***An Evaluation of Training Center Service in Dhaka City***

Kazi Rajaul Islam

**This report is submitted to the School of Business and Economics, United International University as a partial requirement for the fulfillment of Bachelor of Business Administration Degree.**

***An Evaluation of Training Center Service in Dhaka City***

**Prepared By**

Kazi Rajaul Islam

Program: BBA

Major in Marketing

ID: 111 141 383

**Supervised by**

Dr. Kawsar Ahmmed

Associate Professor

School of Business & Economics

United International University

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# Letter of transmittal

August 24, 2019

Dr. Kawsar Ahmmed

Associate Professor

School of Business & Economics

United International University

**Subject: Submission of Internship Report.**

Dear Sir,

I am so honored to submit the internship report on the **“*An Evaluation of Training Center Service in Dhaka City*”** which as a partial fulfillment of the BBA program was assigned to me. This report gave me an idea about a brief knowledge about “Various Training Centers” . It is a superior achievement for me as I got the chance to work under your guidance & supervision.

I tried more & more to complete the report with the information that I collected from my observation on training centers as well as through internet. I wish this report would meet your expectation & standard. I could not complete my report without your guidance, supervision, effort, care and continuous attention.

Sincerely, wish that you will give worth value & appreciate my effort.

Sincerely Yours

**Kazi Rajaul Islam**

**ID: 111 141 383**

**United International University**

# Acknowledgement

At first, I would like to express my gratitude to the Almighty for giving me the strength and opportunity to complete the report within the scheduled time successfully.

I would like to thank the internship Supervisor, Dr. Kawsar Ahmmed who has helped me in every step to make my internship report.

I also want to thank my friends and colleague and all individual who have share their views about training center and their support that I have been provided for preparing my report. I practically talk with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

# Declaration

I am Kazi Rajaul Islam, a student of Marketing (School of Business and Economic) of United International University, Bangladesh. Declare that the internship report on “competitor analysis of training center” is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Kazi Rajaul Islam

ID No: 111 141 383

School of Business and Economics

United International University

# **Executive summary**

This study aims at the evaluation of training center service in Dhaka city. The training center is a service giving center or organization. It means a group of people develop their skills by getting training. Some organization develops a training center for custom training to their employee. Dhaka training center provides training related to a specific subject because people can get a specific idea about that subject and develop specific skills & knowledge & improve their capability, and productivity. Organizations focus on the excellence of their employees and for the betterment of performance at work. Training needs analysis, preparation, training, and feedback. By following these processes they providing training on Functional Skills, Business Skills, and Leadership skills. In this report, I include competitor analysis of training centers, dimensions of service quality, market shares, about various training centers like Creative IT, New Horizons (computer learning center), At Computer solution limited, Coders Trust, X Tech computer training. Also, I describe the company overview where I did my internship. Here about the training centers have described every portion they do. As to how they give service to the employees, how they gain market shares, as well as is there any limitation they have. These training centers should follow the dimension of service quality as well as they have to be loyal to their customers/clients who get training from their organization. I mentioned five training centers activity which has different income, different growth, and different customer retention among each other. Many organizations get benefited from these training centers by giving their employees here to take training and get improved their performance.

**Keywords**: Training center, Leadership skill, skills & knowledge, capability & productivity, Dhaka City.

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# **Chapter 1: Introduction**

## **Introduction**

The training center is a service organization. It represents the social work and knowledge of someone's individuals. Training center provides the professional, outsourcing and freelancing training to people. If we look in our Dhaka city, there is the huge number of training center are there. They compete among them and a number of the training center is in one location. For example, Dhanmondi and green road have a number of a training center.

Some training center provides off the training through online and rest of the provided face to face training. Usually, people take the training to make them efficient at work. Number of people are a dropout, and training center targets them to take the training and try to make them self-dependent. Some entrepreneur takes training for their business promotion like digital marketing.

Benefits:

* Smarter work
* Gain Experience
* Dropout make them self-dependent
* Get professional certificate
* Reduce unemployment

Most of the training center are in one place for that reason training center provide some discount to the people. Youth are the main target and youth are not able to pay course fee and they want some discount and training center to get the people give that discount. In this competitor market, training center need to sustain in the market so, they need to be give discount but it’s vary person to person.

## **Origin of the report**

In today’s world, academic education is not enough to enable student compete with confidence and reach his/her goal without having experience of the outside world. The report which has given the opportunity to learn about role of training center in Bangladesh.

