

Internship Report

on

“Evaluating Customer Satisfaction: A Study of SteadFast Courier Limited in Bangladesh”

Submitted by

Al-Amin

ID: BBA2201025108

Program: BBA

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Submitted to

Department of Business Administration

Faculty of Business

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)

147/1 Green Road, Panthapath, Tejgaon, Dhaka

Date of Submission: 03 January, 2026

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Shakila Yesmin

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Letter of Transmittal

03 January, 2026

Shakila Yesmin
Lecturer
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Subject: Submission of Internship Report on “Evaluating Customer Satisfaction: A Study of SteadFast Courier Limited in Bangladesh”.

Dear Madam,

I am hereby submitting my Internship paper entitled “Evaluating Customer Satisfaction: A Study of SteadFast Courier Limited in Bangladesh” which was assigned to me as a requirement for the completion of the BBA Program. I have discovered this report very interesting, beneficial, and insightful. The entire report is based on my practical experience in SteadFast Courier Limited. I expect this report to be informative as well as comprehensive. This internship report will help me a lot in my future career life. Thank you very much for your guidance and cooperation during the course without which this internship report cannot be completed. Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely,

Al-Amin
ID: BBA2201025108
Program: BBA
Major: Marketing
Sonargaon University (SU)

Letter of Authorization

This is to certify that Al-Amin, ID No: BBA2201025108, Department of Business Administration, has completed her internship report titled on “Evaluating Customer Satisfaction: A Study of SteadFast Courier Limited in Bangladesh” under my supervision as a part of partial requirement for obtaining Bachelor of Business Administration (BBA) degree in Marketing Major. This report can be accepted for evaluation.

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

I, Al-Amin, a student of BBA, Department of Business Administration, Sonargaon University (SU), do hereby declare that the internship report titled “Evaluating Customer Satisfaction: A Study of SteadFast Courier Limited in Bangladesh” is the outcome of three months’ practical work on this topic mentioned above under the supervision of Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University (SU) , Bangladesh. I also declare that this report is an original work and no part of this report has been copied from elsewhere. In addition, I would also like to mention that this report has not been published or submitted for being published or submitted for awarding any degree, diploma or recognition.

Yours Sincerely,

Al-Amin

ID: BBA2201025108

Program: BBA

Major: Marketing

Sonargaon University (SU)

Acknowledgement

In every scene of one's life there are some persons who make other's life precious. They provide inspiration support, and maximum effort to help in different way to make other's smile at the end of an event. In same manner to completion of this internship report, I cannot deserve all the praise. There were lot of people who helped me by providing valuable information, guidance and their valuable time.

At first, I would like to express my gratitude to almighty Allah for enabling me the strength and opportunity to complete the report within the schedule time successfully. It was a great pleasure to prepare internship report titled "Evaluating Customer Satisfaction: A Study of SteadFast Courier Limited in Bangladesh".

I have benefited from the cooperation of many people during the preparation of the report. First of all, I would like to tender my gratitude to my esteemed Shakila Yesmin, Lecturer, Department of Business Administration for his sincere guidance about how to prepare the report. Without his guidance, it would very difficult for me to complete the report.

I express my deep gratefulness to Md. Kamruzzaman Jiban (Asst. Operation Manger), SteadFast Courier Limited; Kajol Shafiar (AGM, Admin), SteadFast Courier Limited for Selecting me in the SteadFast Courier Limited, Agargaon Hub in Data Entry Section as an intern/Employee .

But there are also so many people who helped me during this period by their valuable speech, time, hospitality & Co-operation. I like to mention their name also. I like to thank Rakibul Islam Shamim (Hub Manager), Rakibuzzaman Rana (Senior Data Entry Operator), Deen Mohammod (Senior Data Entry Opeartor), SteadFast Corurier Limited, Agargaon Hub Branch. The internship program cannot be successful without their proper guidance and kind co-operation.

Executive Summary

A modern Bangladeshi courier operator focuses on fast intracity & nationwide parcel delivery, heavy support for e-commerce merchants, and Cash-On-Delivery (COD) collections for online sellers. SteadFast, for example, markets fast home delivery, COD services, merchant dashboards and warehousing/packaging as core offers. This internship was completed at a private courier company in Bangladesh operating to SteadFast Courier Ltd. The company functions as a full-service logistics and express delivery provider serving both individual customers and business clients across urban and rural Bangladesh. During the internship I observed core activities including parcel pickup and delivery, warehousing and sorting, last-mile distribution, customer service, and B2B contract logistics. During the internship period, practical exposure was gained in different operational and administrative activities such as order processing, shipment tracking, customer service coordination, delivery management, and internal communication systems. The internship experience provided valuable insights into real-world logistics operations, workflow management, and the importance of customer satisfaction in service-oriented businesses. SteadFast Courier Ltd. emphasizes the use of technology-driven solutions, including online order placement, real-time tracking, and data management systems, which enhance operational efficiency and transparency. The company's commitment to timely delivery, service reliability, and continuous improvement has helped it maintain a strong competitive position in the courier industry. In conclusion, SteadFast Courier Ltd. is a growing and dynamic organization that contributes significantly to Bangladesh's logistics and e-commerce ecosystem. The internship at SteadFast Courier Ltd. provided practical knowledge, professional skills, and industry exposure that are highly relevant to BBA academic learning and future career development.

