



Daffodil
International
University

Internship Report

On

“Customer Satisfaction of Sunshine Accessories Mfc. Bd, Ltd”

Under the supervision of:

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Letter of Transmittal

Date:

To,

Dr. S M Sohel Rana

Associate Professor and Associate Head (PC)

Department of Business Administration

Faculty of Business & Entrepreneurship

Subject: Submission of internship Repot.

Sir,

With outstretched rejoice, this is to apprise you that I am submitting my Internship Report which is a partial requirement of my MBA program. The report is largely based on “Customer Satisfaction of Sunshine Accessories Mfc. Bd, Ltd”. 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.

.....

Muhammad Rifatuzzannah

ID: 173-14-032

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Major in Marketing

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Letter of Authorization

This is to ratify that Muhammad Rifatuzzannah, ID: 173-14-032, a student of the department of Business Administration of daffodil International University has completed his internship report titled **“Customer Satisfaction of Sunshine Accessories Mfc. Bd, Ltd”**. Under my supervision and direction.

His internship placement was at Sunshine Accessories Mfc. Bd, Ltd. 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 Sohel Rana
Associate Professor and Associate Head (PC)
Department of Business Administration
Faculty of Business & Entrepreneurship

Proclamation

I, Muhammad Rifatuzzannah, hereby announce that the following internship report titled “Customer Satisfaction of Sunshine Accessories Mfc. Bd. Ltd” is fully prepared by me right after the completion of my internship at Sunshine Accessories Mfc. Bd, Ltd. Under the supervision of Dr. S M Sohel Rana, Associate Professor & Associate Head of Executive MBA. Department of Business Administration and Entrepreneurship.

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

.....

Muhammad Rifatuzzannah

ID: 173-14-032

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Acknowledgement

At first my thankfulness goes to Allah 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 Sohel Rana, my supervisor, duration of my internship which I highly indebted for his exceptional support and guidance. As well as, when I was working with him, I have earned valuable knowledge and I was inspired by his innovation which helped to enhance my experience in greater quantity. His ideas and assistance were truly extraordinary.

I would like to thanks the management of **Sunshine Accessories Mfc. Bd. Ltd** for giving me the 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 the General Manager of Sunshine, who have been given the authorization to start the internship in his organization.

Executive summary:

The internship report is on “Customer Satisfaction of Sunshine Accessories Mfc. Bd, Ltd”. The objective of the report is to analyze the Customer Satisfaction of this organization and to find out the satisfying factors of the customer. In this report includes the types of satisfaction which is provides to the customers, as well as find out the different strategy for increasing Customer Satisfaction.

Readymade Garments Industry is the leading foreign currency earning sectors of Bangladesh. Now-a-days our financial sectors are very much dependent on this sector. The annual export income of garments sector is driven from two sources. One is woven garments and others is knit wear. Readymade garments are a 100% export-oriented garments. Readymade garments exports’ various garments product in foreign market. The company makes shirts, ladies dress, shorts, trousers, and others for U.S.A, U.K, and for European countries.

Beginning of Sunshine Accessories Mfc. Bd. Ltd. goes back to 1984 when Sunshine Accessories Mfc. Bd. Ltd. was set up. Today Sunshine Accessories Mfc. Bd. 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, Sunshine Accessories Mfc. Bd. 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

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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, it achieves practical knowledge. When students engage themselves in practical field to make proper use of their theoretical knowledge, they come to realize the benefits of that knowledge. I had the opportunity to work in the leading companies who earn foreign money by exporting product, this company name “**SUNSHINE ACCESSORIES MFC. BD, LTD**”. It is a big sector in our country for contribute foreign income. Now I take my report topic is Customer Satisfaction of **SUNSHINE ACCESSORIES MFC. BD, LTD**.

1.2 Scope of the Report:

This internship program provides me the opportunity for achieving practical knowledge in different areas of Sunshine Accessories Mfc. Bd, Ltd. I got the primary level experience about organization culture as well as engaged in organizational environment. When I prepare my report then I got more experience as well as knowledge about this organization (Sunshine Accessories Mfc. Bd, Ltd).

