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PROJECT REPORT ON

“Customer Satisfaction towards the Products of Great Wall Ceramic Industries Ltd.”



Submitted To:

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LETTER OF TRANSMITTAL

31 May 2021

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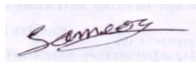
Subject: Submission of Project report.

Dear Madam,

I am pleased to submit the project report on “*Customer Satisfaction towards the Products of Great Wall Ceramic Industries Ltd.*” for partial fulfillment of the MBA Program. I employed all possible efforts to represent it as a phenomenal presentation.

Therefore, I took this report with good grace and would be available at the time for Findings of the ins and outs of the report.

Thanking you,



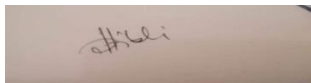
Sincerely Yours

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APPROVAL CERTIFICATE

This is to certify that the report on “*Customer Satisfaction towards the Products of Great Wall Ceramic Industries Ltd.*” is done by Md. Liaquat Zamil as partial fulfillment of the requirement of Masters of Business Administration degree from Daffodil International University. The dissertation has been carried out under my guidance and records the work carried out successfully.

Signature:



Supervisor's Full Name: Mohammad Shibli Shahriar
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Student's Declaration

I do hereby solemnly declare that the work presented in this internship report has been carried out by me and has not been previously submitted to any Other University/college/organization for an academic certificate/degree. I am Md. Liaquat Zamil, ID NO-201-14-3167, declares that the presented internship report on "*Customer Satisfaction towards the Products of Great Wall Ceramic Industries Ltd.*" Master of Business Administration at Daffodil International University prepared by me. The work I have presented does not breach any existing copyright, and no portion of this report is copied from any work done earlier for a degree pr otherwise.

I further undertake to indemnify the damage arising from a breach of the preceding obligations.

Md. Liaquat Zamil

ID# 201-14-3167

Major in Marketing (MBA Program)

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Acknowledgment

Completion of anything requires supports from various sources. I am very much fortunate to get sincere guidance and supervision. I am deeply indebted to my Supervisor, Mohammad Shibli Shahriar Associate Professor (Daffodil International University) for his whole-hearted supervision to me. Without his supportive hand and recommendations, it would be difficult for me to complete this report.

Thanks for all from the core of my heart.

Executive Summary

The title of the project report is *Customer Satisfaction towards the Products of Great Wall Ceramic Industries Ltd.*: A Study on total Customer satisfaction of Great wall Ceramic Industries Limited. The project program is the pre-requested for graduation in MBA. Classroom discussion alone cannot make a student perfect in handling the real business situation; therefore, it is an opportunity for the students to know about the real-life situation through this program. The main purpose of the report becomes very clear from the topic of the report. The report discusses the different types of Customer satisfaction of Great wall Ceramic Industries Limited. Great wall Ceramic Industries Limited I always conscious of better customer satisfaction than the competitors. All the employees work as a team to achieve their target, which promises to deliver to the consumers.

The objective of the report is to gather practical experience, know their marketing strategies for serving in the competition, etc. These reports explore the importance customers place on various aspects of their customer satisfaction provided by the Great wall Ceramic Industries Limited. Such findings will benefit the management in improving the overall service quality and promote the company's services to customers. Finally, the finding will indicate the overall Customer satisfaction provided from the customer's point of view, thus allowing building on the strength and correcting weaknesses and dark sides of the Great wall Ceramic Industries Limited service.

Table of Contents

SERIAL.NO	PARTICULARS	PAGE NO
	Executive Summary	4
Chapter - One : Introduction		6-9
1.1	Introduction	6
1.2	Scope of study	7
1.3	The objective of the Report	7
1.4	Methodology	8
1.5	Limitation of the study	8
1.6	Sources of Data	8-9
Chapter - Two : Literature Review		10-11
2.5	Definition Of Customer Satisfaction	11
Chapter - 3: Overview of Tiles Industry in Bangladesh		12
3.1	Industry Background	12
Chapter - Four: Overview of Great Wall Ceramic Industries limited		13-29
4.1	History	13
4.2	Company Profile	13-14
4.3	Company Background	14-15
4.4	Marketing Mix	15-17
4.5	Product Capacity and Distribution channel	18
4.6	Raw materials, Technology & Manufacturing Process	18-21
4.7	Competitors of the Great Wall Ceramics industry limited	22-27
4.8	SWOT Analysis	27-29
Chapter Five - 5: Data Analysis & Findings		30-50
5.1	Data Analysis	30-48
5.2	Finding	49-50
Chapter – Six: Recommendations & Conclusion		51-56
7.1	Recommendations	51
	Conclusion	51
	Reference	52
	Appendix (Questionnaire)	53-56

Chapter One

Introduction

The primary purpose of ceramics is to be an integral part of daily life which is why they are categorized as synthetic and non-metallic materials ceramic and materials experts are involved in developing the manufacturing procedures for these items as well as devising new ways to manufacture ceramics and finding novel applications for these items in the everyday world we are surrounded by ceramic items plates bricks glass and toilets are all types of building material that belong in this group as of today we currently have a lot of ceramic industries in our country in order to be profitable companies need to create and maintain strong client connections by offering exceptional customer value and happiness this is known as CRM the main elements in creating relationships the difference between the total customer value and overall customer cost is what customers see as the value of the product to what extent does the apparent performance of a product reflect a buyers expectations excellent relationships with customers is a crucial component of a thriving business in order to preserve this ceramic industries places a high value on customer satisfaction provides high-quality goods and charges a moderate price.

Scope of the Study

The scope of research, in this case, has to do with the capacity of big wall ceramics companies ltd to serve Bangladesh ceramics sector in total and also with how much they meet their clients' needs and this research can also be considered a useful tool for greater public awareness of large wall ceramic industries ltd.

According to Great Wall Ceramic Industries Ltd, these are the following areas they plan to examine in their study:

- ❖ The ceramics market in general
- ❖ Quality of service and client satisfaction.
- ❖ A detailed analysis of each of the three possible options is performed to find out which is the most efficient.

The objective of the report

The research is primarily undertaken to learn the satisfaction level of consumers at Great Wall Ceramic Industries Limited and discover any unhappiness that consumers may be experiencing. Besides determining the desire for the product, the study also focuses on the demographics of the clients. Furthermore, it is carried out to comprehend consumer concerns, and the subsequent action plans to boost customer happiness. The main objective of the study in Great wall Ceramic Industries Limited are

- To identify the factors that satisfy or dissatisfy customers of Great wall
- To analyze the level of satisfaction of customers of the company
- To find out the reasons for the dissatisfaction of customers(if any)
- To find out the preferences of customers towards different products of the company.
- To make some suggestions to overcome the problems that the company is facing.

Methodology

The overall plan and reasoning of the research effort are referred to as methodology. To build an approach that suits your aims, you must understand the approaches that have been employed in your field and the ideas or ideas underlying them.

Research Techniques:-

- ❖ Structured Questionnaire
- ❖ Personal Interviews
- ❖ Statistical Tools. Tables / Chart

Sample unit:

Following departments will be studied in the Great Wall Ceramic Industries Ltd. research facility in Dhaka city.

- ❖ Retailer
- ❖ Tiles Contractor
- ❖ End-User

Sample size:

To complete my report, I have considered 100 customers.

Sampling Technique:

The research technique used is the Simple Random Method.

Limitation of the study

- ❖ The time frame for the research was very limited.
- ❖ In many cases, up-to-date information is not published.
- ❖ Getting relevant papers and documents was strictly prohibited.

Sources of Data:

I had chosen to gather research data using personal interviews, which implies I utilized personal data for my study. A questionnaire with set categories was used in the interviews. A bulk of the data used in this research originated from secondary sources. These two methods are discussed below:

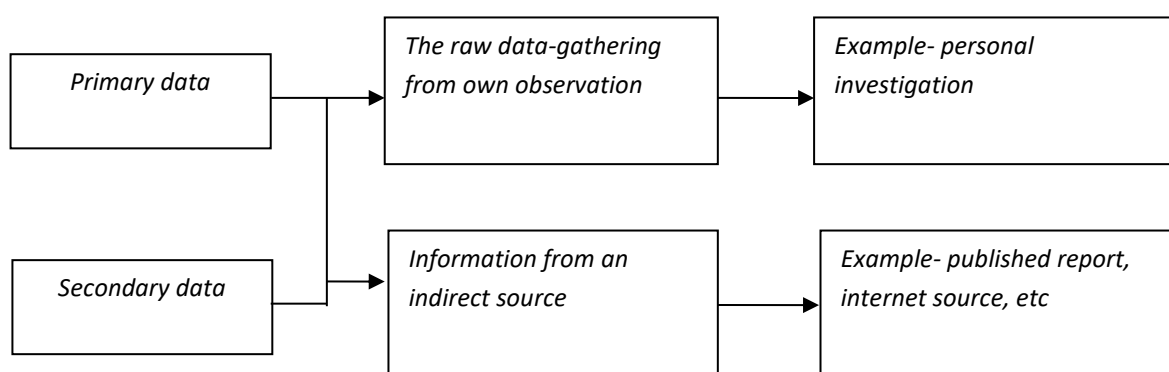


FIGURE- 1: Data collection methods

- I. **Primary Data:** It is a phrase for data gathered at the source data that has not been subject to processing or alteration and is collected via surveys investigations and experiments referred to as primary data.
- II. **Secondary data:** Secondary data utilized for this study included literature books, pamphlets, brochures, and so on, as well as reports brochures and other secondary material obtained from the website and from the corporate headquarters for Great wall ceramic industries ltd.

Chapter-Two

Literature Review

In this part, we will be discussing significant literature associated with our subject. Bringing up the theories that we are utilizing in our research will be part of this plan. We focus on customer satisfaction and look into related topics to help us better comprehend the subject. We do this to provide ourselves better answers to our research inquiries. It was discovered that the primary job of a business is to produce consumers. Customers are faced with a wide selection of goods and brand options and pricing and suppliers. The process via which they arrive at their decisions is interesting.

Satisfaction is the reward that customers get after they acquire something and then compare the expected benefits with the costs; it is a well-accepted principle that there is a positive correlation between customer happiness and the overall profit of a firm (bowen&chen,2001). In other words, client pleasure is the ultimate aim, and an increase in service that leads to better competition and a decrease in future expenses is very beneficial. Customer satisfaction is how customers view their feelings, whether they meet their expectations. Several studies examine the particular correlation between employee happiness and the company's financial condition. To have a good connection with your coworkers, look for ways to satisfy them. If you're successful in doing this, the relationship will promote company success, known as customer satisfaction. As personnel is pleased, service quality is reflected in consumer satisfaction as well.

Customer satisfaction has a substantial impact on a firm's profitability. In turn, this has an impact on shareholders' returns and the overall worth of the firm. The most effective means of resolving customer complaints with offices is via specialized execution, along with other processes, such as the encouragement of requests via letters and the administration of wants. Personal connections and pleasurable encounters have an antecedent, mediated, and moderated effects on customer satisfaction. When it comes to office satisfaction, specialist execution just plays a part. Instead, other methods must be used to meet customers' needs, such as strong communications and administration of demands.

