

**ST MARY'S UNIVERSITY**

**BUSINESS FACULTY**

**DEPARTMENT OF MARKETING MANAGEMENT**

**AN ASSESSMENT OF CUSTOMER SATISFACTION  
PRACTICE IN THE CASE OF TECHNOSTYLE PLC**

**BY**

**YONATAN MENJE**

JUNE, 2014

SMU

Addis Ababa

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**JUNE, 2014**

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## CHAPTER ONE



# 1. INTRODUCTION

## 1.1 background of the study

In present day the business environment rapidly change and this change makes also the competition challenging for different suppliers of products as well as service. To resist this challenge and get the ledger position in the market, different companies tries to make a research or they try to identify their unique the research. From this uniqueness customer service is becoming a major and vital in the market competition. Better customer service can attract large market potential customers and even it helps the companies to get large number of customers from their rivals. Customer's service can express in different form:-customers handling with the phase (that means customers service before actual sales) and customer service after the actual purchase which is after sales services. Different firms try to use one of two or both effectively and efficiently as a means of tools to maintain actual customers.

Today there is high competition among companies. To win this computation a company has to do better job in order to satisfy customers needs and wants (Johansson, 2000; 12). It is concerned with the idea of satisfying a consumer's requirements, by means of product as well as by providing the customer with value satisfaction. A marketed oriented firm tries to create value satisfaction products and service, which the consumer will desire to purchase. There by the profitability of the organization's activities is insured. Marketing is thus a view of the entire business, with profitability and consumer satisfaction. (Davar, 1996; 4)

As it is made clear from the above definition marketers need to understand customers' needs, wants and expectation in order to satisfy their customers. The purpose or the end result of the company is serving the needs of the community by

offering products and services of superior quality at a fair price to the customers. To do this so as to earn an adequate profit which is required to the total company to grow, and by so doing create favorable opportunities for employees, customers, distributors and other shareholder. Since customer satisfaction is a vital impact on achieving the company's objectives, providing desirable quality products and services to customers according to their needs and wants at a right time and at a convenience place is a main concern in the company.

Technostyle plc is founded in 1999 Gc with 15 numbers of employees by importing furniture from different part of the world. And now the employees reached 250. The Company currently has six branches though out of the country: central show room (Addis Ababa), Diredawa, Hawassa, Bahirdar, Mekelle and Nazret. Currently the company tries to deliver best quality product and services to its actual and potential customers in Ethiopia by following or using the motto "Respect the Divine and Love People" Different products are offered to the market including office furniture, house hold furniture, cash safes, venial and blinds and other interior decoration materials.

Technostyle products are found in most government use different private offices, national and international organizations such as UN,ECA,FAO,WHO,UNFPA,etc , financial institutions mainly banks and insurance companies. Source. (Company magazine)

## **1.2 Statement of the problem**

A business company, if looks only on profit and give no attention to customers, satisfaction would not worth that much, (According to Anderson Vice; 2000) "customers experience feelings of either satisfaction or dissatisfaction with each purchase of goods or services, while these feelings may extend from market share of the legal action" it is important to understand the marketing

implications of either state. Satisfied customer and repeat customers they are a good source of new business through word-of-mouth communication on the other hand dissatisfied customers tend to buy elsewhere and to share their “bad” experience with even more potential customers, thus having a negative impact on a company’s marketing efforts.

According to ( Koteller Armenostrong, 2000 ;7) consumer usually face broad and rarely of products and services that might satisfy a given need, how to they choose among these many marketing offers ? customers’ expectations about the value and satisfaction that various marketing offer will deliver and buy accordingly ,satisfied customers buy again and tell other about their good experience. Dissatisfied customers often switch to competitors’ and discouraged the product to others.

Technostyle plc imports of different types of house hold and office furniture’s and distribute to customers. The major customers of Technostyle are banks, embassies, governmental and non governmental institutions and others. Not only Technostyle but also for any business to be successful, the very critical ingredient is customer satisfaction. The major problem of customer satisfaction in TECHNOSTYLE PLC: poor customer complaints handling, delay on delivery, low response about maintenance service and lack of stock for accessory. Therefore the student researcher would like to assess customer’s satisfaction practice in Technostyle plc.

### **1.3 Basic research questions**

The basic research question that addresses in this research paper are listed below

- What factors affect customer satisfaction?
- What is impact of after sales service on buying behavior of Techno style customers?
- In what way the company handle customers complain?

#### **1.4 Objectives of study**

##### **General objective (Main)**

The general objective of this study is to assess customer satisfaction level in Techno style plc

##### **Specific objectives**

- To Assess factors that are affecting customer satisfaction
- To identify the impact of after sales service on buying behavior of Technostyle customers.
- To find out how the company handles its customers complains.

#### **1.5 Significance of the study**

As we know every research expects to bring some benefits to different users. The outcome of the research can be used as a source of information for different parties. Hence every research expected to state clearly its benefits to the users.

Based on this fact this research paper was provided the following listed benefits.

- It gives full understanding about factors of customers' satisfaction and its consequences to all shareholders of the company.
- It provides the possible solutions that will help the management to reduce weak side regarding their marketing efforts.

- It will use as a base for other researchers' who will study on the same or related topic.
- To outline the existing problems and suggest the possible solutions.
- The study helps the researcher to gain experience.

## **1.6 Scope of the study**

These researches concentrate on the factors affecting customer satisfaction of Technostyle Plc. The company has large number of customers from six branches throughout the country however this study was focused on corporate organizational buyers only from one branches of the company (central branch) which are existed in Addis Ababa. The reason for the selection of these branches is majority of the sales are generated from these branch. This research has focused on the time period from 2003E.C – 2006E.C

## **1.7 Research Methodology**

### **1.7.1 Research Design**

The study adopts a descriptive type of research to address different research questions. Which was helping the student researcher to describe and determine the performance of Technostyle Plc on the problems of customer satisfaction?