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List of Acronyms

POD	Proof of Delivery
COSMOS	Customer online screen for manually operated service
COD	Cash-On-Delivery
SMEs	Small and Medium Enterprises
IP	International Priority Services
HAL	Hold at Location
SMS	Short Message Service
SOP	Standard Operating Procedure

Chapter 1

Introduction

1.1 Introduction

In today's highly competitive and dynamic global marketplace, marketing has evolved from a mere transactional function into a strategic driver of organizational success and sustainable growth. The rapid advancement of technology, the proliferation of digital platforms, and shifting consumer preferences have dramatically transformed how businesses create, communicate, and deliver value to their target audiences (Kotler & Keller, 2021). The emergence of the internet, social media, big data analytics, and artificial intelligence has given rise to new marketing paradigms such as digital marketing, content marketing, influencer marketing, and personalized marketing, enabling companies to engage consumers in real-time and on a one-to-one basis (Chaffey & Ellis-Chadwick, 2022).

At the same time, consumers have become more empowered, informed, and discerning. With unlimited access to information and alternatives, modern consumers demand authenticity, transparency, social responsibility, and personalized experiences from brands (Edelman, 2023). This shift in consumer behavior has compelled organizations to move away from traditional mass-marketing approaches toward relationship-oriented, customer-centric, and omnichannel strategies. Furthermore, global challenges such as climate change, resource scarcity, and social inequality have placed increasing pressure on companies to integrate sustainability and ethical considerations into their marketing practices (Ottman, 2017).

Despite these transformations, many organizations—particularly small and medium-sized enterprises (SMEs) and firms in emerging markets—continue to face significant challenges in effectively adopting and implementing contemporary marketing strategies due to limited resources, lack of digital capabilities, resistance to change, or inadequate understanding of evolving consumer needs (Harrigan & Miles, 2022). These gaps often result in suboptimal marketing performance, reduced competitiveness, and missed opportunities in capturing market share.

In the [specific context/country/industry, e.g., Philippine retail sector, Indonesian e-commerce market, global luxury fashion industry], the marketing landscape is undergoing rapid changes driven by [specific trends, e.g., high mobile penetration, growing middle-class population,

increasing adoption of e-commerce, rising awareness of sustainability]. However, empirical evidence on how firms in this context are responding to these changes, and the effectiveness of their marketing strategies, remains limited. Understanding these dynamics is crucial not only for academic advancement in the field of marketing but also for providing practitioners with actionable insights to improve decision-making and performance.

Therefore, this study seeks to investigate [briefly state your general research topic, e.g., the impact of digital marketing adoption on brand equity among SMEs, the role of social media influencers in shaping Gen Z purchase intentions, the effectiveness of green marketing strategies in enhancing consumer loyalty, etc.]. By exploring this phenomenon, the research aims to contribute to both marketing theory and practice in an era of unprecedented change and complexity.

1.2 Objective of the study

The primary objective of this study is to gain an in-depth understanding of the operational activities, service quality, and overall performance of **SteadFast Courier Limited** within the courier and logistics industry of Bangladesh. The study aims to analyze how the company manages its courier services efficiently and meets the growing demand of customers, especially in the e-commerce sector.

The specific objectives of the study are as follows:

- To analyze the operational procedures involved in parcel collection, sorting, transportation, tracking, and delivery services.
- To evaluate the efficiency and reliability of SteadFast Courier Limited's delivery network across urban and rural areas.
- To examine the role of technology, such as online booking, tracking systems, and customer support, in enhancing service quality.
- To assess customer satisfaction in terms of delivery time, safety of parcels, service charges, and responsiveness of customer service.

- To examine the contribution of SteadFast Courier Limited to the growth of e-commerce and business logistics in Bangladesh.
- To provide practical recommendations and suggestions for improving service quality, operational efficiency, and customer satisfaction.

1.3 Research Methodology

1.3.1 Sources of data

Both **primary and secondary sources of data** have been used to achieve the research objectives.

-Primary Data were collected through direct observation, informal interviews with management and employees, and discussions with customers to understand service efficiency, delivery process, and customer satisfaction. Primarily the customers and prospect those are randomly generated from the database for the interview.

-Secondary Data were collected from the company's annual reports, official website, internal documents, brochures, journals, newspapers, and relevant books related to courier and logistics services.

The collected data were analyzed using simple descriptive techniques such as tables and percentages to draw meaningful conclusions.

1.3.2 Sampling Plan

Simple random sampling techniques are being used to carry out the study and their list is collected through customer database. I have selected 60 random samples across the total database of 2700 who are the existing customer and prospects of SteadFast.

1.3.3 Data Collection Methods

I have contacted the customers through telephone and mentioned them about the background and the reasons for this study and relationship with the internship program and then after taking the required appointments I went to the customer's premises and collected the necessary data through the questionnaire and face to face interviewing procedures.

1.3.4 Data Analysis Method

The data analysis was done by using the Ms. Excel application and I have tried to bring all the result in the percentage format by showing the pie chart and graphical formats to conclude the analysis and interpret the summary.

1.4 Limitation of the study

While conducting this study on SteadFast Courier Limited, several limitations were encountered that may have affected the comprehensiveness of the findings:

- **Time Constraints:** The study was conducted within a limited period during the internship, which restricted the ability to gather long-term data or observe all operational processes thoroughly.
- **Limited Access to Data:** Some internal company records and confidential data were not accessible, limiting the depth of analysis, particularly regarding financial and strategic decisions.
- **Respondent Availability:** Gathering information from employees and management depended on their availability, which sometimes resulted in incomplete responses or delayed data collection.
- **Geographical Scope:** The study was primarily focused on specific branches or regions of SteadFast Courier Limited, which may not fully represent the company's overall operations across all locations.
- **Reliance on Primary and Secondary Data:** Some information collected from secondary sources might not be fully updated, and primary data were limited to the responses of a few selected individuals, which could affect generalization.
- **External Factors:** Unforeseen external factors, such as market fluctuations or logistical disruptions, may have influenced operational performance during the study period.

