



**INTERNSHIP REPORT  
ON**

**“Customer Satisfaction on Study of Solar Filament Engineering Ltd”**

**Submitted to**

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**Submitted for partial fulfillment of the Degree of  
Bachelor of Business Administration**

**Sonargaon University ((Su)  
Dhaka-1215**

**Date of Submission: 28/09/2021**

## Letter of Transmittal

28/09/2021

Md. Masud Rana  
Assistant Professor  
Department of Marketing  
Faculty of Business Studies  
Sonargaon University  
Dhaka-1215.

### **Subject: Submission of Internship Report.**

Dear sir,

With humble honor and respect, I am submitting my Internship Report on “Customer Satisfaction Study of Solar Filament Engineering Ltd”. As per full accomplishment of the requirement for the BBA Degree, I have completed this internship report from Filament Engineering Ltd under the supervision of you.

This report is an integral part of our Academic course in completion of the BBA Program which has given me the opportunity to have an insight into the core part of the Customer Satisfaction on Solar Product of Bangladesh. I hope this report reflects on the contemporary issues on the Customer Satisfaction on Solar Product that are being practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and attempted to avoid unnecessary amplification of the report. I humbly request you to accept this report for your kind evaluation.

Sincerely,

**Sworna Akter**  
ID: 1802014010  
Bachelor of Business Administration (BBA)  
Faculty of Business Studies  
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## **Certificate of Supervisor**

This is to certify that the internship paper “Customer Satisfaction Study of Solar Filament Engineering Ltd” has been prepared as full completion of the BBA Program from Department of Business Administration, Sonargaon University (SU), carried out by **Sworna Akter** bearing **ID: 1802014010** under my supervision. The report or the information will not be used for others purpose.

So far, I know, She has made this report by herself and is not copied or borrowed from others without proper acknowledgement.

I wish her every success in life.

-----  
Md. Masud Rana  
Assistant Professor  
Department of Marketing  
Faculty of Business Studies  
Sonargaon University  
Dhaka-1215.

### **Student Declaration**

I am Sworna Akter a student of Bachelor of Business Administration, ID: 1802014010 from **Sonargaon University (SU)** would like to solemnly declare here that this report on **“Customer Satisfaction on Solar Product of Bangladesh”** has been authentically prepared by me. While preparing this report, I did not breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, Diploma of certificate.

-----

**Sworna Akter**  
ID: 1802014010  
Bachelor of Business Administration (BBA)  
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### **Letter of Authorization**

Certified that this report titled “**Customer Satisfaction Study of Solar Filament Engineering Ltd**” is the bonafide Work of **Sworna Akter** , who carried out the report under my supervision, Certified further that to the best my knowledge the work reported herein dose not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other

-----  
Md. Masud Rana  
Assistant Professor  
Department of Marketing  
Faculty of Business Studies  
Sonargaon University  
Dhaka-1215.

### **Acknowledgement**

Praise to Almighty Allah (SWT) the creator and sustainer who have given me the open door and extension to finish this research work effectively. I am **Sworna Akter** expressing heartiest gratitude to those who help me in all the way through to completion of my internship report.

At the very beginning, I might want to thank my honorable supervisor Md. Masud Rana, Assistant Professor in the Department of Business Administration of Sonargaon University. Who encourage me to make this report provide valuable Advice, guidance and continues help to prepare this report. Secondly I am grateful to **Md Ataur Rahman Sarker (Rojel), Chief Executive Officer** of **FILAMENT ENGINEERING LTD.** He has more than 16 years' experience in diversified areas like Engineering, Manufacturing, Trading, Sales & Marketing, QC and R & D and after sales supports operations. Through his career, he has led several new process and business start-ups introducing improved and innovative products and service to the market for being my source of secondary data for my internship report. They have Shown me to get things done easily and helped me a lot. I thankful to them for granting me secondary data from their organization. I want to express my sincere gratitude to them for their cordial cooperation.