### **1.7.2 Population and sampling Technique**

To make the population manageable the researcher expects to draw or take the sample than can represent the total population correctly. This can be done by using different techniques which will depend on the size of the research, the type research methodology and important variables.

Hence for this study stratified random sampling techniques can be suitable. The reason is under stratified random sampling technique the researcher was divided the population based on homogeneity and by keeping heterogeneity between groups. Based on this to make it easy the research from the overall customers of Technostyle the study was take or concentrated on corporate organizational buyers. Then the organization customer was classified further in to four groups: Government offices, Non-Government offices (NGO), private own offices (plc), private companies (s.co)

Based on the selected sample group the number of the target or total sample size will be 100 out of 500 corporate customers based on quota sampling techniques. Under quota sampling the population is fairest stratified on some basis, preferably on the bases of the characteristics of population under study. After this the number of sample units be selected from stratum is decided by the researcher in advance .from the categorized group for seek of this research, Researcher select the top 100 corporate from the company's sales record as well data based.

Based on this from Government offices 30 NGO, 15, Private Companies 35, share companies 20 are selected as a sample for this study. Based on this sample size the questioner distributed to these groups .To make the research manageable the researcher only conducted on one sales branch (central branch) offices of the company than other branches.

### **1.7.3 Type of Data Collected**

The information which is relevant for the research can be collected from primary sources and secondary sources.

#### **1.7.4 Method of Data Collection**

The primary sources are sources which are prepared for specific purpose; based on this research paper study try to use primary source of information to collected relevant data by using questioner technique and interview techniques.

Here the questionnaire designed for collecting empirical measure of customer satisfaction. Based on this questioner will categorize in two major different parts:- the first one is the interview which is designed to collect data from the company's top management .In the second part, we can find a questioner which is designed for organizational customers. In both questioners and interview the study tries to raise different variables which are relevant to measure level of customer satisfaction of the company. In other hand, to support and fill some relevant data in this research finding, the study tries to use different secondary sources of information which are prepared for other purpose.

Hence ,from this source researcher was try to collected secondary data from different recent research journals ,books, business magazines ,Internet, other printed materials, company's marketing operation manual, sales record, company's customer data base.

#### **1.7.4 Data analysis Techniques**

The collected data on the problems of customer satisfaction in Technostyle Plc was analyzed and summarized quantitatively using percentage, and tables. Moreover, the information that used gathered through interview has analyzed and summarized qualitatively.

### **1.8 Limitation of the study**

This study is limited to some factors like concentrates of resources in terms of finance and material (materials including availability of secondary source materials). It is also not likely the student researcher would have accessed to every customer of Technostyle for data collection using questionnaire.

### **1.9 Organization of the paper**

The study is consisting of f four chapters. Chapter one includes background of the study, statement of the problem, basic research questions, objective of the study, significance of the study, scope of the study, research design and methodology, data analysis, limitation of the study and organization of the paper. Chapter two covered literature review. Chapter three includes data presentation analysis and interpretation. Chapter four includes summary, conclusion and recommendation. Finally the list of bibliography and annexes are attached at the end of the research work.

## **CHAPTER TWO**



## **2. LITRATURE REVIEW**

### **2.1 Definitions and Concepts**

“Marketing is the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return “ (Kotler And Armstrong, 2005;5)

It is concerned with the idea of satisfying a consumer’s requirements by means of the product as well as by providing the customer with value satisfaction. A Marketing oriented firm tries to create value satisfying products and services, which the consumer will desire to purchase, there by profitability of the organization’s activities is insured. Marketing is thus a view of entire business, with profitability and consumer satisfaction (Davar, 1996:4)

A market consists of all potential customers sharing a particular need or wants who might be able to engage in exchange to satisfy that need or want (Mercer, 1996:126).

The primary objective of business is to create customer satisfaction with profit as a reward rather than an objective. In other words, when the customer is satisfied, every stakeholder of company stockholders and employees will benefit (Anderson/vincze, 2000:85)

From the above explanations, we understand that the goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction, which ultimately will bring profit for the company.

Top management has responsibility to insure customer satisfaction and these must start with the customer focus.

## 2.2 Importance of customer service

Customer service can be recognized when the firm's managers think of the kind of service they receive from someone who makes an extra effort to help reach the intended destination.

For many organizations, customers are viewed as an abstract phenomenon or mass that can always be reached and persuaded to buy its product or service.

Customers that are satisfied enough return with considerable likelihoods and through positive word-of-mouth communication, new customers are attracted to the firm (Keith, 2000;16)

Satisfied customers are the sources of greater profit. Without them, business cannot exist. Businesses have found that providing excellent service to their customers yields many benefits to both the business and the customer. Delivering customer service continually enables us to:

- **Generate New Demand for Products and Services:** - Business that relies on word of mouth to bring new customers benefits from the positive feedback that satisfied customers give their friends and relatives. A large number of unsatisfied customers can seriously damage the reputation of a business and keep new customers away.
- **Bring Customers Back:** - With good customer service, we are able to keep our customers with us for a long time as a result of a strong reputation in customer satisfaction.
- **Remain Competitive:** - The company is able to attract skilled manpower. It is also able to convince the customers that the company's products or services are better than those of other competitors.

- **Reduce the Company's marketing and selling cost:** - as a result of being able to maintain our existing customers since acquisition.

Companies that provide excellent customer service may experience many rewards. Ten of the most beneficial are the following:-

- Customers approach business expecting a positive experience.
- Work is more personally fulfilling
- Customers act as co-producers (When appropriate) in assisting in the provision of their own customer service
- A unique competitive edge is achieved

-Customer challenges are recognized, and productive solutions are developed to retain current customers. The challenge of seeking and achieving excellence in customer service is not easily overcome. Equipped with the knowledge necessary to create an environment that encourage excellent customer service and the skills to compete successfully in the industry, the organization should try to embark on the path of achieving individual and organizational excellence in customer service. (Kunnet, 1997: 122).

