business he/she is a customer.

3.2 What is customer Satisfaction?

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation



3.3 Why it is important:

Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

3.4 GBPL Product purchase facility:

For GBPL customers giving their customer to purchase their all product from online. GBPL started online product purchase facilities. Customer can purchase GBPL all products from rokomari.com, Bagdoom, Quickbuy, daraz, priyo shop & pickaboo.com.

Our products are available on

3.5 GBPL EMI Facilities:

Customer can purchase product by taking EMI facilities. If customer can have Brac Bank, Eastern Bank, Standard Chartered Bank, DBBL & City Bank credit card. EMI facilities customer can purchase any product from GBPL with 0% interest rate for 6 to 12months installment.

ASUS[®]
IN SEARCH OF INCREDIBLE

brother
at your side

Lenovo



EMI facility
open with



BANKS
5

Standard Chartered

BRAC BANK

DBBL

city bank

Eastern Bank Ltd.

learn more ▶

3.6 GBPL Customer service:

GBPL has a strong service team to provide after sales service. GBPL main service center is 65 Lake Circus, kalabagan, Dhaka. GBPL has 230 employees at their main service center to giving customer service from Saturday 9.00am to Thursday 6.00pm open their customer service center. Outside of Dhaka customer can received product for servicing in GBPL any Branches.

