

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

**AN ASSESSMENT OF AFTER SALES SERVICE
PRACTICE IN THE CASE OF UNIVERSAL INVESTORS
COMPANY S.CO**

**BY:
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SMUC
ADDIS ABABA**

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CHAPTER ONE

Introduction

1.1 Background of the study

Mesereret et.al (2002) providing service after the sale to customer is important, no matter what type of company, product or service you represent. To perform this task, identifying the special features of service is important. In addition to this, Jobber D. and Lancaster G. (2006) indicated that, firm's sales people may be called up-on to provide after-sales service to customers. Sales engineers may be required to give advice on the operation of a newly acquired machine or provide assistance in the event of a breakdown. Sometimes they may be able to solve the problem technical specialists to deal with the problem.

Universal Investors Company S.CO (UNICO) is located in Addis Ababa, Ethiopia at Mexico area. Established in the year 1995 G.C. UNICO is one of famous drugs and medical equipments importer in Ethiopia. This company is growing significantly from year to year both in its responsiveness to the customer requirements and on its financial performance four ownership, the owners' of the company high caliber organizations these are Commercial Bank of Ethiopia, Construction and Business Bank, Ethiopian Insurance Company and one private share holder.

UNICO's sales activity is engage especially in distributing and equipping medical equipments and drugs to medical centers and wholesalers in a counter sales office and also door to door delivery services. The company's human resources to perform all activities has organized with technical and professional 16 staffs .UNICO is registered on Ethiopian medical association and food medicine and health care administration & control authority of Ethiopia.

The student researcher's study concentrated on the company's technical and commercial department. Because, the research topic is mostly relate to this department.

1.2 Statement of the Problem

Jobber D. and Lancaster G.(2006)Customer servicing include the provision of technical advice in relation to such matters as levels of quality arranging after sales service, establishing improved customer care programmers and even offering consultancy services. Additionally, Lovelock C. and Wirtz J.(2004) As competition intensifies in the service sector, it's be coming ever more important for service organizations to differentiate their products in ways that are meaningful to customers.

As stated in the above theories, increasing after sale service in the market with combined rapid development of new customer service technologies has increased the focus on enhancing the customer relationship. So, these practices aid to move profitability. As the nature of the products in Universal Investor company S.CO is highly vulnerable to technical and mechanical problems. These equipments it needs additional technical knowledge of skill .So company's must give some technical know how to the buyers at after sales accomplished and also give product delivery service system to the customers at there place. Based on these reasons this company must focus on after sale rendering practices on its customers .Because, effective after sale service is vary essential in order to attract new customers and retain existing customers.

However, UNICO there is no give sufficient after sale service to its customers. This means company's customers are located at dispersed geographical areas .Based on this, when many customers needs product delivery service at the same time, at this time company can not cover customer's order. Because, the company's product delivery system services only by one car. This problem pushes the company to give the first chance to the nearest customer place of the company and to large amount of buyer. These kinds of practice create delivery dalliance and dissatisfy customer. The other gap of offering after sales service, when the company give technical skill to the customers and adjusting sold products, the company receive additional fee to above after sales services

(to give technical know how and adjusting the products) .This practice obviously claimed by customers. Additionally, there is no full sufficient maintenance service to the sold equipments; this is the other additional gap of the after sales service to the company. In the absence of this service customers are dissatisfy ; the consequence is shifting customers, create negative impact to the company and it is one obstacle of development of the company through profitability of on going on competition market environment. As a result, the student researcher wants to assess the after sale services practice of Universal Investors Company (UNICO).

1.3 Research Questions

- What are the main type of after sales services offered in the company?
- What are the company's qualities after sales services offer?
- What are the problems of the company in after sales service?
- What are the gap between customer expectations and the perception in service delivery of after sales?

1.4 Objectives of the Study

The objective of the paper is devoted to general and specific objectives.

1.4.1 General Objective

The general objective of the study is to assess after sale practice at universal investors company S.CO (UNICO)

1.4.2 Specific Objective

- . To identify the components of after sale services offered in the company.
- .To identify factors affecting after sale services strategy.
- .To identify whether the company is rendering quality after sales service.
- .To identifies the problems that hinders in offering after sale service in the company.
- .To examine the perception and expectation of customers on the services provided by the company.

1.5 Significance of the Study

This research paper contributed, to different concerned parties which include the company, the student research and other researchers.

- . The research is believed that it provided information for the case of company evaluate their after sales service practice.
- . The research under taken the student researcher to understand the real practice in research.
- . This study gives hints and information for other researcher.

1.6 Delimitation of the Study

To make the study manageable the student researcher tries to narrow the scope of the study by focusing on the following issues:

Universal Investors Company there is no branches and office in Addis Ababa, So the student researcher focused on Mexico head office. Moreover, with respect to time frame the student researcher considered a one year data from July 2010– April 2012 to get resent data and focus on at the sales department of the company. Because, the research topic is more related to this department. The student researcher will also delimit its topic by focusing an assessing the after sales service practice of a company under consideration.

1.7 Research Design and Methodology

1.7.1 Research Method

The student researcher used descriptive research method, which describes the characteristics of after sales service rendering phenomena and their frequency relation.

