

ST. MARY'S UNIVERSITY
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

ASSESSMENT OF SERVICE DESIGN PRACTICE
(IN THE CASE OF DASHEN BANK S.C.)

BY:
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JUNE, 2014
SMU
ADDIS ABABA

**AN ASSESSMENT OF SERVICE DESIGN PRACTICE
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**A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT
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FOR THE DEGREE OF
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MARKETING MANAGEMENT**

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Services require an operating and delivery system in order to function. That system should be designed in such a way as to offer effective customer service and an efficiently operated process. The design stage is an important aspect of product development (Peter Mudie & Angela Pirrie, 2006:47).

In times of fierce competition, shortening development cycles of new technologies, and more demanding customer expectations, companies are in constant need of new approaches to service design and delivery (Smith et al., 2007:370). The overarching purpose of the design activity is to create a service that matches or exceeds customer expectations (Slack et al., 2004a).

Dashen Bank was incorporated in the Ethiopian financial sector on September 20, 1995 with a paid up capital of ETB 14 million, the fiscal year 2012/13 the bank earned total income of Birr 1.8billion in 2013. Its total assets have increased by 12.7% to over birr 19.7 billion and the total paid-up capital of the Bank has reached birr 737million, with consistent expectation and clear vision of providing unparallel banking service in Ethiopia (17th Annual Report Dashen Bank s.c. 2012/13).It also established with the major objective undertaking banking and monetary exchange business, Accepting and mobilizing various types of deposits, Extension of loan and credit facilities to practically every economic sector, rendering banking service related to international trade, handling money transfers domestically and internationally, Opening bank branches within and outside Ethiopia, Engaging in other activities related to banking and finance. They have already upgraded the bank core banking system and implemented on

window service supported by the Automated Queue Management System. In addition, in its endeavor to provide better service to its customers, Dashen Bank has recently introduced six new deposit products namely Hybrid Account, Saving Plus Account, Modified Youth Savings, Interest Plus Bonus, Student Account and current Account Protection Scheme. Dashen Bank is the first bank in Ethiopia to introduced wide Area Network in banking business, implementing the payment card service with own brand, introduce VISA & MASTER card services and effectively utilize customers' own choice service outlet such as ATM & POS terminals. Dashen Bank was work in to set new trend in the industry and finalizing preparations to reach new markets through innovative channel alternatives including interne, mobile and agent banking.

The student researcher is inspired to assess the service design practice of the bank in terms of the newly introduced product of the bank taking account the factors affecting the production process, customer's expectation.

1.2. Statement of the Problem

The design of new services encompasses everything ranging from the design of a completely new service to enhancing an existing service by changing some of its service features. Whether the service design issues are large or small, the service delivery process should be designed to meet the specific needs of its customers (Davis and Heineke, 2009:175).

Design issues will be affected by what is being processed. Where people are to be processed the question of whether or not they need to be physically present for the service to be rendered will require to be answered. If physical presence is necessary, the design of the service facility, the skills of the employees and the management of the customers need to be addressed. Where customer possessions are the object of service processing, employee

technical skills, quality of equipment and capacity planning are of particular significance. The final category is that of information processing (Peter Mudie & Angela Pirrie, 2006:52).

With the growing competition in the domestic and international markets, more demanding and assertive customers, rapid advancement in technology, and changing government policies and laws the marketing environment has changed dramatically in order to stimulate competition with the public banks which significantly promoted, the development of the banking sector is tremendous. New produce development consists of the creation of new ideas, their evaluation in terms of sales potentials and profitability, production facilities, resources available, designing and production testing and marketing of the product. The main task of the product planners is to identify specific customer needs and expectation and align company's capabilities with the changing market deems. New product development due to customer requirement for new product, in case of the Dashen bank they develop the new product in customer requirement and competitors experience the product development process study under the department of corporate planning and development.

This study tried to assess the problem related with the bank service design practice the newly introduced deposit products. Based on preliminary observation the bank's newly developed product doesn't show any improvement or modification related with the banks deposit mobilization objective. Moreover, customers have less awareness on the features, benefits and requirements of the newly introduced products. The student researcher has a doubt that Dashen bank answers the customer requirement and the product quality meets the customer expectation.

This study will attempt to assess the problems associated with the Service Design practices in Dashen Bank.

1.3. Basic Research Question

Specifically the study is designed to address the following basic questions.

1. What does the Service Design Practice of the Bank looks like in terms of the newly introduced products?
2. How does the bank promote its newly develop product?
3. To what extent the new products of the bank meet customer's expectation?
4. How does the service design practice meet the bank's objective?

1.4. Objectives of the Study

This study consists of General and Specific Objectives

1.4.1. General Objective

The general objective of the study is to Assess the Service Design Practice of Dashen Bank s.c.

1.4.2. Specific Objective

To identify Dashen bank service design practice in terms of the new introduce product.

- To identify the banks service design practice in terms of the newly introduce product.
- To measure the bank promotion to its newly developed product
- To assess the bank newly introduced product meet customer expectation.
- To investigate the service design practice meet the bank's objective.

1.5. Significance of the Study

The study will be helpful to indicate the bank what problems it has face in order to improve its services and what actions the bank should take. For the student researcher it will help to develop skill in and for others researcher the study will help for as references as secondary source of information who want to study about the service design.

1.6. Delimitation of the Study

The delimitation of the study is to cover how the Service Design Practiced in the Dashen Bank toward the new introduce product to satisfy customer requirements.

The studies delimit to the new introduce product by the organization's side with concerned marketing department manager and five selected city area bank customers which have been highly operational for banking service. The area bank considered in the study: Main, Mehale Gebeya, Meskel Flower, Bole and Piazz Area Banks.

The time delimitation is from 2012-2013 of the bank's product development practice because Dashen bank introduce their new product came into effect in August 2012.

1.7. Research Design and Methodology

1.7.1. Research Design

To conduct the study that Assesses the Service Design Practice of Dashen Bank s.c. The student researcher used descriptive research method because in this kind of research method customers' perception and behavior described to answer the research questions.

1.7.2. Population, Sample Size, and Sampling Techniques

The target populations of the study were marketing department manager and customers of the banks. The student researcher used the non probability sampling technique, because the banks have large population size and refers to Malhotra, K. (2006:339) for non-probability sampling where the

population of the study is not definite and for large population size we can use minimum size 200 samples. From the non probability sampling technique the student researcher used accidental sampling techniques because of the student researcher not have access to the entire group of population members.

1.7.3. Types of Data Collected

In order to retain relevant and appropriate information to make the study complete the student researcher used both primary data sources collected from personal interviews with marketing department manager and questionnaires were distributed to customers of Dashen Bank and secondary data.

1.7.4. Method of Data Collection

In order to gather the data from relevant sources, both primary and secondary data collection instruments are used. The primary data the form of personal interviews with marketing department manager and closed and open-ended questionnaires were distributed to the selected area banks customer. On the part of secondary data, written documents related to the study, different reference books, and documents of the bank.

1.7.5. Data Analysis Method

The collected data analyzed and interpreted by using both qualitative and quantitative techniques. The data collected by open ended and interview questions were analyzed by qualitatively. Close ended questionnaires analyzed quantitative data analysis techniques were used to summarize findings; percentage was computed to get the total figure of the data

collected from sample respondents. Then it was summarized and presented in the form of tables.

