



Daffodil
International
University

Internship Report

On

“Customer Satisfaction of Service Quality: A study of Farhad Construction”

Under the supervision of:

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Faculty of Business and Entrepreneurship

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Letter of Transmittal

Date: July 02, 2020

To,

Dr. Md. Abdur Rouf
Associate Professor & Associate Head of MBA
Department of Business Administration
Faculty of Business & Entrepreneurship

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 MBA program. The report is largely based on “Customer Satisfaction of Service Quality: A study of Farhad Construction ”.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. Roman Hawlader

ID: 191-14-107

Program: MBA

Major: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Letter of Authorization

This is to ratify that Md. Roman Hawlader, ID: 191-14-107, a student of the department of Business Administration of Daffodil International University has completed his internship report titled “**Customer Satisfaction of Service Quality: A Study of Farhad Construction**”. Under my supervision and direction.

His internship placement was at Farhad Construction. I am pleased to state that he has gone through all the necessary and required steps to accomplish the report and it 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. Md. Abdur Rouf
Associate Professor & Associate Head of MBA
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Proclamation

I, Md. Roman Hawlader, hereby announce that the following internship report titled “Customer Satisfaction of Service Quality : A Study of Farhad Construction” is fully prepared by me right after the completion of my internship at Farhad Construction. Under the supervision of Dr. Md. Abdur Rouf, Associate Professor & Associate Head of MBA. Department of Business Administration and Entrepreneurship.

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

.....

Md. Roman Hawlader

ID: 191-14-107

Program: MBA

Major: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship.

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. Md. Abdur Rouf , 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 **Farhad Construction** 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 Farhad Construction, who have been given the authorization to start the internship in his organization.

Executive Summary:

The internship report is on “Customer Satisfaction of Service Quality: A Study of Farhad construction”. 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.

Construction industry is one of the most prominent industry in our country. Area of this industry is growing rapidly. If we consider about the Annual Development Projects (ADP) of 2019-2020 fiscal year it is TK 2,02,721 crore and it is increasing on an average 17% per year. More than 700 small industries are totally dependent on this industry. And some of the big construction project in our country is Padma Multipurpose Bridge, Padma Rail Line Project, Ruppur Nuclear Power Plant ,Matarbari Coal Power Plant , Sonadia Deep Sea Port , Kornofuli Under Water Tunnel , Metro Rail , Rampal Power Plant, Elevated Expressway, Flyovers and many others. And in private sectors annual investment is TK80000-90000 crore .No matter it is a developed or undeveloped country construction business is always highly profitable. That’s the reason the number of construction business is increasing in our country.

Today Farhad Construction has earned the reputation of one of the leading construction firm of the country, capable to undertake any kind of civil, electrical & mechanical engineering projects which require specialized professional experience with requisite technical knowledge. Farhad Construction has the specialization and experience with required in house logistic facilities to undertake any kinds of traditional projects observing all types of procurement methods as preferred by the customers. The diversity of the projects completed has been very critical which has helped Farhad Construction to attain present success & status. Farhad Construction portfolio of projects includes all sectors of construction industry both in private & public sectors. Farhad Construction has so far successfully completed various multidiscipline projects numbering more than 900 (Nine Hundred) since its inception. These are very rare achievement in the history of construction industry of Bangladesh. Quality & efficiency is the vision & philosophy of this company. Farhad Construction follows international standard along with national standards prevailing in the country in all respect. Quality of works is ensured at every stage of works by professional Engineers & professionals and philanthropic endeavors.

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Chapter One

Introduction

5.3 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 company, name of that company is “**Farhad Construction**”. Area of construction sector in our country is increasing day by day . Now I take my report topic is Customer Satisfaction of Service Quality: A Study of Farhad Construction.

1.2 Scope of the study:

This internship program provides me the opportunity for achieving practical knowledge in different areas of Farhad Construction. 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 (Farhad Construction).

1.3 Objective of the study:

Broad objective:

Broad objective of this study is to find out Customer Satisfaction of Service Quality.

Specific objective:

- ❖ Find out the component which is promotes Customer Satisfaction of Service Quality of Farhad Construction.
- ❖ Identifying the level of Customer Satisfaction with company.
- ❖ To find out the Satisfaction 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 Engineers and other employees which helped to collect primary data of the report. Whereas, secondary data was collected from internet and different documents and publications of Farhad Construction 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 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 I was preparing questioners, I faced some problem. Most of the persons 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.

2.2 Customer satisfaction and organization view:

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 try to satisfy their local customer and foreign customer to extend business in over the world.

2.3 Customer satisfaction and employee view:

Beginning with the end in mind, reflect for a moment on what people might be looking for qualitiful product. Perhaps they are working mainly for a paycheck? All of the customer's first requirement, they need 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.

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 satisfiers highly motivating when met, and at the heart of productivity and performance.

2.4 Research Framework:

SERVQUAL Model:

SERVQUAL is a multi-dimensional research instrument, designed to capture consumer expectations and perceptions of a service along the five dimensions that are believed to represent service quality. SERVQUAL is built on the expectancy-disconfirmation paradigm, which in simple terms means that service quality is understood as the extent to which consumers' pre-consumption expectations of quality are confirmed or disconfirmed by their actual perceptions of the service experience.

It is designed to measure service quality by capturing respondents' expectations and perceptions along the five dimensions of service quality. The questionnaire consists of matched pairs of items; 22 expectation items and 22 perceptions items, organized into five dimensions which are believed to align with the consumer's mental map of service quality dimensions. Both the expectations component and the perceptions component of the questionnaire consist a total of 22 items, comprising 5 items to capture tangibles, 5 items to capture reliability, 3 items for responsiveness, 5 items for assurance and 4 items to capture empathy.

SERVQUAL's Five Dimensions As later suggested by the original developers of the SERVQUAL model, the easy way to recall the five dimensions are by using the letters of RATER, as follows:

T= Tangibles

R= Reliability

R= Responsiveness

A= Assurance

E= Empathy

According to the description:

T= Tangibles refers to physical facilities, equipment and appearance of personnel.

R= Reliability is the firm's ability to perform the promise service accurately and dependably.

R= Responsiveness is the firm's willingness to help customer and provide prompt service.

A= Assurance is knowledge and courtesy of employees and their ability to inspire trust and confidence.

E= Empathy is caring and individualized attention paid to customers.



Chapter Three

“Overview of Farhad Construction”

Farhad Construction



3.1 Organization history:

Farhad Construction is one of the best construction company in Bangladesh which is supervise by Mr. Md. Farhad Miya Chairman of this company.

Today Farhad Construction has earned the reputation of one of the leading construction firm of the country, capable to undertake any kind of civil, electrical & mechanical engineering projects which require specialized professional experience with requisite technical knowledge. Farhad Construction has the specialization and experience with required in house logistic facilities to undertake any kinds of traditional projects observing all types of procurement methods as preferred by the clients. The diversity of the projects completed has been very critical which has helped Farhad Construction to attain present success & status. Farhad Construction portfolio of projects includes all sectors of construction industry both in private & public sectors. Farhad Construction has so far successfully completed various multidiscipline projects numbering more than 900 (Nine Hundred) since its inception. These are very rare achievement in the history of construction industry of Bangladesh. Quality & efficiency is the vision & philosophy of this company. Farhad Construction follows international standard along with national standards prevailing in the country in all respect. Quality of works is ensured at every stage of works by professional Engineers & professionals .and philanthropic endeavors.

3.2 General Information about the company:

Name of Organization: Farhad Construction

Type of the company: Construction Company

Year of Establishment: It was established in 1984.