- Successfully.
- Problems are creatively solved in an efficient manner.
- Customer service providers and management feel positive about the role that they are playing in creating positive exchanges between customers and their organization.
- Work environments are more pleasant and productive because the value of internal customers is stressed through organization policies, procedures and culture.
- Business earns a positive reputation and the respect of customers and peers.

- Profit goals are more successfully accomplished because business philosophies and focus are on satisfying customers (Kunnet, 1997; 122).

### **2.3 Types of Customers**

According to Quinn (2000:60) customers are two types:

**External Customers:** - These are the people whom we deal business, either face-to-face or over the phone or by correspondence with the intent of selling them our goods and services. Potential customer makes feel good to the company by buying their product and taking their service external customer always sharing their experience to the other customer (new customer)

**Internal Customers:** - These are those who work inside our companies through whom we give our service or products, and information to the public (Quinn, 2000:60)

Internal customer make influence to external customers they thought positively about the company's product.

### **2.4 Customer Expectation**

Customer service is such a good concept that it seems like it would be simple to provide. Unfortunately, this is not necessarily the case. After assessing their own strengths and weakness, customer service providers must begin to understand the customers that they are serving. They must be able to understand their expectations. After doing this they may begin to be prepared to provide those customers with excellent customer service.

Every customer walks into known or unknown situation with a set of expectations as to what will transpire. Expectations are our personal vision of the result that will come from our experience. Expectation may be positive or negative. Salespersons

will often have practiced their Responses to an anticipated objection only to find out later on that they did not have to use these practiced responses. Expectations are usually based, at least partially, on our perceptions. If the customer's last experience with a company was negative, they may approach a new situation with the expectation that they will be again dissatisfied.

Some companies or Individuals wrongly assume that they cannot live up to their customer's expectations. This is usually due to the misconception of what customers expect (Sampford, 2002; 61).

## **2.5 The Reason of Customer Complaints**

Dissatisfied customer can choose to complain on the spot to the product providers, giving the company the opportunity to respond immediately. This is often the best-case scenario for the company because it has a second chance right at the moment to satisfy the customer, keep his/her business in the future.

According to Watkins (2006; 308-309) "Customer complaints from a valuable source of data regarding the level of service being experienced by customers. They should therefore be seen as such and collected and analyzed on a regular basis. Most organizations are aware that a large proportion of the customers who are dissatisfied with the service they receive never take the time and effort to make a complaint, but instead simply tell other people about the problems they encountered. This means that even a small number of complaints could indicate that there is a larger number of unhappy customers"

"There are a number of reasons why unhappy customers may be reluctant to make a formal complaint, for example:

- ✓ They may simply consider it to be too much trouble, especially if they have busy lifestyles

- ✓ They may fear that there will be “hassle” if they make a complaint and may prefer not to get involved in this
- ✓ They may expect the organization to be in different to the feelings of their customers regarding service standard, and this will lead them to believe that actually making a complaint will be fruitless.
- ✓ They make not know how to make their complaint or who to complain to.

There is evidence to show that customers who complain to an organization and then have that complaint dealt with to their satisfaction, show a greater level of loyalty to that company. They are likely to become an advocate of the company and engage in positive word-of-mouth communications. Although it may not be pleasant receiving complaints, it is better to have heard the complaint and be left with a satisfied and loyal customer, than not to have it raised and have an unhappy customer spreading the word about the poor service received “ (Watkins,2006;2006;309).

## **2.6 Why Measure Customer Satisfaction**

### **2.6.1 Customer Decay**

The average of business losses between 10 and 30 percent of its customers each year; but they often don't know which customers they have lost, when they were lost, why they were lost, or how much sales revenue and profit this decay has cost them.

Far from worrying about customers they are losing, most companies have traditionally placed more emphasis on winning new customers. Companies can become like a bucket with a hole in the bottom: their customers drain away but the company managers, instead of concentrating

### **2.6.2 Service gaps**

Dissatisfaction is clearly the fundamental reason for customer decay, but what causes customer dissatisfaction? A considerable amount of research has been undertaken in this area recent years and the outcome is theory of “service gaps “the overall gap which results in a dissatisfied customer is the gap between expectations and experience, but the root cause of that dissatisfaction can usually be traced back to one of five earlier gaps: - promotional, understanding, procedural, behavioral, and perception.

#### **2.6.2.1 The promotional gap**

The origin of the problem can often be traced back to the company’s marketing communications. In their eagerness to win customers by selling the benefits of their product or service companies can very easily create expectations in the minds of customers that will be difficult to fulfill

#### **2.6.2.2 The Understanding Gap**

The next possible problem area is that the managers of the organization do not have an accurate understanding of customers’ needs and priorities. If they don’t know what is important to customers it extremely unlikely that the organization will “do best what matters most to customers “however much emphasis it places on quality and service. Many organizations seeking to measure customer satisfaction perpetuate this problem by failing to include in the survey a section which clarifies what is important to the customer.

#### **2.6.2.3 The procedural Gap**

Assuming that the organization does have a full understanding of what matters most to customers it will still fail to deliver customer satisfaction if it has not translated customers expectations in to appropriate operating procedures and systems .For example, a hotel may be fully aware that customers become very irritated if they to

spend more than five minutes checking out, but if the manager does not set sufficient staffing levels during the busy 8.00-9.00 a.m period many customers will inevitably wait longer and leave dissatisfaction.

## **2.7 Practicing Quality Customer Service**

### **2.7.1 Sending a positive Attitude**

Before sending a positive attitude to others, companies should know what is attitude and how positive their salespersons attitude is. An attitude, by definition, is a state of mind influenced by feelings, thoughts and actions. The attitude the service provider projects to others depends primarily on the way he or she looks at the job.

It is important to send a positive attitude to the customers, because customer relation is an integral part of public service. Nothing is more important because without customers the public service –giving organizations cannot exist.