Chapter 2

Organizational overview

2.1 History of Courier Service

The courier and logistics sector in Bangladesh has experienced significant growth over the past few decades. Initially, postal services were the primary means of sending parcels and documents. However, with the rise of trade, e-commerce, and globalization in the 1990s and 2000s, private courier companies started emerging to provide faster, reliable, and more secure delivery services. These companies cater to both domestic and international delivery needs, offering services like same-day delivery, express parcel services, document delivery, and freight forwarding. The growth of online shopping and business outsourcing has further accelerated the demand for professional courier services.

SteadFast Courier Limited is one of the leading private courier companies in Bangladesh. It was established to provide **efficient, reliable, and timely delivery services** across the country. The company focuses on both domestic and international courier services, ensuring parcels, documents, and goods are delivered safely.

Key points about SteadFast Courier Limited:

- Offers **express and standard delivery services** for businesses and individuals.
- Emphasizes **customer satisfaction, tracking systems, and timely delivery**.
- Plays a role in supporting **e-commerce businesses** by providing reliable last-mile delivery solutions.
- Continues to expand its network across urban and rural areas, adapting to modern logistics and technology.

2.2 Profile of SteadFast Courier Limited

SteadFast Courier Limited is a prominent player in Bangladesh's rapidly evolving courier and logistics sector, specializing in fast, reliable e-commerce delivery solutions. Founded amid the post-2010s digital boom, the company has positioned itself as a key enabler for small and medium enterprises (SMEs), e-commerce merchants, and online retailers by emphasizing efficiency, nationwide coverage, and customer-centric innovations like cash-on-delivery (COD). As of December 2025, SteadFast operates as a privately held entity with a strong focus on last-mile logistics, supporting the country's \$5 billion e-commerce market through seamless integrations with platforms like Daraz and local marketplaces. Its tagline, "Always On Time,"

underscores a commitment to timely deliveries, with intra-Dhaka services often completed within 4 hours.

Company Overview at a glance

Aspect	Details
Full Name	SteadFast Courier Limited
Founded	September 1, 2016
Founder/Head	K M. Reidwanul Bari Zion (Founder and Head; background in Electrical and Electronics Engineering from University of Asia Pacific, 2010–2014)
Headquarters	House #17, Road No. 3A, Dhanmondi, Dhaka-1209, Bangladesh (Primary office; additional listings at House #44, 2/A, Dhanmondi)
Industry	Transportation, Logistics, Supply Chain, and Storage
Company Size	501–1,000 employees (over 1,000 reported in some sources, including riders and support staff)
Ownership	Privately Held
Geographic Coverage	Nationwide: 64 districts and 492 sub-districts; over 200 hubs and 50+ districts with 24-hour delivery capability
Fleet	Over 100 covered vans for efficient transport
Website	steadfast.com.bd or steadfastcourier.com
Mobile App	Available on Google Play (Android); features booking, tracking, and customer support
Social Media	Facebook: @steadfastcourier (423K+ likes); LinkedIn: SteadFastCourier Limited (1.3K+ followers); Instagram: @steadfastcourierltd

2.3 Vision of the SteadFast Courier limited

The vision of SteadFast Courier Limited is to become the most trusted and reliable courier service in Bangladesh, ensuring that every parcel and document reaches its destination on time and securely. We aim to provide innovative logistics solutions that cater to the diverse needs of our customers while embracing modern technology for faster, smarter, and more transparent services. Expanding our reach to every city, town, and rural area is a key goal, alongside

maintaining the highest standards of professionalism, integrity, and ethical business practices. We are committed to continuously improving customer satisfaction by listening to feedback and delivering excellence in every interaction. Our vision also includes empowering our employees with opportunities for growth, training, and development. Sustainability and eco-friendly practices are central to our operations, reflecting our responsibility to the environment. Ultimately, we strive to set a benchmark in the courier industry for efficiency, trust, and unwavering commitment to our clients.

2.4 Mission of SteadFast Courier Limited

SteadFast Courier's mission is to put a smile on your face by providing fast, secure, and hassle-free deliveries. They aim to connect people and e-commerce businesses both within Bangladesh and globally by offering reliable, efficient, and top-notch courier services that ensure packages arrive safely and on time.

Key elements of their mission:

- Fast delivery -prioritize quick service for customers and merchants.
- Secure and dependable handling of parcels.
- Hassle-free experience for users from pickup to delivery.
- Supporting e-commerce growth by linking sellers with their customers through strong logistics.

2.5 SWOT Analysis of SteadFast

SteadFast Courier Limited, a Dhaka-based e-commerce-focused logistics provider founded in 2016, operates in Bangladesh's dynamic courier industry, which is projected to grow at a 3.60% CAGR through 2030 amid surging online retail and National Logistics Policy reforms. This SWOT analysis evaluates SteadFast's internal strengths and weaknesses alongside external opportunities and threats, drawing on its operational profile, customer feedback, and market context as of December 2025. With a network spanning all 64 districts and serving over 300,000 registered merchants, SteadFast's differentiation strategy positions it well for expansion, though operational inconsistencies pose risks in a fragmented sector dominated by players like Sundarban (40% market share).