## **Background of the Report**

Internship program which is an essential part of the BBA program to complete the degree and exercise a significant importance as it enables a student to familiar with the practical business activities. The student work closely with the people and learn training center and competitor position.

## **Objectives of the report**

The general objective of this study is to evaluate the training center service in Dhaka city. Obviously, the report would lead me towards what information I want from the market. Therefore, it is very important for me to have objectives of my own to carry out the report in order to have a proper guideline throughout the report. Specific objectives of this report are-

* An evaluation of service rendered by the training centers in Dhaka city.
* An evaluation of the service performance of training centers in Dhaka city.
* A comparison of the training centers performance.
* Recommending some strategies for better performance.

# **Chapter 2: Literature Review and Company overview**

**RAETCO Ltd.** which stands for "Resources of Advanced Engineering Technology and Construction" and The Chief Engineers Ltd. both have been founded by **Mr. Golam Md Kausher** along with some highly skilled, renowned and successful people from various disciplines. The prime strategy of the companies is to be fully equipped as well as world class under the management of people having all the required resources. Among the core shareholders of these companies, Mr. MA Mannan is the founder of SK Group Multinational which operates in Bangladesh, India and Iran in the fields of ship management, ship breaking and building. His company SK Engineering Shipping and Trading, the flagship company of SK Group Multinational, has sent more than 150,000 marine crews to various Merchant ships throughout the world including very famous National Iranian Tanker Company Ltd. (NITC). Another shareholder Captain Shah Alam is the founder of Marine group and Purbachal Marine City. Beside these two successful and skilled businessmen, the companies are honored with the involvement of top engineers and former departmental heads of various departments of Bangladesh Govt. including Bangladesh Power Development Board (BPDB), Public Works Department (PWD), Dhaka City Corporation, Bangladesh Fire Brigade and Civil Defense, Bangladesh Army and Marine. SK Engineering Shipping and Trading also has renowned people as shareholders from India and Iran from vital departments of these two countries. With the financial strengths, experience, skills, reputation and with highest ethics, the shareholders of SK Group Multinational are offering various products and services to residential, commercial and industrial clients throughout the world.

RAETCO Ltd., which stands for "Resources of Advanced Engineering Technology and Construction", is founded by **Mr. Golam Md Kausher** during 2016 along with **Mr. MA Mannan**, founder of SK Group Multinational, and Captain Shah Alam, founder of Marine group and Purbachal Marine City. The Company RAETCO Ltd is very strong due to its mother concern SK Engineering Shipping and Trading. SK Engineering Shipping and Trading is the flagship company of SK Group Multinational. It is found by former mariner Mr. MA Mannan during 2009 at Bangladesh. Later he registered companies with the same name at India and Iran in the same year with high ranked former navy officers and merchant mariners. These companies recruit marine crews and officers, provide ship management services and training throughout the world. World famous "National Iranian Tanker Company Ltd (NITC)" of Iran Govt. sources marine crews for its hundreds of ships through SK Engineering Shipping and Trading from all over the world. More than 150,000 people have been recruited by SK till 2018. Recently these companies have also added ship breaking and building business in their portfolio.

Yet, to ensure highest efficiency and accountability, the company RAETCO Ltd is working in the joint venture with "The Chief Engineers Ltd" formed by highly experienced and renowned engineers and former departmental heads of Bangladesh Power Development Board (BPDB), Public Works Department (PWD), Dhaka City Corporation, Bangladesh Fire Brigade and Civil Defense, Bangladesh Army, and Marine. RAETCO is operating businesses in Bangladesh, India, Iran, Myanmar, and in South Africa. The major areas of this company are Fire Safety Solution, supply and installation of Elevator and Escalator, Generator, and Sub Station.

REATCO is also planning to work for the development of our country. It has already taken many steps to reach the goal. They have segmented their plan and working accordingly. They are mainly working for the development for the youth generation and concern about the transferring money from our country to another as it is effecting our economy.

## **Literature review**

Training center is an important part of people’s life and an effective business. In order for general people to know about digital marketing, IT program, web design and development, app design, game development, SEO etc.– training is primary driver in building self-improvement in students and general people. Students take training to increase their experience and it’s add value in their future job life. Some uneducated people take one of the course and implement in their real life. They make money with this and survive their daily life. Training plays a very important role in daily life and corporate life. If we talk about corporate training, it is providing formal learning opportunities that invest in the success of any business.

If we look outside we can see the impact of training center. Every organization have digital marketing team and they take training from available training center. Every organization have their own website. This website made by student who take the training. Now a days training center are essential part of people’s life.