Customer Satisfaction

A personal experience of joy or disappointment as a consequence of comparing a product's perceived performance or outcome with the performance he expects of it is referred to as satisfaction; to attain total customer satisfaction, we must first understand our customers' needs and then provide them with superior-quality products and services.

Determining what customers want and how satisfied they are as early as in the year 1977, Peter Dhuker established that a company's most basic goal is to develop consumers customers are faced with a wide selection of goods and brand options as well as pricing and suppliers the process via which they arrive at their decisions is interesting.

Based on what we think our consumers think, we think our customers think which offer will provide the greatest value. Maximizing customer value within the limitations of a wide range of variable prices and a limited amount of understanding is of primary importance, regardless of whether an offer comes up to customer expectations.

Customer perceived value

Our theory is that customers will purchase from the business they consider as delivering the greatest perceived value (CPV). The whole customer value is the monetary worth consumers perceive for the whole offering, including functional and psychological advantages.

Chapter- Three

Overview of Tiles Industry in Bangladesh

Industry Background

Ceramic industry growth in Bangladesh is a new and important industrial sector. Ceramic manufacturing factories began operating in the late 1950s, setting the stage for a rapidly expanding sector. The major types of products produced in the sector include dinnerware, sanitary ware, and tiles. According to recent statistics, there are around 500,000 people employed in Bangladesh's ceramic industry, all of whom work in ceramic industrial facilities. Bangladesh exported \$36 million worth of commodities in 2018-19 fiscal years after satisfying 80% of the local demand. A primary destination for exports is the European Union, followed by the United States and the Middle East.

Sources of Raw material

The discovery of certain white clay deposits in Mymensingh, Sylhet, and Netrokona has been made. Bijoypur of Mymensingh is the biggest deposit of white clay in the country, found in 1957. Manufacturers of ceramic goods purchase almost all of their raw materials from overseas. The primary sources of raw materials in China, India, New Zealand, and Germany are China, India, New Zealand, and Germany.

Foreign Investment

Investing in the ceramics industrial sector has attracted international capital. The majority of the investments have been sourced from China and the Middle East governments. RAK Ceramics, Fu Wang, and China-Bangla make up the key joint venture partners in the local sanitary ware sector, accounting for around 80% of the market.

Export destinations and international competitors

Exporting ceramic items to over 45 countries is standard practice. In addition to the above markets, the United States, Italy, Spain, France, New Zealand, the Netherlands, Australia, and Sweden are among the top destinations for exports. In the worldwide market, China and Thailand are two of the primary rivals for Bangladeshi ceramic producers. The local manufacturers have, however, placed Bangladesh in a good position about labor costs.

Chapter-Four

Overview of Great Wall Ceramic Industries limited

History

Al-Hajj Mohammed Shamsul Huda, the company's Managing Director, who just received the "THAILAND BEST FRIEND" award, is a true visionary. He had the ambition to be engaged in manufacturing from the beginning of his firm, even though he had begun his career as a construction materials importer 35 years beforehand. His company, "Bengal Agencies," is well-known in Dhaka, Chittagong, and Sylhet and has 12 locations. He obtained the greatest quality White Cement, Sanitary Goods, Mosaic Chips, and the greatest brands of Ceramic Tiles from numerous nations across the globe using that persona.

He was tasked with operating the company from many nations, which required him to visit several notable companies to learn and study new things, like expanding the tile industry and utilizing White Cement. The point is, even when he discovered that the guy was ready to set up his own manufacturing company, Timer didn't spend time and money building him a White Cement facility known as the "White Elephant Brand White Cement." This was a collaborative initiative of the Siam Cement Industry, Thailand, and the Siam Bangla Industries Ltd., Bangladesh. After having had some success with White Cement, he began to think about building ceramic tile production plants known as the "Great Wall Ceramic Industries Limited," at the end of 2005.

Company Profile

The Great Wall of Bangladesh is now the biggest tiles manufacturer in the country. For ten years, we have been providing top-quality European-style ceramic and Homogeneous Wall tiles in Bangladesh.

Unleashing CHARU Ceramics, the premium brand of great wall

Our plan is to use the manufacturing facilities in Bangladesh and to rapidly create a footprint in South Asia by offering more contemporary and inventive designs while at the same time maintaining industry-leading quality tiles at more reasonable pricing. For the very first time in Bangladesh, CHARU is presenting top-quality sanitary ware. Sanitary goods by COTTO Made with CHARU.

Our approach

As a result of the origins of ceramic tile manufacture, our fashionable designs and state-of-the-art technical methods are derived from Italy and Spain. We can serve the market better than any other company with world-class technology and design capabilities at such a rapid pace. We devote time and effort to uncovering our customers' secret wants because we take great care in knowing our consumers. Additionally, our work is regarded as an art form since we conceive each tile as a unique masterpiece.

We Are Leaders

For generations, the great wall has been distinguished for the quality of its products, inventive design, and outstanding customer service. Great wall brings a revolution in designing and durability with a tempest of emotion. In the last month, we've made the introduction of several elegant and noteworthy Ceramic Wall & Rustic Tiles, which are available in the 30x50 and 30x60 tile sizes.

Our success Edge

In China, the Great Wall has built a foothold in the local market and is poised to export into South Asia. The company will continue to take any opportunity to make value-enhancing acquisitions, and these will include selective approaches.

MARKETING MIX

The Marketing Mix The Four Ps



Products

Bangladesh's ceramic industry is now served by China's Great Wall Tile Factory, which is engaged in producing and distributing a broad variety of tiles designs and patterns that are really exceptional may be made utilizing specifically chosen wall and floor tiles, as well as borders. Some of Great Wall Ceramics' models are modular, allowing users to build a configuration that best suits their needs. Customers like the special atmosphere produced with ceramic tiles, which gives the store an exceptional level of ambiance.

Tiles

Ceramic Wall

- ❖ 20 x 30 cm.
- ❖ 20 x 40 cm
- ❖ 25 x 40 cm.
- ❖ 20 x 55 cm
- ❖ 30 x 50 cm
- ❖ 30 x 60 cm



Homogeneous Floor

- ✿ 30.5 x 30.5 cm.
- ✿ 40 x 40 cm.
- ✿ 60 x 60 cm



Glazed Polished

- ❖ 60 x 60 cm
- ❖ 80 x 80 cm

Décor

- ✿ 20 x 30 cm.
- ✿ 25 x 40 cm.



Border

- ❖ 20 x 7.5 cm.
- ❖ 25 x 10 cm.



Price Great Wall ceramics

Offering very competitive pricing to consumers and to the dealers, Great Wall maintains profitability.

To maintain acceptable prices, manufacturing costs must always be reduced.

Tiles	Size	Model	Rate(BD)
Floor Tiles	60xx60	800G	76 TK
Floor Tiles	40x40	600G	66 TK
Floor Tiles	30.5x30.5	400G	56 TK
Wall Tiles	20x30	301G	37.5 TK
Wall Tiles	30x50	983LG	63 TK

Place of Great Wall Ceramics

A fairly well-known local business, Great Wall Ceramics, is one of the nation's leading ceramic and porcelain tile manufacturers. They sell their stuff all throughout the nation at the moment. Dhaka, Chittagong, Sylhet, Khulna, and Chuadanga all have their own ceramic wall exhibition center.

Promotion Great Wall ceramics

The great wall has no desire to handle direct sales to the final consumer. Dealers, 5 display centers, and 80 plus distributors all provide the items throughout the entire Bangladesh.

Great Wall

Everyone has, at some point, questioned why products do what they do. Shows great quality but also the image of nobility; clients choose many colors and shading designs. Offers as a promotion in the form of discounts to their consumers. Employs both electronic and print media for its promotional operations. Billboard advertising is delivered in the main areas. In other words, advertisements in newspapers, on television, and through public relations are used to create a brand image for the Great Wall and to develop a long-term connection with the people who use its products.

Product Range and the Capacity

Each day, the great wall invigilator team does extensive research on new designs and test methods to ensure that they stay on top of the latest trends in their industry. This helps them create high-quality goods for their customers. The constant critical source of inventive new items is the company's ability to be flexible and efficient in production. It has a large array of products that are on display in the catalog.

Capacity: 320000 SFT per Day

Distribution Channel

The distribution network used by the Great Wall uses reputable merchants who have wide-ranging network links. We ensure that our goods are distributed appropriately and easily for the consumer.

Factory ⇒ Dealers ⇒ Retailers ⇒ End Users.

When it comes to sales improvement, additional monitoring systems are a form of sales growth-promoting, and participating in various trade shows are other sorts of sales development. Distributors and end-users trust the Company sales service team, which makes them effective in providing sales and service to their customers. Keeping distribution as extensive as feasible is accomplished by putting the product in as many locations as feasible. Customer interest in exclusive, well-presented exhibition venues in Dhaka and Chittagong has already been sated by appealing and stylishly designed upscale venues. There's one in Sylhet, as well. It is really simple for the consumers to choose their tiles from these centers.

At the end of the day, you have to spend the most time on the task. It is often faster to use the internet as there is a website called greatwallceramic.net where the customer may pick their tile wants and add their criteria. Teams are available to give service through the internet at all times. The marketers that we are known for being effective, strategic, and experienced at providing exceptional customer service. The Dealers Outlet allows us to market our items at an attractive price to consumers. As the consumer moves around the nation, she will find more valuable clients and customers who will admire our exceptional Signboard that serves as a marketing tool.

Raw materials, Technology & Manufacturing Process

Plant, Machinery & Raw Materials

The Plant of Great Wall Ceramic is situated at Gilarchala, Sreepur, under Gazipur District in Bangladesh. Bangladesh's highways and communication networks are nearby, making manufacturing locations simple to reach. The plant spans roughly 40 acres. Other factories, such as SACMI, B & T SITI, Cuccolini, Helitai, and MODENA Machinery, constantly talk about locating the plant next to world-renowned ceramic machinery manufacturers like SACMI, B & T SITI, Cuccolini, Helitai, and MODENA Machinery. Additionally, we employ Italy-made Squiring Machine to produce tiles of smaller size on demand. In addition, we have a Lab that is completely equipped with contemporary machinery to meet EN/IS standards for testing. We have an R&D (research and development) section that stays on top of current designs, colors, and sizes of wall and floor tiles, continuing to provide our customers the latest patterns, styles, and trends. To sourcing, The Great Wall places equal effort into getting the highest quality materials of their Raw Materials anywhere in the world, no matter where they are, and also makes sure to purchase the highest quality Tiles from countries like Bangladesh, India, China, Indonesia, Malaysia, Ukraine, and Spain.

Production Capacity

To produce one ton of high-quality Wall Floor and Homogeneous Tiles per month, the project will have a rated production capacity of 10000000. Three shifts will be used for all of the sections. The estimated project capacity will be 70% in the first year, increasing to 75% in the second year, 85% in the third year, and 85% every year afterward.