## **Executive Summary**

The report is originated in result of my internship program which is done as a requirement of BBA program. This is completed based on my internship report on **Customer Satisfaction Study of Solar Filament Engineering Ltd.** To prepare this report only secondary source of data have been used. The chapter-1: is the introductory chapter of the report, Chapter-2: Includes the overview of Filament Engineering Ltd, Chapter-3: is Literature Review. Finally, Filament Engineering Ltd provides work to the poorest of the poor in rural Bangladesh by the solar energy, without any collateral. At Filament Engineering Ltd effective weapon to fight for renewable Energy and it serves as a catalyst in the overall development by Energy system up to create the biggest development wonder."

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# **Chapter: One**

## **Introduction**

## 1.1 : Introduction

Customer satisfaction is closely linked to quality. In recent years many companies have adopted total quality management (TQM) programmes, designed to constantly improve the quality of their products, services and marketing process. Quality has a direct impact on product performance and hence on customer satisfaction. Satisfaction is a person feeling of pleasure or disappointment resulting from comparing a product perceived performance in motion to his or her expectation. The extent to which a product perceived performance tells short of expectation, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted. Outstanding marketing companies go out of their way to keep their customer satisfied. Satisfied customer make repeat purchase, and they tell others about their good experiences. Smart companies aim to delight customer by promising only what they can deliver, then delivering more than they promise. Customer is central point and all the marketing activities revolve around him. Manufactures products what the customer want. Customer purchase an articles as a consequence of certain mental and economic forces creating designers or wants which they understand can be satisfied by the articles offered for purchase thus producers should identify the motives which prompt them to purchase so that he can offer a couple of articles satisfying their needs. Thus it is buying motive that prompts the purchaser such buying motives maybe fear.

**Filament Engineering Ltd** is an approach to working renewable Energy Such as Solar System which is effecting to power system.

Renewable energy, often referred to as clean energy, comes from natural sources or processes that are constantly replenished. For example, sunlight or wind keep shining and blowing, even if their availability depends on time and weather.

The energy of the sun is the original source of most of the energy found on earth. We get solar heat energy from the sun, and sunlight can also be used to produce electricity from solar (photovoltaic) cells. The sun heats the earth's surface and the Earth heats the air above it, causing wind.

Generating electricity from low-carbon energy sources and cutting energy demand reduces the need for fossil fuel power generation, decreasing emissions of harmful gases such as nitrogen oxides, sulfur dioxide, and carbon dioxide.

There are five type of Renewable energy, such as-

1) Solar energy. Sunlight is one of our planets most abundant and freely available energy resources.

2) Wind energy. Wind is a plentiful source of clean energy.

3) Hydro energy.

4) Tidal energy.

5) Geothermal energy.

6) Biomass Energy.

Generating energy that produces no greenhouse gas emissions from fossil fuels and reduces some types of air pollution. Diversifying energy supply and reducing dependence on imported fuels. Creating economic development and jobs in manufacturing, installation, and more. So Renewable energy is best for World.

## **1.2: Objective of the study:**

The study has been undertaken with the following objectives:

**General Objective:** The main objectives of this report are to analyze the “Customer Satisfactions on Solar System in Bangladesh”.

### **Specific objectives:**

- Opportunity define & Business Development for local market.
- Innovative analysis and long term planning.
- Strategic business ties ups on global level.
- Segment expertise in corporate sales, Bidding/Tendering, After Sales Support and Solar Power.
- New segment development.
- Competitive sales analysis.
- Marketing and sales team training & Supervision.
- Risk Management.
- Negotiation.

## **1.3 : Methodology:**

Sources of information: Only secondary information is used to prepare this report. The collection of these types of information is shown respectively.

Secondary Sources: Data regarding the office file of the Filament Engineering Ltd. were collected from secondary sources like:

- Annual Report,
- Manual and Catalogue of the Filament Engineering Ltd.
- Internet and Brochures
- Solar System - Wikipedia to collect information about this term paper International Public Relation center, Development of Research methodology, and other Information center helped a lot to obtain the information needed.

#### **1.4 :Limitation:**

In analyzing the available data to prepare this term paper, there are great workings done by Authors. But since the knowledge in this field is somewhat limited to the authors, there may have some shortcomings regarding the findings.