1.8. Limitation of the Study

During the preparation of this research study the student researcher intention was to cover all the possibilities to Assess the Service Design Practice of the Bank. This study is limited only in selected area banks in Dashen bank because of time limitation and constrained by various limitations among the major limitation availability of data, literature review and adequate time to show the complete picture of the Dashen bank services design practice towards product development.

1.9. Organization of the Study

The research study was organized into four chapters;

Chapter one has contained the introduction part dealing with background of the study, statement of the problem, objectives, and methodologies.

Chapter two discussed the review of related literatures. In this chapter various theoretical concepts that related with service design and new product development and issues related with service design will be discussed.

Analysis of collected data, interpretation of the analyzed data is presented in the third chapter. And finally, the fourth chapter presents summaries of major findings, the conclusions and the possible recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

Product is key element in the market offering. Marketing mix planning begins with formulating an offering that brings value to target customers and satisfies their needs. This offering becomes the basis upon which the company's build profitable relationships with customers. A company's market offering often includes both tangible goods and service. Each company can be a minor or a major part of the total offer. At one extreme, the offer may consist of a pure tangible good, no service accompany the product. At the other extreme are pure services, for which the offer consists primarily of a service (Kotler, 2003:277).

According to Kumar (2003:4) Product planners need to think about products and service on three levels. Each level adds more customer value. The most basic level is the core benefit, when designing products, marketers must first define the core, problem-solving benefits or services that consumers seek. At the second level, product planners must turn the core benefit into an actual product. They need to develop product and service features, design, service delivery, and a quality level. Finally, product planners must build an augmented product around the core benefit and actual product by offering additional consumer services benefits.

2.2. Definition and Conceptual Framework of Service and Service Design

A service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is transitory, often intangible in nature, and does not normally result in ownership of any of the factors of production. A service is an economic activity that creates value and provides benefits for customers at specific times and places by bringing about a desired change in, or on behalf of, the recipient of the service (Christopher Lovelock and Lauren Wright, 2005:31).

Kotler and Armstrong (2006), defines service as identifiable activities that are the main object of a transaction designed to provide want satisfaction to customers. In addition Balaji (2002) also shares the same view that service is an act or performance offered by one party to another.

Service design is an important strategic issue since it allows a company to transpose its strategy onto the operational level and that the effectiveness of operations strategy is contingent upon making the right design choices. Design provides a set of tools and concepts for preparing successful products and services.

Service design is a complex task that requires an understanding of how the core and supplementary services are combined to create a product offering that meets the needs of target customers. Designing the overall service experience is a complex task that requires an understanding of how the core and supplementary services should be combined and sequenced to create a product offering that meets the needs of target customers (Christopher Lovelock and Lauren Wright, 2005:30).

Service process design revitalizes processes that have become outdated. This does not necessarily mean that the processes were poorly designed in the first place. Rather, changes in technology, customer needs, added service features, and new offerings have made existing processes. A valuable technique that will facilitate the design of a service is called blueprinting or service mapping. It should relevance in the delivery of service quality. A service blueprint is basically a flowchart of the service process.

Service blueprint: a visual map of the sequence of activities required for service delivery that specifies front stage and backstage elements and the linkages between them. Blueprinting can be used to document an existing service or design a new service concept.

Blueprinting is a structured procedure for analyzing existing services and planning new ones. In particular, it enables us to define the different components of the augmented service, to examine the sequence in which they are delivered, and to identify potential fail points. We also gain insights into what is happening to the customer at each stage.

These blueprints show what the product should look like and detail the specifications to which it should conform. To develop a blueprint, you need to be able to identify all of the key activities involved in service delivery and production, clarify the sequence, and to specify the linkages between these activities (Peter Mudie and Angela Pirrie. 2006:30-48).

Blueprinting helps to specify the role of customers in service delivery and to identify the extent of contact between them and service providers. Blueprinting also clarifies whether the customer's role in a given service process is primarily that of passive recipient or entails active involvement in creating an producing the service. Examining blueprints of existing services

may suggest opportunities for product improvement that might be achieved by reconfiguring delivery system, adding or deleting specific elements, or repositioning the service to appeal to other segments (Christopher Lovelock and Lauren Wright, 2005:265).

2.3. Characteristics and Nature of Service

According to Balaji (2002), companies must consider the special characteristics of services when designing marketing program to attract new customers and to keep current customers coming back, find ways to meet those challenges. Furthermore, Kurtz/Clow, pointed out that, service possess inherent characteristics not found in goods. These characteristics create unique challenges for services. According to both authors service has hour different or unique characteristics. This includes:

Intangibility: Services are processes and performances. Due to these factors they can not be seen, tasted, or inventoried like we do in tangible goods (zeithaml and Bitner, 2003). In addition Balaji (2002), indicated that, service can't be generally seen, tasted, felt, heard or smelt before bought. The potential customer is unable to perceive the service before and sometimes during and after the service delivery.

Inseparability: Due to Balaji, (2002) service inseparability means that the service produced and consumer at the same time and cannot be separated from the provides, whether the provides are people or machines. Some services are inseparable with the service provider due to the reason that the customer must be physically present to get the required service.

Perishability: According to Stanton, et.al (2001) service is highly perishable because the existing capacity can not be stored or inventoried for future use. And also, Sherleka, (2002) recognize that, services can not be stored, saved, resold or returned to protect it from wastage. That means once a service is not used today, it is lost forever or perishes.

Variability: Variability of service means the quality of service depends on that provides them as well as when, where, and how they are provided (Kottler and Armstrong, 2006). On the other hand Kurtz/Clow, (2002) pointed out that; variability refers to the unwanted or random levels of service quality customers receive when they patronize a service.

2.4. Service Delivery System Design

Service delivery is concerned with where, "when, and how the service product is delivered to the customer. Understanding the needs and expectations of customers is a pivotal factor of success in service design. Generally, the overarching purpose of the design activity is to create a service that matches or exceeds customer expectations. Good design therefore ensures that both the service outcome and the process of service delivery are perceived as being of good quality by customers, so as to generate customer satisfaction (Christopher Lovelock and Lauren Wright, 2005:62)

2.5. New Service Development

According Christopher Lovelock and Lauren Wright (pp. 230-232) to Competitive intensity and customer expectations are increasing in nearly all service industries. Thus success lies not only in providing existing services well, but also in creating new approaches to service. Because the outcome

and process aspects of a service often combine to create the experience and benefits obtained by customers, both aspects must be addressed in new service development.

The word "new" is popular in marketing because it's a good way to attract people's attention. However, there are different degrees of "newness" in new service development.

In fact, we can identify seven categories of new services, ranging from major innovations to simple style changes.

1. **Major Service innovations** are new core products for markets that have not been previously defined. They usually include both new service characteristics and radical new processes.

2. **Major process innovations** consist of using new processes to deliver existing core products in new ways with additional benefits.

3. **Product line extensions** are additions to current product lines by existing firms. The first company in a market to offer such a product may be seen as an innovator, but the others are merely followers who are often acting defensively. These new services may be targeted at existing customers to serve a broader array of needs, designed to attract new customers with different needs, or both.

4. **Process line extensions** are less innovative than process innovations. But they do often represent distinctive new ways of delivering existing products, either with the intent of offering more convenience and a different experience for existing customers or of attracting new customers who find the traditional approach unappealing.

5. **Supplementary service innovations** involve adding new facilitating or enhancing service elements to an existing core service, or significantly improving an existing supplementary service.

6. **Service improvements** are the most common type of innovation. They involve modest changes in the performance of current products, including improvements to either the core product or to existing supplementary services.

