



Daffodil
International
University

Internship Report

on

“Customer satisfaction on DYNASTY GROUP.”

Under the supervision of:

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Letter of Transmittal

Date: 17-12-18

To,

Dr. S M Shohel Rana
Assistant Professor & Associate Head
Department of Business Administration
Faculty of Business & Entrepreneurship.
Daffodil International University.

Subject: Submission of internship Report.

Sir,

With outstretched rejoice, this is to apprise you that I am submitting my Internship Report which is a partial requirement of my BBA program. The report is largely based of “Customer Satisfaction on Dynasty Group”. I put my maximum effort thoroughly to gather all the inevitable information from the authentic source to make this report viable.

Working on this report has helped me to go through a practical experience that will help me in future.

It will be a great achievement for me if you kindly go through the report to ascertain the fruitfulness of it. It will be a prominent triumph for me if the report meets up your desirable expectation.

Sincerely Yours.

.....

Md. Tanvir Kabir

ID: 173-12-102

Executive MBA

Major in Marketing

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Letter of Authorization

This is to ratify that Md. Tanvir Kabir, ID: 173-12-102, a student of the department of Business Administration of daffodil International University has completed his internship report titled “**Customer Satisfaction on Dynasty Group**”. Under my supervision and direction.

His internship placement was at Dynasty Group. I am pleased to state that he has gone through all the necessary and required steps to accomplish the report and the contains all the data, information, analysis and findings from authentic sources. As a result, the report seems to have completed on a successful note.

I wish him every success in life.

.....

Dr. S M Shohel Rana
Assistant Professor & Associate Head.
Department of Business Administration.
Daffodil International University.

Proclamation

I, Md. Tanvir Kabir, hereby announce that the following internship report titled “Customer Satisfaction on Dynasty Group” is fully prepared by me right after the completion of my internship at Dynasty Group. Under the supervision of Dr. S M Shohel Rana, Assistant Professor & Associate Head, Faculty of Business and Entrepreneurship.

I ensure that the report has been prepared in consideration of the fulfilment of my academic requirement and internship experience.

.....

Md. Tanvir Kabir

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Executive MBA

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Daffodil International University.

Acknowledgement

At first my thankfulness goes to god to give me strength ability to complete the internship and report. You have made my life more beautiful.

Now I wish to take this lovely opportunity to thank a lot of people who have assisted and inspired me in my internship period.

Dr. S M Shohel Rana, my supervisor, my internship during which I highly indebted for his exceptional support and guidance. As well as from working with him, I earned valuable knowledge only but was inspired by his innovation which helped to enhance my experience in greater quantity. His ideas and work were truly extraordinary.

I would like to thanks the management of **Dynasty Group** for giving opportunity to do the internship successfully and share their valuable experience. they are provided friendly environment and behavior for working with them. I deeply thanks to manager of merchandiser who is permit for start my internship in his organization.

Executive summary:

This report emphasizes and illustrates on “**Customer satisfaction in DYNASTY GROUP**”- It is known to all, that Customer Satisfaction in our RMG sector.

The Ready-Made Garments (RMG) industry possesses an extraordinary position in the Bangladesh economy. It is the biggest sending out industry in Bangladesh, which experienced amazing development amid the most recent 25 years. By exploiting a protected market under the arrangement of Multi Fiber Agreement (MFA) of GATT, it achieved a prominent regarding outside trade income, fares, industrialization and commitment to GDP inside a limited capacity to focus time. The business assumes a key job in work age and in the arrangement of salary to poor people. Almost four million laborers are straightforwardly and in excess of twelve million occupants are in a roundabout way connected with the business. In the course of the last a quarter century, the quantity of assembling units has developed from 180 to more than 4000. The part has additionally assumed a noteworthy job in the financial advancement of the nation.

Beginning of DYNASTY GROUP. goes back to 1984 when DYNASTY GROUP. was set up. Today Texville Apparel Ltd. is one of the main producers and exporters of weave pieces of clothing in Bangladesh. In the course of the most recent two decades, by offering the best mix of value, effectiveness and efficiency to their esteemed clients, Texville Apparel Ltd. has possessed the capacity to grow up from 50 machines sewing unit to a composite material having sewing, coloring and completing offices of around 20 tons texture and 70000 pc articles of clothing every day

Dynasty clothing ltd. Representative fulfillment arrangement is amazing the treat their worker as companion. They give more than chance to expanding their execution and expanding their way of life. The greater part of the worker are fulfilled for playing out their working exercises in this association and also, they feel pleased for this association.