- ❖ **Data Insufficiency:** It was very difficult to collect data from such a big organization. Because of some divisional and confidential problem, it could not be possible to get enough information.
- ❖ **Lack of Records:** Sufficient books, publications, facts and figures are not available. These constraints narrowed the scope of accurate analysis. If these limitations were not been there, the report would have been more useful and attractive.
- ❖ **Short time Allocation:** The allocated time was very short for the study.
- ❖ **Practical Experience:** lack of practical experience because During Coronavirus (Covid-19) Pandemic It was impossible to gather information by visiting offices also it was unsafe.

**Chapter Two**  
**Background of Filament Engineering Ltd.**

## **2.1: Background of Filament Engineering Ltd.**

Filament Engineering Ltd is an importer, Installer & Service Provider in Bangladesh of solar System operating under the license and approval of the Electrical Licensing Board & Chamber of commerce. They are import PV Panel, Inverter etc. From Different European countries & sales & service to the customer. Their product of solar system is very satisfactory to the customer by their product & services from 2001. Now their solar product used in Govt. sector of PWD, PDB etc. & Privet sector with very satisfactory.

## **2.2 Vision & Mission of Filament Engineering Ltd.**

Filament Engineering Ltd.'s vision is to bring improved solutions for cooking. FEL is committed to improve the rural lives by reducing the health risks and help lower income groups in the society to help fight for financial solvency by reducing the costs of fuel while mitigating the energy demands for cooking in a smart way. FEL believes in lowering the respiratory problems and lung cancer patients among the underprivileged portion of our society and this will be done by aligning FEL's clean cooking stove research and continuous improvement.

<b>Partner Type</b>	: Service Provider
<b>Organization Type</b>	: Small or Medium Enterprise
<b>Organizational Expertise</b>	: Research, Marketing
<b>Technologies and Fuels</b>	: Biomass (Ag. Residue, Processed Biomass, etc.), Charcoal

## **2.3 Key Services of Filament Engineering Ltd.**

Filament Engineering Ltd services to its customers by their big eligible & Experience Engineer & Technician. The main services provided by Filament Engineering Ltd are:

1. Product: This organization always import quality product From European Countries. Like as Germany, Uk, Italy, Spain etc.
2. Services: The Expert team of the Engineer & Technician always ready to service their customer.

## **2.4 SWOT Analysis of Filament Engineering Ltd**

The acronym “SWOT” stands for Strengths, Weakness & Opportunities. SWOT analysis is a business tool through which a firm can observe its internal strengths & weakness along with firm’s external opportunities. Here is SWOT Analysis of JBL:

### **Strengths:**

1. Under the big wing of Filament Engineering is their Managing Director is a graduate from BUET with EEE.
2. Using the strong and Expertise with Engineer & Technician they always ready to service the customer.
3. Bangladesh is a developing country. Now Infrastructural development is going on. So, Power is essential But Power is short to demand. At this case renewable energy (solar) is be alternative.

### **Weakness:**

Sun light & clean whether is must for solar energy. But in our countries whether have so much dirty. For this reason the efficiency of solar system will be Low of other countries. Further also the people of our country is not aware to renewable energy

### **Opportunities:**

The target market of this organization is those people who are involve with development by the renewable energy providers and their offerings. As Bangladesh is a country of large population of this segmentation, Filament Engineering has a good opportunity of capturing huge market share.



**Chapter Three**  
**Solar Installer Duties and Responsibilities**

### **3.1 Solar Installer Duties and Responsibilities**

- Assemble solar panels at the job site
- Mount the panels on the client's roof or in another location
- Configure the wiring and inspect all electrical parts
- Install and connect any batteries or other accessories
- Perform maintenance on all systems

### **3.2 Literature Review**

A review of the literature indicates several areas of conceptual research. Although there are many areas of pursuit, our study begins with an important concept solar system, and then carries through satisfaction research, which has more recently given a way to the study of Filament Engineering Ltd. Specific interest in these topics is due to the very practical significance of the customer attitude towards the services to customer.

Attitude of Customers towards Solar system:

- ❖ Various types of innovations have significant effects on the life style of human being. This era is an era of technology revolution. Quick expansion of information technology and Rapid technology advancements have introduced major changes in the worldwide, renewable energy sector atmosphere and imbibed into the lives of millions has of people. Attitude of consumers and adoption of solar system showed that different factors predetermine the consumer's attitude towards solar system such as person's demographic profile, motivation and behavior towards different technologies and individual acceptance of new technology. About 70% of total populations in Bangladesh live in rural areas that have not sufficient power are their near house. In this case, solar energy is key point to them.