7. **Style changes** represent the simplest type of innovation, typically involving no changes in either processes or performance. However they are often highly visible, create excitement, and may serve to motivate employees.

2.6. Product Attributes

Attribute analysis methods are generally intended to discover product improvements and line extensions. They are not meant for major new product discoveries. Attributes analysis assumes that any future changes in a product must involve one or more of its attributes (Shajahan, 2001:28). Developing a product or service involves defining the benefit that it will offer. These benefits are communicated and delivered by product attributes such as quality, features and design (Shajahan, 2001:28).

2.6.1. Product Quality

Is the level at which the products primary characteristics operate. Quality link to profitability does not mean that the firm should design the highest performance level possible. The manufacturer must design a performance levels. A company must also manage performance quality through time. Continuously improving the product often produces the highest return and market share. The second strategy is to maintain product quality at a given level. Many companies leave quality unaltered after its initial formulation

unless glaring faults or opportunities occur. The third strategy is to reduce product quality to through time. Some companies cut quality to offset rising costs; others reduce quality deliberately in order to increase current profits, although this course of action often hurts long-run profitability (Kotler, 2003:319).

2.6.2. Product Feature

A product may be offered with different features starting from a basic model of various. Features help in product differentiation with respect to that of competitors, As per Kotler, (2006:242) the companies can create higher level models by adding more features. Features are competitive tools for differentiating the companies from competitors. Thus being the first producer to introduce needed and a variable new feature is the most effective one. Therefore companies need to survey periodically the product they are offering currently by assessing each features, value to customers versus the cost they are incurring.

2.6.3. Product Design

A product design indicates its usefulness as well as makes it attractive. Product design can be one of the most powerful competitive weapons in the company's marketing strategy. According to Kotler (2006: 245), mentioned design is large concept than style. Thus style simply describes the appearance and can be eye catching or inspiring, unlike style designs more than skin deep. Good design can attract attention, improve product performance, cut production cost and give product strong competitive advantage.

According to Kumer (2002:49) product design is concerned with the form and function of product form design involves the determination of what a product would look like i.e. product's shape and appearance what it will be made of and how it will be made.

2.7. New Product Development Strategies

According to S.K Grover, (2003:162) strategic marketers must carry product development to cater to the changing needs of the customers new product development is vital to continual survival and growth of the organization. The competence required is continuous tracking of customer need and product development for those needs when the existing product becomes unfit in the customers need set or is close to maturity stage in product line, there are two options eliminate withdraw the product or revitalize it by appropriate improvement or modification.

New Product Category

Zeithmal, <i>et al.</i> , (2006: 256)	Lovelock and Wirtz (2004:116-117)
<p>Major or radical innovations. New services for markets as yet undefined.</p> <p>Start-up businesses. New services for a market that is already served by existing products that meet the same generic needs.</p> <p>New services for the currently served market.</p> <p>New services that attempt to offer existing customers of the organization a service not previously available from the company.</p> <p>Service line extensions. Represent augmentation of the existing service line.</p> <p>Service improvements. Changes in certain features of existing services currently on offer to the currently served market.</p> <p>Style changes. Highly visible changes on service appearance.</p>	<p>Major service innovations. New core products for markets that have not been previously defined.</p> <p>Major process innovations. Using new processes to deliver existing core products in new ways with additional benefits.</p> <p>Product-line extensions. Additions by existing firms to their current product lines.</p> <p>Process line extensions. Distinctive new ways of delivering existing products so as to either offer more convenience and a different experience for existing customers or to attract new customers who find the traditional approach unappealing.</p> <p>Supplementary service innovations. Adding new facilitating or enhancing service elements to an existing core service or of significantly improving an existing supplementary service.</p> <p>Service improvements. Involve modest changes in performance of current products.</p> <p>Style changes. Highly visible changes on service appearance that create excitement and may motivate employees.</p>

2.8. Stages in the Product Development process

As per author Eztel, (2006:290) guided by a company's new product strategy, a new product is best developed through a series of eight stages. Thus at each stage management must decide wither to proceed to the next stage abandon the product, or seek additional information where each stages has been labeled differently with respect to the company's new product proposal.

2.8.1. Idea Generation

The new product starts with the search for ideas. Top managers should define the product and markets to emphasize and should state the new product objectives. They should also state how much effort should be devoted to developing break through products. Modifying existing products and copying competitor's products new product ideas can come from many sources, customers' scientists, employees, competitors, channel members, and top managements.

2.8.2. Idea Screening

According a Pride and Farrehi, (2005:277) in the process of screening, the ideas with the greatest potential are selected for further review. During screening, product ideas are analyzed to determine wither they mach the organization objectives and resources. If a product idea in a product similar to the firms existing products marketers must assess the degree to which the new product could cannibalize the sales of current products. The company's overall abilities to product and market the product are also analyzed.

2.8.3. Idea Evaluation

Ideas that pass the screening stage require further evaluating those with an internal origin must be checked for market need or a potential. If the idea stemmed from a recognized market need or specific customer request, the feasibility of creating a physical product must still be established. When product ideas satisfy both market and technical criteria, they should be rank ordered. This ranking will vary with the firms marketing strategy and business conditions (Reeder and Brierty, 2004:302).

2.8.4. Business Analysis

After the management develops the product concept and the marketing strategy, it can evaluate the proposal's business attractiveness. Management needs to prepare sales, cost, and profit projections and to determine whether they satisfy company objectives. If they do the project concept can move to the product-development stage. As new information comes in the business analysis undergoes revision and expansion (Kotler, P. 2004:110).

2.8.5. Product Development

New product development is an essential activity for companies seeking growth. By adopting a new product strategy as their posture, companies are better able to sustain competitive producers on their existing products and make headway. The implementation of this strategy has become easier because of technological innovations and the willingness of customers to accept new ways of doing things. The term new product is used in different senses.

2.8.6. Market Testing

Market testing takes measurement of customer acceptance one crucial step further than product testing by forcing consumer to vote with their money. The basic idea is to launch the new product in limited way so that consumer response in the market place can be assessed (Jobber, 2001:292).

2.8.7. Product Launch

Once the product has successfully completed the concept and market testing stages it is ready for launching in to a wider market place. Using the knowledge and targets generated in the previous processes, a final plan is developed. This includes all the other elements of the marketing mix.

2.8.8. Commercialization

At this stage the company takes the decision to go in for longer scale manufacturing and marketing to the product it gets to this stage only when all the previous steps provide favorable signals. At this stage, the company fully commits if self to commercialize the new product with the required investments in manufacturing and market (Ramaswomy, 2002:340).

2.9. Successful Product Development

New products become successful when the firm has a better understanding of customer needs, a head-start in introducing the product before competitors, a higher expected contribution margin, a higher budget for promoting and launching the product, more use of cross-functional teamwork, and strong top management support (Philip Kotler, 2004). Cooper (1996) reported the results of various studies which concluded that the most

important discriminators between new product winners and losers were, in rank order:

1. Understanding of existing and potential customers' needs
2. Attention to marketing and launch publicity
3. Efficiency of development
4. Effective use of outside technology and external scientific communication

2.10. Reasons for New Product Failures

Innovation may be thought of as the cornerstone of success in many industries, but not all innovations are successful. Indeed, the incidence of failure in introducing new products is extremely high (John B. Lord, 200:37) The product needs to deliver on the concept promise, products with high consumer acceptance, as measured by after-use purchase intent, are likely to succeed. Those with low acceptance are likely to fail. Accordingly, John B. Lord (2000:39) has identified a fairly complete set of reasons including poor planning, poor management, poor concept, and poor execution.