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Chapter one

Introduction

1.1 Background of the study.

Academic course of study is defined theoretical knowledge and when engaged with an organization achieve practical knowledge. When students engage themselves in practical field to make proper use of their theoretical knowledge, they come to realize the benefit of that knowledge. I had the opportunity to work in the leading companies who earn foreign money by export product, this company name “**DYNASTY GROUP**”. It is a big sector in our country for contribute foreign income. Now I take my report topic is Customer Satisfaction of DYNASTY GROUP.

1.2 Scope of the Report:

This internship program provides me the opportunity of practical knowledge in different area of Dynasty Group. I got the primary level experience about organization culture as well as engaged in organizational environment. When I prepare my report than I got more experience as well as knowledge about this organization (Dynasty Group).

1.3 Objective of the study.

Broad objective:

This broad objective of the study to Customer satisfaction of Dynasty Group.

Specific objective:

- ❖ The study was conducted with a view to achieving organizational goal.
- ❖ Find out the component which is promote Customer Satisfaction of Dynasty Group.
- ❖ Identifying the level of Customer Satisfaction and relationship with company.
- ❖ To find out the relationship between organization and customer satisfaction level.
- ❖ Identify the major factor of Customer Satisfaction of this company.

1.4 Methodology of the study

For making the report understandable, meaningful and presentable I tried to use both primary method as well as secondary method of data collection as research base. A questionnaire was prepared and survey was conducted among HR officers and other employees which helped to collect primary data of the report. Whereas, secondary data was collected from internet and HR policy documents and publications of Dynasty Group as well as some articles. The sources have been divided by two parts.

Methods of data collection.

Data was originally collected from questionnaire, documents, journal ect. For collecting data, I was spent many hours in the organization. Besides, some data was collected by observing the employees.

Data Sources

Primary Source

- i. A questionnaire was made by google format and data was mainly collected by doing survey.
- ii. Face to face interview with some officials of the organization.
- iii. Consulting with supervisor

Secondary Source

- ❖ Organization's annual report
- ❖ Study on different journal's
- ❖ Organizational website

1.5 Limitations of this study.

This study has some limitations. When prepare questioner I face some problem. Most of the person are not agree to fulfill this questioner because they thing that it can a problem in workplace.

- ❖ Respondent disagree to provide information.
- ❖ Lack of knowledge.
- ❖ Time.
- ❖ Respondent deep thinking.

Chapter Two

Literature review

2.1 Literature Review of employee satisfaction:

Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations (Schiffman and Kanuk, 2007-2008). Satisfaction of Consumers with products and services of company is considered as most important factor leading towards competitiveness and success (Hennig-Thurau and Klee, 1997). A study has shown that petite reductions in customer defections fabricate significant amplifies in profits because (1) loyal customers buy more products: (2) loyal customers are less price sensitive and pay less attention to competitors' advertising: (3) servicing existing customers, who are familiar with the firm's offerings and processes: and (4) loyal customers spread positive word-of-mouth and refer other customers'. Furthermore, marketing efforts aimed at attracting new customers are exclusive: certainly, in saturated markets, it may be impossible to find new customers (Schiffman and Kanuk, 2007-2008). Another widely quoted study that linked levels of customer contentment with customer behavior identified several types of customers: utterly satisfied customers who are either loyalists who keep purchasing, or apostles whose experiences exceed their prospects and who provide very positive word-of-mouth about the company to others, "defectors" who feel neutral or merely satisfied and are just as likely to stop doing business with the company, consumer "terrorists" who have had negative experiences with the company and who extend negative word-of-mouth. Hostages" are unhappy customers who stay with the company because of a monopolistic environment or low prices and who are difficult and costly to deal with because of their frequent complaints; mercenaries are very satisfied customers who have no real loyalty to the company and may defect because of a lower price elsewhere or on impulse. Defying the satisfaction-loyalty rationale (Thomas O. Jones and W. Earl Sasser, 1995).

2.2 Two factor theory (Motivation-Hygiene Theory):

Fredric Herzberg's Two factor hypothesis (As known as help Hygiene hypothesis) endeavors to clarify fulfillment and inspiration in the work environment. This hypothesis expresses that fulfillment and disappointment driven by various components inspiration and cleanliness factors, individually. Inspiration factor are those part of the activity that make individuals need to perform, and furnish individuals with fulfillment. These persuading factors are viewed as characteristic for the activity, or the work completed. Rousing variables incorporate parts of the workplace, for example, pay, organization approaches, supervisory practice's, and other working conditions.