1.3 Objective of the study.

This broad objective of the study to know the Customer Satisfaction of Sunshine Accessories Mfc. Bd, Ltd.

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 Sunshine Accessories Mfc. Bd. Ltd. 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 etc. For collecting data, I used a questionnaire which was sent to the customers of Sunshine Accessories Mfc. Bd. Ltd.

Data Sources

Primary Source

- i. A questionnaire was made by Google format and sent to the customers.
- ii. Face to face interview with some officials of the organization.

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 I was preparing questioners, I faced some problem. Most of the person are not agree to fulfill this questioner because they think that, it could create a problem in workplace.

- ❖ Some respondents were not interested to provide information.
- ❖ Time constraint.
- ❖ Safety and security issues as well.

Chapter Two

Literature review

2.1 Literature Review of Customer Satisfaction:

Customer Satisfaction refers to create a strong as well as good relationship with the customer. On the other hand, satisfying customer is important for an organization because, when we fulfill customer need and demand they will be loyal customer for us and then we can achieve the organization's goal.

Business can be treating customer on unique based in CRM method (2002). Organizations are increasing satisfaction strategy to improve Satisfaction with the customer, organization international factors need to involved as well as improve this Satisfaction program successfully. (Keramati et al, 2010; Zablah et al, 2004; Lindgreen et al, 2006).

A company can increase potentials as well as lucrative customers by incorporated offerings through channels, marketing messages to customer Satisfactions with increased profit. (Richard & Jones, 2008; Ko et al, 2008).

The benefits of CRM can be divided in two way which is increase company's knowledge to the customer and information why they purchase this product.

On the other hand, organization develop customer Satisfaction enhances about efficiency and effectiveness of sales and marketing, which can be more profitable for organization. Increase efficiency we need to determined customer-oriented operation model and process development (Mäntyneva, 2001)

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 and 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 achieving 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 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 quality product with better service, then they will purchase more product from our organization.

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

2.4 Customer Satisfaction and employee view:

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

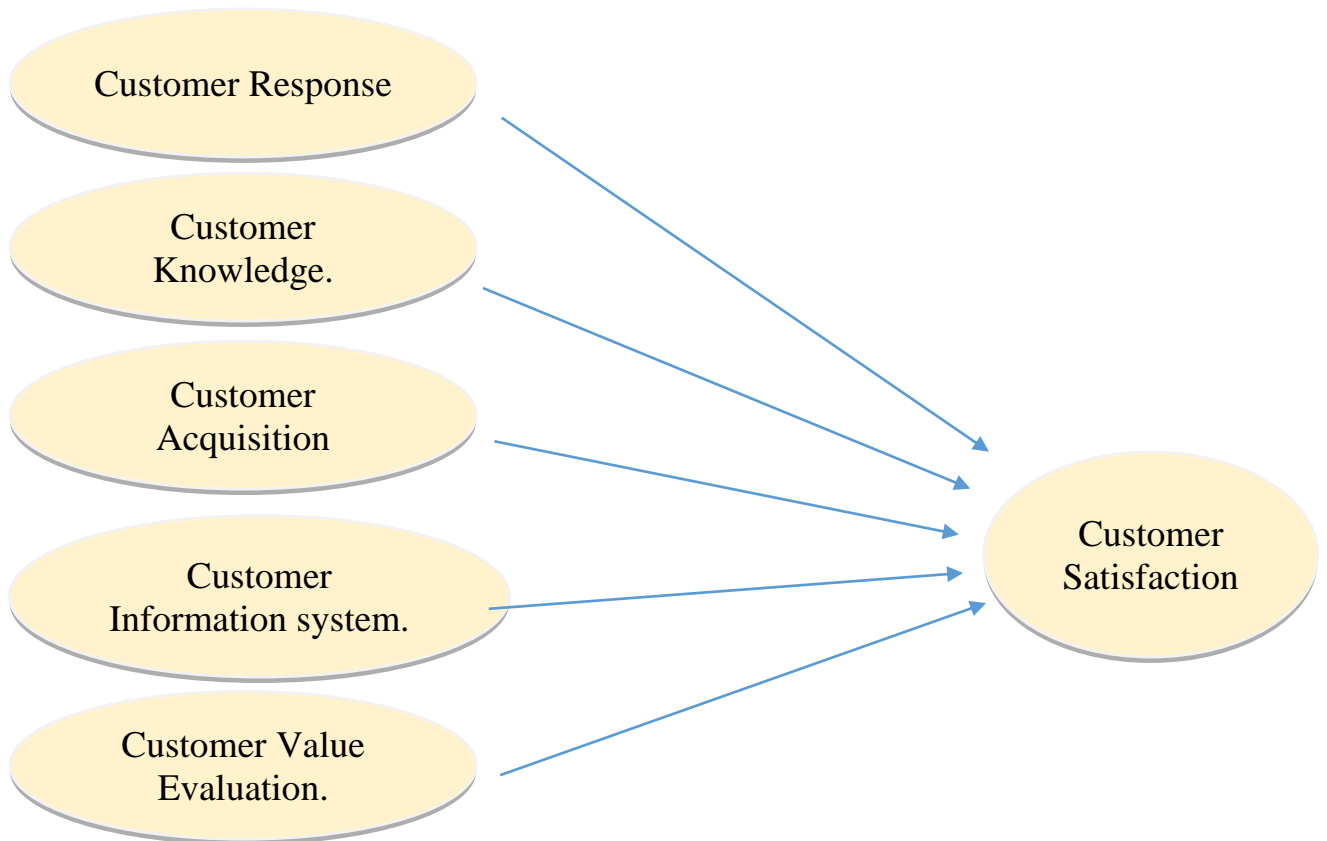
Foreign customers, they need to best quality product for their best sell. We know that Bangladesh have chip labor and garments performing over the world. And they believe that we are producing best quality product and all of the organizations provides best quality product as well.