**Appearance:** - as there is a direct connection between some one's appearance and attitude, creation of a good first impression is essential one may not get a second chance to create a positive 'first' impression.

**Body Language:** - the communication by body language accounts for more than half of the message. The positive body language includes a relaxed face, natural and comfortable smile, direct eye contact with the customer and a relaxed but controlled body movement; the language characterized by anxious and uptight face, missing or forced smile, no direct eye contact, rushed and awkward and awkward body movement .

**The tone voice:** - The tone is more important than the words one uses. The tone may mean the difference between service and quality service. Service agents should remember that an agitated or loud tone denotes anger; 'quick speak 'may mean



nervousness and so on. The tone conducive of quality should be up-beat, warm, clear, comfortable, direct, natural and understanding.

**Stay Energized:** - Serving many customers, as is common in many public service offices, can be very exhausting and tiring against the popular notion than any other job. To avoid tiredness, the service agent needs to charge his or her batteries from time to time so as to maintain the positive attitude.

### **2.7.2 Provide for the Needs of Customers**

In providing for needs of customers, it is important to understand all the service a public service office wants to provide, in terms of how long the service is to take, how complex the service is, how the customers are to be served, how much supervision is required and how flexible the service is required to be (Gale and Wood, 1994:45)

### **2.7.3 Setting Standards for Quality Customer Service**

The major test for organization is in the standard of service they deliver. These standards should not be prearranged centrally. It is up to each department of the organization to establish and monitor its own standards. To ensure consistent delivery of high quality service in any organization, it is necessary to establish measurable standards and indicators by which performance can be assessed on an ongoing basis. Managers should ensure that published standards reflect their ability to deliver a quality service. Inability to deliver on published commitments undermines both public and staff confidence (Nigel, 2003:221)

Moreover, according to Nigel (2003:223) front -line staff should be included in the development of realistic and challenging targets and in their ongoing review. Service standards should be regularly reviewed with the objective of further improving the quality of service.

## **2.8 Factors that are affecting the Effectiveness of Service Delivery**

According to Anand and Monga (2003:305) the effectiveness delivery can be affected by:-

- ✓ **A Misperception by the company:** - it may so happen that what the customer had asked/expected is not grasped by the company. Because of this misperception, the service delivery is out as desired by the customers.
- ✓ **Lack of Accuracy:** - The service provider may perceive the customer's expectations rightly but due to not setting accuracy level of or a standard of service; family not satisfies the customer to the desired extent.
- ✓ **Lack of Training:** - The employees entrusted with the task of dealing with the customer may have the required know-how or may not be properly trained ensure a desired delivery to the customers.
- ✓ **Information to / from the company:** - the information from the company is given in such a way by the media that the customer is almost hypnotized.
- ✓ **A Misinterpretation by representatives and the customer:** - It often happens that the consumer is unable to perceive the treasure of a service provided by the company. Even if the after is careful and decent in its efforts, the customer may misinterpret.

## **2.9 Relation Ship between customer satisfaction and profit**

Satisfied customers are the source of the company's profit and they are the reason why companies that could be both private are public and the monopolist are competitive are in business. Even the monopolist business firms have to thinks of effective means of customer handling.

According to Hill and Alexander customer satisfaction affect profit briefly discuss below (Hill and Alexander, 2003:22-23) “The link between customer satisfaction and company success has historically been a matter of faith but there is now a growing body of evidence to support the case. For many companies profit can be traced back to customer satisfaction, which in turn is related to employee satisfaction.

It used to be thought that market share was the best determinant of profitability and this led to many mergers and takeovers in the hope that economies of scale would reduce cost and increase profit. Naturally this works to a degree but there are many exceptions, in which companies who do not have the largest market share are more profitable than those with a bigger share because they have discovered that customer loyalty is more profitable than market share.

- ✓ Investment in customer satisfaction does bring improvements in profitability
- ✓ Profitability results from customer commitment , which results from satisfaction
- ✓ Customer satisfaction is strongly linked to employee loyalty and motivation which is linked to employee satisfaction.

## **CHAPTER THREE**

### **3. DATA PRESENTATION, ANALYSIS AND INTERPRATION**

#### **3.1 Presentations, Analysis and interpretation of Data.**

This section is concerned with data presentation (that are collected through questionnaires and Interview), analysis and interpretation. Questionnaires were prepared and distributed (Refer Annex). This type of questionnaire was distributed to 100 customers of Technostyle plc. Out of the total Distributed 88 of them were managed to be filled and returned. Interview was also conducted with sales manager of Technostyle plc.

### **3.2. General Characteristics of the Respondents**

**Table 1: Back Ground of the Customers**

<b>Item</b>	<b>Item</b>	<b>No of Respondents</b>	<b>%</b>
-------------	-------------	--------------------------	----------

1	<b>Gender</b>		
	Male	59	67.04%
	Female	29	32.96%
	<b>Total</b>	<b>88</b>	<b>100%</b>
2	<b>Age</b>		
	18 -30	27	30.68%
	31- 45	36	40.91%
	46- 55	16	18.18%
	55 and above	9	10.23%
	<b>Total</b>	<b>88</b>	<b>100%</b>
3	<b>Educational level</b>		
	1- 12 grade	-	-
	Certificate	7	7.95%
	Diploma	33	37.50%
	Degree	29	32.95%
	Masters and above	19	21.59%
	<b>Total</b>	<b>88</b>	<b>100%</b>

As shown above table Item no 1 majority of 59(67.04%) of the respondents are Male and the remaining 29(32.96%) respondents are Female. These indicate that the most of respondent are Male. Table 1 Item no 2, 18-30 around 27(30.68%) respondents, from age 31-45 around 36(40.91%), around 16(18.18 %) respondents 46 – 55 and the rest 9(10.23%) respondents are above age 55. This implies that most of respondent are Yang and matured. This help to get fair information about satisfaction.