1.7.2 Population and Sampling Technique

UNICO has a lot of new buyers and existing customers. However, this study concentrated on all new buyers and loyal customers. Because, it used to get sufficient and balanced data. So, the total population focuses' of these customers are difficult to defined in number. Because, the customers fluctuates every day. But, the student researcher tried to point out 150 repeatedly customers and take 30% of them used sample size. Based on this average sample, for qualitative and quantitative data collection, the student researcher

used accidental sampling technique. This sampling tool is one part of non-probability sampling technique.

1.7.3 Types of Data Collected

The study used both primary and secondary data source to get access to all the necessary information. The primary data collected from the manager of the organization and questionnaires were distributed to respondent to gather information, the secondary data were collected from sales invoice, company records and journals.

1.7.4 Methods of Data Collection

In order to gather relevant data the student researcher used both questionnaire and interview. The student researcher conducted a structure and unstructured interview with the company's General Managers and questionnaire contained both closed and open ended question prepared and distributed to all selected customer respondent.

1.7.5 Data Analysis Methods

Data analysis techniques that were used in this study include quantitative data analysis technique which used to summarize the finding and percentage computed to get the total picture of the data collected from the sample respondents. Then the summarized data presented in the form of table qualitative data analysis techniques used to answer the interview question.

1.8 Limitation of the Study

To assess the after sales service practice on Universal Investors Company S.CO Sample data was taken for the study due to manpower and time constraint to incorporate the customer population. Additionally, fluctuation of electric power was also observed as limitation of the study.

1.9 Organization of the Paper

The study consisted four chapters. The first chapter- focused on the back ground of the study, statement of the problem, research questions, objective of the study, significance of the study, delimitation of the study, and research design and methodology. The second

chapter indicates review of related literature. The third chapter, will focus on presenting, analyzing, and interpreting of data. The fourth chapter- includes summary, conclusions and recommendations part.

Chapter Two

Review of Related Literature

2.1. Definition and Types of After Sales Services

2.1.1. Definition of After Sales Service

According to Adrian (1995) in today's marketing environment, an increasingly important source of competitive advantage is the way we serve customers. In recent years, more and more organizations focus their attention on retaining existing customers rather than attracting new ones. According to Kotler (2002), attracting a new customer is five times greater than the cost to keep a current customer happy. Gaiardelli (2007) define after sale service as those activities taking place after the purchase of the product and devoted to supporting customers in the usage and disposal of the goods to make them loyal. While according to Potluri and Hawariat (2010) after-sales services are often referred to as "product support activities", meaning all activities that support the product-centric transaction. Furthermore, as stated in Rigopoulou (2008) the term "after-sales services" has been approached in the literature under two broad perspectives. When referring to service providing companies, after-sales services are being treated as one among several supplementary service elements provided. On the other hand, when referring to tangible goods, they are mostly seen as operative activities of some or all members of the distribution chain.

2.1.2. Types of After Sales Service

Potluri and Hawariat (2010), the major tasks related to after-sales services of fixed line in ETC are: -

Provision of information. Customer may require information about products and services, availability, delivery dates, and prices. They may require information on progress, e.g. what is happening with their order or fault.

Service delivery. It is required that the service provider to undertake a series of tasks which may vary from product to product and from service to service. Delivery is the setting up, by the service provider, of all the components required for the operation and maintenance of a service as defined in the service specification and to be used by the customers.

Maintenance and repair service. This service function includes all activities associated with repair from the instant a service does not offer one or more of the specified features to the instant these features are restored for use by the customer. The process must also be consistent from the customer's perspective, irrespective of which product or service is being repaired.

Billing service. Billing is common to almost all services that are not provided free of charge. Inaccurate, illegible, or incompatible bills disappoint customers. Customers usually expect bills to be clear, informative, itemized in ways that make it clear how the total was computed.

Customer complaints handling. Complaint is the result of an organization's service failures that occurs for many reasons. Any type of service failures bring about negative feelings and responses from customers. Complaining customers need quick responses. Thus, if an organization welcomes and encourages complaints, it must be prepared to act on them quickly.

Goffin (1999) explains seven elements of after sale support which must be provided to customers over the working lifetime of product as follows:-

Installation; - for many products the first element of product support following the sale is installation. This is usually performed for complex product or where personnel from the manufacturing company or their representatives involve safety issues.

User training; - the complexity of some type equipment necessitates that manufacturers provide good training for users. Many computers based and complex products include functions that help users learn to use them more efficiently.

Documentation; - most products have some form of documentation and industries such as medical electronics plays key role. Typical form of documentation covers equipment operation, installation, maintenance, and repair. Good documentation can lead to lower support cost.

Maintenance and repair; - maintenance and repair are an important element of product support, which has required companies to invest significant resource. Preventive maintenance is undertaken to clean, refurbish or replace parts of equipment which otherwise would be liable to fail. Mechanical parts, for example, normally require regular maintenance as in the case of cars.

Online support; - telephone advice on product is a major element of customer support in many industries. Product experts give online consulting to customers to help them use products more or, sometimes to trace the cause of fault (troubleshooting).

Warranties; - manufacturers of most products offer warranty and, in some markets such as automobiles. Manufacturers try to gain a competitive advantage by offering longer warranty periods. Warranty reduces the financial risk of owning products and therefore it is an important element of customer support.