The annual performance representing the main conversation to explore productivity and satisfaction. Since these conversations focus on more 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 organization and manager to identify and promote Customer Satisfaction to each an individual level. This is surprising because, this job-related satisfaction highly motivating when met, and at the heart of productivity and performance.

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

A simple Customer Satisfaction model is given 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 achieving their organizational goals.

Chapter Three
“Overview of the SUNSHINE ACCESSORIES
MFC. BD. LTD”

Sunshine Accessories Mfc. Bd, Ltd



3.1 Organization history.

Sunshine Accessories Mfc. Bd, Ltd of company is one of the best leading manufacturing industries in Bangladesh which is supervise by MS Lili, Chairman of this company.

All of the sectors have 525 machines which is produce fine knit sweaters.]

Sunshine Accessories Mfc. Bd, Ltd of company start their production since 1987 in china. Now this organization have independent campus, constructed building with all facilities for producing product. This organization located in Export Processing Zone, Chittagong, Bangladesh

Today, Sunshine Accessories Mfc. Bd, Ltd is one of the leading sweater exporter company in Bangladesh, this organization deal with different types of foreign organization. Sunshine Accessories Mfc. Bd, Ltd manufacture produce quality full product for their customer. There experts are complete quality design for their customer with competitive price. Sunshine 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: Sunshine Accessories Mfc. Bd, Ltd

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

Year of Establishment: It was established 1987.

Location (BD) :

- ❖ Bangladeshi Address
- ❖ Sunshine Accessories Mfc. Bd. Ltd.
- ❖ FS-05/04, Chittagong Export Processing
Zone, Chittagong, Bangladesh

China Address

Qidong Shuntian Textile Co. Ltd.
Qidong Sunshine Import & Export Trading Co. Ltd.
Zhongli Science Zone, Huihai rd, Binhai Industrial Zone Qidong, Nantong
City, Jiangsu Province
15262810708 , 13962929491
0086-513-83653686
info@sunshineinterlining.com
www.sunshineinterlining.com

Investor : MS Lili (Founder & Chairman)

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 Staff : 3500

We produce product for these organizations:



We are supplying for:

Dhaka-Gazipur-Saver-Narayanganj Zone

Beximco Group	Chitagong Zone
Square Group	Ken-park
Doreen Group	Regency
Elegant Group	Smart Jeans
Standard Group	Pacific Jeans
Ha-Meem Group	GMS Group
DBL Group	Section-7
Windy Group	Young one
Dekko Group	KDS Group
Islam Group	HKD
Envoy Group	
Spider Group	
Nassa Group	

Buyer:
George, Wall-mart, Kiabi, H&M, Inditex, Uniqlo, Matalan, Meco, Colombia, K-mart Australia, Vf Asia, Defacto, Collings, Tema, Ovies, Needle, Aldi etc..