Context of the Project

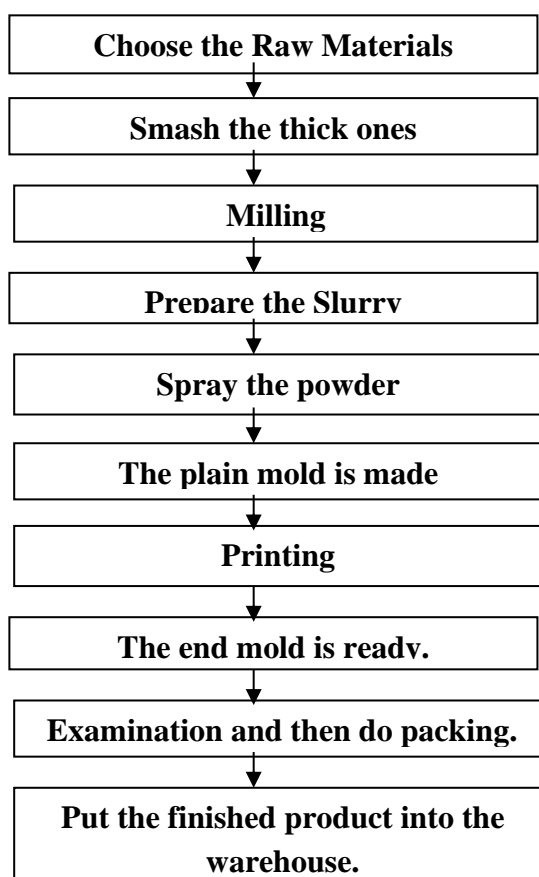
After investigating the industry in Bangladesh, the business concluded a huge need for top-grade ceramic tiles (basin and commode). While Bangladesh has a severe lack of production capabilities, it is further tasked with importing the most premium quality of ceramic tiles, requiring that the tiles be 130% imported. With abundant natural resources, Bangladesh has great potential. These properties are perfect for the Ceramic industry: broad, large-reserve, and outstanding quality. Due to natural gas being available and inexpensive in Bangladesh, it makes the greatest fuel for Tiles. That is definitely a significant benefit for the Ceramic business to grow.

Main Technical Principles

The remainder of the facilities in this technical design uses Chinese facilities, except for some of the main facilities imported from Italy.

Improvement of general facility level; the dependability of the whole manufacturing line is guaranteed. The equipment must be innovative, highly dependable, and cost-effective. In mainland China, the product must have high quality and be the leader in Bangladesh. This strategy strives to decrease raw material waste and enhance efficiency by using the most up-to-date technologies and management methods. The Nasatti roller kiln (which uses less fuel) and spray tower have just been implemented; thus, gas will be the best fuel for kilns.

Manufacturing Process



Technical Know-How and Technical Assistance Required

As part of the turn-key solution, the equipment provider will supply the following services: Project design, encompassing civil engineering, water supply, electricity distribution, lighting, and ventilation concerning production, encompassing the whole manufacturing process. Laboratory processes, design, and methods, including lab utility information. On-site design for cement storage silos (non-standard equipment). What general layout design and process flow diagram are you speaking of? Provide a list of needed supplies and design and drawings for on-site fabrication and procurement for a local training exercise in the plant, machinery, and equipment operation and maintenance.

Quality Control

This project will have a laboratory with appropriate laboratory facilities to process raw materials and final products for quality control. In addition to physical and chemical examinations, a separate room will be required to accommodate all necessary laboratory equipment.

- Mixing test
- Compression test
- Bending test
- Normal consistency and setting time test;
- Blain air permeability test;
- Measure for the fluidity of tiles, mortar, etc.

To get a Turn-key project, the Chinese equipment supplier will instruct the local professionals on the necessary tests for this kind of project.

Training and Development

There is no need to bring up that employee training enhances abilities and makes employees more knowledgeable. These things help employees carry out their current duties and provide the groundwork for greater responsibilities. This people development concept does not exclude the Great Wall Ceramic Industry Ltd.

Competitors of the Great Wall Ceramics industry limited

RAK Ceramics Ltd (BD)

With RAK Ceramics, you may get exceptional high-tech ceramics lifestyle products around the globe. RAK Ceramics specializes in ceramic and grass porcelain wall and floor tiles, sanitary ware, dinnerware, and faucets. As a manufacturer of ceramic tiles, porcelain sanitary ware, and tableware, RAK Ceramics has a global annual production capacity of 117 million square meters of ceramic and porcelain tiles, 4.6 million pieces of sanitary ware, and 24 million pieces of tableware. With a US\$1 billion turnover and a distribution network that spans 160 countries, it produces more than 11 million ceramic and porcelain tiles, 46,000 pieces of sanitary ware, and 26,000 pieces of tableware each year. The firm was founded in 1989 by H.H. Sheikh Saud Bin Saqr Al Qasimi, the Ruler of Ras Al Khaimah and the UAE's Supreme Council Member, and has seen remarkable expansion, presently becoming a major player in just 20 years. CEO Abdallah Massaad has established RAK Ceramics as a premium worldwide brand on the global stage. With RAK Ceramics, you may get exceptional high-tech ceramics lifestyle products around the globe. RAK Ceramics specializes in ceramic and grass porcelain wall and floor tiles, sanitary ware, dinnerware, and faucets.

Rak Ceramics, one of the world's largest ceramic tile manufacturers, has a global annual production capacity of 117 million square meters of ceramic and porcelain tiles, 4.6 million sanitary ware, and 24 million pieces of tableware. With a turnover of over \$1 billion and a distribution network that spans 160 countries, this company has a combined annual production capacity of one billion square meters of ceramic and porcelain tiles, 4.6 million pieces of sanitary ware, and 24 million pieces of tableware. With over 10,000 different manufacturing models (tiles) and 13,000 design items (sanitary ware), RAK Ceramics creates new designs every week to keep its portfolio fresh. The broadest selection of custom-sized tiles is supplied in the ceramic industry. Ceramic wall and floor tiles, Grass Porcelain, Bath ware, and Kitchen Sink are the primary focus of RAK Ceramics.

Ceramic Tiles: Ceramic wall and floor tiles are manufactured by RAK Ceramics in various colors, sizes, and patterns that include accessories like matching wall and floor tiles, listless pencils, and cappings.

Grass Porcelain: They make thousands of glazed and unglazed porcelain models for RAK Ceramics at their Grass Porcelain factory. Residential and commercial finishes are offered, including polished, semi-polished, unpolished, rustic, stone, mosaic, and travertine.

RAK Porcelain

An expensive and exclusive tableware collection designed for the luxury hospitality industry emphasizes opulent, high-quality materials.

Kludi RAK

Through a collaborative venture with KLUDI, a German faucet manufacturer, we have created a series of high-tech faucets featuring efficient water-saving technology.

Company Status	: Public Limited Company
Year of Incorporation	: 1998
Year of Production	: 2000
Products	: Ceramic & Homogeneous Tiles & Sanitary wares
Annual production Capacity	: Tiles- 8~8.5 Million Sq.Meter Sanitary wares- 1.1 Million Pieces
Machinery	: Italy's
Factory Location	: About 60km north of Dhaka City,
Operational Space	: 60,000 Sq.Meter (approx.)
Total Employees	: Around 1360

Akij Ceramics Ltd.

Akij Group is among the top leaders in Bangladesh in the manufacturing business. In the latter half of the 1940s, the gang began their trip. Its early history is described as a history of only dealing in jute. Still, the numerous new initiatives it has undertaken include manufacturing, printing, packaging, textiles, particle boards, cement, match factories, and they have all provided almost 32,000 jobs for diverse occupations. The newest business idea for Akij Group is Akij Ceramics, which features a 25,000 square meter ceramic and porcelain manufacturing plant. A capacity of over one million units allows us to guarantee that our worldwide standard designs are always available throughout the year. Using cutting-edge technology and machinery imported from Germany and Denmark, Akij Ceramics creates its tiles. The greatest and competitive designs combined with total lifetime durability are guaranteed by Akij Ceramics with international-standard machinery. Initiative-taking is what Akij Ceramics is the first to do in Bangladesh's carbon trading. Akij Ceramics wants to reduce pollution by giving economic incentives for reducing emissions. Akij Ceramics is making every effort to decrease its carbon footprint by using modern technology in its facilities. The emissions decrease is feasible due to a notable European business providing technological aid.

Company Status	: Private Limited Company
Year of Establishment	: 2009
Year of Production	: 2012
Products	: Ceramic & Vitrified Porcelain Tiles
Annual production	Capacity: 16~16.5 Million Sq.Meter
Machinery	: Italy, Germany & China
Factory Location	: About 91 km north of Dhaka City
Operational Space	: 60,000 Sq.Meter (approx.)
Total Employees	: Around 1000

Competitor sale & production capacity

The analysis is given below:

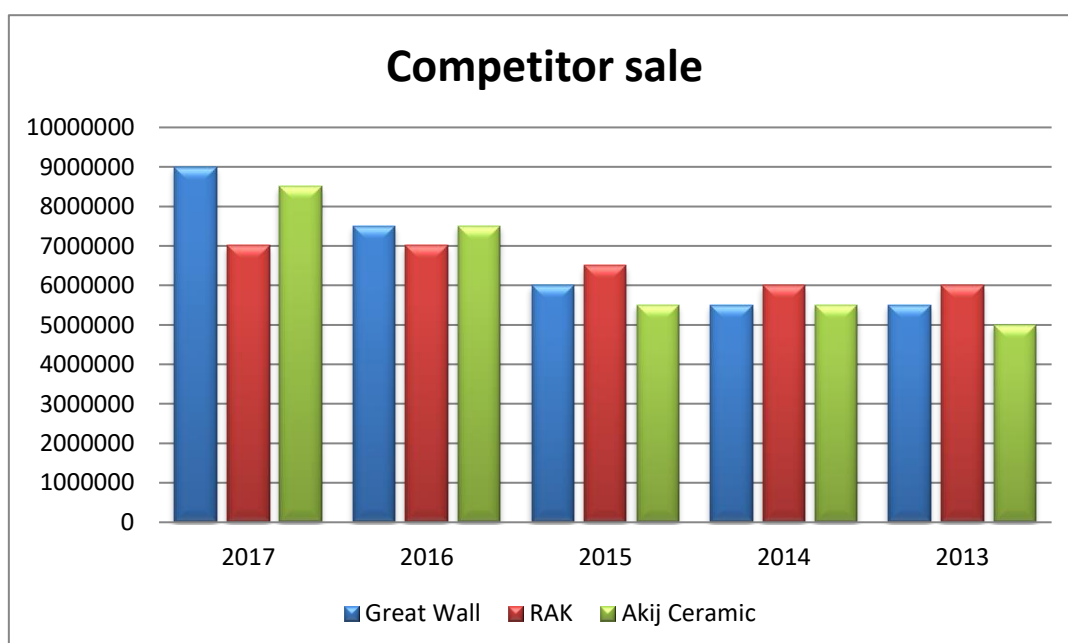
1) Competitor sale:

The Competitor sale by (SFT) from 2013 to 2017 of different tiles companies is given in the following table:

Company Name	2017	2016	2015	2014	2013
Great Wall	9000000	7500000	6000000	5500000	5500000
RAK	7000000	7000000	6500000	6000000	6000000
Akij Ceramic	8500000	7500000	5500000	5500000	5000000

Source: Secondary

The Competitor sale (SFT) from 2013 to 2017 of different tiles companies is given in the following:



Analysis: According to the findings, the competitive sales of RAK are above-average compared to other tiles manufacturers, whereas Great Wall sales are on par. It may be deduced that the competitive sale of the Great Wall from the year 2016 to 2015 was equivalent to AKIJ Ceramic in terms of volume. In 2017, Great Wall sold more competitively than AKIJ Ceramic. The Great Wall is well-positioned to meet its commercial objectives. Alternatively, tile-to-tile firms are having difficulty. From what I have seen, the Great Wall is outperforming tile firms in the trend analysis. Therefore, with each passing day, RAK is gaining its market share, and Great Wall is expanding its sales. So far, all firms have been selling all of their 100% output. Due to a shortage of inventory, the demand is greater than the supply.