Upgrades; - offering customer the chance to enhance the performance of the existing products can be an important aspect of support. For example, computer manufacturers offer upgrades, because they increase the working lifetime of products and can be a significant source of revenue. Original equipment manufacturers have a competitive advantage in this because they normally have records of where equipment has been sold which could benefit from up grading .

As shown above, Potluri and Hawariat (2010) classify the major tasks related to after sale services of fixed line in ETC as provision of information, service delivery, maintenance and repair service, billing service and customer complaint handling. And Goffin (1999) stated installation, user training, documentation, maintenance and repair, online support, warranty and upgrades as an element of after sale service. Most companies incorporate

maintenance, repair, online service, warranty, training etc... as an element of after sale service. Though those researchers have investigated the stated after sale service elements, the researcher also investigated maintenance, spare parts supply, warranty and training (related to the equipment) as the types of after sale services offered by Universal Investors Company S.CO.

2.1.3 Objective of After Sales Service

According to Loomba (1998), the main objective of the after-sales is to keep the customer satisfied through trust, credibility and sense of security conveyed by the organization, and building lasting relationships that contribute to increased performance for sustainable results. Gaiardelli (2007) said an effective after-sales service protocol is essential to streamline service management and meet customer's expectations, it can let you experience customer delight, while also saving on your bottom-line and it generates profit. According to Potluri and Hawariat (2010), delivery of after-sales service is becoming increasingly critical as businesses do everything in their power to be more cost-effective, boost profit margins, and meet customer demand for a product or service. In addition Bryant (1996) shows that the offerings in product design, technology and price are becoming increasingly difficult to differentiate products and after-sales presents differentiation potential that producers can use to strengthen their operations. Forooz and Rostami (2006) have shown after sale service advantages like;-

Competitive advantage

Customer satisfaction

Long- term customer relationship , customer retention and loyalty

New product success and development

High profit

Differentiation

Branding

However, most of the business organizations are not aware about the after-sales service factors. Failing to realize the importance of the factors can lead to a disastrous and threatening business relationship. This may lead dissatisfied customers switch to a competitor or the company lose potential for new customers due to negative word-of-mouth effect. Hence, every business should know the objective and importance of having after sale service and implement it to satisfy customers, up grade the company's image and to create customer loyal.

2.2 The Impact of Quality After Sales Service

Rizaimy (2009), Quality service delivery measures should depend on the five following parameters.

Quality; - If defects are detected during the warranty period, the customer is happy. However, what is important is whether the defects fall into an acceptable range. Sometimes, customers specify what an acceptable defect.

On-time delivery; - Nothing is more frustrating than not receiving a delivery on an agreed-upon day. This frustration may be eased if somebody calls to tell you that the delivery is going to be delayed, but the frustration is there just the same.

Money; - Obviously, no vendor can bill the customer for an amount that was not agreed to by the customer that is if the vendor expects his invoice to be respected in full and without issue. Whenever the customer has to pay more than the purchase order value, the customer is dissatisfied.

Issue factor; - Issues crop up during project execution mainly because of unclear specifications or a lack of understanding the specs. Issues may also occur because of a conflict or an error in the requirements. When the vendor raises an issue whose origin is attributable to the customer, the customer's satisfaction is not usually affected. However, the customer's satisfaction does become affected if the issues raised are due to the vendor's improper understanding of the requirements.

Accommodation and cooperation; - Most projects would not be complete without a few change requests from the customer software maintenance projects run on these. But since

change requests are commonly implemented before delivery and it cause additional work for the vendor. Customer will be happy when change requests are accepted without impacting the price or the delivery schedule, but it is rare to happen. In addition to this, Zaitham and Valaria(1988) Customer assessment of service quality results from comparison of service expectations with actual performance .While the importance of expectations has been acknowledged in previous research on service quality and customer satisfaction, many research questions about the role of expectations in service evaluation remain to be answered.

As shown above, Rizaimy(2009) and Zaitham and Valaria(1988)stated, quality service measures should depend on parameters like quality, time of delivery, money customers pay, issue factor and accommodation and corporation. Depending on those customer quality service measurement parameters the student researcher measured the service delivery level of after sale service customers of UNIVERSAL INVESTORS COMPANY S.CO using on time delivery, offering quality warranty service and overall satisfaction of customers on the after sale services.

2.3 Expected Service delivery

2.3.1 Customer Expectation

According to Sattari(2007),The customers expectations theory holds that satisfaction/dissatisfaction responses arise from a cognitive evaluation process in which pre-purchase "expectation" or prior beliefs about the likelihood of product- related experiences or outcomes are retrieved from memory and compared to cognitions about the product- related experiences or outcomes actually realized in the consumption of the product.The result of this comparison is expectancy disconfirmation, which ranges from negative (expectations exceed realized outcomes) through zero (expectations just equal realized outcomes) to positive (realized outcomes exceed expectations).In addition, Balaji(2002),Customer expectation refers to the performance finished for in a perfect service. Desired expectation are the performance level that customers wants the service to meet in practices. If the service provider can not

deliver service at the desired level, customer may be willing to tolerate deviations in performance up to their acceptable expectations with relatively small degradation in satisfaction dissatisfaction results if the performance falls below this level.