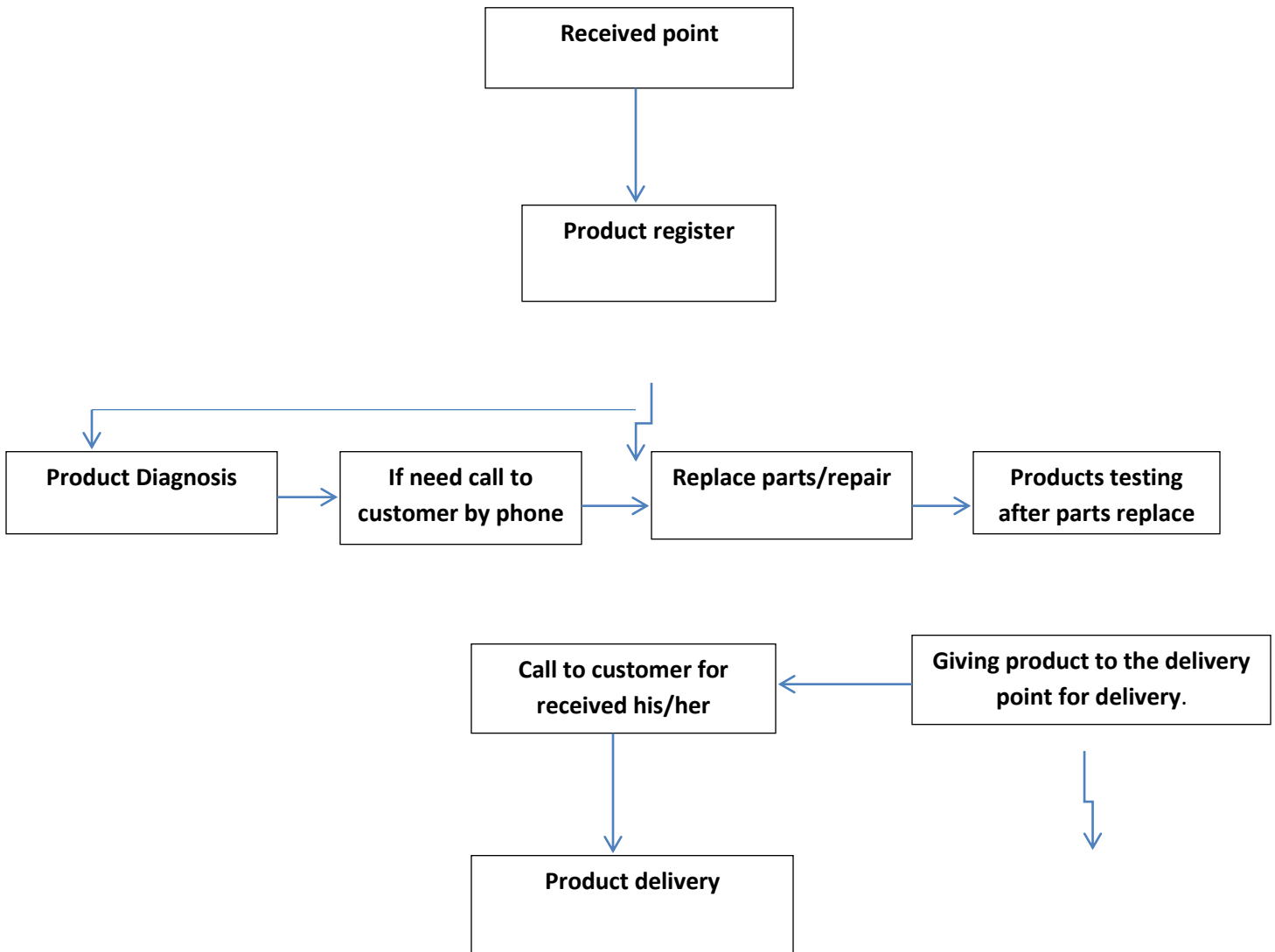


Diagram: GBPL customer service

3.7 Product warranty:

GBPL provide products warranty to their customers. ASUS laptop customers get 2years service warranty & for brand pc like ASUS, DELL & LENOVO customer get 3 years' service warranty.

In the warranty period GBPL is liable to provide product service warranty if the product not damaged by the user or any burnt issue.

International Service warranty provider:

It doesn't matter where you buy from abroad. If you buy ASUS, DELL or LENOVO brand desktop pc or laptop GBPL bound to giving you service warranty if you show your purchase invoice copy because GBPL is authorized product sales & warrant service provider of Asus, Dell & Lenovo in Bangladesh.

Sales return for only distributors:

If GBPL didn't giving any product service warranty for shortage of parts or product they can sales return the product from distributors by money adjustment.

Product upgrade for only end user:

Sometime GBPL unable to giving end user product servicing warranty for parts or products shortage in stock. In this issue GBPL offering to the user upgrade the product with money exchange.

Instant product delivery:

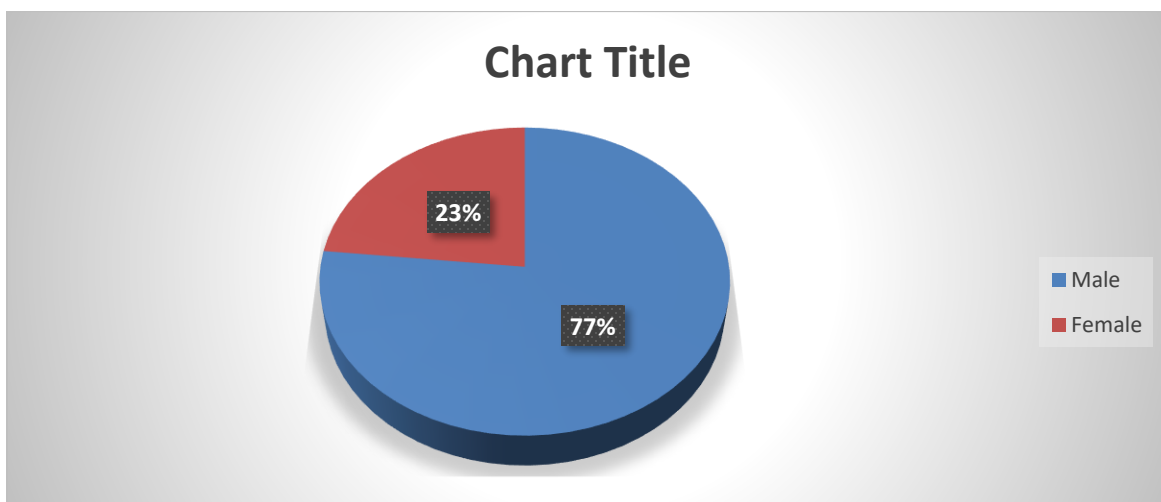
GBPL giving some products instant delivery to their customers. Like pendrive, keyboard, mouse etc.