When we look at the educational back ground from the same table (item 3) certificate level 7(7.95%) respondent, diploma level 33(33%) respondent, degree level 29(32.95%) and the rest 19(21.59%) of respondent masters and above level. These imply that the respondent educational back ground high and easily understand the questioner.

**Table 2:-Type of the organization & Relationship with the company**

<b>Item No</b>	<b>Item</b>	<b>No of Respondent</b>	<b>Percentage %</b>
<b>1</b>	<b>Type of the Organization</b>		
	Government organization	25	28.41%
	Private limited Company(plc)	31	35.23%
	Non Government organization (NGO)	14	15.91%
	Share Company	18	20.45%
	<b>Total</b>	<b>88</b>	<b>100 %</b>
<b>2</b>	<b>Relationship with the company</b>		
	1 – 3 years	31	35.23%
	4 – 7 years	35	39.77%
	8 -11 years	14	15.91%
	12 – 15 years	8	9.09%
	More than 16 years	-	-
	<b>Total</b>	<b>88</b>	<b>100%</b>

When we consider the respondent Occupation types of company with the same table (item no 4), around 25(28.41%) of respondent are Government organization, 14(15.91%) of respondents are NGO, 31(35.23%) of respondents are PLC and

18(20.45%) of respondents are Share Company. When consider the respondents experience of customers with the same table, the majority 35(39.77%) of the respondents are 4- 7 years experience, 31(35.23%) of respondents are 1-3 experience, 14(15.91%) of respondents are 8- 11 years experience, 8(9.09%) of respondents are 12- 15 years experience, but no respondent replied above 16 years experience. This indicates that the majority of respondent experience is 4-7 years.

### 3.3 Analysis of Customers Response

#### 3.3.1 Customers Responses Regarding Furniture Quality

In order to assess furniture quality of Technostyle plc: "How do you evaluate the quality of Technostyle furniture compared with competitors?"

**Table 3: Evaluation of Quality of Furniture Technostyle plc**

No	Item	Scale	No of Respondent	Percentage
1	How do you evaluate the quality of Technostyle furniture compared with competitors?	Very high	33	38%
		High	46	52%
		Medium	7	8%
		low	2	2%
		Very low	-	-
		<b>Total</b>	<b>88</b>	<b>100 %</b>

Out of 88 respondents 33(38%) replied very high quality, 46(52%) replied high, 7 (8 %) of respondent replied medium, 2(2%) poor quality and none of respondents mention about very poor quality. So it indicates that the most of customers are more satisfied by Technostyle furniture quality.

### 3.3.2 Customers Responses Regarding Service Delivery

According to measurement service delivery is “From the view point of your observation how you compare Technostyle furniture service delivery with other competitors?”

**Table 4: the performance of Service Delivery Compare to other Competitors**

Item No	Item	Scale	No of Respondent	Percentage
1	From the view point of your observation how do you compare Technostyle furniture service delivery with other competitors	Very high	6	7%
		High	19	22%
		Medium	33	37%
		low	24	27%
		Very low	6	7%
		<b>Total</b>	<b>88</b>	<b>100 %</b>

6 (7%) of the respondent’s chosen very high service delivery, 19(22%) respondents high, 33(37%) respondents medium 24(27%)respondents poor and the rest 6(7%) respondents very poor.

This indicates most of customers agree that Technostyle plc do not have good service delivery compare to other competitors.

### 3.3.3: Customers Responses Regarding on Time Delivery Furniture’s

In order to assess the customers satisfaction about on time delivery of Technostye Plc, customers were to asked “How do you rate the capacity of furniture on time delivery of the company”



**Table 5: Rate on Time Delivery of Technostyle Furniture**

No	Item	Scale	No of Respondent	Percentage
1	How do you rate the capacity of furniture on time delivery of the company?	Very high	3	3%
		High	15	17%
		Medium	49	56%
		low	21	24%
		Very low	-	-
		<b>Total</b>		<b>88</b>

Accordingly 3(3%) respondent replied that very high capacity on time delivery and 15(17%) of respondents responds high capacity, 49(56%) respondents medium, 21(24%) respondents low and no replied respondents very low capacity. This indicates that the capacity of on time delivery of Technostyle plc is low and the majority respondents is not satisfied

### **3.3.4 Customers Responses Regarding Price.**

In order to assess the reasonableness of Technostyle plc pricing, Customers responses were asked the following measurement question: “How do you evaluate the price of Technostyle plc with other competitor?”

**Table 4: Evaluation of Technostyle Price Compare to other Competitors.**

No	Item	Scale	No of	Percentage
----	------	-------	-------	------------

			<b>Respondent</b>	
<b>1</b>	How do you evaluate the price of Technostyle plc with other competitors?	Very high	36	40.91%
		High	37	42.04%
		Medium	15	17.05%
		low	-	-
		Very low	-	-
		<b>Total</b>	<b>88</b>	<b>100 %</b>

36(40.91%) of the respondents replied Technostyle selling price is very high, 37(42.04%) respondents high price, 15(17.05%) respondent medium and there is no respondents replied low & very low price. From the above presentation we can understand most of customers believe that the price of Technostyle furniture is very high.

### **3.3.5 Customers Response regarding availability**

In order to assess the availability of furniture were asked customers response in the following question” how do you evaluate the availability of furniture compared with competitors”

#### **Chart 5: Availability of Technostyle Furniture**

No	Item	Scale	No of Respondent	Percentage
1	How do you evaluate the availability of furniture Compared with competitors?	Very high	11	12.5%
		High	30	34.09%
		Medium	42	47.73%
		low	5	5.68%
		Very low	-	-
		<b>Total</b>	<b>88</b>	<b>100 %</b>

For this question 11(12.5%) respondents replied very high, 30 (34.09%) stated that high, 42(47.73%) respondents stated that medium, 5(5.68%) respondent replied low availability. None of the respondents mention about very low availability.