## **Training Center Service quality**

Service and quality are two separate constructs. Service has inherent characteristic and quality is define by making use of predominantly user based approach. Service quality is essential strategy for success and survival in today’s competitive economic market environment. Service quality enables a company more competitive and contributes to their profitability and productivity. It increase shareholder value and cash flow, give a better chance of success for business, enhance customer satisfaction, increase customer positively talk about the service provider, enhance a customer loyalty and decrease a customer defection.

Opinion of Researcher and Practitioner is, service quality is an elusive and abstract concept that is difficult to define and measure.

## **Dimension of service quality:**

There are eight dimension of product quality. Most of the company tries to follow this dimension to lead the market or capture the market. The entire dimensions are not necessary in one product. It bashed on the product specification and product categories. Dimensions are below:

#### Performance:

It means product operating characteristic like product easy to use, comfort and so on. People measure the performance based on their expectation meet on the product. For example, mobile phone users are feeling good when their phone work in speed after a year as the phone speed before.

#### Feature:

Product characteristics that are basic function of a product and its represent the product feature. Sometimes company attract customer by given feature that can be customize.

#### Reliability:

Reliability means product performs will remain same or constantly perform product with specifications. It is closely related to the performance.

#### Conformance:

Conformance is product given feature must be stablished or conform the given specification. Some specification based on design and some are performance.

#### Durability:

It means that product lasting that means how long product performs well and under conditions. It’s related to the warranty.

#### Serviceability:

Make sure the problematic product must be repair in time that means service must be provide in time and commitment must be meet with the service. Must need the ability to give the service.

#### Aesthetic:

Aesthetic means the product outside look or view of the product look, smell, feel, sound, and taste and so on. It’s very important for end user. Sometime user chooses the product by looking outside.

#### Perceived quality:

Perceived quality is customer perception of overall quality & superiority of service and with respect it’s intended purpose and relative to an alternatives. Service quality can be measure by customer expectation. Expectation is the context based on individual’s norms, values, wishes and need and very individualistic.

#### Perceived Quality model:

Perceived quality model based on the customer perception about product and after consume the product.

Figure: Perceived quality model

Name of Brand

Advertising level

Reputation

Abstract Dimensions

Intrinsic Attributes

Objective price

Perceived Monetary price

## **Price competiveness:**

Price competiveness consists of setting the price. Price level should be same as competitor as like similar product or same product. Every company tries to set the same price for their same or similar product. But sometime it’s differing because cost of production is varying from organization to organization. For that reason price may be high or low for similar product.

Some company copy the competitor price for similar level of product. It is easy to set competitive price. This has some advantage:

### Carry low risk:

Easy to copy completive pricing method. It don’t lead any bankruptcy.

### Low cost:

Coping company no need to research the market about price. Because already competitor make the research and set the eligible price. So low cost for coping completive price method.

### Lead to equilibrium:

In the competitor market or retail industry there are billion sales take place and millions of customer. Research said that, retails player are using the competitor price method because retail players try to reach the entire market by price.

### Competitive pricing strategy:

Competitive price is not all about price matching with competitor price. It’s essential for every company. By pricing company keep competition with the competitor or try to maintain good profit margin. By setting price company try to stop enter new competitor in the market & increase profit margin and staying in the market. Pricing create the marketing strategy. Day by day competition increase in the market. Company keep eye on their competitor.

There are 3 different stands taken to the competitive pricing strategy:

Pricing of similar products is higher than, what competitors do, need that product has something special to offers. Improvements of the new product features that can explain why charging higher price. For example, installation, special customer-care, delivery & giving more years of warranty and explain price difference between the similar products.

Pricing lower that means what competitors are charging depends on the resources. This strategy is appropriate when it possible to maintain and increase the quantity with no sudden emergence in costs. This strategy includes risk of diminishing [profit margins](http://www.investinganswers.com/financial-dictionary/businesses-corporations/profit-margin-5116) & lead to a loss. Hence, it is necessary to identify competition & evaluate the competitors and then what they are up to.

This is a key point in the process of setting the price. Following available financial reports and gathering information regarding the topic can be helpful to evaluate if this kind of strategy works for your business or not. Prior to lowering prices, it is preferable to reduce costs to maintain stable cash flow and profit margin into the business.

Pricing similar to what your competitors are offering diminishes the distinguishing factors. However, this kind of strategy helps put the focus on your product. If you are selling a product with more features at the same price, then it is likely to be successful in the market.

## **Customer Loyalty**

Customer loyalty is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the product or services.