Poor planning includes failure to properly analyze the market to understand whether and what type of opportunity may exist in a category and what specific unresolved problems consumers have.

Poor management is all about the organizational culture, support, and resources for the new product process, management's expectations, and focus, and the process used to develop products. Organizations lacking clear goals and directions for new product efforts will find a real difficulty in achieving a coherent and coordinated effort which is both effective and efficient.

A **poor product concept** lacks a compelling consumer benefit, is a sample me-too item with no real and relevant difference from items already available, does not have a defined target market with adequate sales potential, or is introduced at the wrong time. Products lacking a significant consumer benefit as well as competitive clone items simply do not provide consumers a reason to buy.

Poor execution extends to all areas of the marketing program. Advertising that is of insufficient weight to build awareness and trial according to plan, fails to reach the target consumer, or fails to communicate clearly the new product's brand name, benefits, and availability are all examples of poor execution. Products that are missing priced or have a poor price-value relationship, as perceived by the target customer, will likely fail (John B. Lord, 2000:179-193).

2.11. How to solve the Problems of New Product Failure?

According the Shelker and other (2004:109) the following methods are suggested to prevent a new product failure.

- By analyzing and ensuring that there is adequate demand existing for the product.
- By making a product that is acceptable to the society.
- By selecting a product that would exactly fit into the existing market structure of a company.
- By using continuous and efficient demand creation method and
- By selecting a product that should reflect the company's image already created in all respects especially with regard to quality.

2.12. Product Development and Promotion

2.12.1. Promotional Activities for New Products

Once the producer has developed a good product chosen various pricing strategies and channelized to target customers. The final stage is to develop an effective communication mix to the existing and potential customers retailers share holders and to the masses the major problem with the companies facing in this issue is what to say to whom and how often.

When a new product is launched in the market place the marketer has more than one option or all communication mix strategy is depending up on the nature of product target customers, financial aspects, brand image, market segments, and geographical spread over, sales force and other functions.

Before launching a new product the marketer should develop effective communication network which requires:

1. Identification of the target audience
2. Deciding on communication objectives
3. Design of the message
4. Selection of communication channels
5. Total promotional budget
6. Promotion mix program
7. Measurement of promotional results

2.12.2. Promotion Message

According to Shelker S.A (2004:275) the message transmitted through all forms of promotion must describe the product feature in terms of customers want and desires. The problem solving or need satisfaction approach is

better while transmitting the message. It develops better understanding of customer needs and problems remember that customers are buying a bundle of benefits services the promotion message must communicate effectively these benefits and services to consumers.

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with the presentation, analysis and interpretation of the data gathered from both customers of the bank and marketing manager of the Dashen Bank s.c.

The data were obtained through questionnaires and interview. The questionnaires were distributed to 200 customers of Dashen Bank of the sampled area banks. And the interviews were held with marketing manager of the Dashen Bank s.c.

From the total number of questionnaires distributed to respondent customers, only 168 were responded. This implies that out of the total 200 questionnaires distributed that of return were around 84% of customer have filled and returned the questionnaires.

3.1 General Characteristics of the Respondents

This part of the paper presents general characteristics of the respondent customers.

Table 1: General Characteristics of the Respondent Customers

No.	Questions	No. of Respondents	Percentage (%)
1.	Gender		
	A. Male	94	55.95
	B. Female	74	44.05
	Total	168	100
2.	Age		
	A. 18 - 27	31	18.45
	B. 28 - 37	61	36.31
	C. 38-47	54	32.14
	D. 48 and above	22	13.10
	Total	168	100
3.	Educational background		
	A. Primary	6	3.57
	B. Secondary	41	24.40
	C. Certificate	34	20.24
	D. Diploma	67	39.88
	E. Degree	16	9.52
	F. Masters and above	4	2.38
	Total	168	100
4.	Occupation		
	A. Student	6	3.57
	B. Government employee	31	18.45
	C. Merchant	87	51.79
	D. Self employed	36	21.43
	E. Other	-	-
	Total	168	100

According to item one of Table No. 1 in the previous page, accordingly about 55.95% of the respondents are male and the rest 44.05% are female. This shows that majority of the respondents are male.

Item 2 on Table No. 1 indicate that, from the total groups of respondent customers 31(18.45%) are in the age group of 18-27, 61(36.31%) of the respondents are between the age of 28-37, other respondent which were 54(32.14%) under the age of 38-47. The remaining 22(13.10%) of respondent were under the age of 48 and above. This shows that age group 28-37 and 38-47 dominate the total respondents. This indicates most of the customers are need for effective service delivery and new things from the bank.

Item 3 from Table No. 1 summarizes the educational background of the respondents. From the total number of respondents 6(3.57%) are primary level, 41(24.40%) are secondary level, 34(20.24%) are at certificate level, 67(39.88%) are college diploma holder, whereas 16(9.52%) respondents are first degree holders and 4(2.38%) have masters and above. This indicates that most of the banks customers have a good educational background to evaluate banking service and understand the questionnaire and filled correctly.

Regarding the occupation of the respondents, 6(3.57%) of them are student, 31(18.45%) of them are Government employee, 87 (51.79%) of them are merchants, 36 (21.43%) of them self employed and others 8(4.76%) one of them are housewife, 3 of them brokers and the rest 4 respondents are not specify. This implies to merchant customers are upstanding members from the future survival of the bank.

Table 2: Length of time becoming the customers of Dashen Bank

No.	Question	No. of Respondents	Percentage (%)
1.	For how many years have you been Dashen Bank's customers		
	A. Less than 1 year	13	7.74
	B. 1-5 years	43	25.6
	C. 6-10 years	79	47.02
	D. Since it's established	33	19.64
	Total		168

Item 1 of table No. 2 above indicates the length of time becoming the customers of Dashen bank. Out of the total respondent customers 13(7.74%) of the respondents have used the bank for less than one year, 43(25.6%) of the respondents have used the bank for 1-5 years. 79(47.02%) and 33(19.64%) of the respondents have used the bank for 6-10 years and 33(19.64%) of the respondents have used the bank since it's established. So, from the total 168 respondents 66.66% of customers use the banks service more than 6 years. This infers most of customers of the bank were using the bank service for longer time.

3.2 Analysis of the Finding of the Study

This research study tries to investigate the overall service design practice of Dashen Bank s.c. from customer and marketing manager point of view. Thus, in this section responses from customers and marketing department manager are presented, analyzed and interpreted in the form of percentage and presented as follows.

Table 3: Customers reason to choice Dashen Bank with other banks

No.	Question	No. of Respondents	Percentage (%)
1.	What is your reason to choice Dashen Bank with other banks?		
	A. Their product improvement	8	4.76
	B. Fast service delivery	62	36.90
	C. Accessibility	98	58.33
	D. Other	-	-
	Total		168

As indicated in the above, table No. 3 the reason customers to choice Dashen bank with other banks. According, to the respondent 8(4.76%) of the respondent reason for choice Dashen bank with other banks because of product improvement of the bank, 62(36.90%) of the respondent reason for choice Dashen bank with other banks because of fast service delivery of the bank and 98(58.33%) on the accessibility of the bank. Majority of the respondents replies on reason to choice Dashen bank with other banks because of accessibility and fast service delivery (36.90%-58.33%). This show that the company's product is reaching to the customer nearby and the company has a competitive advantage on the accessibility than the others and need to continue with its good part to develop the others.