While Herzberg's model has animated much research, scientists have been not able dependably observationally demonstrate the model, with Hackman and Oldham recommendation that Herzberg's unique plan of the model may have been methodological ancient rarity. Moreover, the hypothesis does not think about individual contrasts, then again anticipating all workers respond in indistinguishable way to changes in inspiring/cleanliness factors. At long last, the model has been condemned in that it doesn't determine how motivating/cleanliness factors are to be estimated.

2.3 Customer satisfaction organization view:

Organization better perform for their effective customer organization provide better product and better quality for their customer. This organization care about customer needs and demand.

Organizations hire people to perform for specific tasks that help them achieve their business goals and satisfied customer. They want to hire the talent necessary to achieve organizational goals that are consistent with their mission as well as customer needs. Organization successfully finds people, who fit the job requirements, who enjoy and are skilled in the tasks assigned to meet the organizations need and demand. An organization need to satisfied customer for better concentration in their organization such as when we provide better product so they are purchase more product from our organization.

We can say that organization focus on provide best level of product, they use different type of strategy for better perform. Organization loyal to satisfied their local customer and foreign customer to extend business in over the world.

2.4 Customer satisfaction customer view:

Beginning with the end in mind, reflect for a moment on what people might be looking for quality full product. Perhaps they are working mainly for a paycheck? All of the customer first requirement they need to good product because who purchase product from here, they need to sale product in their local aria if their product have any problem so they can't sale their product anywhere.

Foreign customer they need to best quality product for their product. We know that Bangladesh have chip labor and garments perform over the world. And they believe that we are produce best quality of product and all of the organization provide best quality product.

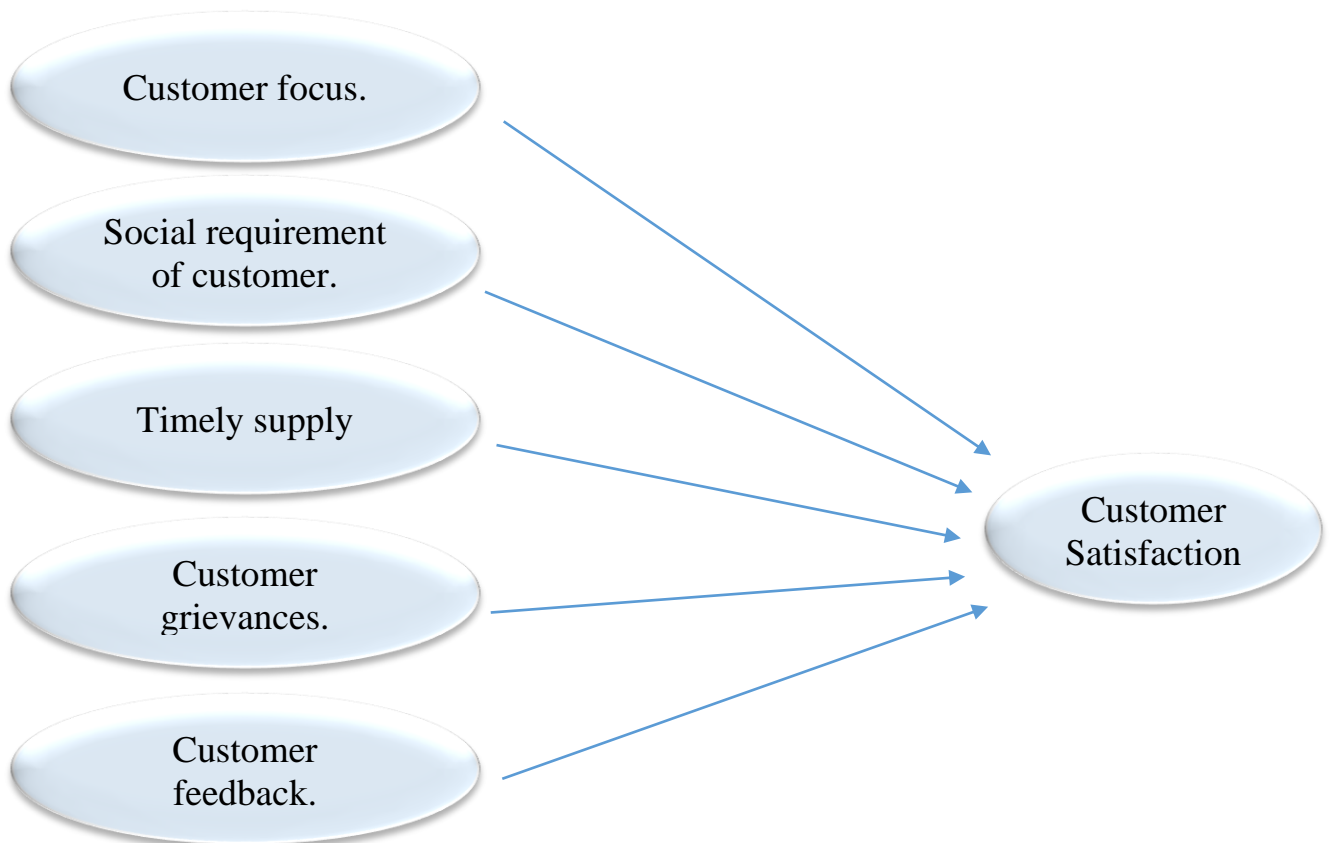
The annual performance represent is typically the main conversation to explore productivity and satisfaction. Since these conversations focus more on evaluation of performance, goal attainment, they seldom get to meaningful conversation about satisfaction with task or the fit of the current or future work itself. There are also several demands for the organizers to reach organizational goals, so they can easily under-appreciate the powerful influence that customer satisfiers have on customer overall satisfaction. By taking the initiative communicate with their managers, employees can help ensure that managers are better able to provide the necessary guidance or coaching support.