To be the successful & profitable, every business need to keep satisfying their own customers so that, they can keep coming behind to do the business. Every loyal customers are the core for every business.

**5 things that make loyal customer are**

**First of all,**

Need to make emotional connection with customer. As we know there are difference between loyal and satisfaction customer. Satisfaction customer can be shift when others give him better offer. But loyal is emotion. Loyal customer never shift to others. Need to make them special and need to feel that customer. Threat the customer what they wanted to be treated.

**2nd,**

Personalization and Customization, Now a day personalization and customization is a hot topic. With all the data company capable to accrue on individual customers, there is no cause company can’t give a consumer a personalized and tailored experience.

**3rd,**

Make a trust worthiness, do the business with legally that create trust. It’s hard to crate. Gain the customer’s trust by generate a compatible and predictable upon average experience all the time.

**4th**

Break Down Customer Loyalty into Bite Size Chunks. Most people imagine consumer loyalty is about a lifetime. Well, it’s not. Think for the next time. Make some creative thing that bring customer for the next time.

**5th,**

Loyalty is related to marketing. Reach customer by unique way. Make different way to connect people. Sometime reward may reduce the loyalty.

### Customer Loyalty figure:

Figure: Customer loyalty cycle

Step 1: Customer Acquisition: Refers to gaining new customer.

Step 2: Customer Development: Refers to the getting to know market target, how company going to reach out to them, and what they want from a company.

Step 3: Customer Commitment: Refers to the sales, how companies going to promote their own product or service to guarantee the customer’s make commitment of purchase.

Step 4: Customer Retention: In this step refers to the gaining customer loyalty. Companies are using many types of methods to decrease customer betrayal. Companies need to must figure out ways in providing more then what the consumer is expecting.

# **Chapter 03: An Analysis of Various Training Centers**

## **Creative IT:**

Creative IT offers almost 10 course.

Courses based on sales:

Creative IT tries to reach bottom to top market. All the courses are 4 month duration. They try to divide the class by considering teacher and student preference.

### Service quality:

If we talk about any product then we consider first about quality. Creative IT try to give their customer best quality. Their most trainer are more than 3 to 4 years’ experience. Top student can get opportunity to become a trainer. They use projector to train the students. In every class there are 8 to 10 students because every student can learn equally.

### Price Competitiveness:

Creative IT give the high price bashed on market. They try to get every student by providing low price. Every course have different price and price are higher than market price.

### Customer Loyalty:

Loyal comes from satisfaction. Most are students are satisfy their service but some are not because of their environment and teacher (collected from 2 students). As I said, students get opportunity as a trainer so that new trainer are not experience as the experienced teacher are. So students are unable to understand full lecture.

But they give opportunity to students and by these students they try to retain more students. For that they are loyal with their commitment.

### Market share:

It is difficult to say about market share because numbers of Training center are in the market. Creative IT target the student as location based. Dhanmondi, Kolabagan, AZimpur and farmget their main target location. Based on this location they able to capture 20-25% students.

## **New Horizons (computer learning center):**

New Horizons claim that they provide premier training with award winning instructors. They utilize their resources throughout their network in order to they provide the highest quality of training.

### Service Quality:

New Horizons provide Microsoft's largest training. They delivering more than forty percent (40%) of all the authorized MS training in Dhaka and Chittagong. They offering a comprehensive selection of vendor authorized training and certifications for the top technology providers, such as Cisco, Adobe, Microsoft, Citrix, and VMware. Customer perception is good enough about them.

New horizons help the organization employee by providing corporate training. They claim, “We provide best corporate training in the market.” If there are any problem arise that must be repair in time. That’s mean they provide service in time.

New Horizons Training Statistics:

* Within the first 8 weeks 70% of skills acquired by New Horizons that are applied on the job.
* 44% of time on the job skills gained from New Horizons and spent applying new knowledge.
* 59% of New Horizons students say training received was critical to their job performance.

Al these thing make sure that New Horizons courses quality are good enough.

### Price competitiveness:

In competitive market New Horizons take moderate prize form the students. They do not charge the same prize for the student. Some student provide less because of their living standard.

### Customer Loyalty:

New Horizons are loyal with their students. They keep their commitment as early they committed their student. They give job opportunity to their top students.

### Market Share:

New Horizons try to capture all over the Dhaka. But main target Kolabagan and Dhanmondi. In this area they are able to get 40% - 50% students.

Creative IT is the biggest competitor of New Horizons. They are situated within one building.