Table 4: Comparing the Dashen Bank new product with others banks

No.	Question	No. of Respondents	Percentage (%)
1.	How do you rate the bank new product in comparison with others banks.		
	A. Very good	31	18.45
	B. Good	43	25.60
	C. Medium	74	44.05
	D. Poor	20	11.90
	E. Very Poor	-	-
	Total		168

From table No. 4 shows that the comparing the Dashen bank new product with others banks. 31(18.45%) the respondents give a very good level to the banks new product with others bank, 43(25.60%) of the respondents give a good level for the banks new product with others bank, 74(44.05%) of the respondent give a medium level to the banks new products with others bank and 20(11.90%) of the respondents give a poor level, but there are no respondents who give a very poor level of the banks new product with others bank.

As indicated in the review of the related literature, a product may be offered with different features starting from a basic model of various. Features help in product differentiation with respect to that of competitors, the companies can create higher level models by adding more features.

According to the interview held with marketing manager. Specifically, the stiff competition among existing banks in resource mobilization, the constant

change in markets and technology, the challenges posed by new entrants, all require banks to take steps to meet new challenges. In order to overcome these challenges and stay competitive in the market, banks are developing their own strategies. In addition, in its endeavor to provide better service to its customers, Dashen bank has recently introduced six new deposit products. From this we can deduce that, the bank has a lot of strong sides than others bank in line with new product.

Table 5: How customers see the new products improvement of the bank

No.	Question	No. of Respondents	Percentage (%)
1.	Since you become customer of Dashen bank how do you see the new products improvement		
	A. Very good	13	7.73
	B. Good	32	19.05
	C. Medium	47	27.98
	D. Low	68	40.48
	E. Very low	8	4.76
	Total	168	100

As shown on the above table No. 5 how customers see the new products improvement of the bank. 13(7.73%) the respondents give very good level see the new products improvement of the bank, 32(19.05%) the respondents give a good level for see the new products improvement of the bank, 47(27.98%)

of the respondent give a medium level of see the new products improvement of the bank, 68(40.48%) of the respondent give a low level of see the new products improvement of the bank and the remaining 8(4.76%) respondent give a very low level of see the new products improvement of the bank.

According to the review of the related literature, service improvements are the most common type of innovation. They involve modest changes in the performance of current products, including improvements to either the core product or to existing supplementary services. As we can see from the above results, the banks not show enough improvement to either the core product or to existing supplementary services in customer perspective.

Table 6: The banks successful in terms of product developments

No.	Question	No. of Respondents	Percentage (%)
1.	Dashen Bank is successful in terms of product developments		
	A. Strongly agree	7	4.17
	B. Agree	30	17.86
	C. Average	58	34.52
	D. Disagree	68	40.48
	E. Strongly disagree	5	5.98
	Total	168	100

Table No. 6 depicts, the banks successful in terms of product developments, 7(4.17%) of respondents are strongly agree the banks successful in terms of product development, 30(17.86%) of respondents are agree the banks successful in terms of product development, 58(34.52%) of respondents are

average rates of the banks successful in terms of product development and 68(40.48%) and 5(5.98%) of respondents are disagree and strongly disagree with the banks successful in terms of product development.

As indicated in the review of the related literature, new products become successful when the firm has a better understanding of customer needs, a head-start in introducing the product before competitors, a higher expected contribution margin, a higher budget for promoting and launching the product, more use of cross-functional teamwork, and strong top management support. This conform that respondents not agree to the bank success regarding product development.

Table 7: The bank promotional tools effective to introduce the new product

No.	Question	No. of Respondents	Percentage (%)
1.	To what extent the promotional tools that the bank used for introduce new products are effective?		
	A. Very high	-	-
	B. High	47	27.98
	C. Medium	58	34.52
	D. Low	63	37.50
	E. Very low	-	-
	Total		168

According to table No. 7 when the respondents, 47(27.98%) of respondent the bank promotional tools effective to introduce the new product at a high level, 58(34.52%) of respondent the bank promotional tools effective to introduce the new product at a medium level and the remaining 63(37.50%) of the respondent the bank promotional tools effective to introduce the new product at a low level.

As indicated in the review of the related literature. The message transmitted through all forms of promotion must describe the product feature in terms of customers want and desires. The problem solving or need satisfaction approach is better while transmitting the message. It develops better understanding of customer needs and problems remember that customers are buying a bundle of benefits services the promotion message must communicate effectively these benefits and services to consumers.

In the interview had with marketing manager he said, the new products have been communicated to customers through various media and channels, including television, radio newspaper, magazines brochures, posters and sponsored in deferent events. In addition word of mouth communication is a very powerful source of information for consumers as it is often perceived as more reliable and trustworthy than that obtained through more formal marketing channels.

This shows that most of the respondents are gives to the bank promotional tools effective to introduce the new products at a medium and a low level performance; this implies that the bank promotional tools are at a low level of performance to introduce the new product effectively.

Table 8: Customer awareness of the new product

No.	Question	No. of Respondents	Percentage (%)
1.	Are you aware of the features, benefits and requirements of the newly introduced products in Dashen bank?		
	A. Extremely aware	26	15.48
	B. Moderately aware	89	52.97
	C. Not at all aware	53	31.55
	Total	168	100

Table No. 8 shows that when the respondents were asked about their level of awareness, 26(15.48%) of them replied they are extremely aware of the features, benefits and requirements of the new products, 89(52.97%) of them are moderately aware and 53(31.55%) are not at all aware of the products. This shows that only a slight number of the respondents have adequate knowledge or are extremely aware of the products.

In the review of literature advertising that is of insufficient weight to build awareness and trial according to plan, fails to reach the target consumer, or fails to communicate clearly the new product's brand name, benefits, and availability are all examples of poor execution.

In the interview held with marketing manager, the banks evaluate their promotional tools effectiveness in different mechanism and they collect feedback from customers directly and indirectly. This implies that most of

the customers are moderately aware about the new product requirement on the literature advertising that insufficient weigh to build awareness the examples of poor execution so, the banks needs to make some kinds of improvement on the promotional program to build customer awareness.

Table 9: Satisfaction of customer the bank newly introduced product

No.	Question	No. of Respondents	Percentage (%)
1.	Are you satisfied with bank newly introduced products?		
	A. Yes	70	41.67
	B. No	98	58.33
	Total	168	100

Table No. 9 shows that, satisfaction of customer the bank newly introduced products, 70(41.67%) of respondents are satisfy the bank newly introduced product and the remaining 98(58.33%) of respondents are not satisfy the bank newly introduced product. This shows that of the respondents are not satisfy the bank newly introduce products.

Table 10: Customer needs consider to developing a new product

No.	Question	No. of Respondents	Percentage (%)
1.	Dashen Bank considers customer needs to develop new product?		
	A. Strongly agree	-	-
	B. Agree	37	22.02
	C. Average	53	31.55
	D. Disagree	68	40.48
	E. Strongly disagree	10	5.95
	Total		168

Table No. 10 shows that the customer respondent about the bank considers customer needs to develop new product. 37(22.02%) or respondents agree, 53(31.55%) of respondents average and 68(40.48%) and 10(5.95%) of the respondents disagree and strongly disagree the bank considers customer needs to develop new product.