#### **Trust:**

- ❖ Studies in the context of distribution channel refer trust as a conviction of a firm in the honesty of other partners and other aspects relevant to this notion
- ❖ In other studies, trust has been recognized as the tendency of confidence in the business 8 partners those are capable of being trusted. In the context of electronic commerce, trust can be defined as the belief of the customers that the vendors are willing to react according to their expectations.

### **Customer satisfaction:**

- ❖ Customer satisfaction is a popular and established concept in marketing (Kotler, 1991; Fornell and werneldt, 1988; Fornell and werneldt, 1987). Customer can easily examine the real capability of any kind of product or service. Actually result compared to expectations prior to purchase (Oliver, 1980) Customer satisfaction is a concept associated with performance that fulfills expectations while dissatisfaction occurs when performance falls below expectations (Sawn And Comb, 1976)
- ❖ Customer satisfaction is the result of a customer's perception of the perceived value, where value equals to the perceived service quality (Hallowell, 1996).
- ❖ Customer satisfaction is associated with value and is based on the service quality attributes such as price (Athanassopoulos, 2000).
- ❖ The first component of customer satisfaction is perceived quality and the second component of customer satisfaction is perceived value (Fornell, 1996).
- ❖ Customer satisfaction is defined as a concept where actual performance is compared with perceived performance. If the perceived performance is less than expectation, customer becomes dissatisfied. On the other hand, if the perceived performance exceeds expectations, customers become satisfied.

### **Relationship Marketing:**

Researchers in consumer markets have linked up relationship marketing activities to intermediate outcomes that help a firm to enhance profit (Gwinner, 1998, Reynolds and Beatty, 1999) Strong buyer-seller relationships enhance performance, though these links may be multidimensional (Cannonet al, 2000). Relationship marketing generates customer-seller bonds (Anderson and Weitz, 1992)

**Chapter Four**  
**Research Hypotheses and Conceptual framework**

#### **4.0 : Research Hypotheses and Conceptual framework:**

Filament Engineering Limited has received much attention recently. In our paper, we explore the Customer Satisfaction on Solar Product of Bangladesh when Many Solar Product services are available. In this section, we discuss the theoretical framework and set out clearly testable hypotheses on attitude toward Solar Product of Bangladesh. We expect a positive correlation between the communication effectiveness and customer satisfaction. We then test which beneficial offers predict higher satisfaction for Solar Customer. We thus expect to see beneficial offers correlating with customer satisfaction. We can shed light on the more interesting question of how a change in the other Solar product services affects the satisfaction for customer. In another extreme case, the service costs of Solar system are perceived to be perfectly correlated with customer satisfaction. Extending the above framework to include both Filament Engineering Limited and other Solar product services provider, we may expect Filament Engineering Limited and other mobile Solar product services provider as substitutes. For instance, as the costs for Solar System increases, we may see that customers allocate more resources toward receiving other options. In summary, we expect that higher costs for Solar System will be negatively co-related with customer satisfaction. A reduction in service costs can then be expected to increase satisfaction with us. Thus, the hypotheses which have derived from our research questions include: We hypothesises that perceived value, communication efficiency and Filament Engineering Limited offers have a role on customer satisfaction level. We hypothesises that there is a significant relationship among satisfaction level, perceived value, communication efficiency and Filament Engineering Limited offers.

#### **4.1 : Conceptual Framework:**

Offer of Filament Engineering Limited on Solar Product	:	Customer Satisfaction
Quality of Filament Engineering Limited on Solar Product	:	Customer Satisfaction
Perceived Value of Filament Engineering Limited on Solar Product	:	Customer Satisfaction
Communications Efficiency of Filament Engineering Limited on Solar Product	:	Customer Satisfaction

#### **4.2 : Research Design:**

**Filament Engineering Limited** is in the upper position who has introduced Solar System in the country's as a service provider. In the past most of the customers in our country were influenced by advertisement but in recent period, customers are more aware. **Filament Engineering Limited** introduces the customer on renewable energy as solar system. This study will analyze the consumer perception on solar system. The study involved a field survey conducted across different places in Bangladesh. The respondents were approached at home, Industry, office building etc. It was felt that the survey will give the correct result. We have used structured questionnaire.