In summary, it is challenging for an organizational and manager to identify and promote customer satisfaction at an individual level. This is surprising because these job-related satisfiers are highly motivating when met, and are at the heart of productivity and performance.

2.5 Research Framework:

Customer Satisfaction model represent how we can satisfy our employee it can be benefit for achieve organizational goal and better output.

A simple Customer satisfaction model given that billow:



This model identify how can satisfy our customer, this model right side represent customer contributions how can satisfy our customer and what steps we can follow for customer satisfaction and other side represent organizational goals. When an organization need to satisfy their customer, they can use this type of strategy for achieve their organizational goals.

Chapter Three

“Overview of the DYNASTY GROUP”



Dynasty group



Dynasty Knit Fashions Ltd.

Millennium Sweater Ltd.

An ISO 9001:2000 Certified

Dynasty Sweater (BD) Ltd.

3.1 Organization history.

Dynasty group of company is one of the best leading manufacturing industries in Bangladesh which is supervise by Mr. Jahid Akbar Chowdhury, Chairman of this company. Dynasty three organization given that bellow:

Dynasty Knit Fashions Ltd.
Millennium Sweater Ltd.
Dynasty Sweater (BD) Ltd.

All of the sectors have 525 machines which is produce fine knit sweaters. (1. Dynasty Kint Fashions Ltd. 2. Millennium Sweater Ltd. 3. Dynasty Sweater (BD) Ltd.) Now this organization produce 350000 pce product per month.

Dynasty Group of company start their production since 1995. Now this organization have independent campus, constructed building with all facilities for producing product. This organization located in asulia which is 35 kilometers from Dhaka.

Today, dynasty Group is one of the leading sweater exporter company in Bangladesh, this organization deal with different types of foreign organization. Dynasty Group manufacture produce quality full product for their customer. There experts are complete quality design for their customer with competitive price. Dynasty meets these diverse requirements with a unique combination of sourcing, merchandising, leading-edge technology, and marketing experience and best in class management team.

3.2 General Information about the company.

Name of Organization: Dynasty Group

Type of the project: (A 100% Export Oriented Sweater Manufacturing Company)

Year of Establishment: It was established 2001.

Location :

- ❖ Dynasty knit fashions Ltd.
- ❖ Aukpara, Ashulia, Savar, Dhaka, Bangladesh
- ❖ Tel:88-02-7713163,7713701, 7710062 Fax:88-02-7713702

- ❖ Millennium Sweater Ltd.
- ❖ Aukpara, Ashulia, Savar, Dhaka, Bangladesh
- ❖ Tel:88-02-7713163, 7713701, 7710062 Fax:88-02-7713702

- ❖ Dynasty Sweater (BD) Ltd.
- ❖ Aukpara, Ashulia, Savar, Dhaka, Bangladesh
- ❖ Tel:88-02-7713163,7713701, 7710062 Fax:88-02-7713702

Investor : Momena Jahan (Managing Director)

Production capacity: 3,50,000 pcs (per month)

Area : 2,52,155 sft

Main Production : Single/ Double jersey, Single/ Double Lacoste, Pique, Waffle, Fleece, Terry, Interlock, Interlock Pique, Pleated jersey, Mesh Fabric, Rib etc with or without spandex garments & all kind of knitted tops and bottom.