The marketing manager said that the banks getting ideas from different sources, internal and external sources in internal source different department involving getting ideas for the purpose of new product development the other source is external bodies those are customer and competitors. This shows the bank need to conduct proper research about the customer need in order to develop a new product to get the customer trust the banks consider their need to develop a new product.

Table 11: The bank is successful to satisfy customer needs to introduce new product

No.	Question	No. of Respondents	Percentage (%)
1.	The bank is successful to satisfy their customer needs to introduce new product?		
	A. Strongly agree	5	2.98
	B. Agree	28	16.67
	C. Average	98	58.33
	D. Disagree	37	22.02
	E. Strongly Disagree	-	-
	Total	168	100

Table No. 11 above indicates, the bank is successful to satisfy customer need to introduce new product, 5(2.98%) of the respondent are strongly agree the bank is successful to satisfy their needs to introduce new product, 28(16.67%) of the respondent are agree to the bank is successful to satisfy their needs to introduce new product, 98(58.33%) of the respondent are average satisfaction level and 37(22.02%) of the respondent are not disagree the bank is successful to satisfy their needs to introduce new products. This conform that most of the respondents are average and low level of satisfaction of the banks new product development.

Table 12: Keeps the promise while offering service delivery

No.	Question	No. of Respondents	Percentage (%)
1.	The bank keeps the promise while offering service delivery		
	A. Strongly agree	28	16.67
	B. Agree	80	47.62
	C. Average	41	24.40
	D. Disagree	19	11.31
	E. Strongly disagree	-	-
	Total		168

Table No. 12 shows that the bank keeps the promise while offering service delivery. 28(16.67%) of the respondent strongly agree the bank keeps the promise to offering the service, 80(47.62%) of the respondent agree the bank keeps the promise to offering the service, 41(24.40%) of the respondent average to keeps the their promise to offering service and 19(11.31%) of the respondents is disagree with the bank keeps the promise while offering service delivery.

As indicated in the review of the related literature, service delivery is concerned with where, “when, and how service product is delivered to the customer. Understanding the needs and expectations of customers is a pivotal factor of success in service design. Generally, the overarching purpose of the design activity is to create a service that matches or exceeds customer expectations.

As we can see from the above findings majority of the respondent customers have agreed service delivery, as stated on the literature the design activity is to create a service that matches or exceeds customer expectations so, the banks need to work with the design of the design of the product in order to best meet their customers expectation.

Table 13: Customers trust on the bank in terms of the product development practice

No.	Question	No. of Respondents	Percentage (%)
1.	How is your trust on the Bank in terms of the product development practice?		
	A. Very high	-	-
	B. High	60	35.71
	C. Medium	92	54.76
	D. Low	16	9.52
	E. Very low	-	-
	Total	168	100

From table No. 13 shows that, customers trust on the bank in terms of the product development practice. 60(35.71%) of the respondents give an high level trust on the bank in terms of the product development, 92(54.76%) of respondents give medium level and the remaining 16(9.52%) of respondents give a low level trust on the bank in terms of the product development.

This implies that majority of respondents' rate above average level. Even though there is a trait in future, there is also an opportunity for the bank make existing customers' loyal customer and also turn a potential customer in to an on-going customer by building their trust.

Table 14: The bank achieve its products development practice

No.	Question	No. of Respondents	Percentage (%)
1.	To what extent the Bank achieve its product development practice		
	A. Very high	-	-
	B. High	41	24.40
	C. Medium	79	47.02
	D. Low	48	28.57
	E. Very low	-	-
	Total	168	100

Table No. 14 depicts that when the respondents were asked about the bank achieve it product development practice level. 41(24.40%) of respondents the bank achieve its product practice in high level, 79(47.02%) respondents medium level the bank achieve it product development practice and 48(28.57%) of respondents the bank achieve its product development practice a low level. As we can see from the above findings majority of the respondent customers rated the bank achievement of product development practice medium level.

As indicated in the review of the related literature, poor management is all about the organizational culture, support, and resources for the new product process, management's expectations, and focus, and the process used to develop products. Organizations lacking clear goals and directions for new product efforts will find a real difficulty in achieving a coherent and coordinated effort which is both effective and efficient.

As per the response of the marketing manager the company produces a most product or existing service the main challenges is related to meet customer interest because of the banks doesn't follow the formal stages when developing the new product. This indicates that banks to take steps to meet new challenges.

3.3 General Suggestion given by the Respondent Customers (for the open ended questions)

Customers were asked if they want additional benefit from the banks beyond its currently offering, the respondents suggest the following;

- Mobile banking
- Internet Banking
- Prize-Linked Saving Program like CBE
- Access to operate (withdrawal and deposit) accounts maintained in Ethiopia from abroad.
- Higher interest rate
- Notifying us the bank account balance through SMS
- Interest free banking
- Hybrid Account for individuals
- Extended working hours
- Salary administration like Zemen Bank
- Opening a 'for' account for diasporas

The second questions when the respondent asked if they have any idea that can contribute for the improvement of the existing product, they should suggest as follow

- More awareness creation and marketing should be done on the new products
- Make employees fully aware of the products
- Promote the products frequently and extensively to customers
- Use simple language
- Use celebrities for promotion

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMMENDATION

From the presentation, analysis and interpretation made in the third chapter the following summary, conclusion and recommendations are draw up;

4.1 Summary of the Major Findings

- From the total number of respondent customer are diversified in gender, age, education and occupation. On the findings 55.95% of them were male, while the rest 44.05% were female. Concerning their age majority of respondents were between the group 28-37 and 38-47. Regarding education background of respondents most of them were above secondary up to diploma level. In their occupation the merchant customers are greater than the other by 51.79%.
- As the responses made by customers out of the total respondents 66.66% of them were becoming the customers of Dashen Bank above 5 years.
- With regard to accessibility 58.33% of customer's choice Dashen Bank.
- Regarding the banks new product with others banks 18.45% of the respondent replied as very good, 25.60% good level, 44.05% medium level and 11.90% give poor level for new product of Dashen Bank.
- In relation to customer's evaluation on Dashen Bank new product improvement. 7.73% rated as very good, 19.05% good, rest 27.98%, 40.48% and 4.76% rated medium, poor and very poor level respectively.
- In relation to the success of product development of the bank 4.17% of respondents strongly agree, 17.86% of them agree the successful product development, 34.52% of the respondent as average the rest 40.48% and 5.98% respondents disagree and strongly disagree successful of product development.

- With respect to Dashen Bank promotional tools effectiveness. 27.98% of the respondents rated as good level introduce the new product, 34.52% of the respondents as medium level and 37.50% of the respondents rated the promotional tools to introduce the new product was low.
- In relation to the degree of the customer awareness of the features, benefits and requirements of the newly introduced product. 15.48% of the respondent extremely aware, 52.97% of the respondent moderately aware and 31.55% of the respondent not at all aware.
- From the total numbers of respondents. 41.67% customers replied that newly introduce product of Dashen Bank has satisfy and 58.33% respondents replied it they are not satisfy.
- In relation to customers need considers to develop a new product of Dashen Bank. 22.02% of respondents agree customers need considers developing a new product in Dashen Bank. 31.55%, 40.48% and 5.95% of customers replied average, disagree and strongly disagree.
- According to customers evaluation the banks successful to satisfy their need to by introduce new product. 2.98% of respondents strongly agree and the rest 16.67%, 58.33% and 22.02% respondents are agree, average and disagree the banks successful to satisfy their needs.
- With regard to the customers responses toward Dashen Bank keeps they promise to offer service delivery. 16.67% strongly agree Dashen Bank keeps the promise, 47.62% agree Dashen Bank keeps the promise and 11.31% respondents are disagree on the Dashen Bank keeps they promise to offer the product.
- Concerning their trust in the product development practice of the bank. 35.71% of customers replied they have a high level of trust, 54.76% respondent customers ranked their trust as medium and the rest 9.52% of customers ranked their trust as low.