2.3.2 Sources of Expectation

According to Zeithamal(2003) two sources of customer expectations are explicit and implicit service promise. Explicit service promises are statements made by the company through advertising, brochures and other written publications. Explicit service promises influence both the levels of desired service and predicted service. Implicit service promises are service related cues other than explicit promises that lead to inferences about what the service should and will be like.. Furthermore,

2.3.3 Perception of Customer Expectation

Selvam(2006) and adopted by Zemke and Schaf (1989), managers and employees may pay more and more attention to thingof less and less important to customers, as a consequence, they remain blind to what customers actually value. Some of the causes for this blindness may be are managers and employees education, the different habits developed over time in the company and policies & procedures of the company. Furthermore, Jober(2001), Customer value depends on the customer perceived the benefits of an offering and the sacrifice that is associated with its purchase. Therefore customer value is equal to perceived benefits with can be derived from the product , the associated service and the image of the company. Perceived sacrifice is the total costs associated with buying the service this consists of not just monetary cost but the time and energy involved in purchase.

As stated Jober(2001), it is possible to say that everything that is done towards communicating with customers needs to be based on a sound understanding of how customers think. When every detail of what is communicated and the manner in which it is performed matters.

2.4 Challenges of After Sales Service

Foss and Stone (2001) shows the following challenges faced in implementing after sale service:-

Identifying today's Customers and Prospects

There is great scope for improving data usage. The key variables suppliers need to include and have data on, to understand when customers are likely to buy, include not only data on the material owned, but also the current state of and changes in income and wealth and occupation.

Using today's data more effectively

The industry is a massive investor in IT, including systems for sales and marketing. It is also a massive investor in market research, and a principal source of income for leading market research companies throughout the world. Typical source of information include;- new car buyer studies , new vehicle registrations, customer satisfaction indices (product, service, finance), measurements of car age and condition, warranty claims. Very little of those information have a customer's name attached to it, even if the customer would have been willing to have it attached.

Data quality and management

In all industries trying to improve how they manage relationships with customers, one of the first problems faced is the generally very poor quality of customer data. In general, the less frequent the interaction between supplier and customer (this includes marketing and service actions), the greater the problem.

According to Gaiardelli (2007) the challenge of after sale service exists when the company gives after sale service to the third party by outsourcing.

Increased chances of pilferage- While outsourcing your after-sales may help you reduce the operational issues relating to managing the service centers; it also increases the chances of pilferage on the flip side.

Risk of non-compliance of regulatory terms and conditions- Since the service centers work on their own models and regulations, it may be difficult to streamline your business processes with theirs.

Discontent with the automation solution used by your service partner- Some service providers use a service management solution that may not offer the results that you seek from your after-sales process; while some service providers may not use any technique at all.

As it has shown Yazijian (2009) stated challenges of after sale service related with documentation and Gaiardelli, (2007) stated the challenges that a company will face by outsourcing after sale service to the third party. The student researcher investigated lack of delivery system, few customers lack understanding of offering warranty service, nervous customers, and shortage of car to give delivery system as challenges Universal Investors Company S.CO faced in implementing after sale service.

Chapter Three

Data Presentation, Analysis and Interpretation

The chapter deals with the data presentation, analysis and interpretation that was collected with the questionnaire which were filled out and returned by members and interview were held with the general manager of Universal Investors Company S.CO. The data were obtained through questionnaires and interview. The questionnaires were distributed to 45 customers of Universal Investors Company S.CO and the interview was held with the General Manager of the company.

Universal Investors Company S.CO (UNICO) is located in Addis Ababa, Ethiopia at Mexico area. Established in the year 1995 G.C. UNICO is one of famous drugs and medical equipments importer in Ethiopia. This company is growing significantly from year to year both in its responsiveness to the customer requirements and on its financial performance four ownership, the owners' of the company high caliber organizations these are Commercial Bank of Ethiopia, Construction and Business Bank, Ethiopian Insurance Company and one private share holder.

The study used both primary and secondary data source to get access to all the necessary information. The primary data were collected from the manager of the organization and questionnaires were distributed to respondent to gather data, the secondary data were collected from company's sales invoices, company records and journals.

Data analysis techniques that were used in this study include quantitative data analysis technique were used to summarize the finding and percentage computed the total picture of the data collected from the sample respondents. Then the summarized data were presented in the form of table qualitative data analysis techniques were used to analyze data were collected from an interview and from an open ended questions in the questioner.

To make the study manageable the student researcher tries to narrow the scope of the study by focusing as follow:

Universal Investors Company there is no additional branches and office in Addis Ababa, So, the student researcher will focus on Mexico head office. Moreover, with respect to time frame the student researcher will consider a one year data from July 2012– April 2013 and focus on at the sales department of the company. Because, the research topic is more relate to this department. The student researcher will also delimit its topic by focusing an assessing the after sales service practice of a company under consideration.

From the total number of questionnaires distributed to respondent customers, all 45 were filled and returned.

3.1 General Characteristics of the Respondents

Table1: General Characteristics of Respondent Customers

Item No	Question	No of respondent	Percentage (%)
1	Sex		
	A. Male	12	26.67
	B. Female	33	73.33
	Total	45	100
2	Age		
	A. 18-25	11	24.44
	B. 26-40	27	60
	C. 41-60	7	15.56
	D. Above 61 years	0	0
	Total	45	100
3	Education background		
	A. Below 12 grade	0	0
	B. 12 grade completed	5	11.11
	C. Diploma	20	44.45
	D. First degree	11	24.44
	E. Masters and above	9	20
	Total	45	100

According to item 1 of table 1 above respondents customers were male and female. The male respondent customers were 12(26.67%) and 33(73%) of them were female. Based on the data indicated above the student researcher can deduce that majority of the respondents were female customers.