Chapter 4

Finding of the Survey

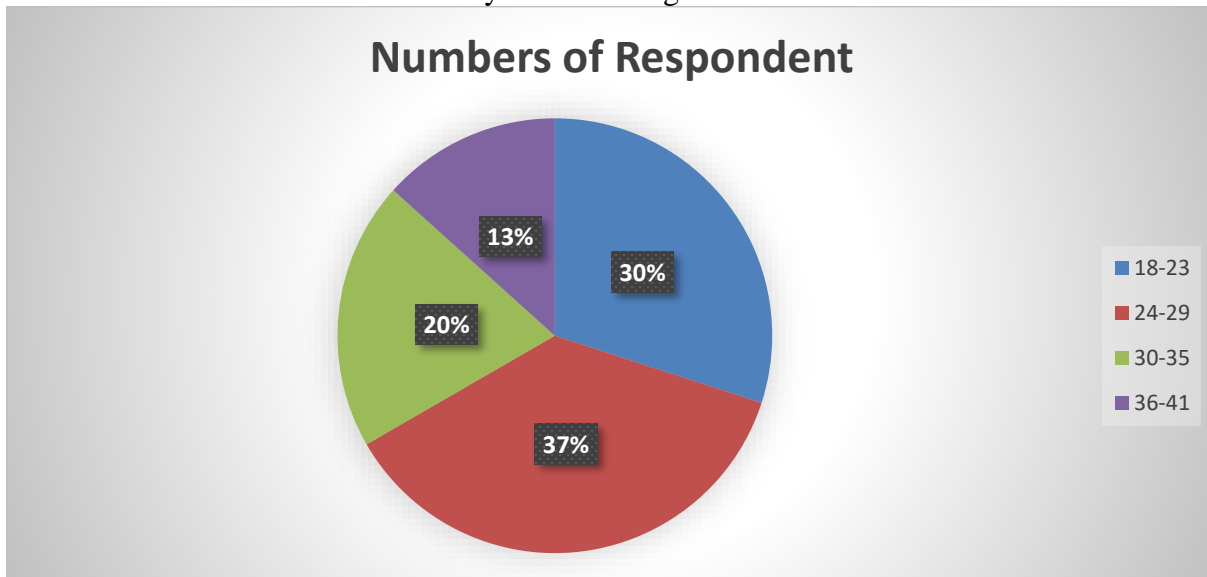
4.1 Demographics: -

In the survey, the respondents are divided into male and female groups. In my survey there are male (23) and female (7) which is shown by the following chart:



4.2 Moreover, the age groups of the respondents are as follow: -

17% of the sample from 18-22 years old, 43% of the sample from 23-28 years old, 27% of the sample from 30-35 years old and the remaining 13% of the sample are 36-40 years old. These results have been shown by the following chart: -



4.3 Ratio of Loyalty

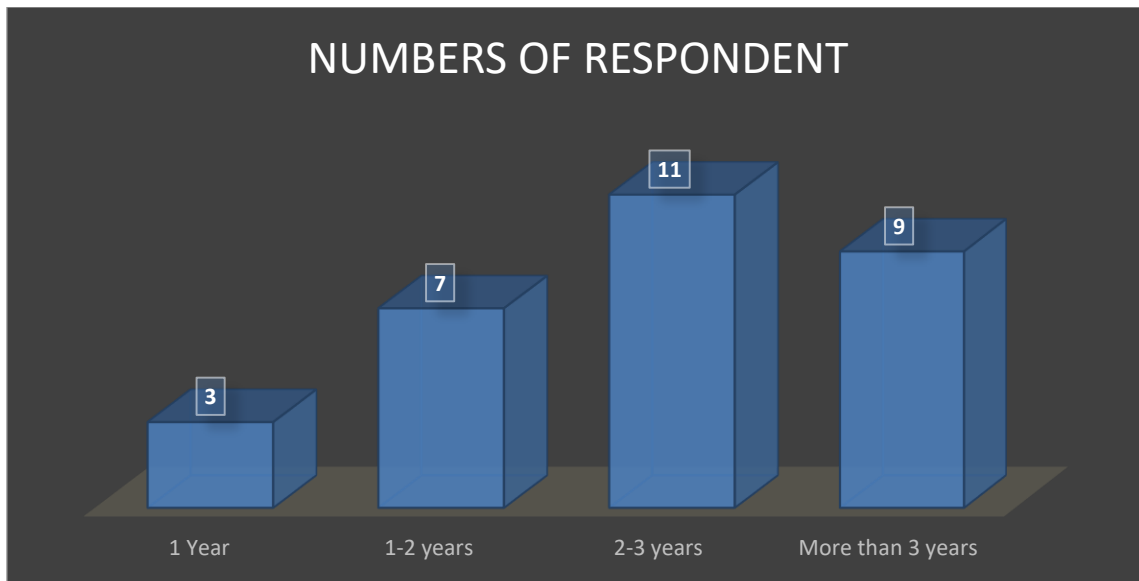
However, to find out the loyal customers of GBPL I have assumed the following statements: -