Workers and Stuff : 3500

We produce product for this organization:



CAMAïEU



PRIMARK®

BRICE



McGREGOR®
NEW YORK 1921



.double2

This is our loyal customers we proudly say that we are produce product for this company.

3.3 MISSION

Our Mission is to create as a central maker and exporter of an extensive variety of Garments thing on the planet feature. Moreover, our principle objective directly is to turn our customers, our opponents' clients, from all industry sections, onto the things and organizations that we offer now and of things to come.

- ❖ Export garments product in world market.

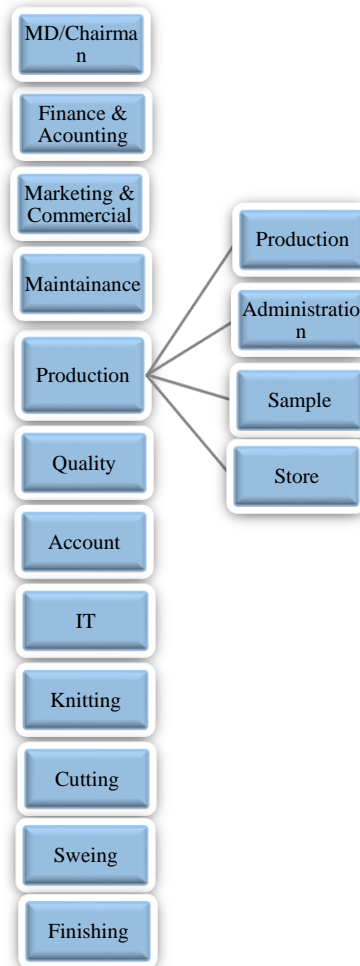
3.4 VISION

Our vision is to provide quality full product for customer to create organization value over the world by satisfying our customer. As well as we want to gating competitive advantage for leading garments industry.

3.5 Management & Organization:

The overall management of the company will be vested with the Board of Directors. The Board of Directors will be formulated company's policies & guide lines for its day to day business operations. The Managing Director will be the executive head who will look after the business affairs and other logistic supports of the economy. However, Managing Director will be assisted by the managerial and technical personnel who will be the directors of the company.

3.6 Organizational Structure:



3.7 Social Compliance:

Organization has worldwide nearness with fares. Plants are agreeable with all pertinent social, moral, condition and quality framework.

Keeping up reasonable wellbeing and security condition in production lines is center and most imperative assignments and to accomplish this objective They consistently train our labor about the fire wellbeing standard and starting strides to increment firefighting limit. They are worry about the ongoing fire episodes in article of clothing production line in Bangladesh and our supervisory group is working proactively to enhance the standard any place it conceivable. There Social Compliance

3.8 Quality Policy:

- Contend for superior quality.
- Stand by to the highest professional values.
- Manage our time and resources in a worthwhile manner resulting in greater value for customer.
- Maintain a respectively, assuming strict accountability and self –governance.
- Create offbeat impact through noteworthy resources and efficient action.
- Projection the right trends on time for each segment of the marketplace.

Chapter 4

About Customer Satisfaction

4.1 Customer satisfaction

Customer satisfaction:

Customer satisfaction refers to fulfilling the customer need and demand. On the other hand, customer satisfaction is important for an organization because when we fulfill customer need and demand they will be loyal customers for us and we can achieve our organization's goal.

Every company wants to keep their customers happy because happy customers are more benefited for an organization. When all the customers are satisfied, the productivity will be always better than other organizations and get a competitive advantage in local and international business.

Product quality is an assessment of current expenditure experiences by the market served.

This build evaluates customization and consistency of a given product and service.

Customization is the scale to which a product and service fulfill a consumer requirement, and consistency is the scale to which a firm's offer is consistent, identical, and free from deficiency. Product quality is accepted to contain a positive outcome on consumer satisfaction.