According to Item 2 of table number 1 indicate that, from the total groups of respondent customers 11(24.44%) were in the age group of 18-25, 27(60%) of the respondents were

between the age rang of 26-40 and 7(15.56%) of respondents were in the age of 41-60 age. But, from the total respondent customers, none of respondents indicated that they are above age 61. Based on the above indicated, the highest numbers of respondents are found between 29-40 age groups.

According to item 3 of table 1 in the previous page, which indicates educational qualification of respondents, none of the respondents indicated that they are below 12 grade, 5(11.11%) of the respondents indicated that they are 12 grade complete, while 20(44.45%)of them said they are diploma holders, 11(24.44%) of them indicated that they are degree holders and 9(20%) of them said they do have masters and above . Based on the data indicated above the student researcher can infer that majority of the respondents, 40(88.89%), have more than diploma which indicates they are capable to read and respond to all the questions in the questionnaire.

3.2 Analysis of the Finding of the Study

The study of this research tries to indicate the overall after sales service practice of Universal Investors Company S.CO, from customer’s response and general manager point of view. So, in this section the student researcher will try to present the responses of manager and respondents.

Table 2: Types of Universal Investors Company S.CO Customers

Item No.	Question	No. of respondent	Percentage (%)
1	What is your Business Type?		
	A. Clinic	13	28.89
	B. Wholesaler	22	48.89
	C. Pharmacy	1	2.22
	D. Hospital	5	11.11
	E. Health center	4	8.89
	Total	45	100

According to item 1 of table 2 in the previous page, which tries to shows the respondents of company's customer type. 13(28.89%) of the respondents were clinics, 22(48.89%) of them respondents were wholesaler, 1(2.22%) respondent were pharmacy, 5(11.11%) customers were hospital and the rest 4(8.89%) of them respondents were health center customers. Based on the data indicated above majority of respondents wholesaler and clinics more respondents than the others.

Table 3: Length of Relationship between Customers and the Company

Item No.	Question	No. of respondents	Percentage (%)
1	How long had been the relationship between you & Universal Investors Company		
	A. 6-12months	2	4.45
	B. 1-2 years	15	33.33
	C. 3-4 years	18	40
	D. 5-10 years	0	0
	E. 11 years and more	10	22.22
	Total	45	100

According to item 1 of table 2 in the above, which indicates the relationship between the respondents and the company, from the total respondent customers 2(4.45%) of the respondents indicated that between 6-12 months relationship, while 15(33.33%) of them said they are between 1-2 years, 18(40%) of them indicated that between 3-4 years, non of respondent customers indicated between 5-10 years and the rest respondent customers indicated 10(22.22%) of them above 11 years. Based on the data indicated above the respondents collect from different time of year span and majority of the respondents, 43(95.55%), which indicates they are more than one year relation ship with in the company.

Table4: Type of After Sales Service Received

Item No.	Question	No. of respondent	Percentage (%)
1	What type of service you receive from the company after sales		
	A. Equipment maintenance	3	6.67
	B. Equipment assembly/installation	15	33.33
	C. Delivery of goods	27	60
	D. Others	0	0
	Total	45	100

According to item 1 of table 4 above, which indicates types of after sales service receive respondents from the company 3(6.67%) of the respondent customers indicated that by the received equipment maintenance service, 15 (33.33%) of the respondents were equipment assembly/installation service users and 27(60%) of them were delivery of goods service users. But, none of the respondents indicated that other after sales service. Based on the data indicated above, majority of the respondents are equipment assembly and delivery after service users. It shows company's after sales service concentrates on these two services.

Table 5: Level of Expectation for After Sales Service

Item No.	Question	No. of respondent	Percentage (%)
1	Did the company's after sales service have been up to your expectation A. Yes B. No C. I have no idea	6 34 5	13.33 75.56 11.11
	Total	45	100

According to the item 1 of table 5 above, which indicates that the level of customer expectation for the company's after sales service practice, 6(13%)of respondent customers were satisfied there expectation and respond as said yes, 34(75.56%) of the respondents below there expectation and said no and 5(11.11) of respondent customers they are no idea by offered service. Not satisfied customers mentioned different reasons like the absence of (on time delivery, extra fee for service and sufficient maintenance) point out problems. The above result indicated that, most of respondents indicated that the company's after sales service practice offer below there expectation.

During my interview with the general manager of the company he indicated that , when all services provided by the company first start from customers angle so, the company's product delivery system techniques focus the customer's expectation and keep it up this experience. According to him, the company's works doing on the base of customer's expectation.

Table 6: Evaluation of Company's Service Delivery

Item No.	Question	No. of respondent	Percentage (%)
1	How do you evaluate the delivery service of Universal Investors Company S.CO. A. Very Good B. Good C. Fair D. Poor E. Very Poor	2 9 10 13 11	4.44 20 22.22 28.89 24.45
	Total	45	100
2	How do you evaluate the sufficiency of transportation in the process of good delivery rendered by the company A. Very Good B. Good C. Fair D. Poor E. Very Poor	2 9 10 13 11	4.44 20 22.22 28.89 24.45
	Total	45	100

According to item 1 of table 6 above, which indicates that evaluation of company's delivery service respondents 2(4.44%) of the total respondents rate the after sales service as very good, 9(20%) of them said it is good, 10(22.22%) are said fair, 13(28.89%) respondent customers said poor and 11(24.45%) of them respondents said very poor.