Location : Farhad Construction
K-10, South kuril, Vatara, Dhaka-1230

Website : www.farhadconstruction.com.bd

Investor : Mr.Md. Farhad Miya (Founder & CEO)

Workers and Staff : 410

We work for these organizations:



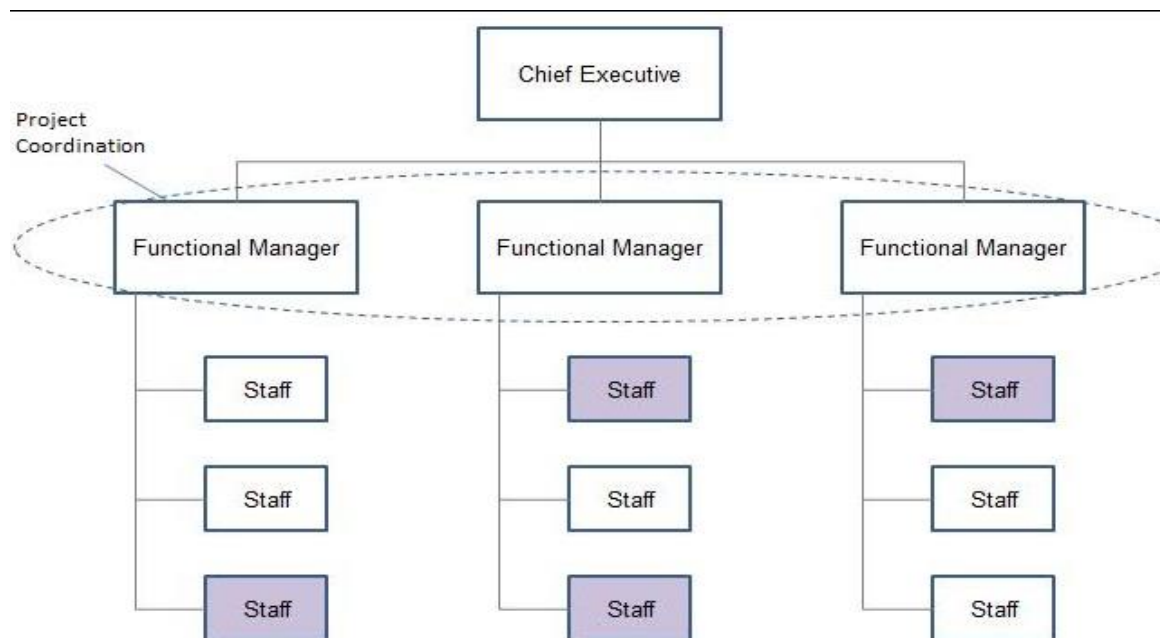
3.3 Mission

To provide our clients with the resources to complete their projects safely, on time, on budget, and with high-quality standards by integrating motivated, flexible and focused teamwork, dedicated project management, and outstanding craftsmanship in an injury and drug free work environment that encourages new ideas, new innovations and growth.

3.4 Vision

To have the reputation to be the contractor of choice committed to achieving the highest level of quality and performance through dedication and become the most successful and respected construction company in Bangladesh through hard work, ethical business practices, Farhad Construction initially started its journey in 1984 as a private Limited Company with a view to make significant contribution in the construction sector of the country.

3.5 Organizational Structure:



3.6 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 impact through noteworthy resources and efficient action.
- Projection the right trends on time for each segment of the marketplace.

Chapter Four

About Customer Satisfaction

4.1 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 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 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.

When we create a good relation with customer that time 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.



4.3 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.

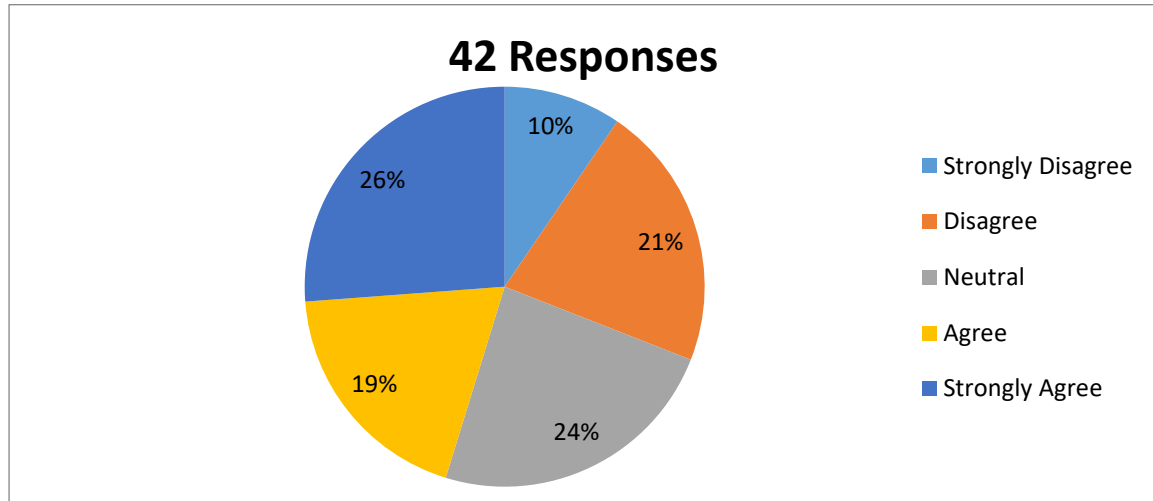
Chapter Five

Analysis & Findings

5.1 Analysis & Findings:

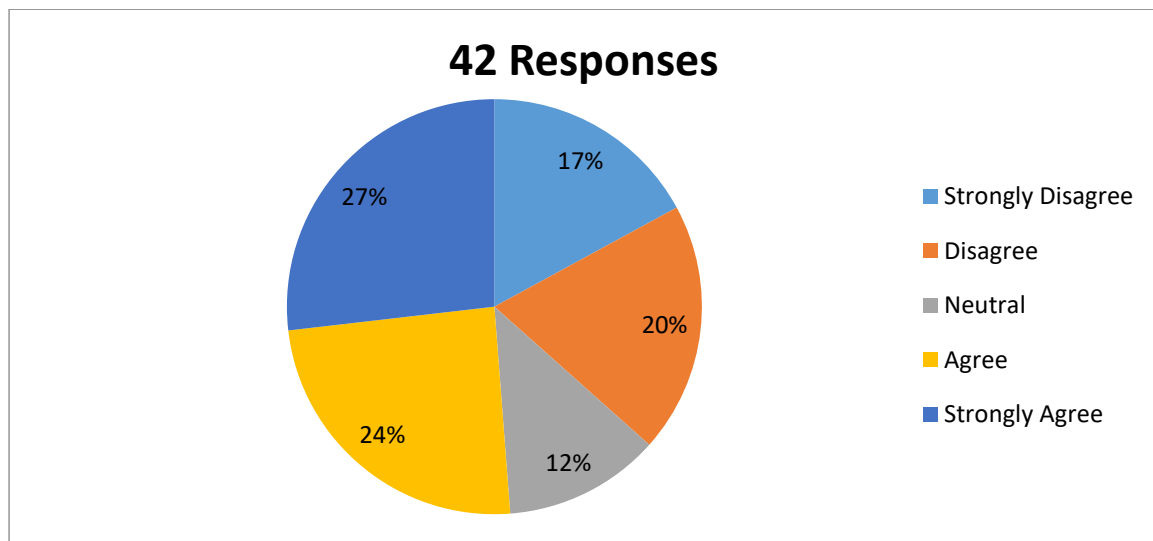
Tangibles:

1) Do you think Farhad Construction have sufficient modern equipment?



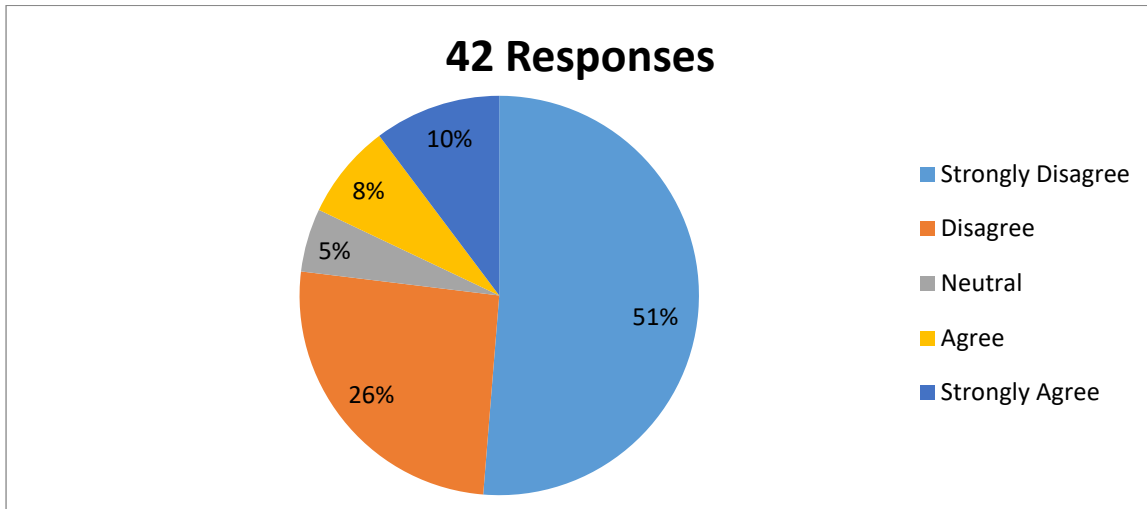
In this following figure total sample size is 42 among them 10% Strongly Disagree ,21% Disagree , 24% Neutral , 19% Agree , 26% Strongly Agree.