Strengths

- Wide Nationwide Coverage
- Customer-oriented Services
- Strong Integration with E-Commerce
- 24/7 Support and Tracking

Weaknesses

- Service Reliability Issues
- Customer Support Challenges
- App/Technology Usability Problems
- Parcel Handling Quality

Opportunities

- Growing E-Commerce Market
- Service Innovation and Digital Improvement
- Strategic Partnerships with Online Retailers
- Leveraging Warehousing and Value-Added Services

Threats

- Strong Competition
- Negative Word-of-Mouth & Online Reviews
- Infrastructure Constraints
- Market Expectations of Faster Delivery

Chapter 3

Internship position & Duties

3.1 Internship Position & Duties Learning Point

Steadfast Courier is a fast-growing courier and e-commerce logistics company in Bangladesh offering a variety of roles focused on operations, customer support, and logistics coordination.

Internship Duties & Responsibilities

- Assisted customers with parcel booking, delivery status, and service-related inquiries
- Responded to customer complaints and provided appropriate solutions in a timely manner
- Coordinated with delivery, operations, and hub teams to resolve shipment issues
- Maintained customer records and updated delivery information accurately
- Supported daily customer service operations via phone calls, messages, and in-
- communication
- Helped ensure customer satisfaction by following company service standards and policies

3.2 Duties Performed

- Assisted customers with Parcel booking, tracking, and delivery inquiries.
- Responded to customer queries via phone calls, messages, and in-person service counters.
- Resolved delivery complaints, delays, and missing parcel issues professionally
- Updated shipment information in the company database/system
- Coordinated with delivery riders and branch offices
- To ensure timely deliveries
- Verified customer details, parcel contents, and payment information
- Maintained daily customer service records and reports.
- Supported senior staff in managing high-volume customer requests.
- Ensured compliance with company policies and service standards.
- Helped improve customer satisfaction by providing accurate and polite service.

3.3 Difficulties Faced during Internship

➤ Handling High Call/Inquiry Volumes

Customer service roles often involve answering many calls, messages, or emails at once. It is hard to give individual attention to each customer. It requires quick thinking under pressure.

Example: Customers calling to track parcels before checking online status.

➤ Dealing with Unhappy or Angry Customers

Customers may be upset due to delays, missing parcels, or wrong delivery info. It is difficult to calm customers while still following company policy.

Example: A customer angrily asking why a parcel hasn't arrived even though it's delayed by weather.

➤ Limited Authority to Make Decisions

Interns often can't solve big problems on their own. They need approval from supervisors. It causes delays and dissatisfaction.

Example: Not allowed to offer refunds or waivers without manager approval.

➤ Incomplete or Incorrect Information

Sometimes customer records are missing details. It makes it harder to solve issues quickly. Customers lose confidence.

Example: Wrong phone number or address in the courier's system.

➤ Coordinating with Other Departments

Customer service must contact operations, logistics, or delivery teams. Delays take place if internal teams are slow to respond and miscommunication increases errors.

Example: Delivery team didn't update status, so customers get wrong info.

➤ Technical Problems

System outages, slow software, or unfamiliar tools can disrupt work. Interns may struggle while learning tools. It consumes more time.

Example: Tracking system goes offline during peak hours.

➤ **Language and Communication Barriers**

In diverse markets like Bangladesh, customers may speak different languages/dialects. Sometimes it is hard to understand accents or technical terms.

Example: Customers not fluent in English or standard Bangla.

➤ **Maintaining Professionalism Constantly**

Customer service requires calm, polite communication even in stress. Fatigue can make it harder to stay patient. Interns still learning proper tone and etiquette.

Example: Sounding frustrated on the phone after many back-to-back calls.

➤ **Lack of Training**

If training is short or superficial; interns may feel unprepared and it generates mistakes which will affect confidence and performance.

Example: Not trained on how to handle escalations or refunds.

➤ **Balancing Speed and Accuracy**

Need to respond quickly but also give correct info. Rushing can cause errors. Often slower responses may hurt customer satisfaction.

Example: Giving wrong delivery time to finish the call faster.