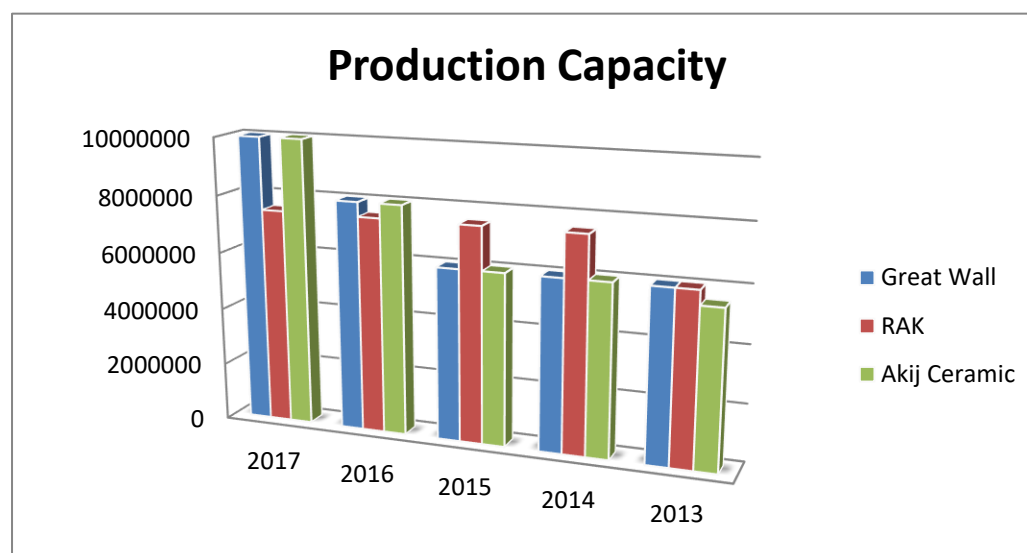
2) Production Capacity

The volume of products can be generated by a production plant or enterprise in a given period by using current resources. The Production Capacity by (sft) from 2013 to 2017 of different tiles companies is given in the following table:

Company Name	2017	2016	2015	2014	2013
Great Wall	10000000	8000000	6000000	6000000	6000000
RAK	7500000	7500000	7500000	7500000	6000000
AKIJ Ceramic	10000000	8000000	6000000	6000000	5500000

Source: Secondary

The Production Capacity (in SFT) from 2013 to 2017 of different tiles companies is given in the following:



Analysis: According to the findings, RAK's production capacity is larger than other tiles manufacturers, and the Great Wall is comparable. From the year 2016 to 2015, Great Wall's Production Capacity was average compared to AKIJ Ceramic, then in the year 2018 to 2017, it infers that Great Wall's Production Capacity improved over AKIJ Ceramic. In 2017, Great Wall's production capacity exceeded AKIJ Ceramic's. The Great Wall is well-positioned to meet its commercial objectives. Alternatively, tile-to-tile firms are having difficulty. From what I have seen, the Great Wall is outperforming tile firms in the trend analysis. In Bangladesh, tiles demand is so great that all output must be sold. For all tile companies, no tiles can be found. Every manufacturer is competing to boost production capacity.

SWOT Analysis

Strength

- Due to an increase in demand in the market and customers eager to utilize our goods, our stock is low.
- Attractive pricing and superior quality.
- Superb marketing and distribution that take place all around the nation.
- An elegant and distinctive interior design is accompanied by complementing décor and trim.
- Prompt and effective marketing team.
- We'll get back to you within 48 hours with a better solution.
- Financially solvent, so any time we can make a decision.
- Our Factory is fully Health and Hygienic.

Weakness

- Systems that are manually made are official.
- Benefits that Employees Receive aren't in compliance with the Factory Act.
- To expand the present plant, there is not enough land.
- Unprocessed materials can't be supplied to the manufacturer in time.
- Neither design nor equipment is complex.
- The company has no available transport to distribute the materials.
- Government legislation is increasing.

We could list our company's strengths and shortcomings and then collect comments from everyone in the organization, including management. See what our strengths and weaknesses are in comparison to the strengths and weaknesses of our top rivals. The test determines if a firm needs to take corrective action to fix shortcomings and find where the firm may use its strengths that their rivals don't have is called a competency assessment.

Opportunity

- Sanitary and fitting appliances are supported by the Brand.
- Extending our Border Décor Department will be quick and simple.
- The plant will add an enormous size of wall and floor tiles to expand it.
- To expand its market share a little
- The company may open its own sales office in any Division.

Threats

- Our Dealers will choose whether or not we sell the goods.
- We only have one designer in our facility.
- The company has no defined Employee policy, so people swap whenever they can.
- There is a possibility that market share might fall due to product unavailability.

In markets where competing costs are already high, additional rules might lead to increased costs, making it more difficult for rival businesses to get a foothold. There are a few reasons why the rules might give us an opportunity for us. For example, if the company has a strong reputation and our major competition is suffering, restrictions might allow us to get new clients.

The threat of New Entrants

Several more new entrants to the industry, such as Dulal & Brothers Ltd, Star Ceramics, and Tamanna, are now in the works to be involved in this field by 2013. Bangladesh's pool of new ceramic industry entrants shows that the industry has minimal hurdles for new entrants since the government laws are welcoming. But the increase in local and export demand is not keeping pace with the expansion in new entrant capacity. As a result, prospective entrance is not sufficient to push the incumbent firms.

Competitive rivalry within the industry

The ceramic industry of Bangladesh faces strong competition from foreign sources like India, Sri Lanka, China, Italy, and Spain; however, the domestic market is far weak. While the leaders in the field, such as Great Wall Ceramic, RAK, Akij Ceramics, Sun Power, and Mir Ceramic, are all ceramic producers, the future looks bright for ceramic technology in general. Following a substantial increase in demand, most ceramic producers are expanding their manufacturing capacity. Even in the face of strong competition, the local manufacturers are continuing to innovate and try to gain a competitive advantage. Many examples might be given, such as Great Wall Ceramics creating ceramic tiles for inside and outside use. They claim to be the first firm to make tiles made of ceramic material for usage outside the nation. And for that matter, Great Wall ceramics has also upped its manufacturing capacity, so they will begin making fifty percent more shortly. To get an edge on its competition, this firm is also thinking of clever ways like partnering up with an overseas business to share its technical know-how, creating a new European Standard production facility and making an impact. The toughest competition in today's market does not come from outside the sector but rather from within themselves. As demand for pricey tiles has increased, Great Wall Ceramic Industries Ltd. has decided to manufacture a fine-cut product, embellished borders for fine-cut tiles to match the market's demand. However, a surge in demand in both the export and local markets has not resulted in as much new capacity development, product development, and market expansion by ceramic

ware makers in Bangladesh as in previous years. Although the competition is intense in this market, as there are plenty of growth prospects remaining, the rivalry among the current firms is still comparatively mild, making this business more appealing to new entrants.

Chapter- Five

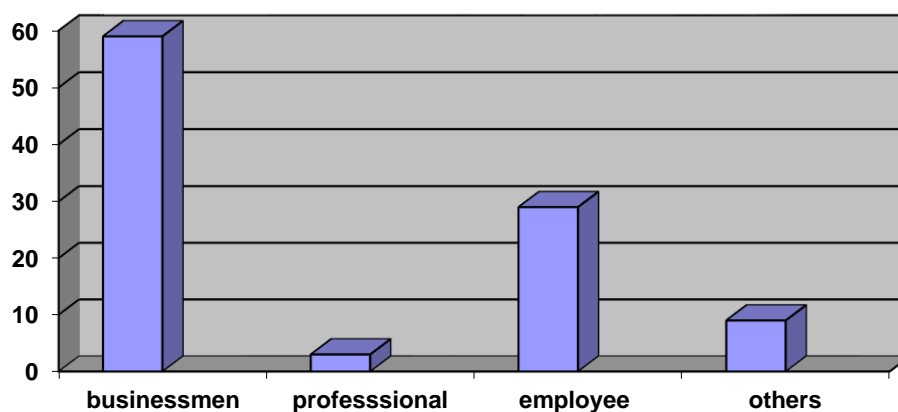
Data Analysis Findings

1. Occupation of the customer?

Particulars	Respondents	Percentage
Businessman(Retailer)	59	59%
Professional	03	3%
Employee	29	29%
Other(Peter&Masson Man)	09	09%

Analysis:

Based on the above table, 59% of the respondents are businessmen and 3% of the respondents are professionals, 29% are employees, and others are 9%.



Findings:

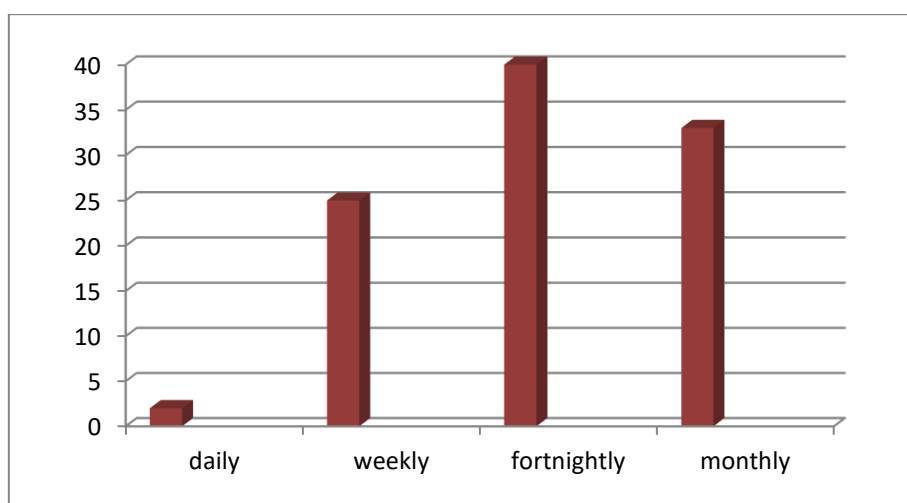
Conducting a survey on the occupation of the respondents yields the following results: 59% of the respondents are businessmen, and 3% of the respondents are professionals; 29% of the respondents are workers, and the other respondents belong to the other 9% of the group.

2. How often you visit Great wall ceramics industry limited?

Particulars	Respondents	Percentage
Daily	17	17%
Weekly	33	33%
Fortnightly	51	51%
monthly	67	67%

Analysis:

According to the table, 2% of the respondents are arriving daily, 25% of respondents are coming weekly, and 40% of respondents are arriving fortnightly. 33% of respondents are visiting monthly to Great Wall Ceramics Industry Limited.