2) Do you think Farhad Construction have skilled manpower to complete assigned work properly?



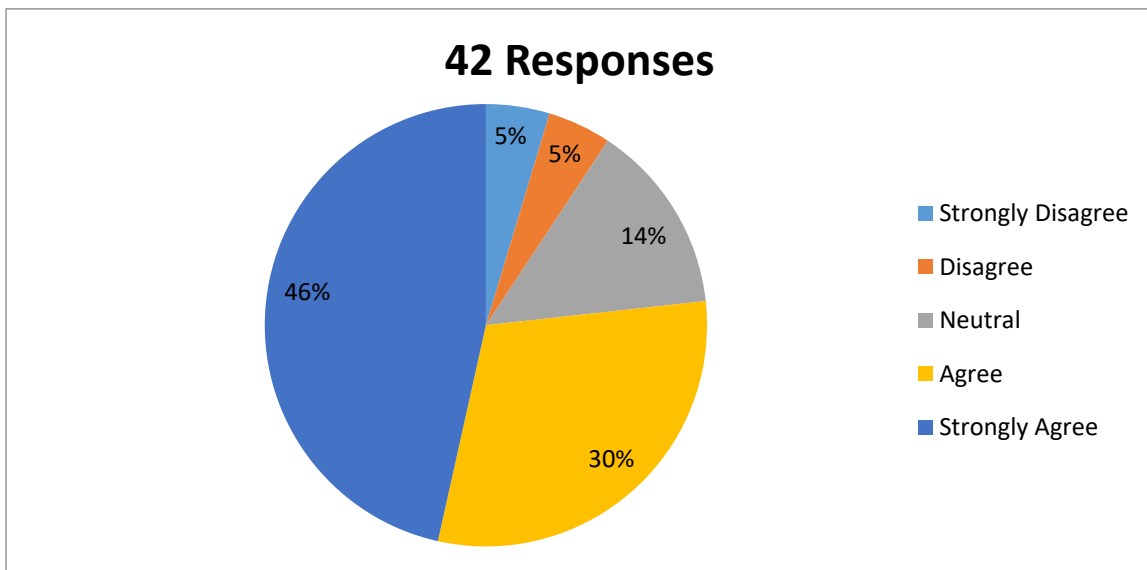
In this following figure total sample size is 42 among them 17% Strongly Disagree ,20% Disagree , 12% Neutral , 24% Agree , 27% Strongly Agree.

3) Do you think Farhad Construction have modern material storage system?



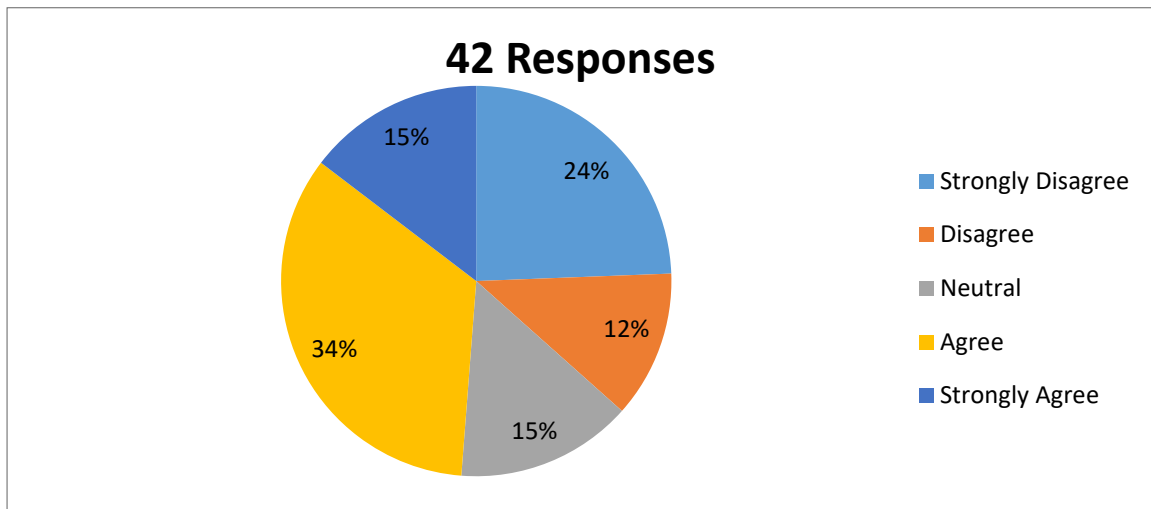
In this following figure total sample size is 42 among them 10% Strongly Disagree ,51% Disagree , 26% Neutral , 5% Agree , 8% Strongly Agree.

4) Do you think Farhad Construction workers dress properly?



In this following figure total sample size is 42 among them 5% Strongly Disagree ,5% Disagree , 14% Neutral , 30% Agree , 46% Strongly Agree.

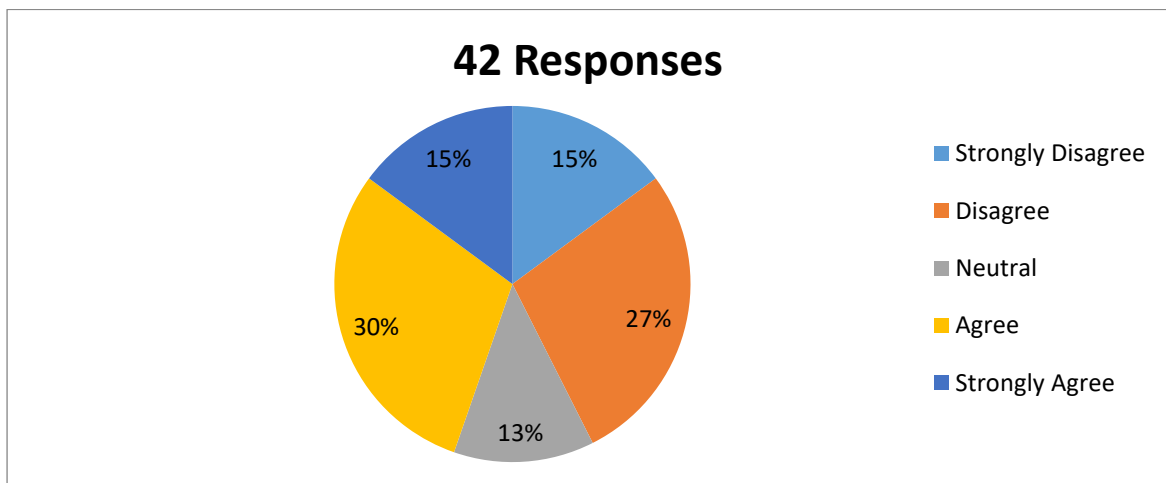
5) Do Farhad Construction provide details of all documents?



In this following figure total sample size is 42 among them 24% Strongly Disagree ,12% Disagree , 15% Neutral , 34% Agree , 15% Strongly Agree.