Not loyal: - People who use the GBPL products 1 year.

Going to be loyal: - People who use the GBPL products between 1-2 years.

Loyal: - People who use the GBPL products between 2-3 years.

Highly loyal: - People who use their GBPL products more than 3 years.



Command: If you see the chat then you see 11% people are using GBPL products from 2-3 years. They are going to be loyal customer of GBPL.

4.4 Measuring Service Quality

To measure the service quality at first, we need to analyze the answer of the question which is developed by the “SERVQUAL” model. The result of the survey has been shown below: -

Customers Expectation			Actually customer received from GBPL	
Question	Average Mean	Rank	Average Mean	Rank
1	4.1	16	3.93	4
2	4.2	15	4.2	2
3	4.7	7	3.66	6
4	3.1	17	4.8	1
5	7.767	5	3.6	7
6	4.9	2	3.66	6
7	4.733	6	3.4	10
8	4.87	3	3.33	11
9	4.8	4	3.93	4
10	4.46	10	2.7	16
11	4.33	13	3	14
12	4.933	1	3.03	13
13	4.633	8	3.16	12
14	4.533	9	3.2	15

15	4.7	7	1.5	17
16	4.267	14	3.56	8
17	4.433	11	3.56	8
18	4.4	12	3.5	9
19	4.633	8	4.1	3
20	4.1	16	3.16	12
21	4.633	8	3.03	13
22	4.933	1	3.76	5

4.5 Gap analysis

Now we find out gap between our respondent's expectation and what they actually get from their present service provider.

Global Brand Pvt. Ltd Service GAP
--

Question	Expected mean	Actually their performance	Difference
1	4.1	3.93	0.17
2	4.2	4.2	0
3	4.7	3.66	1.04
4	4.87	4.8	0.07
5	4.77	3.6	1.17
6	4.9	3.66	1.24
7	4.73	3.4	1.33
8	4.87	3.33	1.54
9	4.8	3.93	0.87
10	4.46	2.7	1.76
11	4.33	3	1.33
12	4.93	3.03	1.9
13	4.63	3.16	1.47
14	4.53	3.2	1.33
15	4.7	1.5	3.2
16	4.27	3.56	0.71
17	4.43	3.56	0.87
18	4.4	3.5	0.9
19	4.63	4.1	0.53
20	4.1	3.16	0.94
21	4.63	3.03	1.6

22	4.93	3.76	1.17
Average Mean	4.58	3.44	1.14

Command: After calculate I found that the Customers of Global Brand Pvt. Ltd average expectation is 4.58% and actually the performance is 3.44% and the difference between expectation and performance is 1.14%.

4.6 Comparing the “SERVQUAL” elements among the service providers.

	Question	Expected mean of Customers	Actual customer received mean	Gap score
Tangibles	1,2,3,4	4.47	4.15	0.32
Reliability	5,6,7,8,9	4.82	3.58	1.24
Responsiveness	10,11,12,13	4.58	2.97	1.61
Assurance	14,15,16,17	4.48	2.95	1.53
Empathy	18,19,20,21,22	4.54	3.51	1.03
Average Mean		4.58	3.432	1.15

Command: After analysis this table I found Global Brand Pvt. Ltd Tangible level is good but other elements of the survey question like reliability, responsiveness, assurance & empathy service gap is not

so good. Global Brand Pvt. Ltd should have improved quality of reliability, responsiveness, assurance & empathy for achieving higher customer’s satisfaction.