On item 2 of table 6 above, all of respondent customers respond similar to item number 1 result. Based on these two table result, it could seen that more respondents said poor on the company's after sales service .So, the student researcher can deduce that majority of the respondents, 34(75%), indicated not sufficient delivery service.

Table7: Evaluation of company's reputation and capacity based on delivery service

Item No.	Question	No. of respondent	Percentage (%)
1	How do you evaluate the reputation of the company distribution of its products on correct time A Very Good B Good C Fair D Poor E Very Poor	4 8 8 15 10	8.89 17.78 17.78 33.33 22.22
	Total	45	100
2	How do you evaluate the capacity of company fast delivery of ordered goods A. Very fast B. Fast C. Medium D. Slow E. Very slow	4 8 8 15 10	8.89 17.78 17.78 33.33 22.22
	Total	45	100

According to item 1 of table 6 above, which indicate how respondent rated company's reputation on the base of delivery service 4(8.89%) of the respondents rated as very good, 8(17.78%) of them said it is good, 8(17.78%), 15(33.33%) and 10(22.22%) of the respondent rated fair, poor and very poor respectively.

According to item 2 of table 6 in the previous page, which indicates the evaluation of company's delivery service, 4(8.89%) of the respondents are said very fast , 8(17.78%) of them said fast, 8(17.78%),15(33.33) and 10(22.22%) of the respondent indicated that they said slow and very slow . Based on the above data, 33(73.33%), majority of the respondents rated at on time delivery and fast delivery company's service not satisfied.

During my interview period with general manager, I mentioned related to the above type question and he said, the company's product delivery system capacity it is good .But, some times create shortage of transport to deliver products to the customers destination because all services covered by a single car but this problems it will be solve in the near future by add additional cars.

Table 8: Distribution Level of the Company

Item No.	Question	No. of respondent	Percentage (%)
1	Do you believe that the distribution of products by universal Investors Company to its customer is up to the required level A. Yes B. No C. I have no idea	12 29 4	26.67 64.44 8.89
	Total	45	100

According to item 1of table 7above, which indicates distribution level of the company 12(26.67%) of respondent customers believed the company distribution products in required level as said yes, 29(64.44%) not believed the company's level of distribution and 4(8.89%) the rest percentage covered by no idea respondent customers. Based on the above result indicated majority respondents are do not believe the company's equipment

delivery service level. Customers respond as “no” rate mentioned some reasons like: order let down and order missing .

During interview period with general manager, he told me that they deliver all products as required level to the customers. So, sufficiently deliver all ordered products to the customer as the company’s capacity.

Table 9: Customers Idea on Company’s Maintenance Service

Item No.	Question	No. of Respondents	Percentage (%)
1	Do you believe that the company is rendering sufficient maintenance service for sold goods		
	A. Yes	3	6.67
	B. No	40	88.89
	C. I have no idea	2	4.44
	Total	45	100

According to table 8 item number 1above, which indicate sufficient maintenance service of the company ,3(6.67%) indicated that they said as yes respond, 40(88.89%) of respondents as said no and 2(4.44%) of them responded by said no idea. The reasons of “no” respondents are: time consuming, available to only selectively equipment and sometimes create hassle with staff. Based on the above result indicates that more customers unsatisfied by company’s maintenance service practice.

Table 10: Experience on Information Delivery to Sold Goods

Item No.	Question	No. of Respondent	Percentage (%)
1	How do you evaluate the overall information delivery of Universal Investors Company for goods sold to client		
	A. Very Good	11	24.44
	B. Good	21	46.67
	C. Fair	8	17.78
	D. Poor	4	8.89
	E .Very Poor	1	2.22
	Total	45	100

According to table 9 item number 1 above, which indicate how respondent rated information delivery mechanism of Universal Investors Company during service offer , 11(24.44%) of the respondent rated as very good, 21(46.67%) of them said it is good, 8(17.78%) ,4(8.89%) and 1(2.22%) of respondents rated as fair, poor and very poor respectively. Based this data the student researcher deduce that more than half of the respondent rated good and very good .Which is shows company's customers are satisfied about information delivery service.

During interview the general manager said, this company working on health sector and also offer medical equipment based on the above reasons it must be deliver sufficient information (specification) of each product.

Table 11: Compliant Handling Technique as Customer Expectation

Item No.	Question	No. of respondent	Percentage (%)
1	Do you think that the company is willing to sort out your compliant as per your expectation of the service A. Yes B. No C. I have no idea	18 27 0	40 60 0
	Total	45	100

According to item 1 of table 10 above, which indicates willingness of company's sort out the customers compliant, 18(40%) of the respondent customers indicated that as said yes and 27(60%) of respondents responded by saying no. These results show that the majority of the respondents are point out the company's handling methods not sufficient.

When at the period of interview with the general manager, he strongly disagreed when mention the above related question by said, the company's all staff committed on accept feed back or compliant from customers and report to responsible manger/supervisor and the manager urgently find the problem and take action.