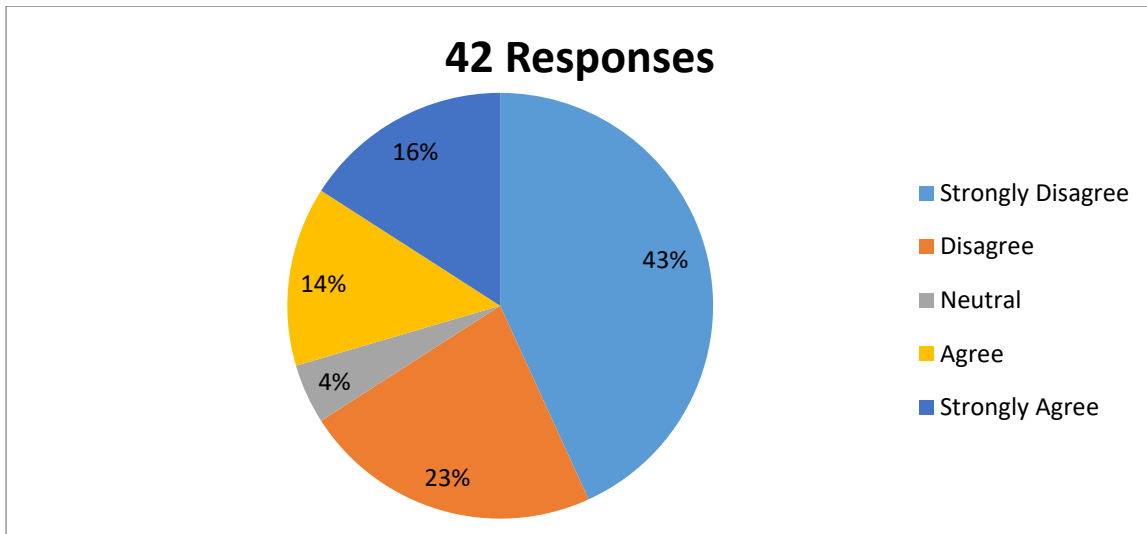
Reliability:

6) Do you think Farhad Construction keeping their promises?



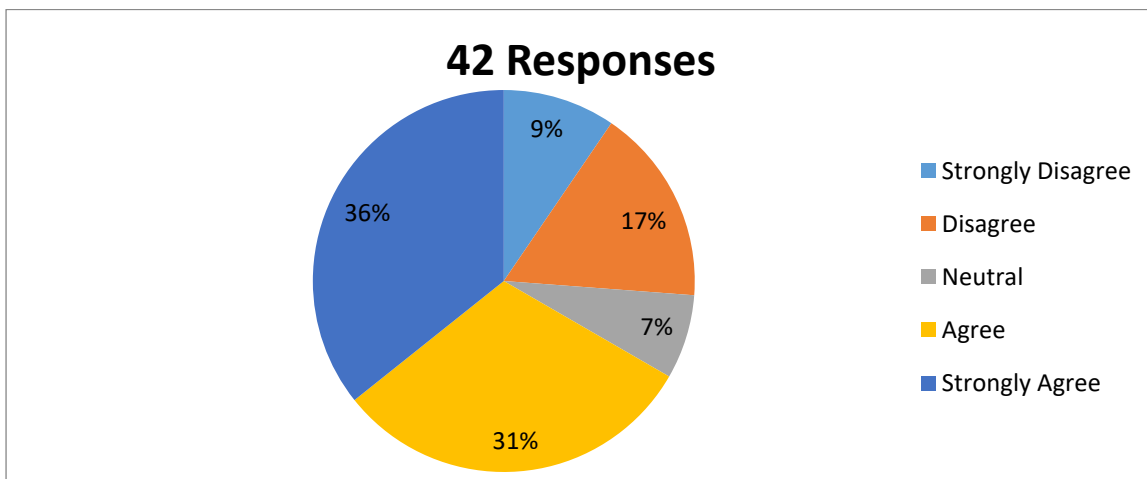
In this following figure total sample size is 42 among them 15% Strongly Disagree ,27% Disagree , 13% Neutral , 30% Agree , 15% Strongly Agree.

7) Do Farhad Construction show sincerity in solving your problems?



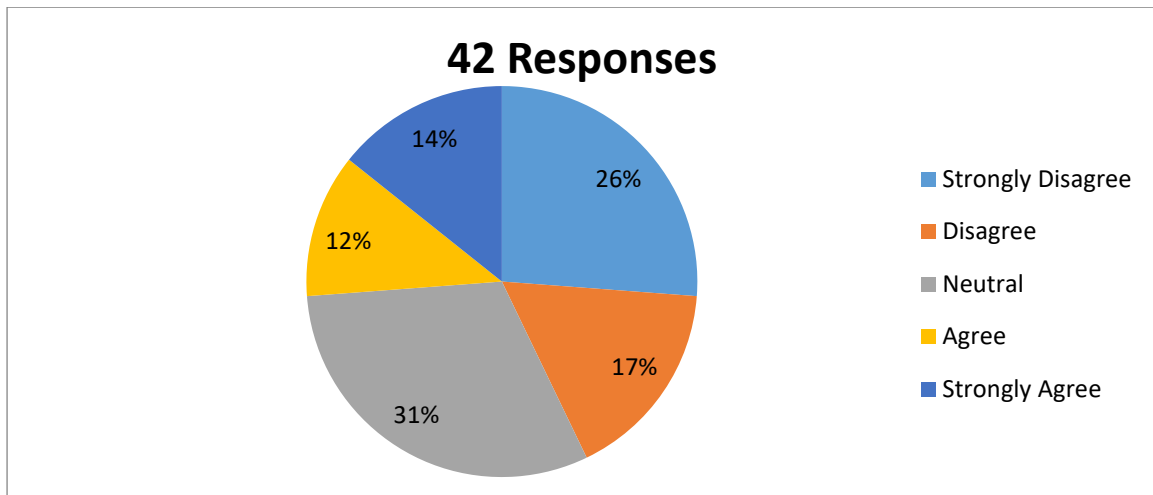
In this following figure total sample size is 42 among them 43% Strongly Disagree ,23% Disagree , 4% Neutral , 14% Agree , 16% Strongly Agree.

8) Do Farhad Construction perform work orders as required?



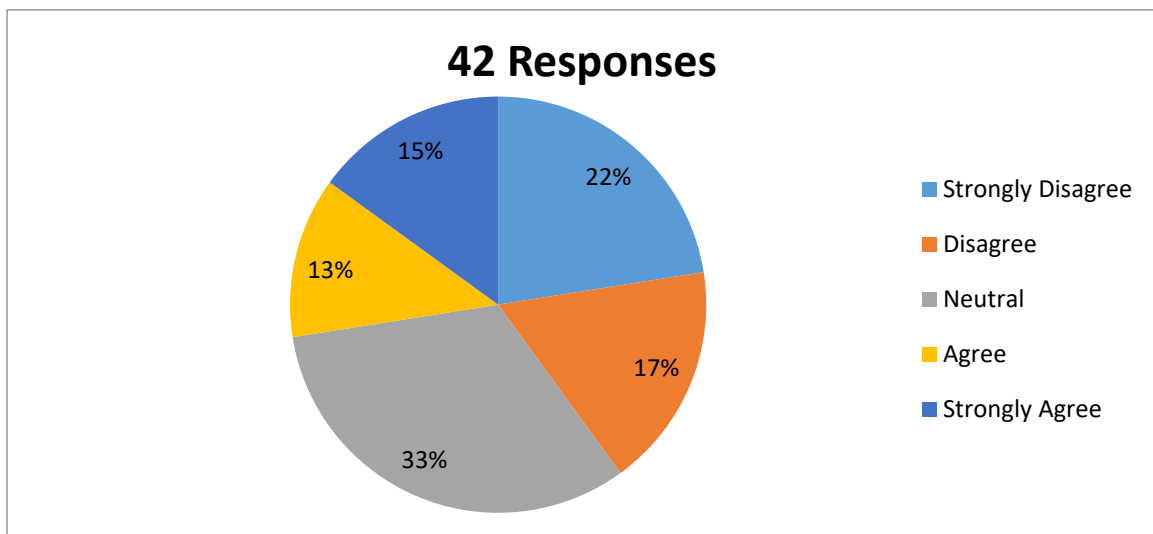
In this following figure total sample size is 42 among them 9% Strongly Disagree ,17% Disagree , 7% Neutral , 31% Agree , 36% Strongly Agree.

9) Do Farhad Construction provide services at the time they are promised to do so?