## **Computer solution limited:**

AT Computer Solution Limited is a leading computer training provider in Bangladesh. AT Computer Solution Limited offers comprehensive range of industry that relevant to the training programs especially in the Networking area. AT Computer Solution Limited is decorted with 20 plus IT professionals that are including certified professionals on REDHAT, CISCO, MICROSOFT, HP-UX, and other technology stacks and provide corporate training facilities.

They has been providing RedHat Certification, Cisco Certification, HP-UX Certification, Microsoft Certification and Corporate Training since 2010. They have the largest state-of-art lab in Bangladesh. There are some specialty about At computer Solution Limited.

* They conduct customize courses.
* Regarding time slot they give preference on the clients demand.
* They do provide all of the educational aids necessary for the particular courses.
* They are able to conducting every advanced course.
* Resource Person or teacher are highly skilled and experienced that will be engaged for class.
* While conducting customize courses they give preference on client's requirements.

### Service quality:

They always customize the courses by consumer preference. For that customer satisfy about their course. In this situation customer feel that At computer Solution Limited are more reliable than others. They provide all the educational aids necessary for ensure service quality. All the resource person are highly skilled and experienced.

### Price competiveness:

They charge the high price to similar courses that competitors. Because they design the course by consumer preference.

### Customer loyalty:

Now a day customization and personalization is a hot topic. With all the data they capable to gain on individual customers. They make loyal by customize courses.

## **Coders Trust:**

Coder trust are more than a tech company. They have collective of Makers, Creators, Hackers, Builders, Students, and Mentors and from more than 22 countries worldwide. They improve the lives and change the people how to work. They help the people and help themselves by providing the opportunity to them to bring improvement of financial condition to their lives through training and education.

Coders Trust believe the freelance market and student finance will make borderless world. They believe equal opportunities for everyone in a borderless world. With the Coders Trust, paid education are made available if we have an access to the internet. The freelance market will have more qualified workers, their students will increase their earnings. They believe that investing in an education of their youth is something that everyone will benefit from it.

In Dhaka they have 3 branches. Head branch in Gulshan, and other 2 branches are Mirpur and Dhanmondi.

### Service quality:

Coders trust provide constantly same service and provide service by trainee preference. All the resource person are highly skilled and experienced.

### Price competitiveness:

Coders trust charge high price that other competitor. They believe in high price added more value in service.

### Customer loyalty:

They are very loyal to the customer. The give opportunity to the top students and give opportunity to earn money by freelancing.

## **X Tech Computer Training:**

X Tech computer training is not very much popular than other training but they provide good service in the competitor market. They capture little market. They have 4 courses these are SEO, Autocad, Tally ERP, Web design and Graphic design. They upload some class tutorial to their website.

### Service quality:

Service quality of X Tech service is good enough. But not better than Coder Trust.

### Price competitiveness:

Competitively X Tech charge very low price than other.

### Customer Loyalty:

X Tech try to loyal to others. They try to make them satisfy.

## **Comparative Price List**

Here is a price compare box:

|  |  |  |
| --- | --- | --- |
| Organization Name | Course Title | Cost |
| Creative IT | Graphic design | 30000 |
| Web design | 30000 |
| Web development | 30000 |
| SEO | 20000 |
| Affiliate Marketing | 20000 |
|  | | |
| New Horizon | Digital marketing | 25000 |
| SEO | 15000 |
| Graphic design | 25000 |
| Affiliate marketing | 15000 |
|  | | |
| At computer solution limited | Redhat linux | 40000 |
| Web development & design | 35000 |
| CISCO (Corps Information Systems Control Officer) | 40000 |
|  | | |
| Coders Trust | Digital Marketing | 24000 |
| Account management system | 24000 |
| Wordpress customization with freelancing | 24000 |
| Graphic design | 24000 |
| App development | 24000 |
|  | | |
| X Tech computer training center | SEO | 15000 |
| Web design and development | 15000 |
| AutoCAD 2D & 3D | 15000 |
| Graphic design | 12000 |
| Tally ERP 9 | 4000 |

## **Limitations & Recommendation**

**Limitation:**

Though I’ve tried to find the best but the conducted study suffers from limitations. Limitations are;

1. I choose some of training center. There are a lot of training center include little and big center.
2. I select randomly so some information may not include.
3. Some collective information may not be valid because information are collect from students and internet.
4. Another limitation are location bias. Because I choose only Dhaka city for collect information.

**Recommendation:**

After conducting this report, can be concluded that the service sector of training center (creative IT, New Horizons, At computer solution limited, Coders Trust and X Tech computer training center) have impact on the service variables (service quality, price competitiveness, customer loyalty and market share).

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