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

3.3 MISSION

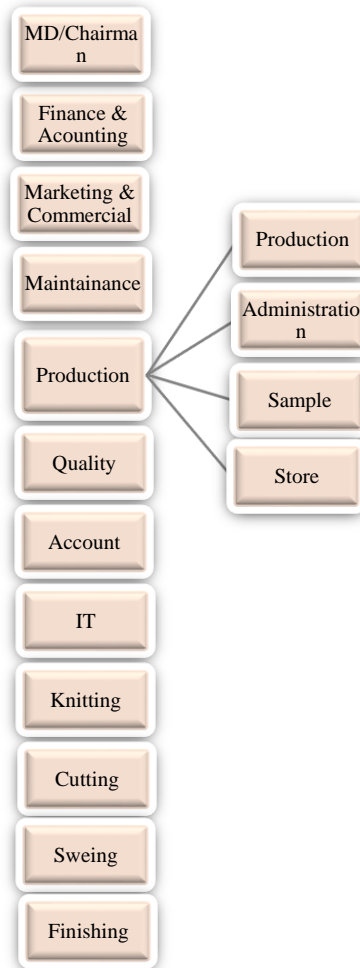
Our Mission is to create as a central maker and exporter of an extensive variety of Garments Clothes on the planet feature. Moreover, our principle objective directly is to turn our customers, our opponents' clients, from all industry sections, onto the things and organizations that we offer now and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

3.6 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

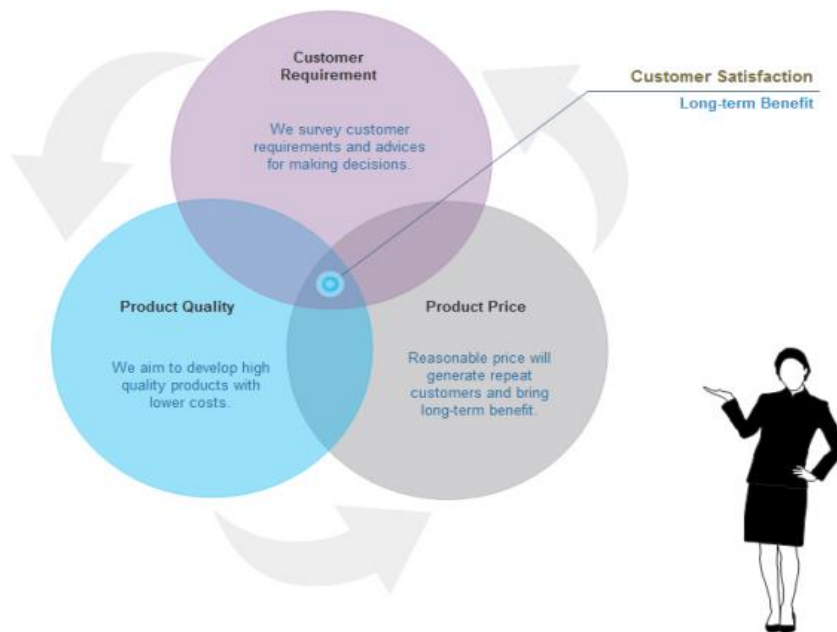
4.1 Customer Satisfaction.

Customer Satisfaction:

Customer Satisfaction refers to create a strong as well as good Satisfaction with customer. On the other hand, Customer Satisfaction is important for an organization because when we fulfill customer need and demand they will be loyal customer for us and we can achieve organization goal.

Every company want to keep their customer happy because happy customer more benefited for an organization. When all the customer is satisfied to the productivity will be always better from other organization and get competitive advantage in local and international business.

Product quality is assessment of current expenditure experiences by the market serve. This is built to 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 offer its consistent, identical, and free from deficiency. Product quality is accepted to contain a positive outcome on consumer satisfaction. Here is view of long-term benefits for having customer satisfaction.