In this following figure total sample size is 42 among them 26% Strongly Disagree ,17% Disagree , 31% Neutral , 12% Agree ,14% Strongly Agree.

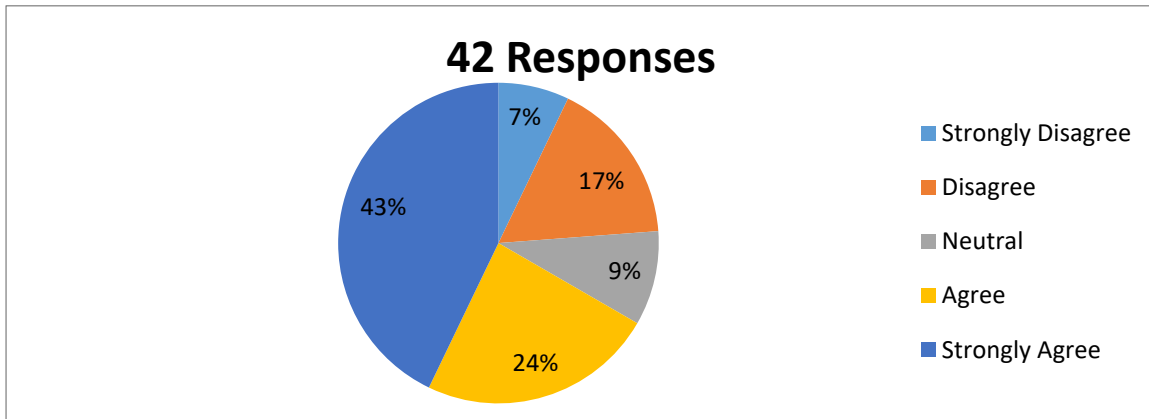
10) Do Farhad Construction always reporting the progress of their work?



In this following figure total sample size is 42 among them 22% Strongly Disagree ,17% Disagree , 33% Neutral , 13% Agree , 15% Strongly Agree.

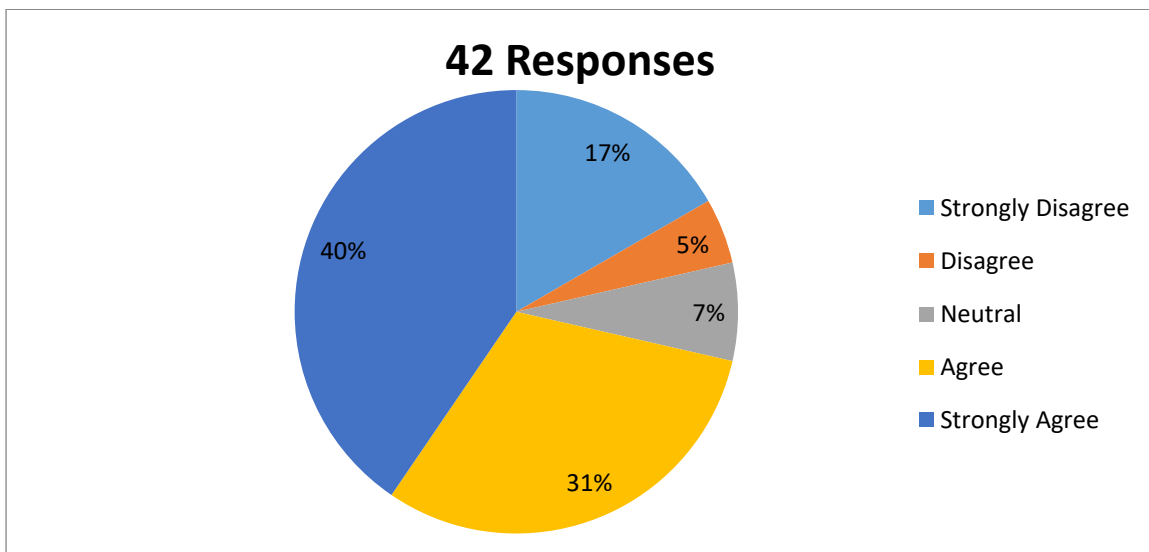
Responsiveness:

11) Do Farhad Construction informing you exactly when the service will be performed?



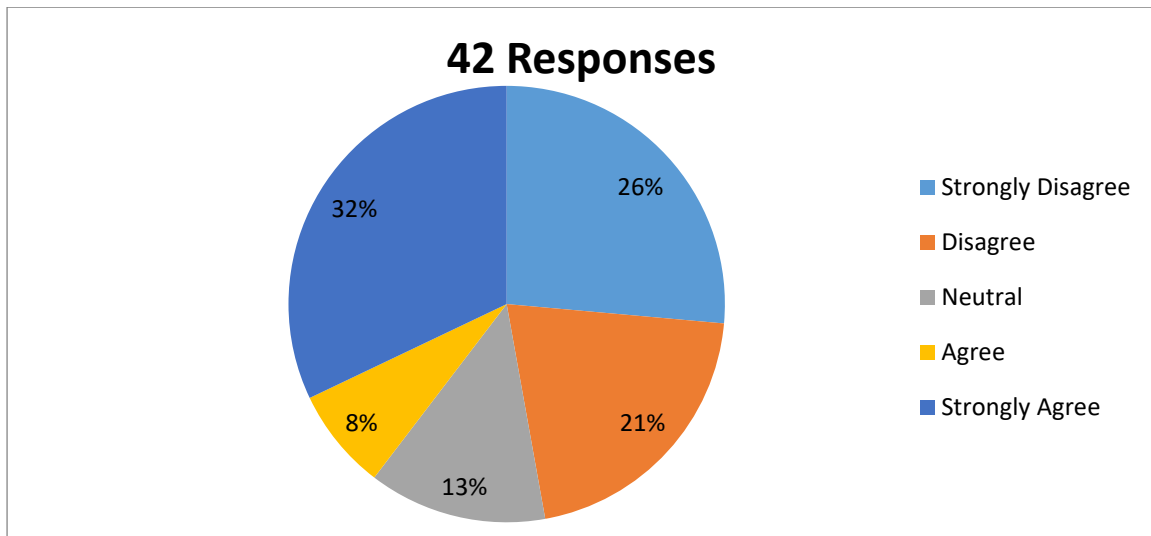
In this following figure total sample size is 42 among them 7% Strongly Disagree ,17% Disagree , 9% Neutral , 24% Agree , 43% Strongly Agree.

12) Do Farhad Construction provides prompt service to you?



In this following figure total sample size is 42 among them 17% Strongly Disagree ,5% Disagree ,7% Neutral , 31% Agree , 40% Strongly Agree.

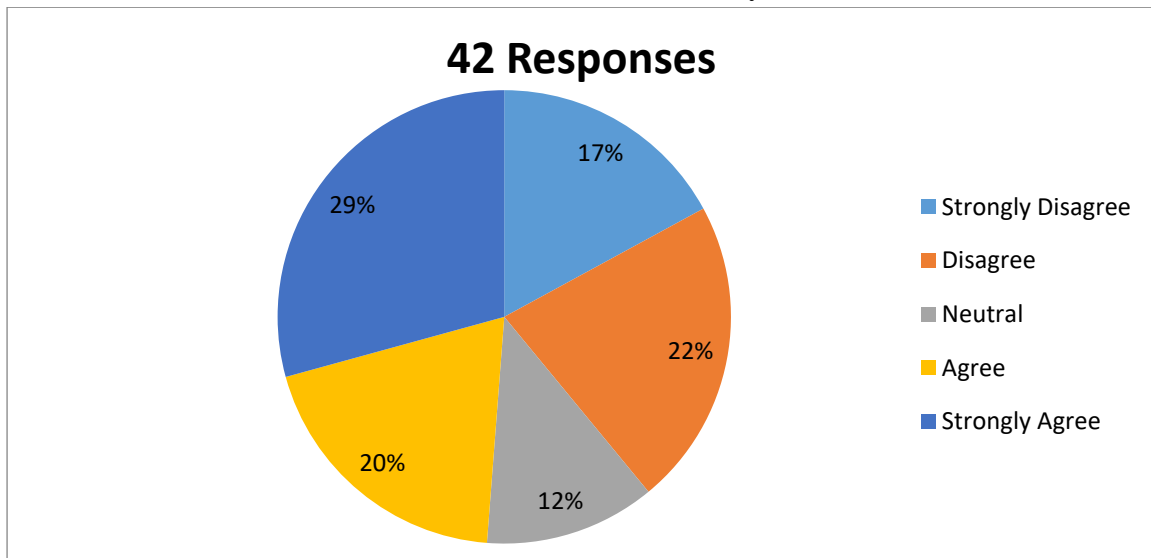
13) Do Farhad Construction have willingness to help you include additional work?