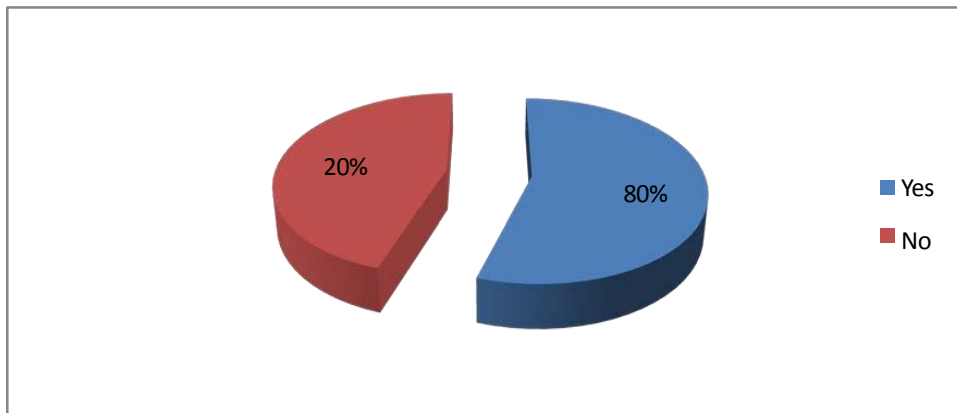
Chapter 4

Findings & Analysis

4.1 Analysis of Survey Data

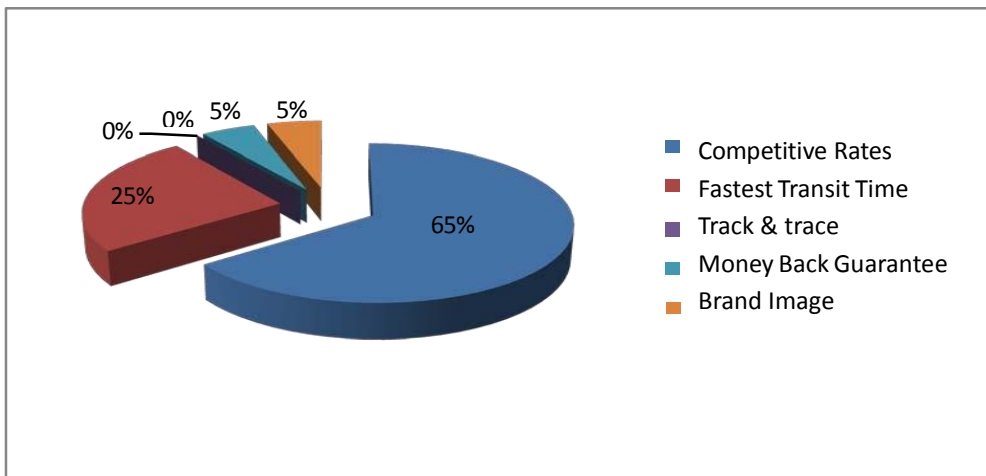
This part of the findings highlights the information found from the interview of the respondents of the sample 20 customers and their views on the various factors to analyze the competencies in the market and to find out the differentiation among all the competition in the market. The finding from the primary data is illustrated below:

Are you satisfied with the service provided by your current courier company?



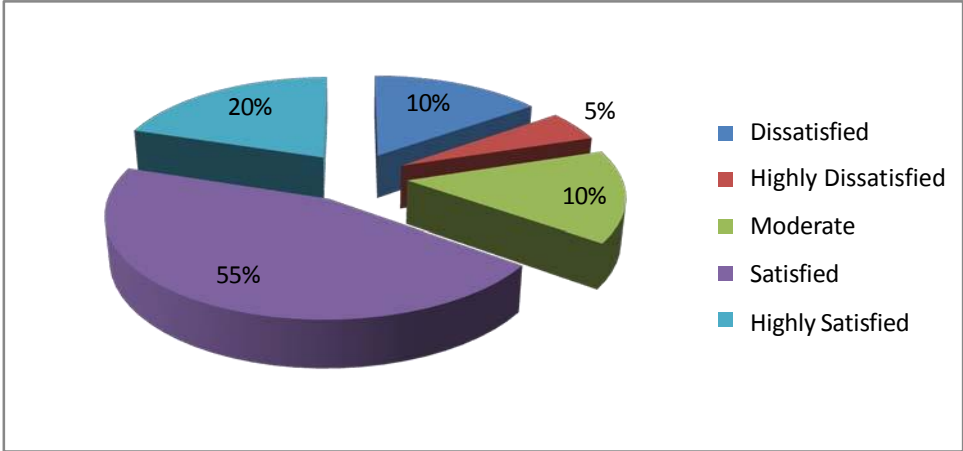
From the analysis it can be said that 80% customer are satisfied with the service. 20% of the total respondents mentioned that they are not satisfied with the service provided by the current courier company. So it can be said that the service features are not yet up to the mark or as per the expectation of the customers and can be further improved to reduce down the level to the minimum.

Which one is the most important feature to you for using a courier service company?



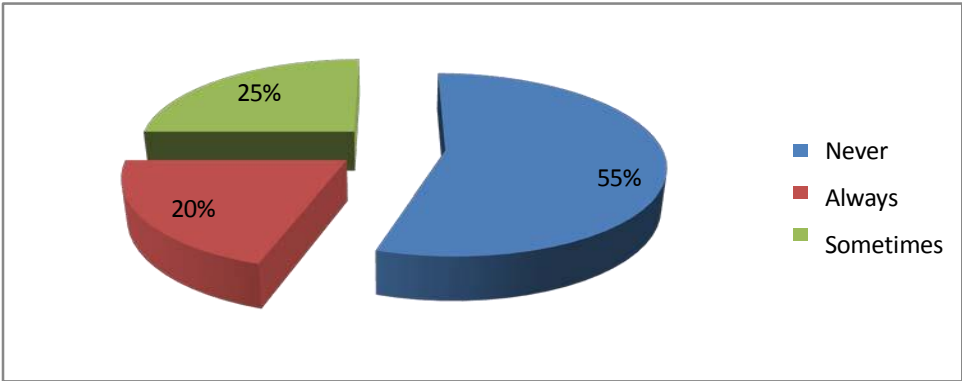
65% of the total respondents said that “Competitive Price/Rate” is the most important service feature for the express companies. Whereas only 25% of the total respondents said that Transit Time is the most important feature of the express service. So it is very predominant that the customers in this industry are very price sensitive.

□ Are you happy with the rates you are enjoying for your courier company?