4.2 Need for Customer satisfaction:

Customer satisfaction is necessary for an organization because we know that happy customer is more benefited for an organization most of the time satisfied people are more benefited for an organization.

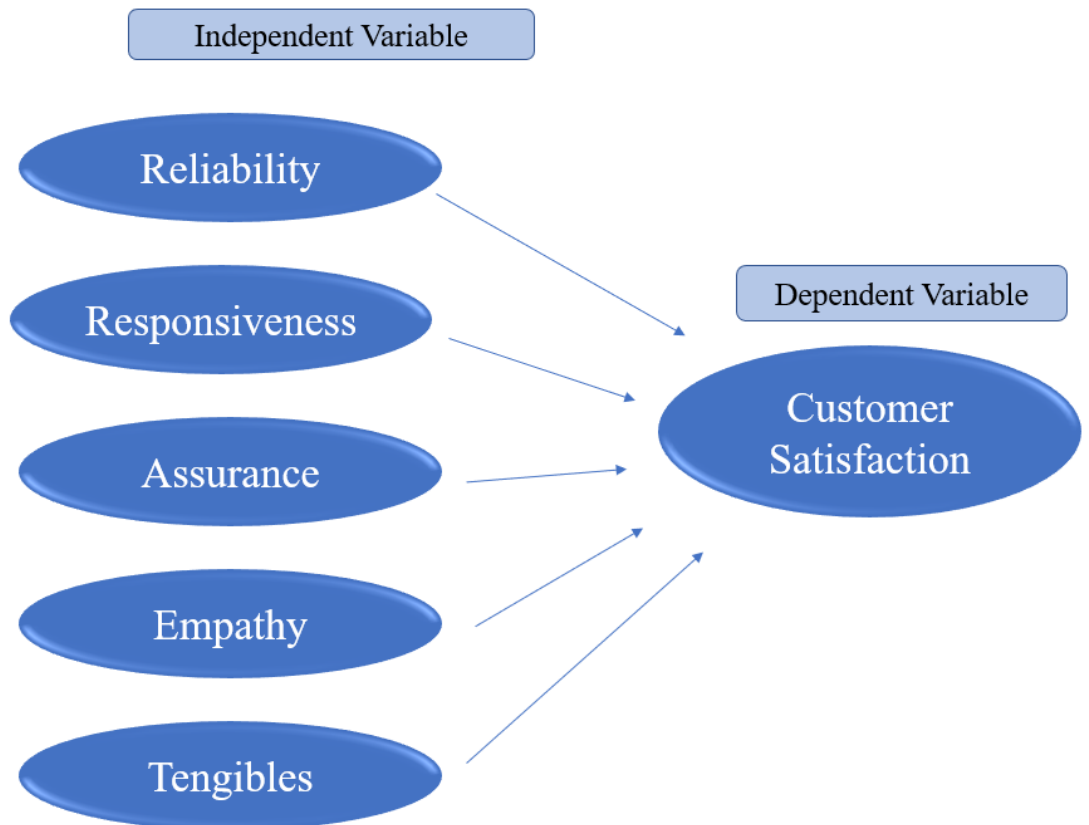
Satisfied customer is loyal customer what customer are satisfied for an organization so they are not finding better option for done their task. They conduct with this organization. So, the organization can achieve their organization goal.

So, we can say that customer satisfaction in necessary for an organization, it's helps to achieve organizational goal.



4.3 Variables of Customer satisfaction:

Through survey of writing, we can characterize the factors in predominantly 2 general classifications to be specific:



Dependent variable:

Customer Satisfaction: Customer satisfaction refers to fulfilling the customer need and demand. On the other hand, customer satisfaction is important for an organization because when we fulfill customer need and demand they will be loyal customers for us and we can achieve organization goals.

Independent variable:

1. Reliability:

- a. Customers deal with the task which can possibly fulfill their requirements and provide overall satisfaction.

2. Responsiveness:

- a. Organizations should be responsible for manufacturing products as per customer needs, wants, and demands.

3. Assurance: customer satisfaction requires customers to identify their product structure and design for getting better quality products.