#### **4.3 : Data collection:**

This research is based on primary and secondary data. Respondents for this research were 100 persons in different places in Bangladesh. We, were collected relevant information. The result will be interpreted as quantitative data.

1	For primary data collection we will use observation and survey method.
2	For secondary data collection we will mainly use websites, journals, daily papers and articles on Renewable energy.
3	The questionnaire was starting with demographic information such as name, age, occupation, education, income and address. These are very much comfortable for the respondents.

# **Chapter Five**

## **Data Analysis**

## **5.1: Data Analysis:**

Table 1: Descriptive statistics and Reliability coefficient of perceived value, communication efficiency, **Filament Engineering Limited** offers and customer satisfaction:

<b>Age Group</b>		
Description	Frequency	%
Bellow 20	10	8%
21-30	25	22%
31-40	40	35%
41-50	20	25%
51 & above	5	10%
Total	100	100%

<b>Profession</b>		
Description	Frequency	%
Services	20	10%
Student	10	5%
Farmer	10	20%
Developer	40	30%
Industrialist	20	35%
Total	100	100%

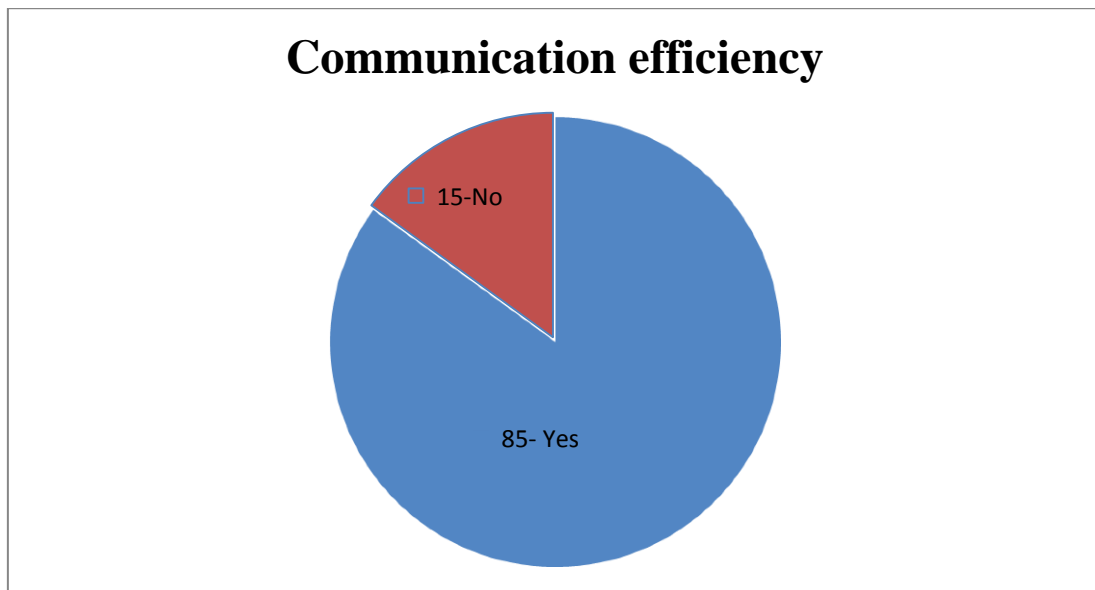
<b>Income per month( Taka)</b>		
Description	Frequency	%
Less than 5000	10	2%
5000-10000	10	5%
10000-20000	10	20%
20000-30000	20	25%
30000-40000	20	18%
40000- above	30	30%
Total	100	100%