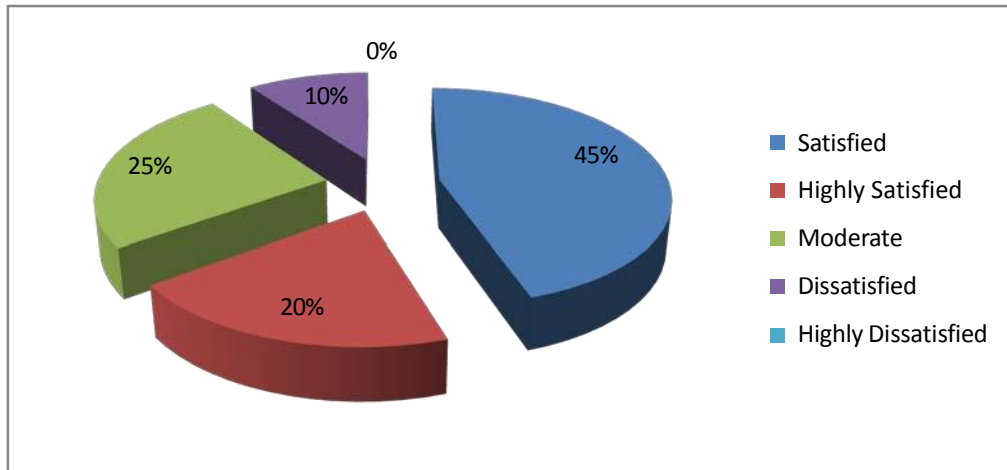
Only 15% of the total respondents said that they are dissatisfied with the rates they are getting from their courier company. Where 55% of the total respondents are satisfied with their rates and 20% are highly satisfied with their rates they are enjoying.

□ Do you think that price can be compromised for the quality service in terms of shipping?



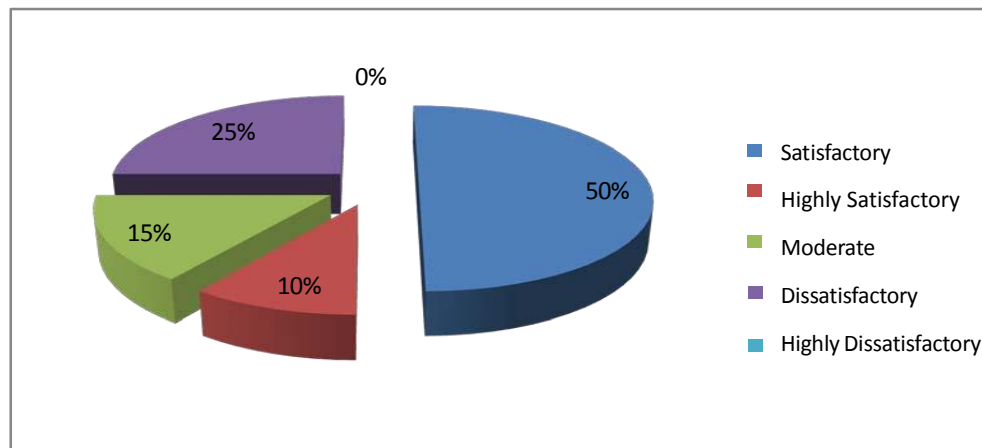
Respondents were asked that if the price can be compromised with quality service and only 20% respondents mentioned “always” whereas 25% mentioned “sometimes” and 55% mentioned “Never” so it is now prevalent that the customer are not interested to compromise quality.

□ **Are you satisfied with the transit time offered by your courier company?**



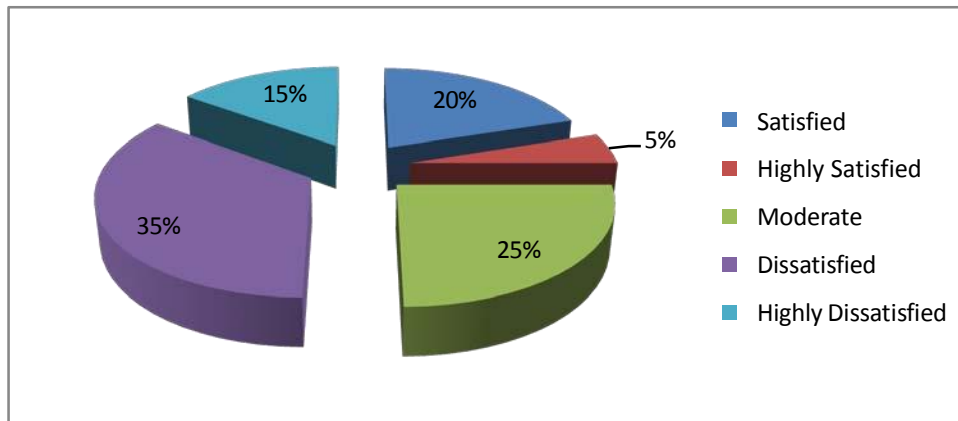
It is also certain that the transit times offered by the courier company are having a satisfactory level of response. As 45% of the total respondents are saying that they are satisfied with the transit time and 20% said to be highly satisfied and 25% said it to be moderate and only 15% of the respondents are dissatisfied. So this service feature earned satisfactory outcome.