Findings:

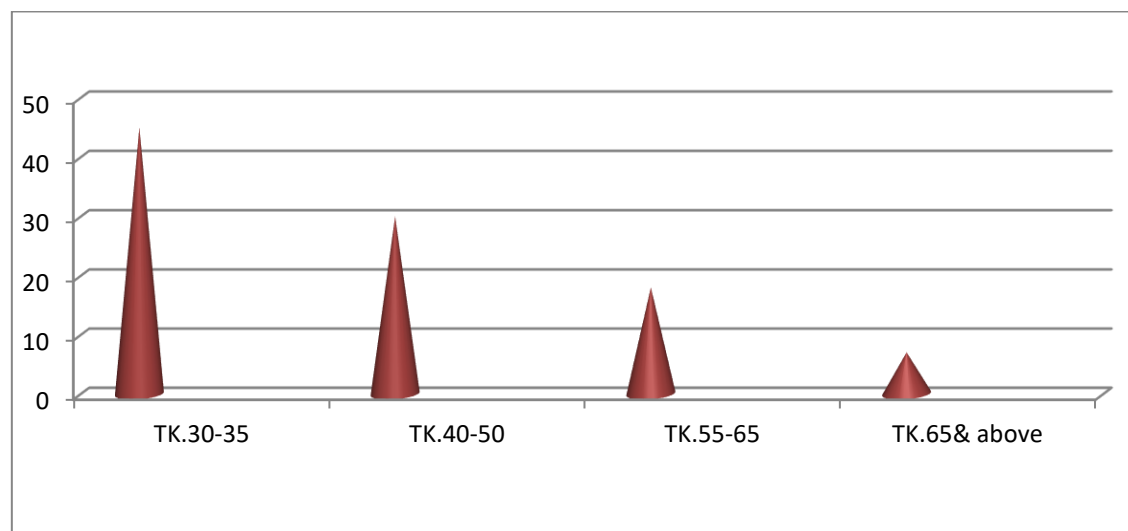
In a survey, we observed that 2% of respondents visit the Great Wall Ceramics Industry Limited daily, 25% visit the firm weekly, and 40% visit the business biweekly, with 33% visiting the firm monthly.

3. What range of tiles do you prefer?

Particulars	TK. 30-35	TK.40-50	TK.55-65	TK.65&above
Respondents	50	30	18	07
percentage	50%	20%	13%	07%

Analysis:

Based on the above table, 45% of the respondents prefer TK.30-35, 30% of the respondents prefer TK 40-50, and 18% prefer TK. 55-65, 7% of the respondents prefer above 65 TK.

**Findings:**

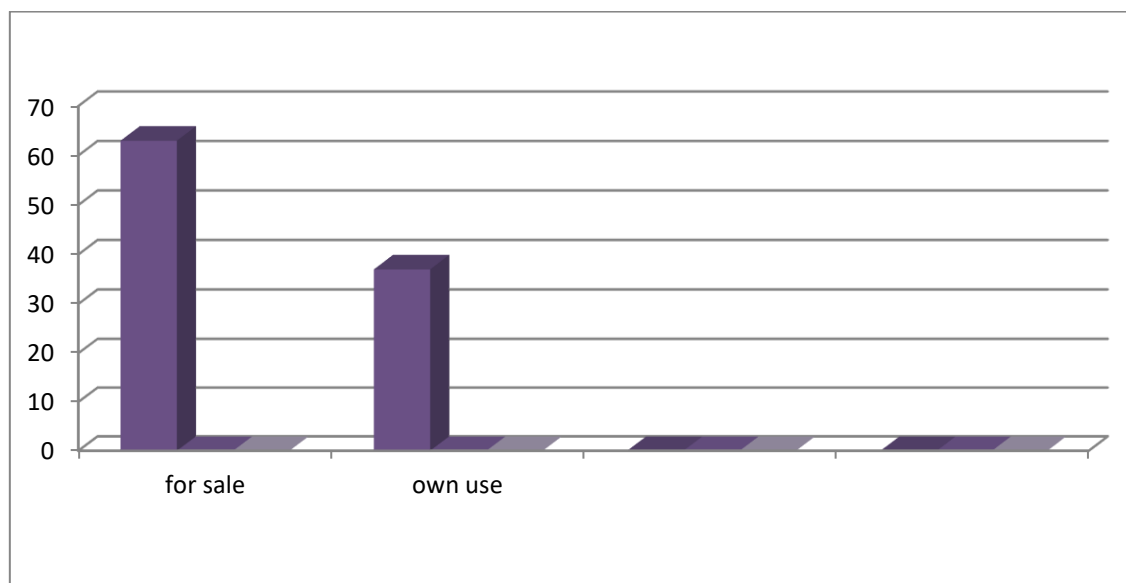
By conducting a survey regarding the price preference of the tiles, we come to know that 45% of the respondents prefer TK.30-35, 30% of the respondents prefer TK. 40-50, 18% of the respondents prefer TK. 55-65, 7% of the respondents prefer above 65 TK.

4. Why do you purchase tiles from Great wall ceramics industry limited?

Particulars	Respondents	Percentage
For sale	63	63%
For own use	37	37%

Analysis:

Based on the above table, 63% of the respondents purchase tiles for further sale, and 37% purchase for their own use.

**Findings:**

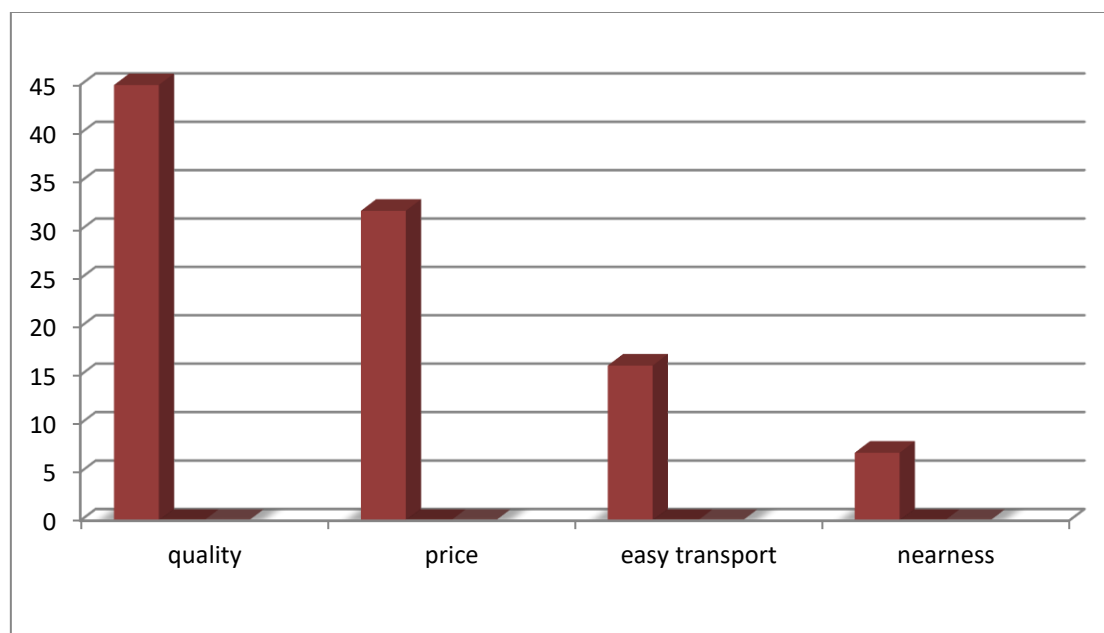
By conducting the survey regarding the purchase decision of the tiles from Great wall, ceramics industry limited, it was found that 63% of the respondents purchase tiles for further sale, and 37% of the respondents purchase for their own use.

5. What factor made you purchase tiles from Great wall ceramics industry limited?

Particulars	Respondents	Percentage
Quality	45	45%
Price	32	32%
Easy transport	16	16%
Nearness	7	7%

Analysis:

Based on the above table, 45% of the respondents purchase for quality, 32% for the price, 16% for easy transport, and 7% due to nearness.



Findings:

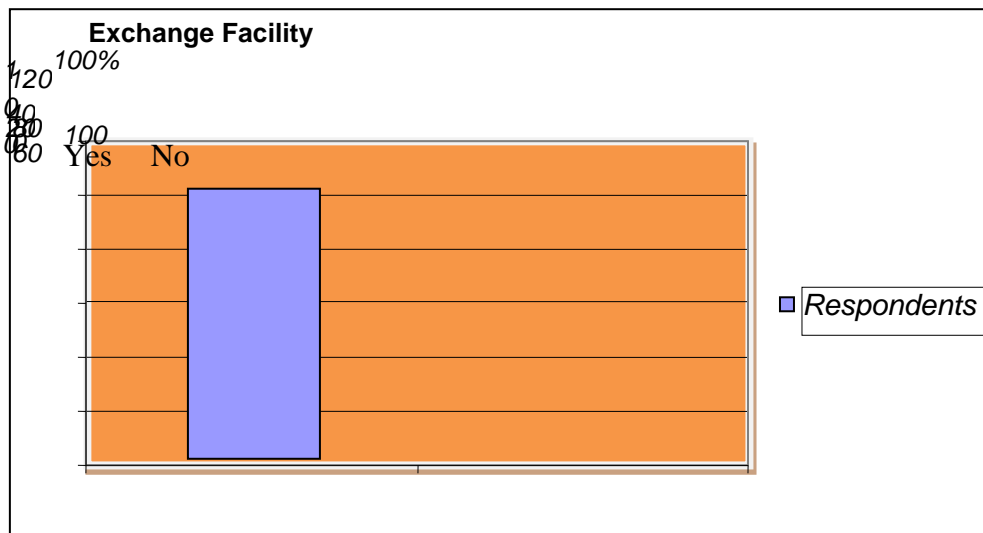
By conducting the survey regarding the preferential factors of Great wall, ceramics industry limited, we realized that 45% of the respondents purchase for quality, 32% for the price, 16% for easy transport, and 7% due to the nearness of the firm to their place.

6. Whether the company (Dealer) provides exchange facilities to you?

Particulars	Respondents	Percentage
Yes	Yes	100%
No	Nil	Nil

Analysis:

Based on the above table, 100% of the respondents are not getting an exchange facility.



Findings:

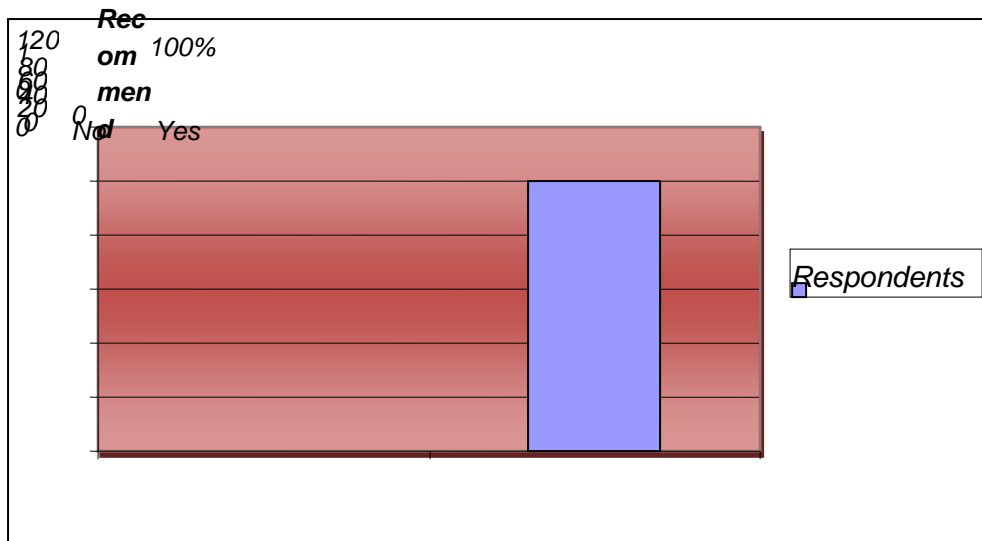
Following a study of consumers, the results were that 100% of consumers were obtaining any exchange facility from the firm since the consumers should look after the items they received.