So from this we conclude that since the availability of furniture Technostyle plc average than compare to with competitor.

### 3.3.6: Customers Response Regarding to Maintenance

In order to assess the response of the company when facing defective furniture either by changing or maintaining it relative to competitors. Customers were asked:” How do you compare the response of Technostyle with its competitors while facing

defective furniture in the cause of distribution either by changing the defective furniture or maintaining it?"

**Table 6: The Response of Maintenance Compared to Competitors**

No	Item	Scale	No of Respondent	Percentage (%)
1	How do you compare the response of Technostyle with its competitor while facing defective furniture in the cause of distribution either by changing the defective furniture or maintain it?	Very quick Response	3	3.41%
		Quick Response	8	9.09%
		Average Response	43	48.86%
		Late Response	33	37.50%
		Very late Response	1	1.14%
		<b>Total</b>	<b>88</b>	<b>100%</b>

3(3.41%) respondents replied very quick response, 8(9.09%) respondents replied quick response 43(48.86%) respondents said average response, and 33 (37.50%) response respondents said late response and the rest 1 (1.14%) respondent's very late response. The above Table indicates that the company's after sales service activities are not attractive; most respondents said are average response.

### **.3.3.7 Customers Responses about sales people knowledge**

On measuring the skill and knowledge of sales people question: "How do you rate the skill and knowledge of sales people in performing his/her job?"

**Table 7 knowledge and skill of sales people.**

<b>Item No</b>	<b>Item</b>	<b>Scale</b>	<b>No of Respondent</b>	<b>Percentage</b>
1	How do you rate the skill and knowledge of sales people in performing his/her job?	Very high	38	43%
		High	35	40%
		Medium	15	17%
		low	-	-
		Very low	-	-
		<b>Total</b>	<b>88</b>	<b>100 %</b>

38(43%) respondents they believe that sales people have very good skill knowledge, 35(40%) said have good skill and knowledge, 15(17%) respondent said medium but not respondents replied poor and very poor.

So from this we can conclude that the skill and knowledge of the company's sales person is very good.

### **3.3.8 Customers Responses about Handling Customer problem**

Customer are also asked about the companies complain handling. Customers were asked: "How do you evaluate the promptness of employees in handling customers complain?"

**Table 8 sales People Promptness in Handling Customers Complain.**

No	Item	Scale	No of Respondent	Percentage
1	How do you evaluate the promptness of employees in handling customers complain?	Very high	7	7.95%
		High	17	19.32%
		Medium	31	35.23%
		low	25	28.41%
		Very low	8	9.09%
		<b>Total</b>	<b>88</b>	<b>100 %</b>

Accordingly, 7(7.95%) replied that very good handling of complain, 17(19.32%) of the respondents responded good handling of complain 31(35.23%) respondents medium, 25(28.41%) respondents poor and 8(9.09%) Respondents said very poor customer handling.

From the above table we can conclude that the company's employee promptness in complain handling is not effective.

### **3.3.9 Customers Response about Willingness of Sales People**

On a question number 14 assessing the willingness of sales people of the company: "How do you measure the willingness of Technostyle Plc sales person serving customers?"

**Table9: willingness of sales person to serve customers.**

<b>Item No</b>	<b>Item</b>	<b>Scale</b>	<b>No of Respondent</b>	<b>Percentage</b>
1	How do you measure the willingness of Technostyle plc Sales person serving customers?	Very good	28	31.82%
		Good	41	46.59%
		Medium	18	2.45%
		poor	1	1.14%
		Very Poor	-	-
		<b>Total</b>	<b>88</b>	<b>100 %</b>

28(31.82%) of the responded very good, 41(46.59%) respondent responded good, 18(20.45%) responded medium, and 1(1.14%) respondents said poor. So from all the response we can say that the willingness of sales person to serve customers is good.

### **3.3.10: Customers Response about the company’s complain Handling Department**

Respondents were asked about authorized personnel or department to handle customers complain: “Does the company have a complaint department or authorized personal to handle customer complain?”

**Table 10: Customers Response Regarding Complaint Department**

Item No	Item	Scale	No of Respondent	Percentage
1	Does the company have a complaint department or authorized personnel to handle customer complain?	Yes	26	29.5%
		No	21	23.86%
		I don't know	41	46.59%
		<b>Total</b>	<b>88</b>	<b>100%</b>

26(29.55%) of the respondents said yes, 21(23.86%) respondents responded that there are no authorized personnel or department and 41(46.59%) said that I don't know. From this we can understand the majority of customers do not know where the company has complain department or not. So the company to assign or introduce the customer service department.

### 3.3.11: Customers Responses about Complain

Customers asked about report to complain: "if yes to whom did you report you're complained?"

**Table 11: To whom did you Report Your Complain**

Item	Item	Scale	No of	Percentag
------	------	-------	-------	-----------



No			Respondent	e
1	If yes to whom did you report your complain?	Complain Department	9	34.61%
		Sales Department	13	50%
		The manager Department	4	15.39%
		Others	-	-
		<b>Total</b>	<b>26</b>	<b>100 %</b>

For this question 9(34.61%) respondent report to complain department, 13(50%) respondent response to sales department, 4(15.39%) respondent response to the manager department and none respondent report to others department. This indicates to the majority customers report to sales department.

### 3.3.12: Customers response about Technostyle sales office

In order to assess the company office location the following measurement question was asked: “How do you rate the situation of the company’s office location?”

**Table 12: Technostyle show room location**

<b>Item No</b>	<b>Item</b>	<b>Scale</b>	<b>No of Respondent</b>	<b>Percentage (%)</b>
1	How do you rate the situation of the company's office location in Addis Ababa?	Very Convenient	7	7.96%
		Convenient	11	12.5%
		Average Convenient	22	25%
		Inconvenient	27	30.68%
		Very inconvenient	21	23.86%
		<b>Total</b>	<b>88</b>	<b>100%</b>

7(7.96%) of respondents they believe that the office location of a company very convenient, 11(12.5%) Respondents said convenient, 22(25%) respondents said average convenient 27(30.68%) respondents inconvenient and 21(23.86%) respondents said very inconvenient. The above percentage indicate that the companies office location (show room) inconvenient of the majority of customers.