In this following figure total sample size is 42 among them 26% Strongly Disagree ,21% Disagree , 13% Neutral , 8% Agree , 32% Strongly Agree.

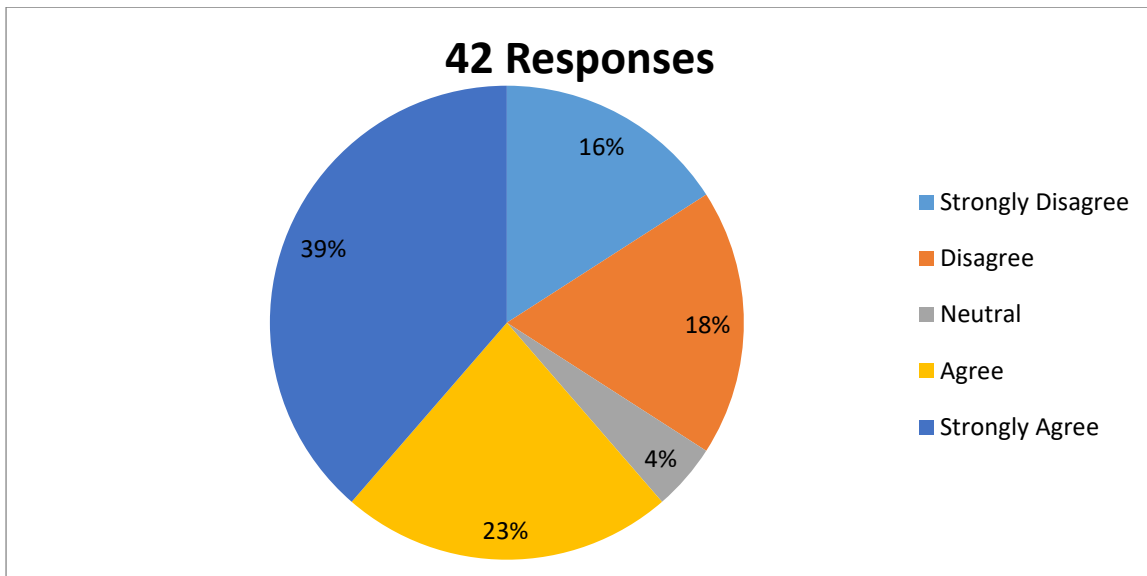
Assurance:

14) Do Farhad Construction behavior insist confidence to you?



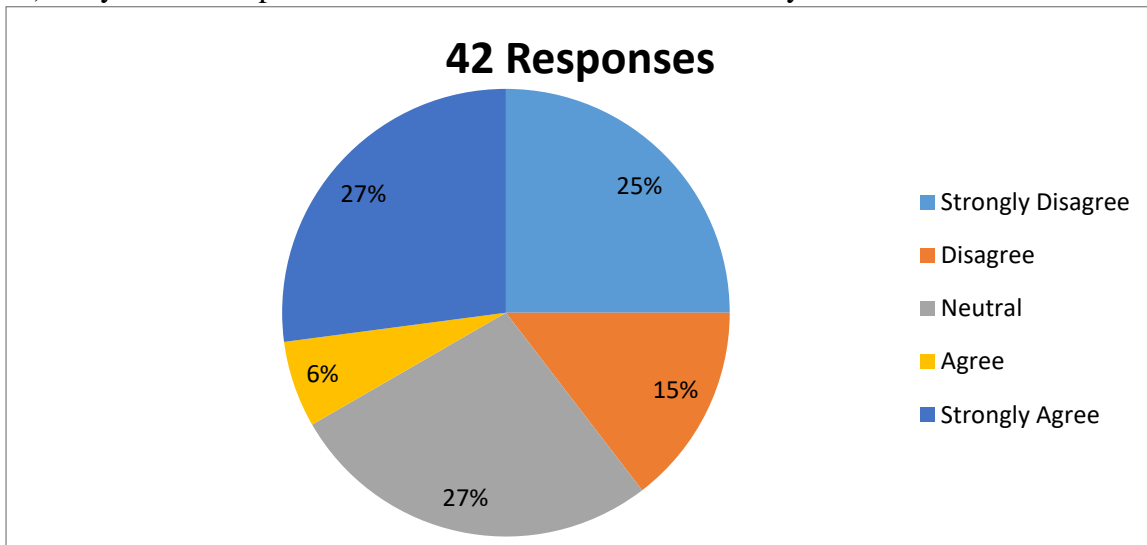
In this following figure total sample size is 42 among them 17% Strongly Disagree ,22% Disagree , 12% Neutral , 20% Agree , 29% Strongly Agree.

15) Can Farhad Construction assure the quality of work up to standard?



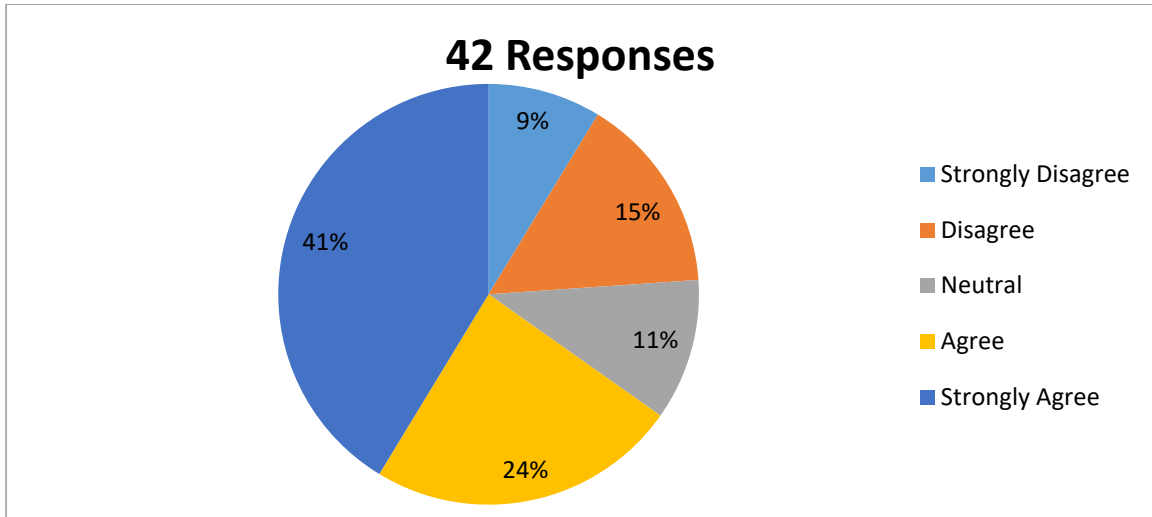
In this following figure total sample size is 42 among them 16% Strongly Disagree ,18% Disagree , 4% Neutral , 23% Agree , 39% Strongly Agree.

16) Do you like the politeness Farhad Construction shows to you ?