7. Do you recommend others to purchase tiles from Great wall ceramics industry limited?

Particulars	Respondents	Percentage
No	Nil	Nil
Yes	100	100%

Analysis:

Based on the above table, 100% of the respondents said that they recommend others to purchase tiles from Great wall ceramics industry limited.



Findings:

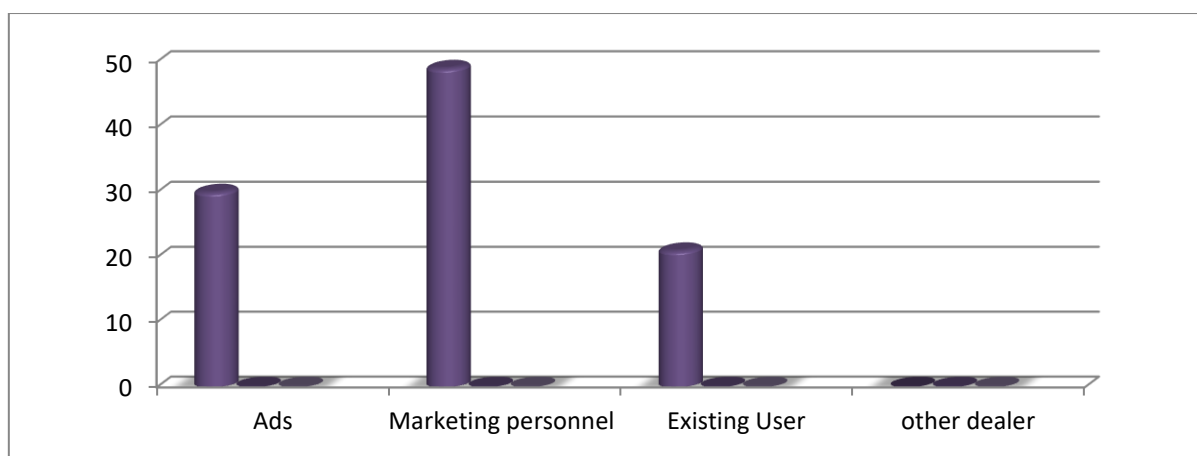
After conducting a survey regarding whether they recommend other customers to purchase the tiles from the Great wall ceramics industry limited 100% of the customers said they recommend others to purchase.

8. Who influenced you to purchase tiles from Great wall ceramics industry limited?

Particulars	Ads	Marketing personnel	Existing User	Other dealers
Respondents	15	49	15	21
Percentage	15%	49%	15%	21%

Analysis:

Of the respondents, 15% said that the advertising impacted them, as shown in the table below. 49% indicated they were persuaded by Marketing Personnel, 15% stated they were inspired by Existing Users, and 21% claimed they were persuaded by other vendors.



Findings:

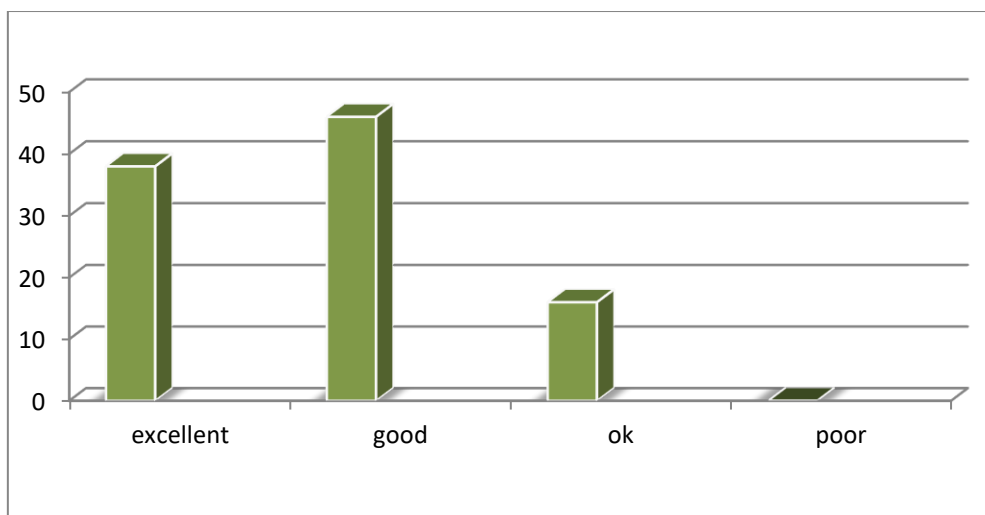
Through a survey on who led them to buy tiles from Great Wall Ceramics Industry Limited, we determined who affected them. 15% of respondents said that advertising encouraged them to acquire tiles, while 49% reported Marketing Personnel. Lastly, 15% of respondents said they were affected by existing users, and 21% were affected by other tile dealers.

9. How is the customer relationship of the Great wall ceramics industry limited?

Particulars	Respondents	Percentage
excellent	38	38%
Good	46	46%
OK	16	16%
Poor	nil	Nil

Analysis:

Based on the above table, 38% of the respondents said excellent about the Great Wall ceramics industry's customer relationship, 46% said it's good, 16% said OK.



Findings:

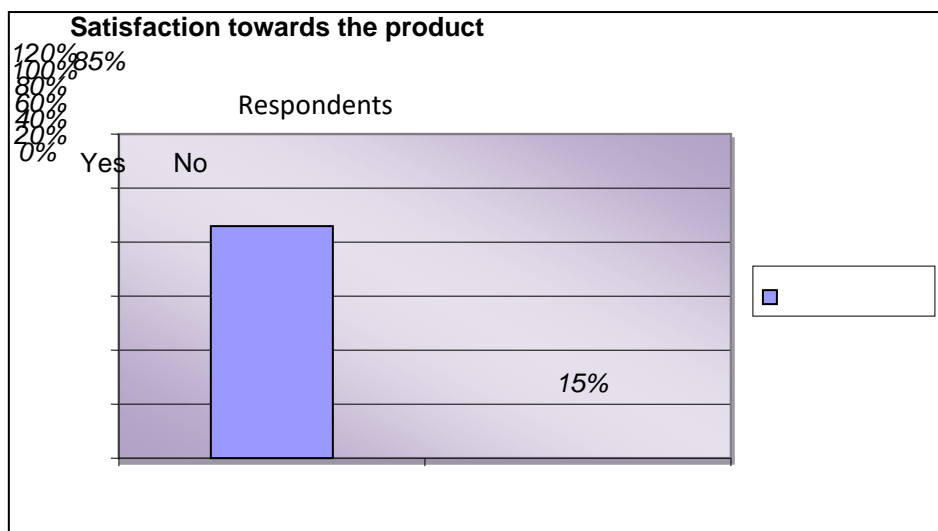
38% of consumers had said that their connection with the Great Wall Ceramics industry was very good and praised it, 48% of consumers claimed that it was good, and 16% of customers felt it was "OK."

10. Are you satisfied with Great wall ceramics industry-limited products?

Particulars	Respondents	Percentage
Yes	85	85%
No	15	15%

Analysis:

Based on the above table, 85% of the respondents are satisfied with the product.



Findings:

The company conducted a study about the consumer contentment of the product that is the slabs, and the results show that all consumers are happy, which implies that 85% customer satisfaction was obtained.

11. What type of tiles do you prefer to purchase from Great wall ceramics industry limited?

Particulars	40x40	30.50x30.50	25x40	20x30	Charu
Respondents	27	23	8	33	9
percentage	27%	23%	8%	33%	9%

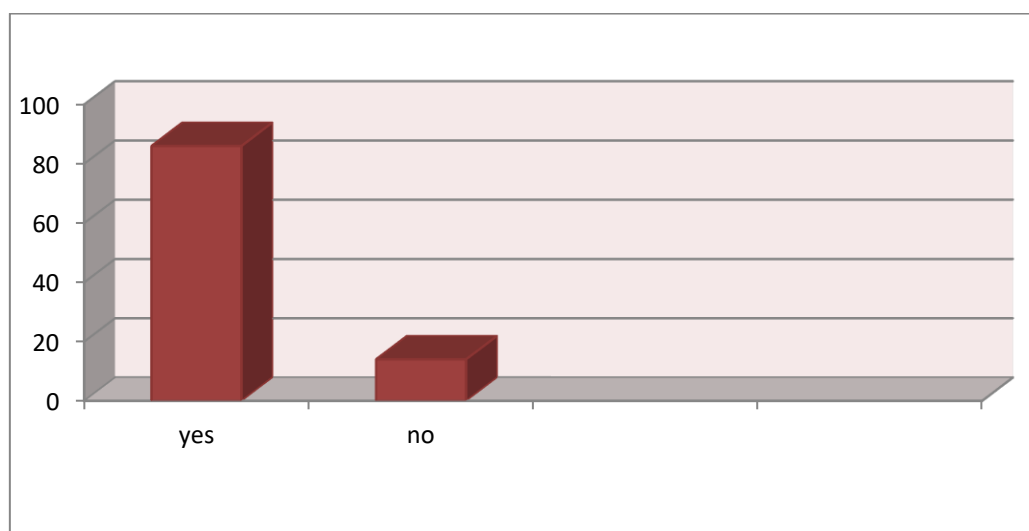
Analysis: Based on the above table, 27% of the respondents prefer 40x40 sizes, 23% of the respondents prefer 30.5x30.50, 8% of the respondents prefer 25x40 sizes, 33% of the respondents prefer 20x30, and 9% of the respondents prefer types of Charu.

12. Does the firm provide a credit facility to you?

Particulars	Respondents	Percentage
Yes	14	14%
No	86	86%

Analysis:

Based on the above table, 14% of the respondents are getting credit facilities, and the rest 86% of the respondents are not getting credit facilities.