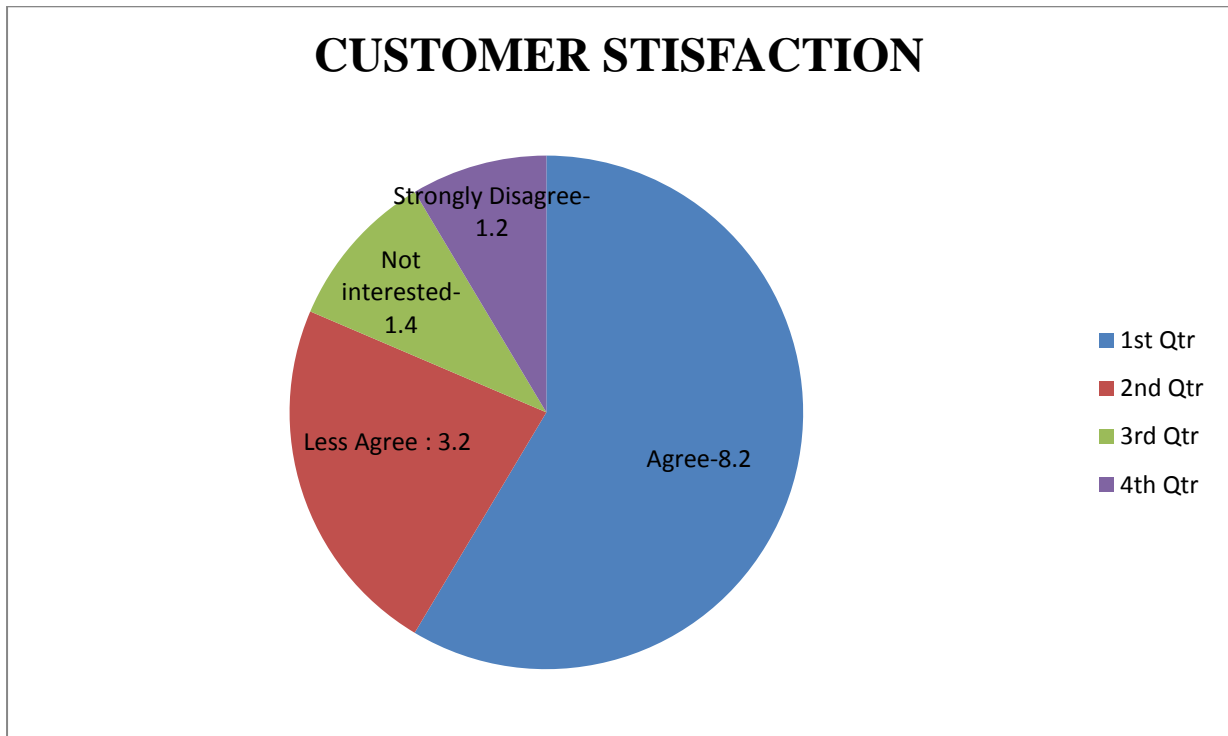
Gender of respondent's		
Description	Frequency	%
Male	50	55%
Female	50	45%
Total	100	100%

Education level		
Description	Frequency	%
Up to SSC	20	5%
HSC	20	15%
Degree	20	40%
Masters	40	40%
Total	100	100%

**5.2 : Communication efficiency**



**5.3 : Customer satisfaction:**



**5.4 : Correlation Analysis:**

Correlation analysis is conducted due to judge whether there is any relationship between independent variables and dependent variables. This analysis is conducted on Solar offers, perceived value, and communication efficiency and satisfaction level. In interpreting the strength of relationships between variables the correlation coefficient (r) is as follows:

- 0.00 to 0.20... ..Very weak
- 0.20 to 0.40... ..Weak
- 0.40 to 0.70... ..Moderate
- 0.70 to 0.90... ..Strong
- 0.90 to 1.00... ..Very strong

The vicariate correlation was a subject to a two tailed test of statistical significance at two different levels where Correlation is significant at the 0.05 level and Correlation is significant at the 0.01 level. The correlation analyses are shown in Table 3:

# **Chapter Six**

## **Recommendation & Conclusion**

## **6.1: Recommendation:**

It was found that Filament Engineering Limited provides the Solar services outside traditional processes using information and communications technologies and also available for 365 days. It has a positive impact on renewable energy such as solar energy. It is cost effective, reliable, and renewable than traditional Energy system. So the use of Solar System should be increased and consciousness about it must be increased as well. It was found that although solar energy has bright prospects, it involves some constraints as well. Active solar systems rely on the sun to heat liquid-whether the liquid is water or an antifreeze mixture. To generate enough hot liquid to be useful, a large space is required. A typical home would require a solar panel as large as its roof to heat enough liquid to serve its heating needs. Because these panels require regular maintenance, are heavy and may leak antifreeze, a roof installation is not ideal. Solar electricity generation is one of the few low-carbon energy technologies with the potential to grow to very large scale. Recent years have seen rapid growth in installed solar generating capacity; great improvements in technology, price, and performance; and the development of creative business models that have spurred investment in residential solar systems. Nonetheless, further advances are needed to enable a dramatic increase in solar penetration at socially acceptable costs. The major constraints in the development of renewable energy include operational issues (e.g. security, system design, implementation and maintenance); misuse of products and services; legal issues (e.g. without proper legal support) strategic issues; reputation issues (e.g. if the traditional energy fails to provide secure and trouble free energy services. Filament Engineering limited need to reduce these constraints.

## **6.2 Conclusion:**

The result of this study shows that perceived usefulness, perceived ease of use, subjective norm, consumer awareness and perceived risk are the important determinants of Solar system adoption. This study meets the desired objective; but it grieves from one setback. Study in dictates that majority of customers are accepting **Filament Engineering limited** because of many favorable factors. Analysis concluded that usefulness, ease of use, subjective norm, awareness and risks related to it are the main perusing factors to accept Solar system. These factors have strong and positive outcomes towards customers to accept solar system provide by **Filament Engineering limited**. The relatively small size of the sample limits overview of the outcome of the study. The study is concentrated on a particular location and result may vary with location and the demography of the people. Similar study can be conducted in other colleges and universities and results can be compared.

## Appendices:

### Appendices-A: Questionnaire for Customers

#### Questionnaire for Customers

Dear Respondent, Wish you a good day! This study is for measuring the satisfaction level of using the services of **Filament Engineering limited** provided solar energy. Information that you are providing will be used for academic purpose only. So please feel free to provide your opinions. Your personal perception and honest answers will be considered with vital importance for the success of this study. Your identity will be kept confidential.

Please tick your preferred options to answer the following Questions.

1. What is your name? .....
2. What is your Location? .....
3. What is your profession?

i. Service	ii. Business	iii. Student	iv. Housewife	v. Others
------------	--------------	--------------	---------------	-----------

4. Income:

i. Less than 6,000	ii. 6,000-11,000	iii. 11,001-16,000	iv. 16,001-21,000
v. 21,001-26,000	vi. 26,001- 31,000	vii. 31,001-36,000	viii. 36,001-41,000
ix. 41,001-46,000	x. 46,001- 51,000	xi. 51,001-56,000	xii. More than 5600

0 5. Age group:

i. Below 15	ii. 15-19	iii. 20-24	iv. 25-29	v. 30-34
vi. 35-39	vii. 40-44	viii. 45-49	ix. Above 50	6.

Education:

i. Illiterate	ii. Primary	iii. SSC	iv. HSC
v. Bachelor	vi. Masters	vii. Others (Specify)	

7. Gender

i. Male	ii. Female
---------	------------

8. Do you feel that **Filament Engineering limited** communicate their offers in an efficient manner?

i. Yes	ii. No
--------	--------

9. From which source you are mostly communicated about the offers?

i. SMS	ii. Employee	iii. TV/print media
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10. **Filament Engineering limited** offers are really beneficial.

i. Strongly disagree	ii. Disagree	iii. Neither agree nor disagree	iv. Agree	v. Strongly agree
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11. I am satisfied with **Filament Engineering limited** offers.

i. Strongly disagree	ii. Disagree	iii. Neither agree nor disagree	iv. Agree	v. Strongly agree
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12. Based on your overall experience, please rate from 0 to 10 to indicate the satisfaction level of existing **Filament Engineering limited** offers: 0 1 2 3 4 5 6 7 8 9 10

13. Would you recommend your near and dear one's to use Solar?

i. Yes	ii. No
--------	--------

14. Any suggestion regarding **Filament Engineering limited** about Customer Satisfaction on Solar Product of Bangladesh?