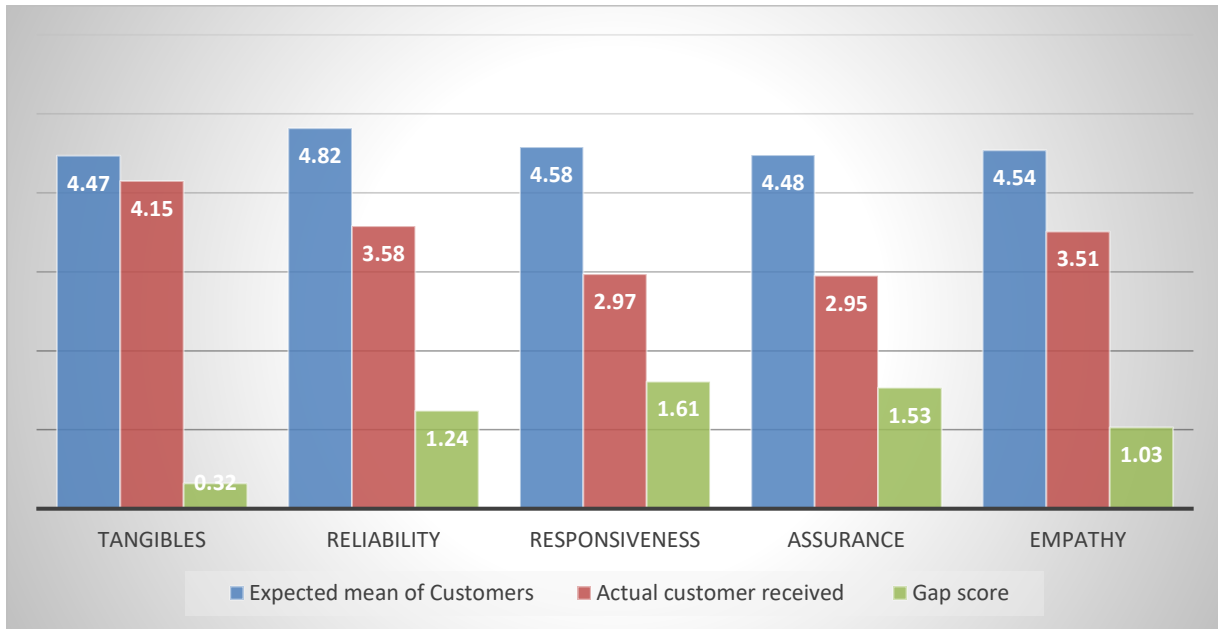


Table: Comparing the Servqual elements among the service provider

4.7 Measuring Customer Satisfaction

In this study the following factors have considered for measuring customer’s satisfaction. These factors have been mentioned in the following table: -

Question	Expectation mean	Actual mean	Gap
Promises should be kept.	4.83	3.5	1.33
Always provide a pleasurable service level.	4.4	3.46	0.94
Giving surprise prompts customer's satisfaction.	4.8	2.8	2
The service provider relieves customer's problem.	4.6	3.2	1.4
Make the customers enjoyment.	4.13	2.63	1.5
Average satisfaction mean	4.55	3.12	1.44

Command: If we see the table than we see no mobile phone service provider companies satisfy their customers. There is a big gap between customer's expectation and their present service provider company's performance.