**Findings:**

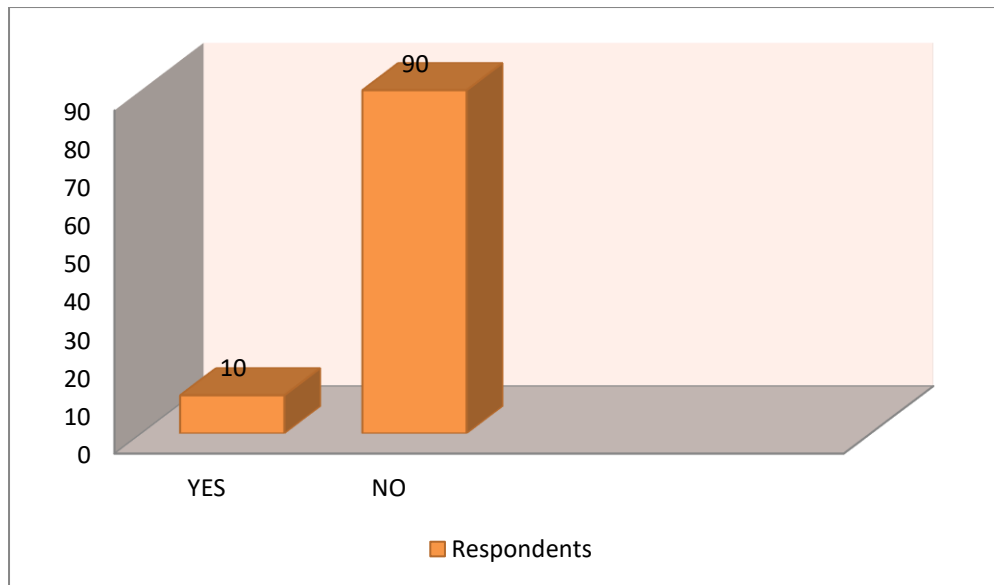
Credit facility provided by Great Wall Ceramics Industry Limited customers Great Wall Ceramics Industry Limited provided credit facility for 14% of the respondents, and for 86% of the respondents, it did not.

13. Do you face any problems while purchasing tiles from Great wall ceramics industry limited?

Particulars	Respondents	Percentage
Yes	10	10%
No	90	90%

Analysis:

Based on the above table, customers said that they don't face but also create problems during purchasing the tiles from Great wall ceramics industry limited.



Findings:

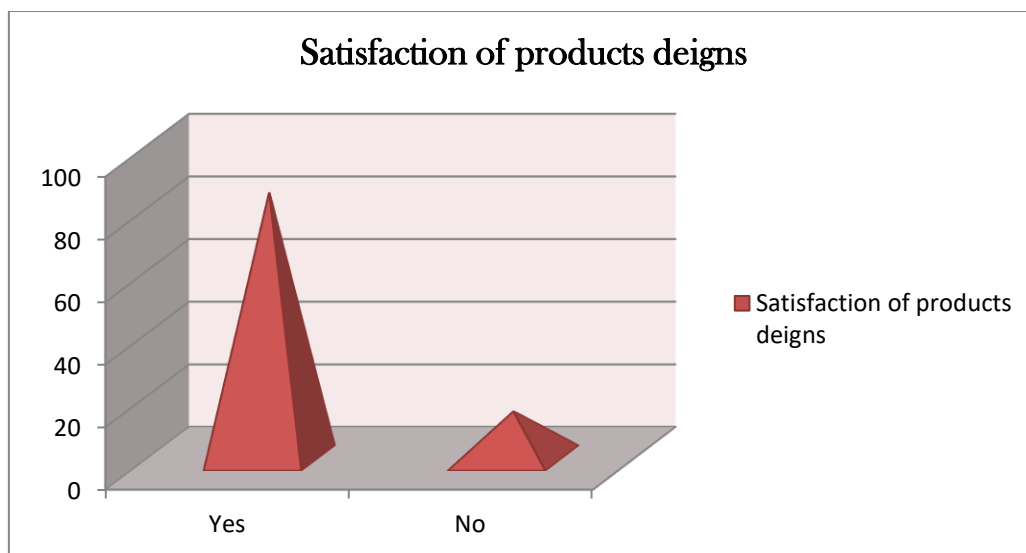
When I spoke to clients who had bought tiles from Great Wall Ceramics Industry Limited about any difficulties they've encountered, consumers indicated they had encountered no difficulties, although other customers reported encountering difficulties when they bought the tiles.

14. Are you satisfied with the products Designs of Great wall ceramics?

Particulars	Respondents	Percentage
Yes	85	85%
No	15	15%

Analysis:

Based on the above table, 85% of the respondents are satisfied, and 15% are dissatisfied with the product.



Findings:

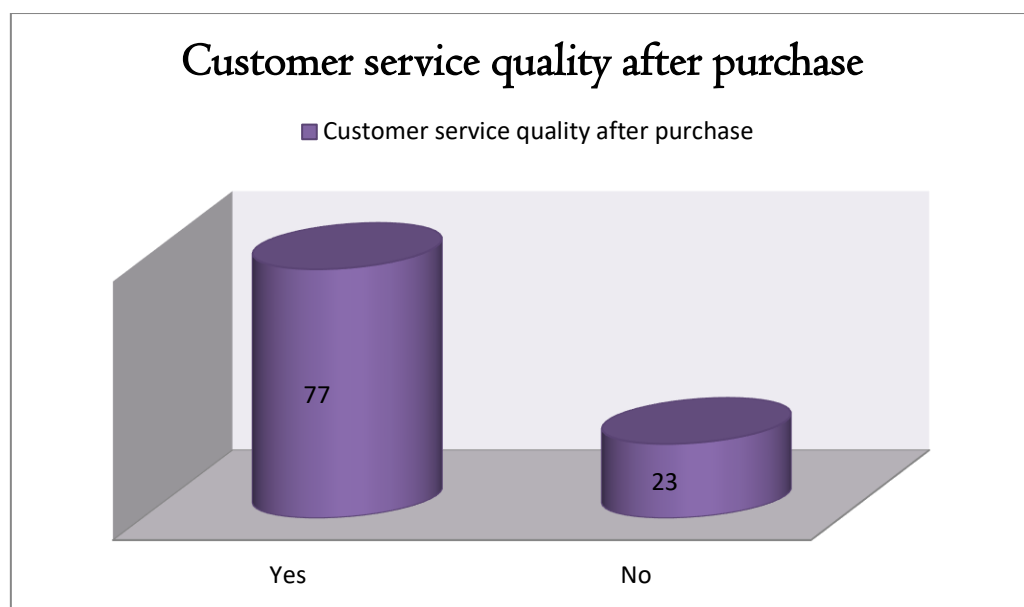
After conducting the survey regarding the satisfaction of customers towards the product that is the slabs, the outcome was that all the customers are satisfied, which means that 85% customer satisfaction was achieved in this respect because the firm provides the quality slabs as the size prescribed by the customers and at a better price to its customers.

15. Are you satisfied with customer service quality after the purchase of great wall ceramics industry limited?

Particulars	Respondents	Percentage
Yes	77	77%
No	23	23%

Analysis:

Based on the above table, 77% of the respondents are satisfied, and 23% are dissatisfied with the product.

**Findings:**

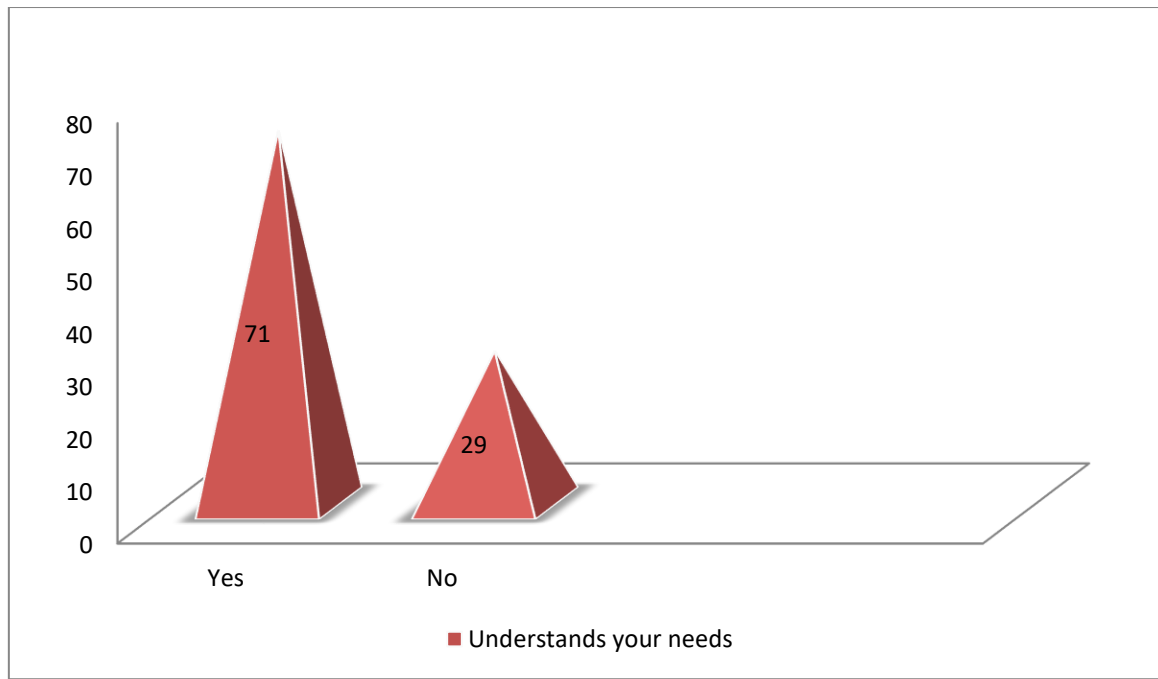
The poll concluded that consumers are pleased with customer service quality after buying a product, meaning that 77% of customers are pleased with customer service quality after purchase, and 23% of customers are unsatisfied.

16. Great wall employee understands your needs?

Particulars	Respondents	Percentage
Yes	71	71%
No	29	29%

Analysis:

Based on the above table, 71% of the respondents are satisfied, and 29% of the respondents are dissatisfied with the product.



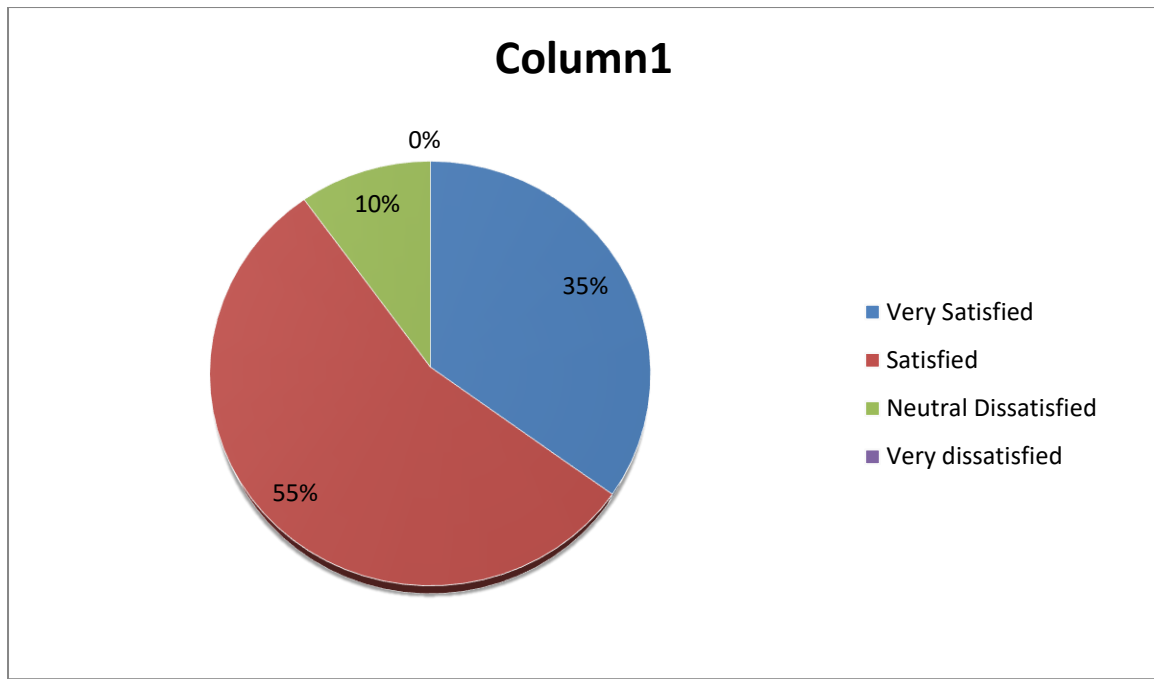
Findings:

As a result of doing the customer survey, consumers were found to respond in the following manner 70% answered yes, and 30% said no.