4.4 How to improve Customer satisfaction:

Five ways to Customer Satisfaction given below:

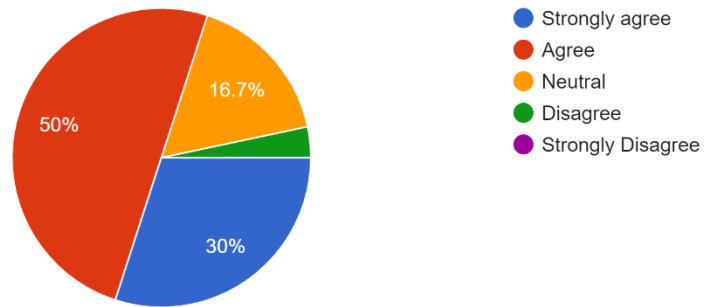
1. Be responsive.
2. Get to know your customer.
3. From feedback.
4. Be a human not a machine.
5. Satisfy your customer.

Chapter Five

Analysis and finding

1. Dynesty Group manufacture produce quality product for their customer.

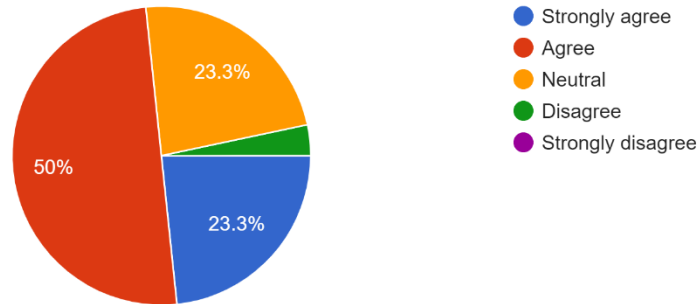
30 responses



Dynasty group of industry produce ready garments product a large number of countries. The following demonstration shows the respondents thoughts. maximum number of the respondents are agreed with the statement and this percentage is 50% and 30% respond are strongly satisfied on the other hand rest of the respondent are disagree with this statement.

2. This organization charge reasonable price.

30 responses



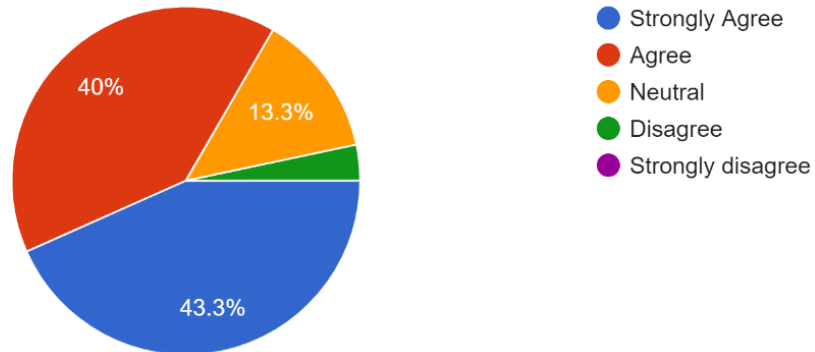
In this following figure total sample size 30 and the number of respondents agree with that statement and that means the employee fully satisfied on the basis pricing policy in this organization term of regulation.

Here in this chart 50% of respondent both of agree and 23.3 strongly agree and rest of the respondent disagree.

So, we can say that organization need to improve their pricing policy for increase their customer. If customer will be dissatisfied so organization can be falling their economic growth.

3. Delivered product in time.

30 responses



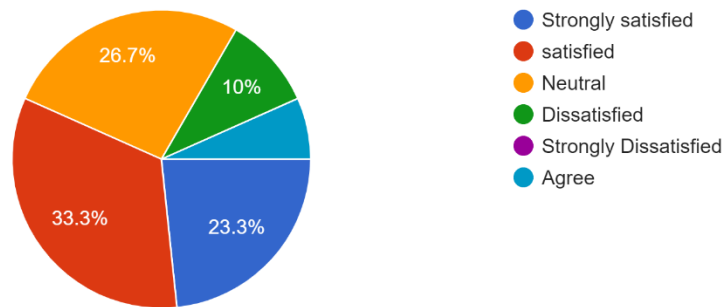
It shown most of the respondent and their statements are majority both of agree and strongly agree where 43.3% is agree and other side agrees are 40%, it seems they are properly satisfied for their delivery time.

On the other hand, 13.3% are represent the respondent are not much happy on this current environment.

And rest of the respondent shows negative response on their statement.