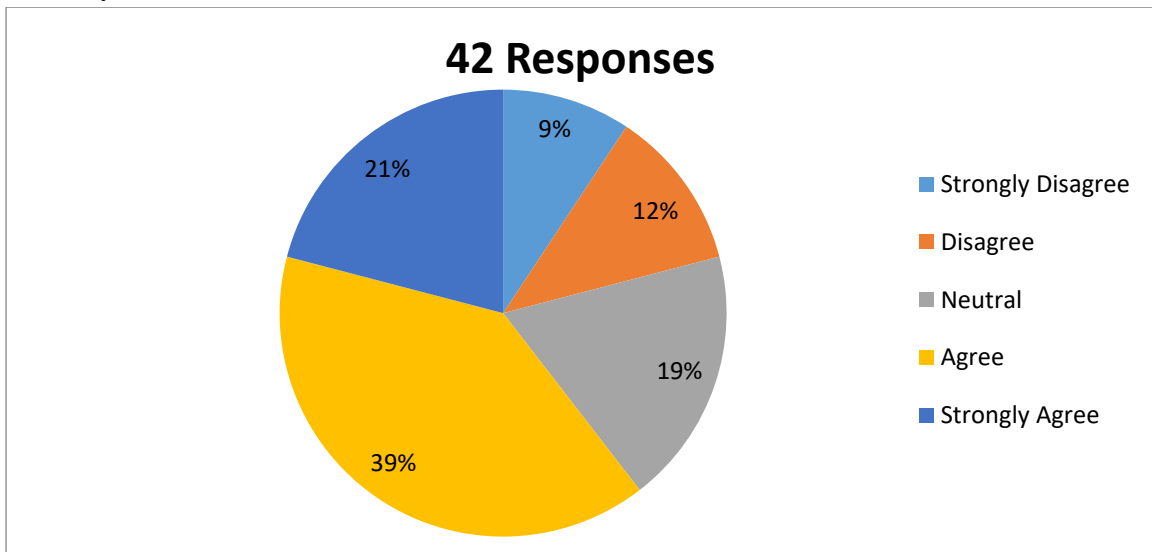
In this following figure total sample size is 42 among them 25% Strongly Disagree ,15% Disagree , 27% Neutral , 6% Agree , 27% Strongly Agree.

17) Do Farhad Construction workers have sufficient knowledge to answer your enquiries?



In this following figure total sample size is 42 among them 9% Strongly Disagree ,15% Disagree ,11% Neutral , 24% Agree , 41% Strongly Agree.

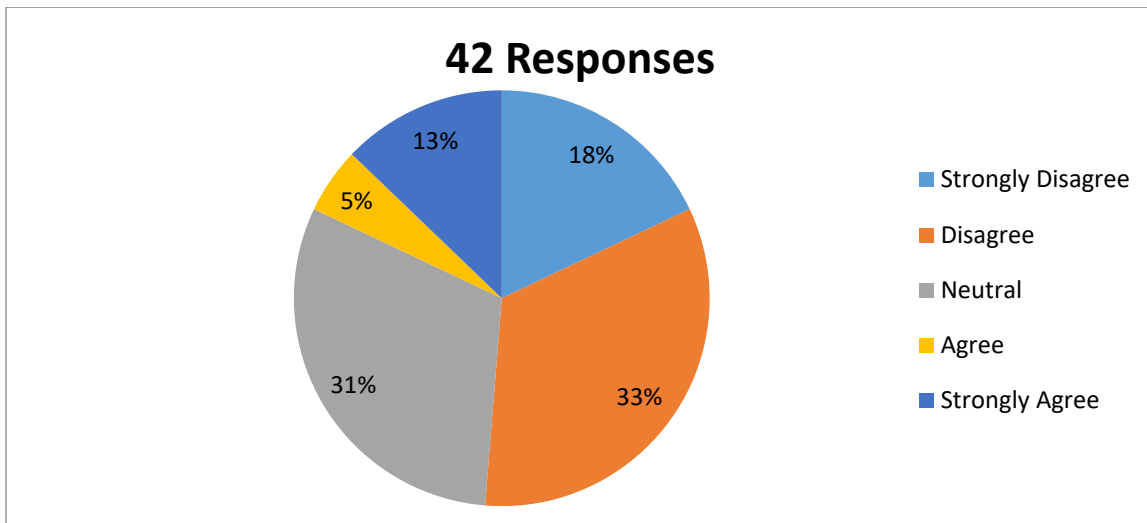
18) Do Farhad Construction workers have sufficient competence to solve problems correctly?



In this following figure total sample size is 42 among them 9% Strongly Disagree ,12% Disagree , 19% Neutral , 39% Agree , 21% Strongly Agree.

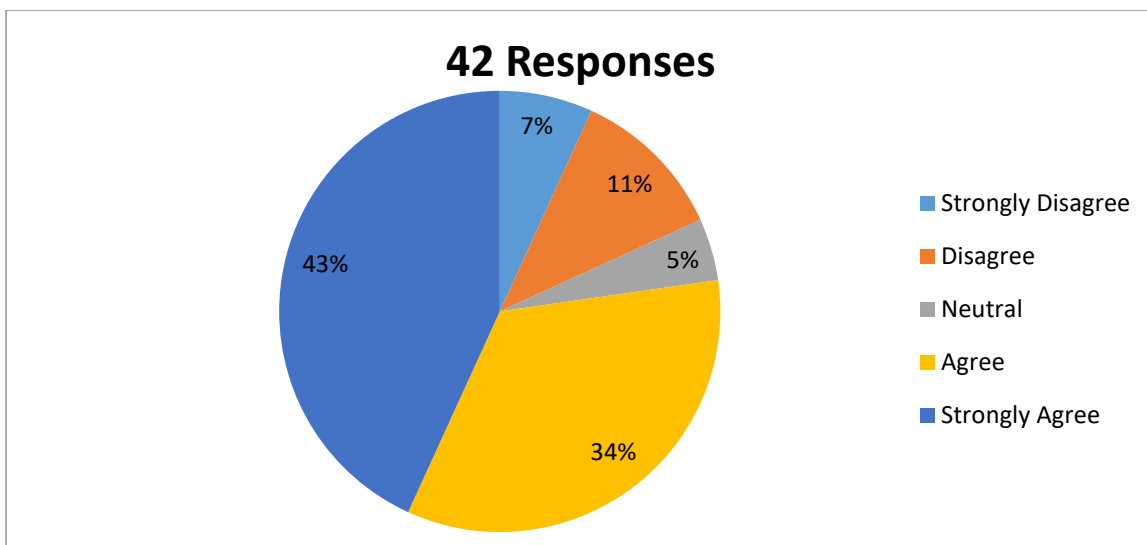
Empathy:

19) Do Farhad Construction understand your specific needs?



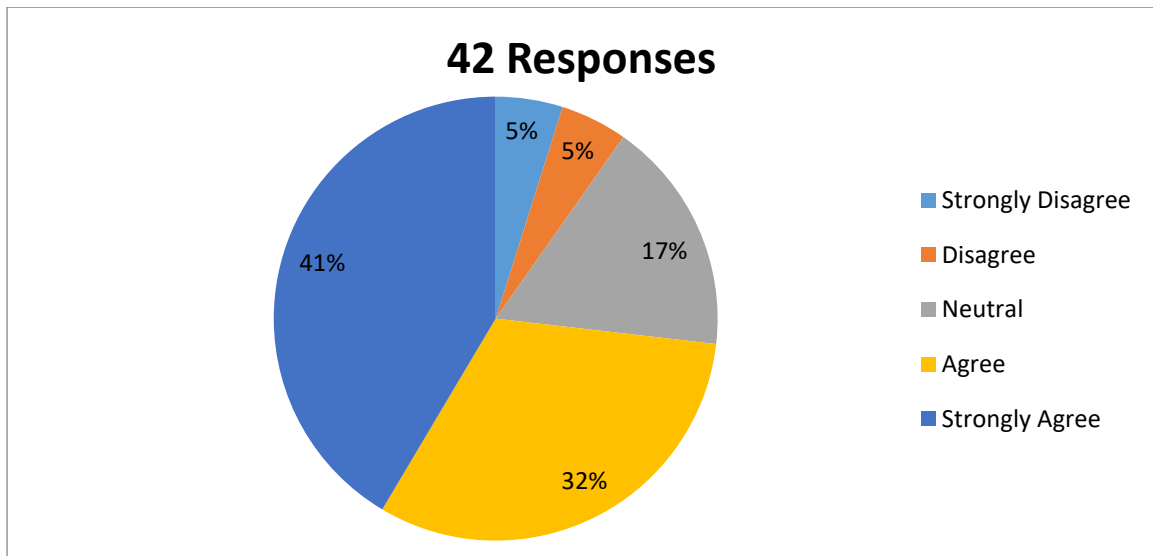
In this following figure total sample size is 42 among them 18% Strongly Disagree ,33% Disagree , 33% Neutral , 31% Agree , 5% Strongly Agree.

20) Do Farhad Construction gives personal attention to you ?