17. The Great Wall ability to perform the promised service without fail and perfectly?

Particulars	Respondents	Percentage
Very satisfied	35	35%
Satisfied	55	55%
Neutral Dissatisfied	10	10%
Very dissatisfied	nil	Nil

Analysis: From the data above, 35% of respondents were extremely happy with Great Wall Ceramics Industry Limited's customer service, while 55% were pleased, and 10% were neutral unhappy.



Findings:

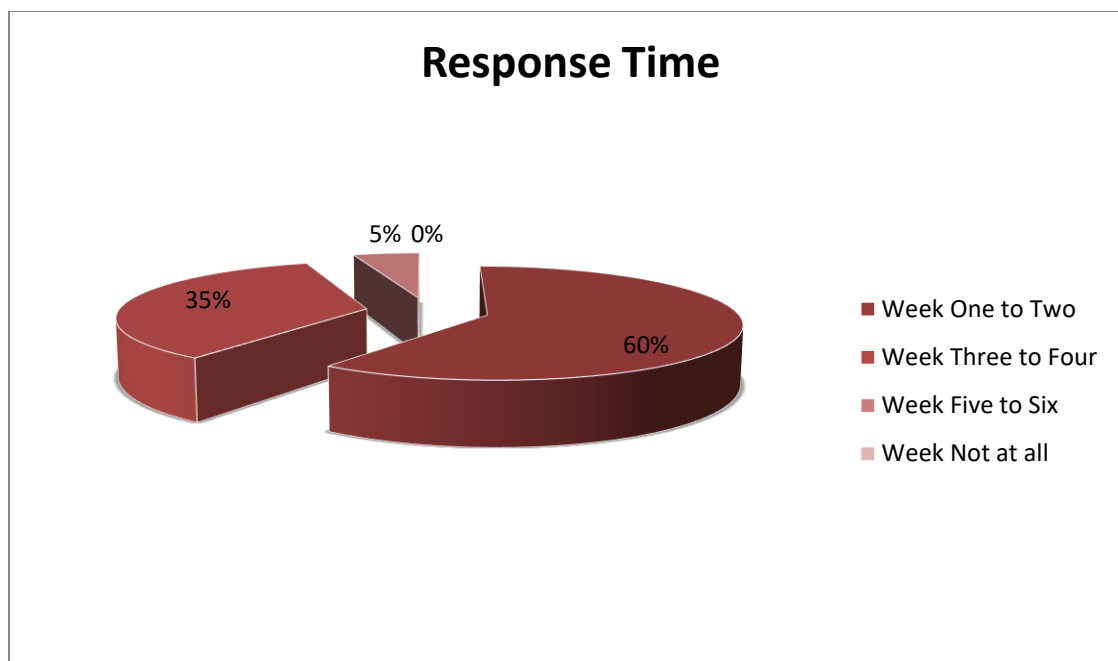
Based on the preceding statistics, 35% of the respondents were extremely happy with Great Wall Ceramics Industry Limited, 55% were pleased, and 10% were disappointed.

18. If you have complained, how quickly was your inquiry understood and responded to?

Particulars	Respondents	Percentage
Week One to Two	60	60%
Week Three to Four	35	35%
Week Five to Six	5	5%
Week Not at all	Nil	Nil

Analysis:

Based on the above table, 60% of the respondents said Week One to Two about the customer response time of Great wall ceramics industry limited, 35% said Week Three to Four, 10% said Week Five to Six.



Findings:

Customers complained response time of Great Wall Ceramics Industry Limited came to light when we inquired about the ability to perform the offered service. This was when we discovered that 60% of the customers complained and responded within two weeks, while 35% and 5% of the respondents said they responded within five to six weeks.

19. How much Satisfied are you with your Great Wall overall performance?

Particulars	Respondents	Percentage
Very satisfy	45	45%
Satisfy	52	52%
Neutral dissatisfy	3	3%
Very dissatisfy	Nil	Nil

Analysis:

Based on the above table, 45% of the respondents said very satisfied with the overall performance of Great wall ceramics industry limited, 52% said satisfied, 3% said neutral dissatisfied.



Findings:

When we asked how happy the consumers were with the overall performance of the Great Wall, 45% of the consumers said that they were extremely pleased or pleased. A whopping 52% of respondents described themselves as indifferent, unhappy, or extremely unhappy.

Findings

Findings of the Research

According to the survey I conducted, the important findings that I came to found out during my survey were:

- ❖ Most of the Great Wall Ceramics Industry Limited responders are businessmen, while a small number are workers.
- ❖ Most responders visit Great Wall Ceramics Industry Limited every two weeks, and others do so weekly and monthly.
- ❖ The vast majority of respondents choose TK. 30-35, with approximately 30% preferring TK. 40-50, with 18% preferring TK. 55-65, and with minimal numbers preferring above TK.
- ❖ During the last several years, a significant percentage of the respondents have purchased tiles from Great Wall Ceramics Corporation for resale, with just 37% of the respondents purchasing them for personal use.
- ❖ The majority of respondents buy tiles from Great Wall Ceramics Industry Limited for quality, 32% for the price, and 16% because of ease of shipment.

- ❖ Great wall ceramics industry limited is not providing any exchange facilities to its customers, which means that 100% of customers said they are getting any exchange facility.
- ❖ 100% of the consumers encourage other consumers to buy.
- ❖ Family members and commercials impacted some, but the vast majority stated they were persuaded by friends who already had the item.
- ❖ Customers were happy with the delivery of tiles from Great Wall Ceramics Industry Limited, who got them to the door at the proper time.
- ❖ It was out that a significant number of consumers found the customer relationship to be outstanding, and a significant number stated it was good, but just 16% of respondents felt that it was acceptable.
- ❖ Customer satisfaction was shown regarding the quality tiles as Great Wall Ceramics offers credit to the clients at a cheaper price.
- ❖ According to 86% of the respondents, Great Wall Ceramics Industry Limited offers a credit facility, while just 14% say it does not.
- ❖ Great wall employee knows the demands of their consumers, and as a result, the customers' responses were effective.
- ❖ The Great Wall employee understood their own requirements, with 71% of respondents agreeing and 29% disagreeing.
- ❖ We learned that 55% of the clients were extremely delighted and completely happy with the quality of the ceramics, Great Wall Ceramics Industry Limited. 35% of respondents reported being indifferent, while another 10% reported being displeased.
- ❖ 45% of clients were extremely happy and felt extremely pleased, 52% stated indifferent unhappy, 3% reported that they were pleased, and 0% indicated they were unsatisfied.

Chapter Six

Recommendations & Conclusions

As a result of the investigation, I learned quite a bit about Great Wall Ceramics Industry Limited's customer satisfaction. Based on this new knowledge, I've put up the following recommendations:

- The majority of clients are business people who buy tiles for resale. Promoting tiles to new consumers will bring in new customers.
- Increasing the perceived value of customers
- After the purchase, increasing customer communication
- In theory, it should make customers better connections.
- Great wall ceramics industry limited has to maintain and, if possible, enhance the quality of their product.
- To grow and keep clients, the company must market its goods in an appropriate channel of advertising.
- To boost efficiency and create more tiles using the newest technology, the company should use the newest available manufacturing technology.

Conclusions

Based on the findings of a survey conducted on the "Customer Satisfaction" at Great Wall Ceramics Industry Limited, we conclude that Great Wall Ceramics Industry Limited has an excellent customer connection. The competitiveness that exists in the Great Wall Ceramic Tile business is significantly challenged by the number of ceramic tiles found in Bangladesh. Due to huge competition, clients cannot make up their minds about the goods or even about the pricing.

References

- ❖ Great wall Ceramic Industries Limited Website.
www.greatwallceramic.net/
- ❖ Financial report of Great wall Ceramic Industries Limited.
- ❖ Principal of Marketing 16th edition by Philip Kotler, Veronica Wong, John Saunders, Gary Armstrong
- ❖ Achieving Excellence Through Customer Service by John Tschohl
- ❖ Marketing research by Malhotra
- ❖ Consumer Behavior By S. Ramesh Kumar

Daffodil International University, Dhaka

Survey on the customer in Great Wall Ceramics Industry Limited

QUESTIONNAIRE

Name of the respondent: _____

Designation : _____

Address : _____

Age : _____

Country : _____

Phone No : _____

Cell No : _____

Email Id : _____

1. Occupation of the customer?

- A. Businessmen B. Professional
C. Employee D. Others

2. How often you visit Great wall ceramics industry limited?

- A. Daily B. Weekly
C. Fortnightly D. Monthly

3. What range of tiles do you prefer?

- A. TK. 30-35 B. TK.40-50
C. TK.55-65 D. TK.65& above

4. Why do you purchase tiles from Great wall ceramics industry limited?

- A. For sale B. For own use

5. What factor made you purchase tiles from Great wall ceramics industry limited?

- A. Quality B. Price
C. Easy transport D. Nearness

6. Whether the company provides exchange facilities to you?

- A. Yes, B. No

7. Do you recommend others to purchase tiles from Great wall ceramics industry limited?

- A. Yes B. No

8. Who influenced you to purchase tiles from Great wall ceramics industry limited?

- A. Ads B. Marketing personnel
C. Existing User D. Other dealers

9. How is the customer relationship of the Great wall ceramics industry limited?

- A. excellent B. Good
C. OK D. Poor

10. Are you satisfied with Great wall ceramics industry-limited products?

- A. Yes B. No

11. What type of tiles do you prefer to purchase from Great wall ceramics industry limited?

- A. 40x40 B. 30.50x30.50
C. 25x40 D. 20x30
E. Charu

12. Does the Great wall Ceramic Industry Limited provide a credit facility to you?

- A. Yes B. No

13. Do you face any problems while purchasing tiles from Great wall ceramics industry limited?

- A. Yes B. No

14. Are you satisfied with the products Designs of Great wall ceramics?

- A. Yes B. No

15. Are you satisfied with customer service quality after the purchase of great wall ceramics industry limited?

- A. Yes B. No

16. Great wall employee understands your needs?

- A. Yes B. No

17. The Great Wall ability to perform the promised service without fail and perfectly?

- A. Very satisfied B. Satisfied
C. Neutral Dissatisfied D. Very dissatisfied

18. If you have complained, how quickly was your inquiry understood and responded to?

A. Week 1 to 2

B. Week 3 to 4

C. Week 5 to 6

D. Week Not at all

19. How much Satisfied are you with your Great Wall overall performance?

A. Very satisfy

B. Satisfy

C. Neutral dissatisfy

D. Very dissatisfy