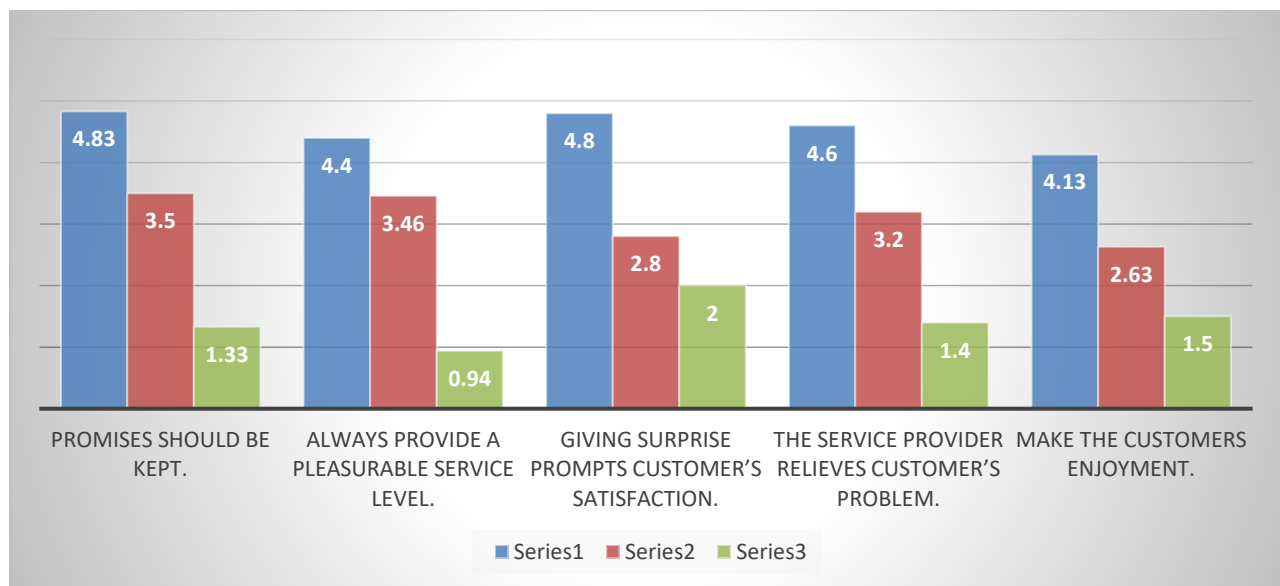


Table: Measuring Customer Satisfaction

Chapter 5

Recommendations

5.1 Recommendations: -

The study that has been conducted so far has led to draw some recommendations for the Global Brand Pvt. Ltd.

1. Always kept promises: -

Global Brand Pvt. Ltd should keep their promises. Because it is very important for create a good image. Customers always want to that their service provider companies keep their word which they give to their customers. If they keep their word than they customers are satisfied to them and build up a strong relationship between the service provider companies and the customers.

2. Provide a good service: -

Always provide a good service level to the customers. If the service provider companies can't provide pleasurable service for their customers than the customers switching other companies

that's why create strong loyalty the service provider should provide a pleasurable service to their customers.

3. Giving surprising offer for satisfied customers.

When customers went to customer's service center for taking their service then the service provider some time give their customers surprising offer or reward. When customers give this unexpected surprise then become high satisfied which is helping create strong relationship between customers and the company.

4. Willing to help customers.

Customer care center is only for giving customers service. But some time see that the employees of customer care center are not willing to help their customers. These types of behavior are not expectable so the customers care center companies always willing to help their customers.

5. Giving eye contact to every customer.

Employees of customer's care center should give up eye contact every customer for customer's personal attention.

6. Working for customer's best interests.

Employees of customer's care center working for customer's best interest not their company's interest.

7. Relieves from customer's problem.

As soon as possible at first relieves customers from their problems. Global Brand Pvt. Ltd customer's service center increase and active their employees for solving customer's problem.

Chapter 6

CONCLUSION

5.0 Conclusion

The study that I conducted so long has been drawing near conclusion. It is a matter of great delight and pride for me that I explore the customer's expectation form the organization performance.

I consider the following things important in our study:

Firstly, the study was focused to identify respondent's sex, the age groups of the respondents and Ratio of Loyalty. I find out loyalty by how long the respondents use their service.

Secondly, I focus the gap between customer's expectation to their service provider and what the service provider actual performance.

Lastly, I focus the satisfaction level of the service provider company customers.