4. Relationship between organization and customer.

30 responses

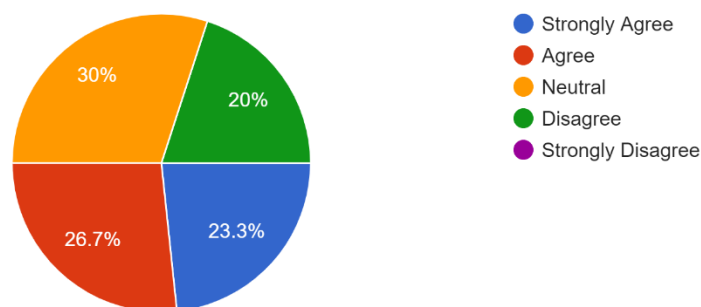


In this figure we can see that 33.3 percent of the total respondent think that relationship between organization and customer is satisfied. 23.3 percent respondent highly satisfied. and rest of the respondent think that it's not good.

So, it seems that majority of the respondent are satisfied with the relationship with their Organization and customer ,90 percent are satisfied. So overall observation we can see customer are satisfied.

5. Evaluating Customer needs.

30 responses

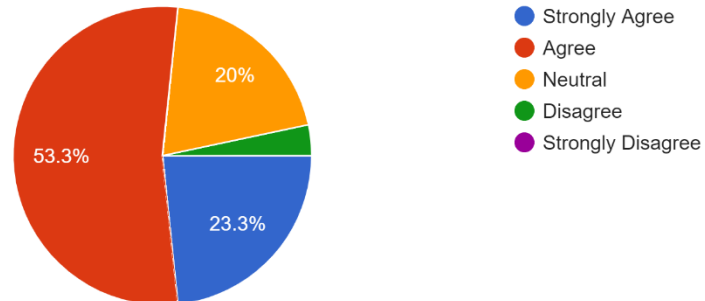


Here the part of the survey, organization evaluating customer need and demand for satisfying there customer. More precisely, the following figure demonstrate the respondents' corresponding reaction given that bellow:

Its show maximum respondent is agreed 23.3% total respondent they are agree with the evaluating customer needs on the other hand 23.3% strongly agree. And 30% are neutral they are not much satisfied in this case organization need to increasing this term.

6. Overall customer satisfaction.

30 responses



The above shown figure shows the semesters in which respondents are currently in. It shows that 31 respondents satisfied 53.3 % and 23.3% strongly satisfied on the other hand, rest of the respondent are not much satisfied.

5.2 Recommendations:

This study based of Dynasty groups customers. Based on their response in questioner. Dynasty group need to improve this activates, it's based-on customer response.

1. First of all, organization need to build strong relationship with the customer which can be more profitable.
2. Secondly, Evaluating customer need and demand for more concentration to the organization.
3. Besides that, Charge best pricing policy.

Chapter six Conclusions

6.1 Conclusions:

Customer Satisfaction always important in business world, its help to get better output in this organization and achieve organizational goal.

It was a wonderful experience during this internship program in Dynasty group. I have learned many knowledge and practical experience how to collect data and how to work in official environment, office culture, attitude, manners etc. This work increases my skill about manage organization environment, workforce, product quality measure, etc.

6.2 Reference:

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<https://www.inc.com/guides/201105/7-ways-to-improve-employee-satisfaction.html>

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Online

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7. Nguyen, N.M., Killen, C.P., Kock, A. The use of effectuation in projects: The influence of business case control, portfolio monitoring intensity and project innovativeness,

6.3 Appendix

CUSTOMER SATISFACTION

Dear valued respondents,

This is survey for the customer of “**Dynasty Group**”. This survey is intended to give the management of the company guidance to improve the Customer Satisfaction.

Name :

1. Dynasty Group manufacture produce quality product for their customer.
- a. Strongly satisfied b. Satisfied. c. Neutral
 - d. Dissatisfied e. Strongly dissatisfied.

2. This organization charge reasonable price.
- a. Strongly agree. b. Agree. c. Neutral
 - d. Disagree. e. Strongly disagree.

3. Delivered product in time.
- a. Strongly agree. b. Agree. c. Neutral
 - d. Disagree. e. Strongly disagree.

4. Relationship between organization and customer.
- a. Strongly agree. b. Agree. c. Neutral
 - d. Disagree. e. Strongly disagree.

5. Evaluating Customer needs.
- a. Strongly agree. b. Agree. c. Neutral
 - d. Disagree. e. Strongly disagree.

6. Overall customer satisfaction.
- a. Strongly agree. b. Agree. c. Neutral
 - d. Disagree. e. Strongly disagrees.

7. Do you give proper guidance for customer satisfaction?

.....
.....
.....