- In relation to the achievement of product development practice of Dashen Bank. 24.40% of them rated the achievement as high, 47.02% of customers respondents rated the product development practice achievement as medium and 28.57% of customers replied the product development practice achievement was low.
- Concerning with the customers suggestion for open ended question most of them suggest on they want additional benefit from the bank. In addition they suggest their idea that can contribute for the improvement of the existing product.

4.2 Conclusions

- Most respondents stated that accessibility make the banks strong and preferable.
- As it is revealed in the research findings, respondent customers' evaluation shows that comparing the Dashen bank new product with others a bank is medium. So, for facts indicate that most respondents replied that the new product improvement is poor. In addition other facts point out that customer of respondents the success of the bank in terms of product development is disagree. From the aforementioned fact the bank product development practice are not in a good level.
- As the research finding denoted, most respondent customers ranked the promotional tools effectiveness of Dashen bank as medium and low. In addition other facts point out that customer of respondents' level of awareness of the new product of Dashen bank as moderately aware and not at all aware. Hence most customers are not at all aware of the new product of the bank.
- As it is discovered in the research finding, majority of customers are not satisfied the bank newly introduced product. Other facts indicate that customer of respondents the bank consider their need to develop a new product is disagree. From this fact it is possible to conclude that, customers does not satisfy in the new product and they believe the banks not consider their need to develop a new product.
- According to the research findings, majority of customers believe in the banks keeps their promise to offer the service delivery is agreed. In addition half of the respondent customers replied they have medium trust

in the service delivery of Dashen bank. From this we can recognize that there is a potential trait in their trust about the banks service.

- As the market manager respond the banks doesn't follow the formal stages when develop product.

4.3 Recommendations

After analysis of the finding, conclusions are made the study has forwarded the following points are recommendation by the student research;

Given the rapid changes in customer needs, technology, and competition companies must develop a steady stream of new products and services. New products play an important role in an organization.

- The bank should consider customer needs to develop or improve it product and also it must collect ideas from its customers. Because the bank can get real information from them to satisfy their needs and to meet customer expectation.
- The product improvement and service delivery practice of Dashen bank needs adjustments and improvements by involve modest changes in performance of current products to get more competitive advantage in the market and the bank has keep up its accessibility.
- In order to increase awareness of customers, the bank should promote the new products continuously using appropriate media and improving the promotional materials available by presenting them in a clear, easily understandable and more appealing manner.
- The bank should follow a product development stage that is from idea generation up to commercialization in order to be competitive in the market and to deliver as per their customers need and want to meet their expectation.
- Finally in relation to product development, the bank should conduct market research to evaluate its performance and to collect reliable data about their customers and competitors by developing research and development department so as to understand customers' need and to get continues and more competitive advantage in the banking industry.

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Appendices

St. Mary's University

Faculty of Business

Department of Marketing Management

Questionnaire to be filled by customers of Dashen Bank s.c

This questionnaire is prepared by a student at St. Mary's University for the partial fulfillment of a degree program in marketing management. The purpose of this study is identify the problem and factors that affect the service design practice of Dashen Bank. Your cooperation in filling the questionnaire would have contribution for the successfully accomplishment of the study and prompt response will be highly appreciated.

Thank you in advance for your cooperation

Remarks:

- Writing your name is not necessary.
- Put “✓” for your choice in the box provided.
- If the question is related to your opinion please write it shortly on the space provided.

I.General Characteristics of the Respondent

1. Gender

A. Male

B. Female

2. Age

A. 18 - 27

C. 38 - 47

B. 28 - 37

D. 48 and above

3. Education background

A. Primary

D. Diploma

B. Secondary

E. Degree

C. Certificate

F. Masters and above

4. Occupation

A. Student

D. Self employed

B. Government employee

E. Other (please specify) _____

C. Merchant

5. For how many years have you been Dashen Bank's customers?

A. Less than 1 year

C. 6 - 10 years

B. 1 - 5 years

D. Since it's established

II. Questions Related to the Research

1. What is your reason to choice Dashen Bank with other banks?
 - A. Their product improvement
 - B. Fast service delivery
 - C. Accessibility
 - D. Other (please specify) _____
2. How do you rate the Bank new product in comparison with others banks.
 - A. Very good
 - B. Good
 - C. Medium
 - D. Poor
 - E. Very Poor
3. Since you become customer of Dashen Bank how do you see the new products improvement
 - A. Very good
 - B. Good
 - C. Medium
 - D. Poor
 - E. Very Poor
4. Dashen Bank is successful in terms of product developments.
 - A. Strongly agree
 - B. Agree
 - C. Average
 - D. Disagree
 - E. Strongly disagree
5. To what extent the promotional tools that the bank used for introduce new products are effective
 - A. Very high
 - B. High
 - C. Medium
 - D. Low
 - E. Very low
6. Are you aware of the features, benefits and requirements of the newly introduced products in Dashen bank?
 - A. Extremely aware
 - B. Moderately aware
 - C. Not at all aware
7. Are you satisfied with the bank newly introduced products?
 - A. Yes
 - B. No
8. Dashen Bank consider customer needs to develop new product
 - A. Strongly agree
 - B. Agree
 - C. Average
 - D. Disagree
 - E. Strongly disagree

9. The bank is successful to satisfy their customer needs to introduce new product

- A. Strongly agree
- B. Agree
- C. Average
- D. Disagree
- E. Strongly disagree

10. The bank keeps the promise while offering service delivery

- A. Strongly agree
- B. Agree
- C. Average
- D. Disagree
- E. Strongly disagree

11. How is your trust on the Bank in terms of the product development practice

- A. Very high
- B. High
- C. Medium
- D. Low
- E. Very low

12. To what extent the Bank achieve its product development practice

- A. Very high
- B. High
- C. Medium
- D. Low
- E. Very low

13. If you have additional benefit from the banks beyond it's currently offering? Please specify?

14. If you have any idea that can contribute for the improvement of the existing product please specify on the space provided.