Table 12: Comparison of overall After Sales Service with Expectation

Item No.	Question	No. of respondent	Percentage (%)
1	How is the overall after sales service rendered by the company in comparison with your expectation of the service		
	A. Very Good	0	0
	B. Good	3	6.67
	C. Fair	08	17.78
	D. Poor	18	40
	E. Very Poor	16	35.55
	Total	45	100

According to item 1 of table 11 above, which indicates over all the company after sales service evaluation, non of the respondents rated vary good, 3(6.67%) of the respondents rated as good, 8(17.78%) of them rated that it is fair, 18(40%) and 16(35.55%) of the respondents rated as poor and very poor.

Based on the data indicated above majority of the respondents, 42(93.33%), of them rated fair, poor and very poor at overall after sales service practice of the company's.

General manager indicated about this question during interview session, he said that the company it has a long year experience of quality service providing techniques .Through these long past years several obstacles creates but, these challenges build up company's capacity. So, on this day company's after sales service delivery systems is put at a good position with out minor service filers.

Table 13: The future Relationship of Universal Investors Company Vs Customers

Item No.	Question	No. of respondents	Percentage (%)
1	Based on the experience of after sales service rendered by the Universal Investors Company ,are you continuing to have a relationship with the company A. Yes B. No C. I have no idea	18 0 31	31.11 0 68.89
	Total	45	100

According to item 1 of table 7 above, which indicate how respondents rated about continuing relationship with the company , 18(31.11%) of the respondents rated as said yes and 31(68.89%) of respondent customers rated by responded no idea. Based on this data the student researcher can deduce that more than half of the respondents rated “ I have no idea” choose selected , because it can not knowing about the coming.

Finally, respondent customers had a chance to give additional comments over all after sales service practice .These comments/suggestions are: give to dissection time with customers, it must be add additional car for delivering products, give equal service to each customers, create a wide maintenance service to each products and alert action to customers order.

Chapter Four

Summary, Conclusions and Recommendations

The final aim of the research is to assess the after sales service practice of Universal Investors Company S.CO, research questions were raised, related literatures were reviewed and useful data were collected through questioner and interview.

4.1. Summery of Major Findings

- ▶ With regard to company's customer type, 22(48.89%) of the respondent customers were wholesalers.
- ▶ The relation period between respondent customers and the company, 43(95%) of the respondents more than one year relationship.

- ▶ According to respondent customers indicates that the level of expectation for after sales service practice of the company, 34(75%) of them under their expectation.

- ▶ As to the respondent's customers evaluation of the company service delivery, 34(75%) of them rated as negatively.

- ▶ According to the company's sufficient transportation system of delivery goods services, 34(75%) of the respondents rated as not sufficient.

- ▶ According to the company's reputation, on the base of equipment delivery service, 33(73.33%) of the respondents customers rated as negatively.

- ▶ With regard to the fast delivery service system of the company, 33(73.33%) of the respondents customer responded as unsatisfied about service.

▶ As to the dimension of the respondent's believes at the level of product distribution of the company, 29(64.44%) of the respondents replied as no.

▶ Regarding to the company maintenance services accessibility, 40(88.89%) of the respondent customers rated that as no.

▶ With regard to the company information delivery practice to sold equipments, 32(71.11%) of respondents rated as positive respond .

▶ Concerning the respondent customers the company's willingness of to sort and solve compliant, 27(60%) of respondents relied no.

.

▶ Among the total respondents 42(93%) rated that the over all company's after sales services as not sufficient.

▶ In the dimension of continuing the future relationship between company and respondent customers, 31(68%)of the respondent customer respond I have no idea.

Finally, respondent customers had a chance to give additional comments over all after sales service practice .These comments/suggestions are: give to dissection time with customers, it must be add additional car for delivering products, give equal service to each customers, create a wide maintenance service to each products and alert action to customers order.

4.2 Conclusions

Based on the above finding result, the student researcher concludes as follows:

▶Based on the research finding, almost half of the respondents are wholesaler customers. In addition to this, most of all respondent customers over one year relationship between the company.

▶ According to the research finding, over half of the respondent customer's level of after sales service expectation on the company's practice are under their expectation.

▶ According to the research finding, over half of the respondents indicated, the company's transportation system of delivery service and the reputation of equipment delivery service of the company, as rated as fair, poor and very poor and also with regard to fast delivery, respondents indicate as medium, slow and very slow.

▶ As the research finding, over the half of the respondent customers indicated that the company's maintenance service techniques are not sufficient. On the other hand, company's information delivery service about sold products to the customers, respondents rate as good and very good. As General Manager indicated, to medical equipment it must be deliver sufficient information (specification) of each product.

▶ According to the research finding, over half of the respondents indicated that the company are not willing to sort out and solve compliant. Regarding to this, General Manager of the company strongly disagree about this complain.

▶ According to the research finding, almost full of respondent indicated that the company's over all after sales service practices are the poor and very poor.

4.3 Recommendations

Depending on the research finding, most of customers not satisfied by the company's after sales service. So that, the student researcher forwards the following recommendations for Universal Investors Company S.CO to improve in its after sales service practice.

► Universal Investors Company S.CO must be change the way of allover after sales service practice regarding to customers expectation. To compare the competitors and keep the image of company must be improve existing service and offer additional after sales service. Because most of respondent customers indicated negative point about the company's all over after sales service practices.