After analysis all the document I suggest Global Brand Pvt. Ltd to improve some important sector. Where have a big gap. If they improved this sector I hope the gap between customers and the organization will be decrees and the customer will be satisfied to their customers' service.

Chapter 6

APPENDIX

References:

1. Our honorable Sir **Mohammad Shibli Shahriar**
2. www.globalbrand.com.bd
3. AktharuNabiShaheenAsst General Manager (AGM) RMA & Service
3. A.T.M. Faizul Amin, Asst. Manager, RMA & service.
4. ALMamun, Executive Officer ASUS International Claim
4. Google.com

End user Survey Question

Name:-

Age:-

Sex: - Male

le

Address:-

Location of the survey:-

1. Which product do you used?

Laptop Desktop

2. Which Brand product you used?

ASUS Dell

Lenovo

Others

3. How long are you with GBPL?

Less than 1 year

1-2 years

2-3 years

3 or more years

4. Measurement of Customer Service Quality (Using SERVQUAL Model)

	What do you expect from the	How do you rate GBPL Service
--	-----------------------------	------------------------------

	factors related to customer's service?					Performance for each factor?					
	Un- impo rtant			Very imp orta nt			Very low			Very high	
1. Customers service center will have modern looking equipment.	1	2	3	4	5		1	2	3	4	5
2. The physical facilities at customer service center will be visually appealing.	1	2	3	4	5		1	2	3	4	5
3. Employees at customer service center will appear professionally dressed	1	2	3	4	5		1	2	3	4	5
4. Materials associated with the service (promotional brochures, service tracking documents, invoices etc) will be visually appealing in a customer services center.	1	2	3	4	5		1	2	3	4	5
5. When company promise to do something by a certain time, they will do so.	1	2	3	4	5		1	2	3	4	5
6. When a customer has a problem, employee will show a sincere interest in solving it.	1	2	3	4	5		1	2	3	4	5
7. Customers service employee will perform the service right first time.	1	2	3	4	5		1	2	3	4	5
8. Customers service center will provide their services at the time they promise to do so.	1	2	3	4	5		1	2	3	4	5
9. Customers service center will insist on error-free	1	2	3	4	5		1	2	3	4	5

records.													
10. Customers service sector will tell customers exactly when services will be performed.	1	2	3	4	5		1	2	3	4	5		
11. Employees in customer's service center will give prompt service to customers.	1	2	3	4	5		1	2	3	4	5		
12. Employees in customer's service center will always be willing to help customers.	1	2	3	4	5		1	2	3	4	5		
13. Employees in customer's service center will never be too busy to respond to customers' requests	1	2	3	4	5		1	2	3	4	5		
14. The behavior of employees in customer's service center will instill confidence in customers.	1	2	3	4	5		1	2	3	4	5		
15. Customers of customer's service center will feel safe in their transactions.	1	2	3	4	5		1	2	3	4	5		
16. Employees in customer's service center will be consistently courteous to customers.	1	2	3	4	5		1	2	3	4	5		
17. Employees in customer's service center will have the knowledge to answer customers' questions.	1	2	3	4	5		1	2	3	4	5		
18. The employee of Customers service center will give customers individual attention.	1	2	3	4	5		1	2	3	4	5		

19. Customers service center will have operating hours convenient to all their customers.	1	2	3	4	5		1	2	3	4	5
20. Customers service center will have employees who give customers personal attention.	1	2	3	4	5		1	2	3	4	5
21. Customers service center will have the customer's best interests at heart.	1	2		4	5		1	2	3	4	5
22. Employees in customer's service center will understand the needs of their customers.	1	2	3	4	5		1	2	3	4	5

5. Measurement of Customer Satisfaction: -

	What do you expect from the factors related to IT Products customer's service?					How do you rate GBPL performance for each factor?					
	Un-important			Very important		Very low				Very high	
	1	2	3	4	5		1	2	3	4	5
1. Promises should be kept											
2. Always provide a pleasurable service level.											
3. Giving surprise prompts customer's satisfaction.											
4. The service provider relieves customer's problem.											
5. Make the customers enjoyment.											