ቅድስት ማርክም ዩንቨርሲቲ

ቢዝነስ ፋካሊቲ

የማርኬቲንግ ማኔጅመንት-ትምህርት ክፍል

በዳሽን ባንክ አ.ማ. ንበኞች የሚሞላ መጠቅ

ህ መጠቅ የተጋጀውበቅድስት ማርክም ዩንቨርሲቲ የመጨረሻ ዓመት የማርኬቲንግ ማኔጅመንት ዲግሪ ተማሪ ለመመረቁክ ማሟክ ፅሁፍ ለማጋጀት የሚረዳኝን መረጃ ለማሰባሰብ ነው። የጥናቱ ዋና አላማ በዳሽን ባንክ ውስጥ ክሉ የአገልግሎት እድገት እና አዳዲስ የተጀመሩትን አገልግሎቶች እድገት የሚከፍቅፋ ሁኔታዎችን በተመለከተ ጠቅላይ ለመረዳት እና በተገኘውምላሽ ላይ በምመርኮዝ ጥናታዊ ፅሁፍ ለማጋጀት ነው። ስለሆነም ለተጠየቁት ጥክቆች ትክክለኛውን መልስበመስጠት ለጥናቱ መሳካት የበኩልን አስተዋፅኦ ንዲክበረክቱ ንድ በትህትና እየጠየቅሁ። ስለሚከፈርጉልኝ ትብብር ሁሉበቅድሚክ አመሰግናለሁ።

ማሳሰቢያ:

- በመጠቅ ላይ ስምመጻፍ አክስልግም
- አማራጭ ላላቸውጥክቆች በተሰጠው ክፍት ቦ ላይ «✓» ምልክትበማስቀመጥመልስስጡ።
- በመልሱ ላይ ተጨማሪ ሃሳብ የመስጠት ፍላጎት ካሎት በተሰጠው ክፍት ቦ ላይ መጻፍ ጥቅሉ።

I. የንበኞች ጠቅላላመረጃ

1. ፆ

ሀ. ወንድ ለ. ሴት

2. ድሜ

ሀ. ከ 18 - 27 አመት ሐ. ከ 38 - 47 አመት
ለ. ከ 28 - 37 አመት መ. 48 ና ከክ በላይ

3. የትምህርት ረጃ

ሀ. የመጀመርክ ረጃ መ. ዲግሎማ
ለ. የሁለተኛ ረጃ ሠ. ዲግሪ
ሐ. ሰርተፊኬት ረ. ማስተርስ ና ከክ በላይ

4. የስራ ሁኔ

ሀ. ተማሪ መ. የግል ተቀሪ
ለ. የመንግስት ሠራተኛ ሠ. ሌላ ካለ ግለፁ _____
ሐ. ነጋዴ

5. የዳሽን ባንክ ንበኛ ከሆኑ ምን ክህል ጊዜ ሆኖት?

ሀ. ከ 1 ዓመት በ ች ሐ. ከ 6 - 10 ዓመት
ለ. ከ 1 - 5 ዓመት መ. ከተመሰረተ ጀምሮ ስክ አሁን

II. ከጥናቱ ጋር የተክየቱ ጥክቁቶች

1. ከሌሎች ባንኮች ዳሽን ባንክ ለርሶ ተመራጭ የሆነው?

- ሀ. አገልግሎቱ ላይ በሚከሰተው መሻሻል
- ለ. በቀልጭ መስተንግ
- ሐ. ተግባራዊነቱ
- መ. ሌላ ካለ ጥቀሱ _____

2. የባንኩን አዳዲስ አገልግሎቶች ከሌላው ባንክ አንጻር ንዴት ክዩ ል

- ሀ. በግም ጥሩ መ. ዝቅተኛ
- ለ. ጥሩ ሠ. በግም ዝቅተኛ
- ሐ. መካከለኛ

3. የባንኩ ገንባታ ከሆኑ ጀምሮ በባንኩ ላይ የሚከደት የአዳዲስ አገልግሎቶች መሻሻል

- ሀ. በግም ጥሩ መ. ዝቅተኛ
- ለ. ጥሩ ሠ. በግም ዝቅተኛ
- ሐ. መካከለኛ

4. ባንኩ አዳዲስ አገልግሎቶችን በማቅረብ ውጤት ማ ነው

- ሀ. በግም ስማማላሁ መ. አልስማማም
- ለ. ስማማላሁ ሠ. በግም አልስማማም
- ሐ. መካከለኛ

5. ባንኩ አዳዲስ አገልግሎቶችን ለማስተዋወቅ የሚጠቀምባቸው የማስ ወቂክ ገጽ ምን ሆኖ ነው?

- ሀ. በግም ከፍ ክለ መ. ዝቅተኛ
- ለ. ከፍ ክለ ሠ. በግም ዝቅተኛ
- ሐ. መካከለኛ

6. ባንኩ ስላቀረባቸው አዳዲስ አገልግሎቶች አገልግሎት ላይ ጥቅም በቂ መረጃው አለው?

- ሀ. በግም የተሞላ መረጃው አለኝ
- ለ. በመጠኑ መረጃው አለኝ
- ሐ. ምንም መረጃው የለኝም

7. ባንኩ ባቀረባቸው አዳዲስ አገልግሎቶች ስተኛ ናት?

- ሀ. አይደለም ለ. አይደለም

8. ባንኩ አዳዲስ አገልግሎቶችን የሚክቀርበው የገንቦችን ፍላጎት ባገናኝ መልኩ ነው

ሀ. በግም ስማማላሁ

መ. አልስማማም

ለ. ስማማላሁ

ሠ. በግም አልስማማም

ሐ. መካከለኛ

9. ባንኩ አዳዲስ አገልግሎቶችን በማቅረብ የገንቦችን ፍላጎት በማርካት ውጤ ማ ነው?

ሀ. በግም ስማማላሁ

መ. አልስማማም

ለ. ስማማላሁ

ሠ. በግም አልስማማም

ሐ. መካከለኛ

10. ባንኩ በገባው ቃል መሠረት የሚሰጠውን አገልግሎት ስለሰጠ?

ሀ. በግም ስማማላሁ

መ. አልስማማም

ለ. ስማማላሁ

ሠ. በግም አልስማማም

ሐ. መካከለኛ

11. ባንኩ ከጊዜ ወገን በሚክሳየው የአገልግሎት መሻሻል ክሉት ምነት ምን ክህል ነው?

ሀ. በግም ከፍተኛ

መ. ዝቅተኛ

ለ. ከፍተኛ

ሠ. በግም ዝቅተኛ

ሐ. መካከለኛ

12. ባንኩ በሚክሳየው የአገልግሎት አሠጣጥ ድገት ውጤ ማነቱ ምን ክህል ነው?

ሀ. በግም ከፍተኛ

መ. ዝቅተኛ

ለ. ከፍተኛ

ሠ. በግም ዝቅተኛ

ሐ. መካከለኛ

13. በአሁን ወቅት ባንኩ ከሚሠጠው አገልግሎቶች ከሚከገኙት ጥቅም በተጨማሪ ቢኖር የሚሰጡት ካለ ባክ ግለፅ?

14. በተሰጠው ክፍት ላይ ለባንኩ አገልግሎት መሻሻል አስተዋፅኦ ክርጋል የሚሉትን ማንኛውም ሃሳብ ክስፍሩ

St. Mary's University

Faculty of Business

Department of Marketing Management

Interview questions prepared to the Marketing Department Managers.

This interview is prepared by a student researcher, to support research report to be submitted to St. Mary's University for the partial fulfillment of a Degree Program in Marketing Management. The purpose of this study is identifying service design practice and new product of Dashen Bank.

Thank you in advance for your cooperation.

Interview questions prepared to the marketing department manager

1. How do you evaluate the new product of the bank with regard to meet you customer expectation?
2. Do you think that your bank's new product meet your customers expectation?
3. What promotional tools do the banks use to introduce new product or service?
4. How do you measure the effectiveness of your promotional programs?
5. From where your bank is getting ideas for new product development?
6. What are the problems encountered in developing product or modifying the existing product/service?

THE CANDIDATE'S DECLARATION

I the under signed, declare that this senior essay is my original work prepared under the guidance of Abera Yilma. All resource of materials used for manuscript have duly acknowledged.

Name: _____

Signature: _____

Place of Submission: _____

Date of Submission: _____

ADVISOR'S DECLARATION

This paper has been submitted for examination with my approval as the university advisor.

Name: _____

Signature: _____

Date: _____