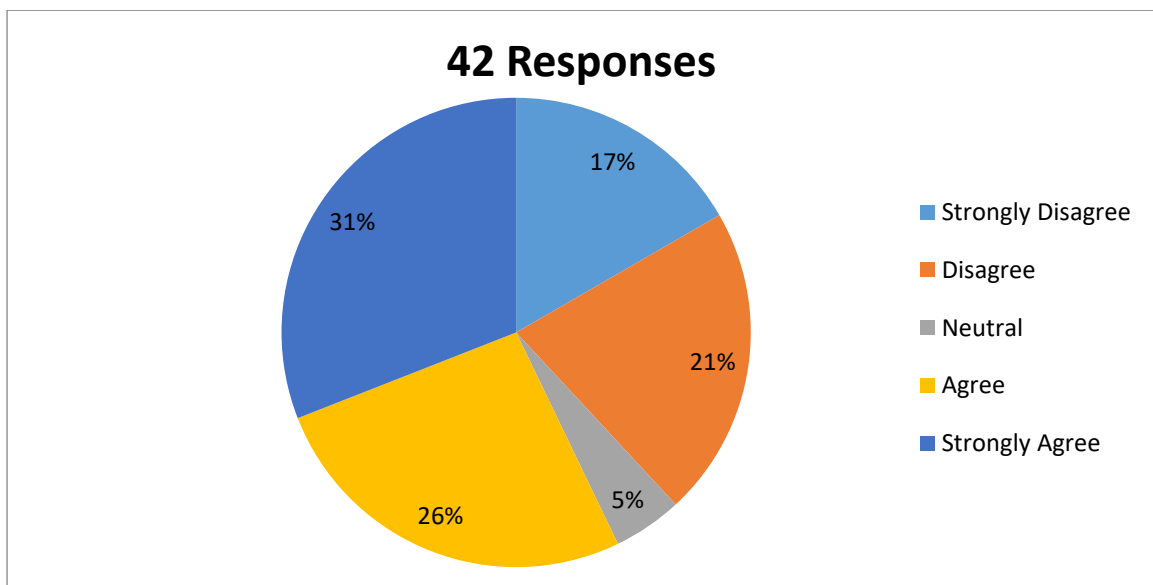
In this following figure total sample size is 42 among them 7% Strongly Disagree ,11% Disagree , 5% Neutral , 34% Agree , 43% Strongly Agree.

21) Do Farhad Construction provide maintenance service in the work that has been done?



In this following figure total sample size is 42 among them 5% Strongly Disagree ,5% Disagree , 17% Neutral , 32% Agree , 41% Strongly Agree.

22) Do Farhad Construction operating hours are convenient to you?



In this following figure total sample size is 42 among them 17% Strongly Disagree ,21% Disagree , 5% Neutral , 26% Agree , 31% Strongly Agree.

Chapter Six

Recommendation & Conclusion

6.1 Recommendations:

This study based on the customers of Farhad Construction. And also based on their response to the questioners. Farhad Construction need to improve this activates: -

Tangibles:

1. Farhad Construction has sufficient modern equipment but technology always changing so they must have to focus on this area and be up to date with the current market. Because good machinery gives good finishing to the work.
2. Farhad Construction has skilled manpower to complete the assigned work. Farhad Construction need to give training to improve workers inner strength.
3. Farhad Construction doesn't have modern material storage system. So to ensure the proper quality of raw materials they should develop modern material storage system.
4. Farhad Construction workers always dress properly that's a good sign. Because it helps company to prevent labor law restrictions.
5. Farhad Construction tries to provide details of all documents but sometimes customers get confused that time misunderstanding occurs .So they need to clear all the confusion that arises.

Reliability:

6. Farhad Construction always tries to keep their promises .But due to some unavoidable situations they sometimes fails to do so.
7. Farhad Construction doesn't show sincerity to solve customers problems . That's a very negative sign because it hampers the reputation of the company.
8. Farhad Construction performs customers work orders as required .In construction sector if work is not up to a satisfaction level that's a big problem to get payment from customers.
9. Farhad Construction tries to provide services at the time they are promised to do so. Because all the projects has a certain timetable and construction company need to maintain that timetable.
10. Farhad Construction always tries to report the progress of their work to their respective customers. They need to take this matter very seriously because it can hamper their reputation.

Responsiveness:

11. Farhad Construction always informs their customers exactly when the service will be performed. Because in construction things come one after another and they need to perform accordingly.
12. Farhad Construction always gives prompt service to their customers. That is a very good sign and customers become loyal by this way.
13. Farhad Construction has willingness to help their customers by providing additional work. Because customers always wants to get more things from the company.

Assurance:

14. By their behavior Farhad Construction can insists confidence to their customers. And they are tiring to do so.
15. Farhad Construction can assure the quality of work up to a standard level. They believe in quality rather than quantity.
16. Farhad Construction shows politeness to its customers and customers like it very much.
17. Farhad Construction workers have sufficient knowledge to answer customers enquiries. Because they always get training and guidelines to answer customers questions.
18. Farhad Construction workers have sufficient competence to solve customers problems correctly. If they make mistakes in their work ultimately company needs to suffer .

Empathy:

19. Farhad Construction tries to identify customers specific needs so that they can give service according to customers choice.
20. Farhad Construction always gives personal attention to its customers. Because customers are different from each other so they need to give individual attention.
21. Farhad Construction always gives maintenance service in the work that has been done. Sometimes small problems arise and Farhad Construction take it seriously and solve it properly.
22. Farhad Construction operating hours are convenient to its customers. If the work is too urgent that time they give night service to its customers.

6.2 Conclusion:

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 Farhad Construction. 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 experience. By this time, it increases my skills like, how to manage an organization's environment, play as a team member, and learn many other marketing techniques.

6.3References:

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- 1.Kotler & Keller.15th edition. Marketing Management
2. Naresh K. Malotra & Satyabhushan Dash.6th edition (2011). Marketing Research : An Applied Orientation.
3. Graham Roberts-Phelps.Customer Relationship Management; How to turn a good business into a great one.
- 4.Cateora Graham. 12 edition. International Marketing
5. David Jobber & Geoff Lancaster.8th edition.Sales and retail Management.

6.4 Appendix:

Dear Respondents,

I am Md. Roman Hawlader ID# 191-14-107 student of MBA Program of Daffodil International University. As part of completion my internship course I am conducting a survey on “Customer satisfaction of Service Quality :A study of Farhad Construction”. That’s why I would like to have your valuable opinion on it. The information will be used for the study purpose only. All responses will be of course, treated anonymously and confidentially.

Personal Information:

Name:.....

Designation:.....

Experience:.....

Gender:.....

Age:.....

Signature:.....

Tangibles:

1) Do you think Farhad Construction have sufficient modern equipment?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

2) Do you think Farhad Construction have skilled manpower to complete assigned work properly?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

3) Do you think Farhad Construction have modern material storage system?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

4) Do you think Farhad Construction workers dress properly?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

5) Do Farhad Construction provide details of all documents?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

Reliability:

6) Do you think Farhad Construction keeping their promises?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

7) Do Farhad Construction show sincerity in solving your problems?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

8) Do Farhad Construction perform work orders as required?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

9) Do Farhad Construction provide services at the time they are promised to do so?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

10) Do Farhad Construction always reporting the progress of their work?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

Responsiveness:

11) Do Farhad Construction informing you exactly when the service will be performed?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

12) Do Farhad Construction provides prompt service to you?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

13) Do Farhad Construction have willingness to help you include additional work?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

Assurance:

14) Do Farhad Construction behavior insist confidence to you?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

15) Can Farhad Construction assure the quality of work up to standard?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

16) Do you like the politeness Farhad Construction shows to you ?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

17) Do Farhad Construction workers have sufficient knowledge to answer your enquiries?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

18) Do Farhad Construction workers have sufficient competence to solve problems correctly?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

Empathy:

19) Do Farhad Construction understand your specific needs?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

20) Do Farhad Construction gives personal attention to you ?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

21) Do Farhad Construction provide maintenance service in the work that has been done?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

22) Do Farhad Construction operating hours are convenient to you?

1. Strongly Disagree. 2. Disagree. 3. Neutral 4. Agree. 5. Strongly Agree.

Thank You For Your Cooperation