### **3.3.13 Customers Response regarding of use Technostyle service.**

Customers are also asked about the companies service using. Customers were asked: "Based on past experience currently will you continue using Technostyle service" (product)

**Table 13: Customers responses Technostyle service**

<b>Item No</b>	<b>Item</b>	<b>Scale</b>	<b>No of Respondent</b>	<b>Percentage (%)</b>
<b>1</b>	Based on past experience currently will you continue using Technostyle service? (product)	Yes	23	26.14%
		No	24	27.27%
		I don't know	41	46.59%
		<b>Total</b>	<b>88</b>	<b>100 %</b>

The above chart indicates that 23(26.14%) of respondents would continue by using the service, 24(27.27%) respondents decide to not continue using the service and 41(46.59%) respondents indicate that they don't know about their future relationship with the company. From this conclude that the majority customer do not know whether the company has continue or not.

### **.3.4 Analysis for Responses from Marketing Manager**

In the interview made with marketing Manager 9 questions were presented. The responses are summarized and analysis as follow.

#### **1. Do you think that your customers are satisfied?**

The marketing Manager response on this question indicates that” yes, customers are satisfied because Technostyle plc works hardly for customer satisfaction.

## **2. How do you measure your customer’s satisfaction?**

The response to this question resembles that of complaints handling lack systematic approach. There were some attempts to “measure” dissatisfaction of customers by telephone calling to office etc. There was no document prepared on measuring satisfaction of customers or any related issues.

## **3. How do you evaluate your companies after sales service performance?**

The response to this question resembles that the company had been some efforts in maintaining defective furniture or changing. But currently activities in this respect seem to be wretched performance.

## **4. Do customers complain about the company’s product and service?**

Again the response to this question revealed that sometimes it occurred. Based on this answer the student researcher asked the question. How does the company solve its problems? The response of the marketing manager was we tried to give quick response as soon as we can. But most of the respondent responded that this company didn’t respond quickly at all.

## **5. Do you have complained handling department or authorized person?**

The marketing manager replied that “yes we have complain department” but most of respondent responded that do not know whether the company has complain department or not.

**6. What efforts and activities does the company make to increase the level of customer satisfaction and to decrease customer complaint?**

The response to this question is we try to satisfy our customer as much as we can.

**7. Do you always deliver the furniture on time?**

In replying to this question, respondent revealed that the company had certain problems in on time delivery to its customers. In other words, on time delivery is not full filled as expected.

**8. What challenges does your company face in delivering on time?**

In replying to this question, marketing manager revealed that the major reasons cited by manager for challenging in delivering on time are shortage of trucks, traffic crowdedness and less of man power (Technician).

**9. How do you evaluate your company customer handling practice?**

In replying to this question, the marketing manager revealed that some sort of unorganized attempts in receiving and responding to complaints of customers through marketing researcher at various level to the marketing manager in some cases.

## **Chapter Four**

### **Summary, Conclusion and Recommendation**

## 4.1 Summary

The proposal was designed to assess' satisfaction of customer of Technostyle plc by gathering necessary data from the customers and marketing manager. It was also designed to identify most important attributes factors affect customer satisfaction, Handles customers complain, in after sales service and delivery on time.

The finding of the study is on the basis of customer is summarized as follows.

- As we have seen table 1 the analysis most of respondents are male, with 31 – 46, diploma and degree
- In the same table item number 4 most of the customers are private limited company 35.23% of respondents replied private limited company. And majority customers replied 4-7 years relation with Technostyle plc.
- In relation to Table number 2 evaluation of quality of furniture Technostyle plc 52% of respondents answered high quality and 38% respondents said very high quality.
- Regarding table number 3, the performance of service delivery compare to the other competitor 37% respondents answered medium and 27% of respondents said poor. Majority of customers dissatisfied on the company's service delivery
- As far as the time of delivery of the product, according to table number 3 49, 56% of respondent said medium and 21% respondents said very low capacity.
- According to table number 5 of the price of the company's product compared to competitor 42.04% of respondents said high price and 40.91% respondents said very high price.

- Issues relating to response of maintenance, (after sales service) 48.86% respondents said medium response compared to others competitors.
- When the complain handling cases, 35.23% respondents said medium and 28.41% of respondents said the company late response.
- In relation to the willingness of sales people to serve customer, 46.59% of respondents said good and 31.82% of respondent said very good.
- Regarding the complain department or authorized personnel 46.59% of respondents said do not know whether the company has complain department or not.
- To the appropriation of the sales center, 30.68% of respondents replied the company's sales centers area inconvenient and 23.86% of respondents said very inconvenient area.
- Regarding the use of Technostyle service, 78.41% respondents replied that they don't know about their future relationship with the company.

## **4.2 Conclusion**

Based on the summary of the major findings the following conclusions are drawn

- Most of customers have not happy with maintenance and promptness of employs in handling customer complains. This showed that Technostyle employs are not wail train in customer handling area.
- Compared with competitors in most cases Technostyle plc performed high satisfaction some attributes like quality, availability, skill of sales people and serving the customer and low satisfaction in most important ones like selling price, handling customer's problem, and show room location and on time service delivery.
- Among the top important attribution on time delivery, complain handling and scores poor performance of the company.
- As per the research finding, majority of the respondent rated the enterprise selling price has high.
- Technostyle plc used delivers furniture at customer's office and home for two vehicles only. And the marketing managers said these companies have shortage vehicles.
- Finally the study will not end up its conclusion without pointing that there is strong competitive environment that can make the company lose its good will unless the available gap is filled through currently available unused capabilities, restricting and recognizing the customer service delivery.