□ **The service that you are receiving from customer service/ call center agent's is –**



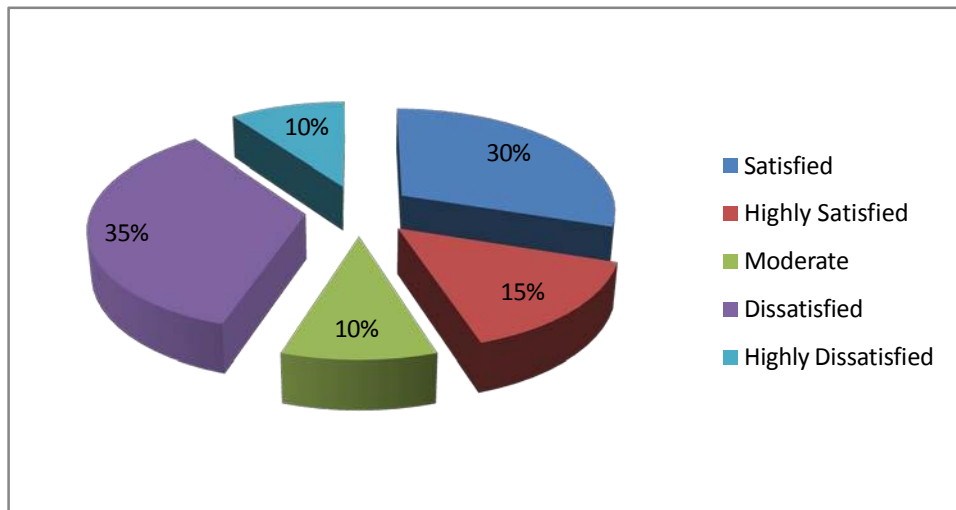
As per the service of the call center agents/ customer service agent's respondents mentioned that 50% of them are satisfied and 10% are highly satisfied but 25% are dissatisfied with them. So there is scope to develop or improve this service feature.

□ **The time that call center people take to receive your call and solve problem is-**



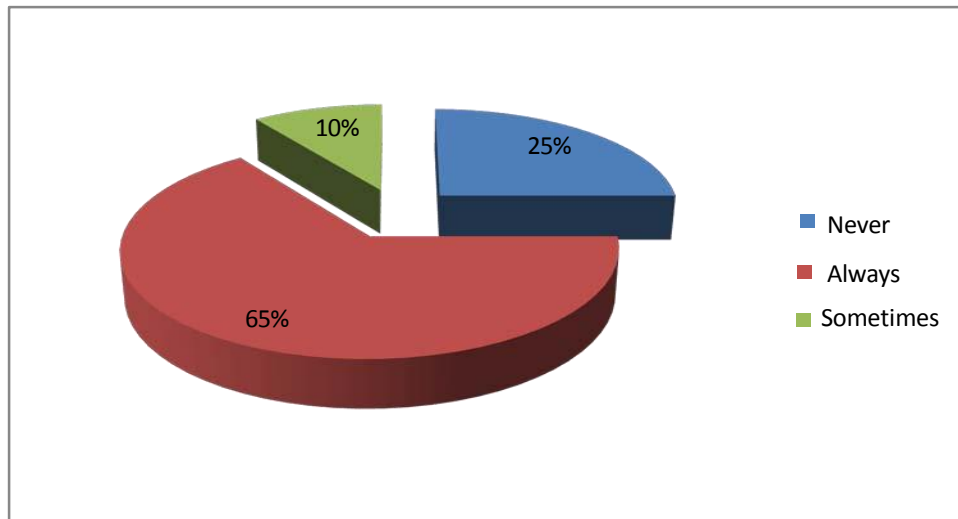
Assessing the time that call center people take to receive the calls and solve problems have 35% dissatisfaction level, 15% highly dissatisfaction level, 25% moderate level and 20% satisfaction level. So this is another area where customer service and call center can work and reduce complains or dissatisfaction on this.

□ **The quarries that you have and solutions of problems are done by the call agents-**



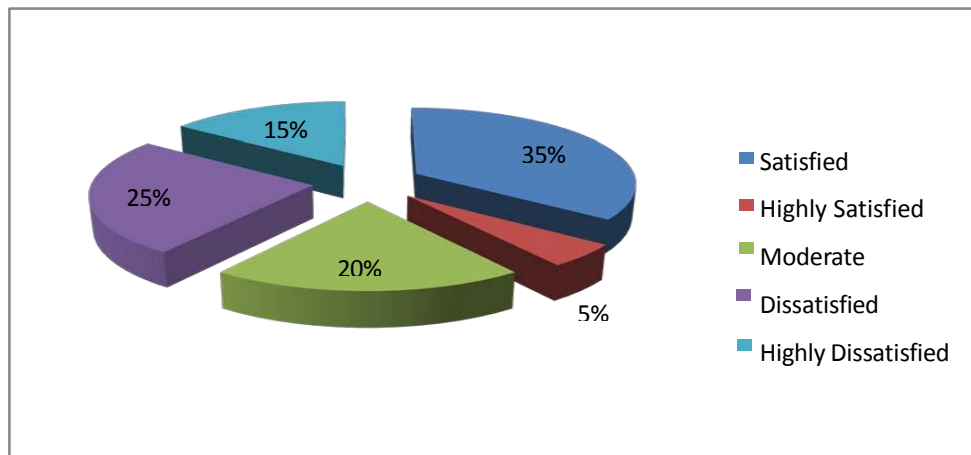
Assessing the satisfaction level on the customer query and solution of the problem we found that 35% are dissatisfied and 10% are highly dissatisfied on the other hand 30% are satisfied and 15% are highly satisfied and 10% are showing moderate views. So there is also scope to develop this particular service and improve the 35% dissatisfaction level and reduce it down to the minimum.