► Universal Investors Company to satisfy its customers should be strive to offer on time product delivery service, because now a days there are a lot of different market opportunities in every situation to attract there customers, other wise, on this gap may be lost customers .

► To offer quality and customer based after sales service, the mangers of this company should be willing to accept customers compliant and analyzed the problem and also take action to close the gap between customers and company, it used to create free and transparency environment with in two parties.

► Universal Investors Company S.CO there is no sufficient product maintenance service mechanism practice to sold products. This is the main problems of create customers compliant about company's service delivery, as an indicated the above again create customer shifting. Because, other competitors give maintenance service so, this company at list by the shortage of maintenance service it can not compute them.

► The delaines of product delivery problem of this company is the shortage of transportation facility. To avoid this problem the company should add another car to improve delivery service as customer's expectations and to address all customers order.

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Appendix

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St. Mary's University College
Faculty of Business
Department of Marketing Management

Questionnaire Designed to the Customers of UNIVERSAL INVESTORS COMPANY S.CO.

This questionnaire is developed by final year Marketing Management degree program student of St.mary's University College for partial fulfillment of senior paper entitled "An assessment of After Sales Service Practice in the case of Universal Investors Company S.Co".

Please note that:

1. No need of writing your name.
2. Please fill the answer by putting “√” mark.
3. Please give more attention and return the completed as fast as possible.

Thank you once again for your kind cooperation.

Part I General Information

1. Gender: A. Male B. Female
2. Age: A. 18- 25 B. 26 - 40
 C. 41 - 60 D. above 61years
3. Educational Background
 A. Below12 grade B. 12 grade completed C. Diploma
 D. First degree E. Master and above

Part II Question Related to the Topic

4. What is your Business Type?
 A. Clinic B. Wholesaler C. Pharmacy
 D. Hospital E. Health center
5. How long had been Relationship between you and Universal Investors Company S.CO?
 A. 6- 12 month B. 1 - 2 years C.3 -4years
 D.5 – 10 years E.11 years and above

6. What type of service you receive from the company after sales service?
- A. Equipment maintenance B. Equipment assembly/installation
C. Delivery of goods D. Specify others if any _____
7. Did the company's after sales service have been up to your expectation?
- A. Yes B. No C. I have no idea
8. If your answer is "No" for question no. 7, please explain your reason.
- _____
- _____
9. How do you evaluate the delivery service of Universal Investors Company S.CO.?
- F. Very Good B. Good C. Fair
D. Poor E. Very Poor
10. How do you evaluate the sufficiency of transportation in the process of good delivery rendered by the company?
- A. Very Good B. Good C. Fair
D. Poor E. Very Poor
11. How do you evaluate the reputation of the company regarding to distribution of its products on the correct time?
- A. Very Good B Good C Fair
D. Poor E Very Poor
12. How do you evaluate the capacity of company fast delivery of ordered goods?
- A. Very fast B. Fast C. Medium
D. Slow E. Very slow

13. Do you believe that the distribution of products by Universal Investors Company to its customer is up to the required level?

A. Yes B. No C. I have no idea

14. If your answer is "No" for question no. 13, please explain your reason

15. Do you believe that the company is rendering sufficient maintenance service for sold goods?

D. Yes B. No C. I have no idea

16. If your answer is 'No' for question no. 15, please explain your reason.

17. How do you evaluate the overall information delivery of Universal Investors Company for goods sold to client?

A. Very Good B. Good C. Fair
D. Poor E. Very Poor

18. Do you think that the company is willing to sort out your complaint as per your expectation of the service?

A. Yes B. No C. I have no idea

19. How is the overall after sales service rendered by the company in comparison with your expectation of the service?

A. Very Good B. Good C. Fair

C. Poor D. Very Poor

20. Based on the experience of after sales service rendered by the Universal Investors Company, are you continuing to have a relationship with the company?

A. Yes B. Not Continuing C. I have no idea

21. If your answer is “Not continuing” for question no. 20, please explain your reason.

22. Please have your say if you have further comment.

Thank you very much

St. Mary’s University College
Faculty of Business
Department of Marketing Management

Interview Checklist designed to the General Manager of UNIVERSAL INVESTORS COMPANY S .CO.

These interview questions are developed by final year marketing management degree program student of st.mary's university college of partial fulfillment of senior paper entitled "An assessment of After Sales Service Practice in the case of Universal Investors Company S.Co".

1. Do you believe the company's product distribution mechanism level is sufficient?
2. What is the company's product delivery system capacity regarding to on time?
3. Do you think all product delivery services covered by a single car?
4. What is your service maintenance practice on the company's sold product?
5. How do you strive deliver valuable information regarding to sold product to the customers?
6. How to improve the company's service delivery techniques through customers expectation?
7. How can you willingness to accept customer's compliant through company's service filer?
8. How do you evaluate the company's over all after sales service techniques?

Declaration

I undersigned declare to this senior essay is my original work prepared under the guidance of Ato Yalew Gorfu all source of materials used for the manuscript have been duly acknowledged.

Name: Yoseph Abreham

Signature: _____

Place of submission: St. Mary's University College Department
of Marketing Management

Date of submission: _____

This paper has been submitted for examination with my approval as University college advisor.

Name: Yalew Gorfu

Signature: _____

Date: _____