## **4.3 Recommendation**



On the basis of the data collected and data analysis the researcher forwards the following recommendation to overcome the problem related with the subject matter of the study.

- The company should improve its delivery time as fast as possible in order to increase the level of satisfaction for its customer more. Because of delay in delivery is the vital concern of customers, which affect their satisfaction. Technostyle should take a correct action to satisfy customers at least by delivering on time.
- The company managers should identify unsatisfied customers and should give a distinguished to keep them stay. This action helps to attract other customers and would make the company competitive.
- The management of the company should open new sales centers (show room) in Addis Ababa and Regions.
- The company management should consider what as a big deal and should restructure its service rendering section so that negative results could be kept at minimum.
- Giving more emphasis and priority in formulating strategy to those attributes most valued by customers and poor performance mainly of selling price, customers handling and service delivery assembling and maintenance issues.
- Most of customers revealed that Technostyle plc was not assembling and maintaining furniture's quickly. Maintenance is critical in affecting satisfaction. The management of Technostyle takes a correct action to satisfy customers at least by maintaining and assembling furniture's quickly.
- Technostyle plc is recommended to give prompt service to customers complain.

- The Student researcher recommended that the company should maintain its capital and state budget to buy additional vehicles, additional sales force and Technician.
- The company management more emphasis and priority for customer service department like recruit professional person, set the budget and visit customers.
- Technostyle plc must increase its employee motivation and skill through compensation systems, motivation tools and different trainings by giving equal chance for the appropriate personnel candidates.

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# APPENDIX

# ST.MARY UNIVERSITY

## BUSINESS FACULTY DEPARTMENT OF MARKETING MANAGEMENT

This questionnaire is prepared by the student of marketing management to assess customer satisfaction of Techno style plc .The purpose of this questionnaire is educational and the outcome is meant to support a research report to be presented for St. Mary's University .

**Thank you very much for your willingness please fill each questionnaire at the best of your knowledge.**

### General Instruction

- Not necessary to write the company name
- If the question has an alternative answer put "✓ " on the space provided beside your answer
- If you have any additional suggestion please write it shortly

#### 1. Sex

- |           |                          |
|-----------|--------------------------|
| 1. Male   | <input type="checkbox"/> |
| 2. Female | <input type="checkbox"/> |

#### 2. Age

- |                 |                          |
|-----------------|--------------------------|
| 1. 18 - 30      | <input type="checkbox"/> |
| 2. 31 - 45      | <input type="checkbox"/> |
| 3. 46 - 55      | <input type="checkbox"/> |
| 4. 55 and above | <input type="checkbox"/> |

3. Educational Level

- 1. 1-12 grade
- 2. Certificate
- 3. Diploma
- 4. Degree
- 5. Masters and above

4. Type of Business you operate now?

- 1. Governmental organization
- 2 NGO
- 3 Plc
- 4. Share companies
- 5 Others

5. How long have you been a customer of Technostyle plc

- 1. Less than 1 years
- 2. 1 - 5 Years
- 3. 5 - 10 year
- 4. 11 - 15 years
- 5. More than 15 years

6. How do you evaluate the quality of Techno style furniture compared with competitors?

- 1. Very High
- 2. High
- 3. Medium
- 4. Poor
- 5. Very poor

7. From the view point of your observation how do you compare Techno style furniture service delivery with other competitors (Such as on time delivery, after sales service, maintenance service when the product have a defect etc)?

- 1. Very high
- 2. High
- 3. Medium
- 4. Poor
- 5. Very poor

8. How do you rate the capacity of furniture on time Delivery?

- 1. Very High
- 2. High
- 3. Medium
- 4. Poor
- 5. Very poor



9. How do you evaluate the price of Techno style plc with other competitor?

- 1. Very high
- 2. High
- 3. Low
- 4. Poor
- 5 Very poor

10. How do you evaluate the availability of furniture compared with competitor?

- 1. Very high
- 2. High
- 3. Medium
- 4. Poor
- 5. Very poor

11. How do you compare the response of Techno style with its competitors while facing defective furniture in the cause of distribution either by changing the defective furniture or maintaining it?

- 1. Very quick response
- 2. Quick response
- 3. Average response
- 4. Late response
- 5. Very late response

12. How do you rate skill and knowledge of sales people in performing his/her job ?

- 1. Very Good
- 2. Good
- 3. Medium
- 4. Poor
- 5. Very poor

13. How do you evaluate the promptness of employees in handling customer complain?

- 1. Very Good
- 2. Good
- 3. Medium
- 4. Poor
- 5. Very poor

14. How do you measure the willingness of Techno style sales person serving the customer?

- 1. Very Good
- 2. Good
- 3. Medium
- 4. Poor
- 5. Very Poor

15. Does the company have a complaint department or authorized personal to handle customer complain?

1. Yes

2. No

3. I don't know

16. How do you rate the situation of the company's office location?

1. Very convenient

2. Convenient

3. Somewhat convenient

4. Inconvenient

5. Very Inconvenient

17. How often do you get new buyers of Techno style Furniture comparing to the other competitor?

1. Very often

2. Often

3. Low

4. Very low

5. Never

18. Based on past experience currently will you continue using Technostyle Service?

1. Yes

2. No

3. I don't know

19. If your answer is "No" to Q.18 please explain the reason?

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

20. If you have any suggestion write shortly below

-----  
-----  
-----  
-----  
-----

## ***THE CANDIDATS DECLARATION***

*Under declare that this senior essay is my original work prepared under the guidance of W/t Meaza G/Medhin. All source of materials used for the manuscript have been only duly acknowledged*

**Name:** ***Yonatan Menje***

**Signature:** -----

**Place of Submission:** *St. Mary's University*

**Date of submission:** -----

## ***ADVISORS DECLARATION***

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

**Name:** ***Meaza G/Medhin***

**Signature :** -----

**Date:** -----