4.2 Needs 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.

When we create a good relation with customer so customer will be loyal customer. Customers 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 is necessary for an organization, it's helps to achieve organizational goal.



4.4 How to improve Customer Satisfaction by Satisfying Customers:

Five ways of Customer satisfaction that are given bellow:

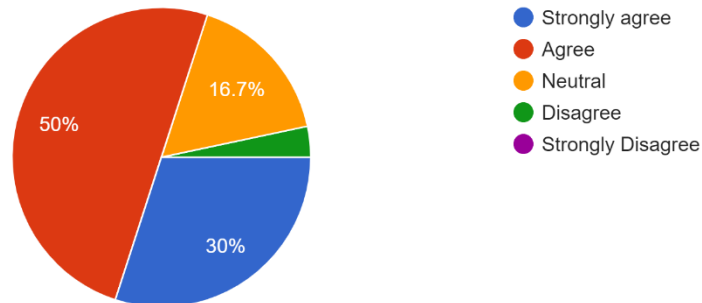
1. Customer Care.
2. Analysis.
3. Acquisition.
4. Strong Satisfaction with customer.
5. Communication.

Chapter Five

Analysis and finding

Sunshine Accessories group manufactures quality product for their customers

30 responses

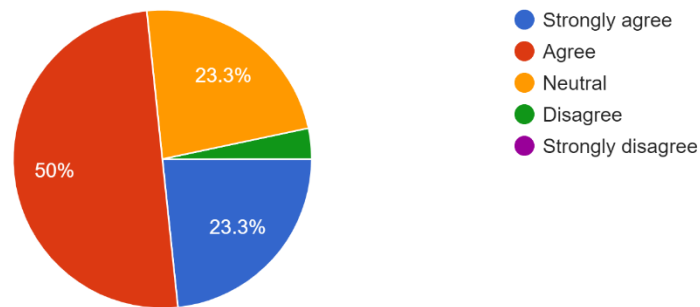


Sunshine Accessories Mfc. Bd, Ltd. of industry, produce ready garments product a large number of countries.

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 respondents are disagreed with this statement.

2. This organization charge reasonable price.

30 responses



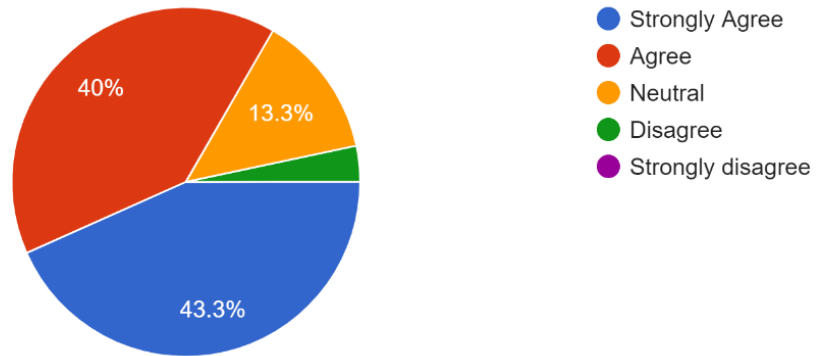
In this following figure total sample size 30 and the number of respondents agree with that statement and that means the employee fully satisfied on the basis of pricing policy in this organization's term of regulation.

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 needs to improve their pricing policy for increase their customer. If customer will be dissatisfied so organization can be falling their economic growth.

3. Management focuses on potential customer.

30 responses



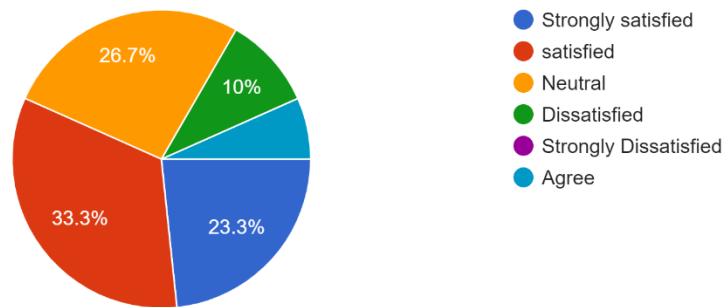
It shows that, most of the respondent and their statements are agree and strongly agree where 43.3% is agree and other side agrees are 40%, it seems they are properly satisfied focus on potential customer.

