

Customer Satisfaction Analysis
Criteria: Product & Service Provided to the Customer (Retail)

Method: Both Qualitative & Quantitative Method
Frequency: Once in a year

Date: 02-10-2022

S.L No	Customer Name	Product Related Customer Satisfaction		Service Related Customer Satisfaction	
		Satisfied	Dis-Satisfied	Satisfied	Dis-Satisfied
1.	MM Trading International	√		√	
2.	SAS Industrial & Automation Ltd	√		√	
3.	Aftab Feed Products Ltd	√		√	
4.	Burger Paints Ltd	√		√	
5.	IPCO Developments (Bangladesh) Ltd	√		√	
6.	Jamuna Oil Company Ltd	√		√	
7.	Padma Oil Company Ltd.	√		√	
8.	Sumon Trading	√		√	
9.	Rajshahi Sugar Mills Ltd	√		√	
10.	Puddar Enterprise	√		√	
11.	IPCO Developments (Bangladesh) Ltd	√		√	
12.	Japan Steel	√		√	
13.	Hamza textile Ltd(HTL-2 Dying)	√		√	
14.	Pellicid Textile Ltd	√		√	
15.	BAFFESCO Ltd	√		√	
16.	Pellicid Textile Ltd	√		√	
17.	Anudip Autor Ltd	√		√	
18.	SBT Engineering Ltd	√		√	
19.	M/S Farhad Enterprise	√		√	
20.	Md. Firoz	√		√	
21.	BAFFESCO Ltd	√		√	
22.	Stone Town Developments Ltd	√		√	
23.	Health Care Pharmaceutical Ltd	√		√	
24.	Md. Simon Ali	√		√	
25.	SBT Engineering Ltd	√		√	
26.	Ena Food & Beverage Ltd	√			√
27.	Bangladesh tecnorise Ltd	√		√	
28.	M/S Kajama Traders	√		√	
29.	M/S Contraction Engineering & Consulting Co.	√		√	
30.	Square Apparels Ltd	√		√	
31.	Dabiruddin Spinning Mills Ltd	√		√	
32.	M/S Kajama traders	√		√	
33.	Mirpur Ceramic Works Ltd	√		√	
34.	SBT Enigneering Ltd	√		√	
35.	Artisan Ceramics Ltd	√		√	
36.	Joypurhat Sugar Mills Ltd	√		√	

37.	Pretex Petro Ltd	√		√	
38.	Nourish Poultry & Hatchery Ltd	√		√	
39.	Samuda Power Ltd	√		√	
40.	Axis Safety Engineering Ltd	√		√	
41.	NR knitting Mills Ltd	√		√	
42.	Radiant Shipyard Ltd	√		√	
43.	Mahabub & Sons Engineering Works	√		√	
44.	SBT Engineering Ltd	√		√	
45.	Designer Fashion Ltd	√		√	
46.	M/S Swapan Washing Ltd	√		√	
47.	Berger Paints Bangladesh Ltd	√		√	
48.	Prime Enginerring	√		√	
49.	Berger Paints Bangladesh Ltd	√		√	
50.	Zeal bangle Sugar Mills Ltd	√		√	
51.	Carew & Company (Bangladesh) Ltd	√		√	
52.	Toggi Shipping & Logistic Ltd	√		√	
53.	Croydan Knwloon Designs Ltd	√		√	
54.	Natore Sugar Mills Ltd	√		√	
55.	Unimart Limited	√		√	
56.	Morgan Integrated System Ltd	√		√	

Total No. of Satisfied (Both Product & Service): 111

Total No. of Dis-satisfied (Both Product & Service) : 01

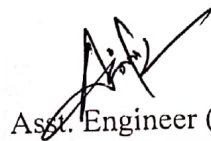
So, Measurement of percentage of Customer Satisfaction: (Retail Customer)

% of Customer Satisfaction: $111/1112 * 100\% = 99.11\%$

So, In case of Total 59 No. of Customer (Both Retail & Non-retail customer):

% of Customer Satisfaction: $(99.11\%+91.07\%)/2 = 95.09\%$

Prepared By:


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Date: 02/10/2022

Approved By:


Head of Commercial Dept.
Date: 02/10/2022