□ **The ease of using your existing courier company’s website to track your shipment is-**



As per the satisfaction level in using the website tracking and tracing system the respondents are 65% feels easy always and 25% feels never easy to do that. This areas are quite okay and looks good from the percentage.

□ **The overall satisfaction level for meeting the express need that your courier is giving is-**



As per the overalls satisfaction level, it shows a balanced situation as 35% are satisfied with the overall service and 5% are highly satisfied. On the other hand 25% are dissatisfied and 15% are highly dissatisfied. So it is very balanced scenario when it comes to the overall satisfaction criteria. But in order to make more brand focus and loyal towards the company the courier companies should improve the few above mentioned service areas to build more loyal and captive customers.

Chapter 5

Recommendations & Conclusion

5.1 Recommendations

Well as per the recommendation we have few prescriptions those can be very effective to look into and can be worked out for service improvements and to offer better solutions to the customer. The recommendations are as follows:

- It is found that the customers are very price sensitive and looking for cheaper solutions in terms of their rates. So it is suggested to offer a cheaper or less expensive solution to the customers.
- The courier companies can provide more customized shipping options and more flexible prices in order to get the shipments to their convenient locations and shipping areas.
- As we have witnessed dissatisfaction level in the mind of the respondents for the efficiency level and service level of the customer service, call center and solution agents, I suggest that adequate amount of training and skills development should be done in order to develop their efficiency and make the customers satisfied with the service.
- Increase below the line & direct marketing approaches across different areas and target group. This approach will be targeted differently for the different customer base and will be done and communicated accordingly. So that each and every customer group feel special and they believe that individually the company is taking care of them by having a closely linked communication and campaigns.
- Establish standard delivery timelines (e.g., same-day, next-day, 48 hours) and communicate them clearly to customers.
- Upgrade the tracking system to provide real-time, accurate delivery status. They should include clear reasons for delays (e.g., weather, area congestion).
- Increase customer support staff during peak e-commerce seasons.
- Provide regular training for delivery and warehouse staff on proper parcel handling.
- Simplify the app interface for order placement, tracking, and complaint submission. Add a self-service option for rescheduling deliveries or updating delivery addresses.
- Introduce performance-based incentives for on-time delivery and positive customer feedback.
- Collect feedback through SMS or app surveys after every delivery. Communicate improvements to customers to show that feedback is valued.

5.2 Conclusion

SteadFast Courier Limited has established itself as a major player in Bangladesh’s courier and logistics sector since its founding in 2016. The company offers nationwide parcel delivery services, including e-commerce support, home delivery, cash-on-delivery (COD), point pick-ups, real-time tracking, and online management tools — all designed to meet the growing demands of individual customers and business merchants alike. Its extensive network of hubs and delivery personnel enables fast and efficient distribution across all 64 districts of Bangladesh, with same-day and next-day delivery options in many areas.

SteadFast’s mission emphasizes speed, reliability, and customer satisfaction, underpinned by modern technology and a customer-centric service model. This has helped the company support the rapid growth of e-commerce and small businesses throughout the country.

However, like many rapidly growing logistics firms, SteadFast faces service quality challenges in some regions and operational areas. Reported issues have included delivery delays, customer-service responsiveness, and parcel handling problems — concerns that highlight areas for improvement.

In summary, SteadFast Courier Limited stands as a significant and influential logistics provider in Bangladesh, contributing to the expansion of modern trade and commerce. To sustain and enhance its market position, ongoing improvements in service quality, customer experience, and technological infrastructure will be essential in an increasingly competitive courier landscape.

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Websites & Links

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<https://www.facebook.com/steadfastcourier/>

Questionnaire

A Survey on “Evaluating Customer Satisfaction: A Study of SteadFast Courier Limited in Bangladesh”

Dear Respondent,

I am a BBA student of Sonargaon University. For the purpose of my internship I need to conduct a survey. You are requested to spare your precious time to fill up the questionnaire. Your views and answers are important to me. The information given by you will be kept confidential and will be used for the academic purpose only.

1) Are you satisfied with the service provided by your current courier company?

- Yes
- No

2) Which one is the most important feature to you for using a courier service company?

- Competitive Rates
- Track & trace
- Fastest Transit Time
- Money Back Guarantee
- Brand Image

3) Are you happy with the rates you are enjoying for your courier company?

- Satisfied
- Highly Satisfied
- Moderate
- Dissatisfied
- Highly Dissatisfied

4) Do you think that price can be compromised for the quality service in terms of shipping?

- Never
- Always
- Sometimes

5) Are you satisfied with the transit time offered by your courier company?

- Satisfied
- Highly Satisfied
- Moderate
- Dissatisfied
- Highly Dissatisfied

6) The service that you are receiving from customer service/ call center agent's is –

- Satisfactory
- Highly Satisfactory
- Moderate
- Dissatisfactory
- Highly Dissatisfactory

7) The time that call center people take to receive your call and solve problem is-

- Satisfied
- Highly Satisfied
- Moderate
- Dissatisfied
- Highly Dissatisfied

8) The quarries that you have and solutions of problems are done by the call agents-

- Satisfied
- Highly Satisfied
- Moderate
- Dissatisfied
- Highly Dissatisfied

9) The ease of using your existing courier company's website to track your shipment is-

- Never
- Always
- Sometimes

10) The overall satisfaction level for meeting the express need that your courier is giving is-

- Satisfied
- Highly Satisfied
- Moderate
- Dissatisfied
- Highly Dissatisfied

Thank you for your time!