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.

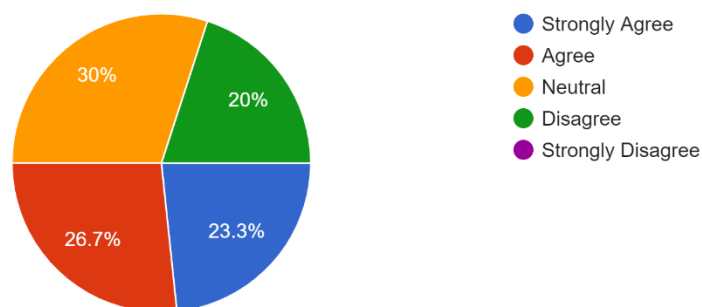
30 responses



In this figure we can see that 33.3 percent of the total respondent think that Satisfaction between organization and customer is satisfied. 23.3 percent respondent highly satisfied. and rest of the respondent thing that it's not good. So, it seems that majority of the respondent are satisfied with the Satisfaction of their Organization and customers, 90 percent are satisfied. So overall observation is, customers are satisfied.

5. Evaluating Customer needs.

30 responses

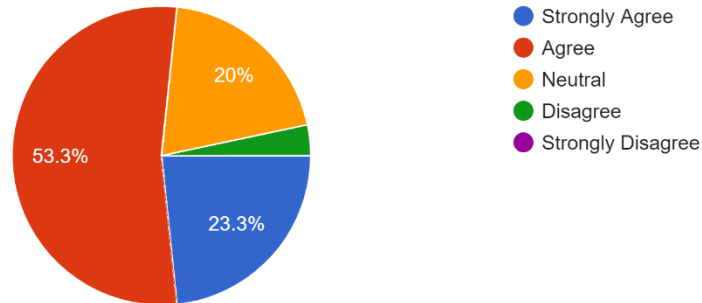


Here the part of the survey, organization evaluating customer need and demand for satisfying their customer. More precisely, the following figure demonstrate the respondents' corresponding reaction and that is given bellow:

Its shows that maximum respondents are agreed 23.3% of total respondents they were agreed with the evaluation of 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 increase this term.

6. Overall customer satisfaction.

30 responses



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

Chapter six

Conclusion and Recommendation

6.1 Recommendations:

This study based on the customers of Sunshine Accessories Mfc. Bd, Ltd. And also based on their response to the questioners. Sunshine Accessories Mfc. Bd. Ltd. need to improve these activates: -

1. First of all, organization need to build strong Satisfaction with the customer which can be more profitable. Need to consider 80/20 rule as well.
2. Personal Satisfaction should be built with the potential customers. For increasing Satisfaction, management can send different gift items to the customers like, calendar, diary etc. and wishing on the special day as well.
3. Different marketing strategies like, media advertisement or arrangements of any kinds of promotional activities; events to introduce the products attract to more customers.
4. The office layout should be designed in a way. So that, the customers will not be confused to find out any important things.

6.2 Conclusion:

For satisfying customer, Customer Satisfaction is very much important in present business world. Its helps to get better output to the organization and play a vital role to achieve organization's goal as well.

It was a wonderful experience to do this internship program in Sunshine Accessories Mfc. Bd, Ltd. I have learned many things like, how to collect data and how to synchronize it in a frame work. I would like to say, official environment, culture, attitude, manners influence me a lot to be a remarkable experienced. By this time, it increases my skills like, how to manage an organization's environment, workforce, product quality measure, etc.

6.3Reference:

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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,

6.4 Appendix

CUSTOMER SATISFACTION

Dear valued respondents,

This survey is for the customer of “**Sunshine Accessories Mfc. Bd, Ltd**”. This is intended to give guidance for the management of the company to improve the Customer Satisfaction by giving satisfying service.

Name:

1. Sunshine Accessories 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. Management focus on potential customer.
a. Strongly agree. b. Agree. c. Neutral
d. Disagree. e. Strongly disagree.

4. Satisfaction 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?

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