

Expectation vs. Perceived Performance: **Spotlight on Interior Design Industry in** **Bangladesh**



United International University
QUEST FOR EXCELLENCE

Report on:
Expectation vs. Perceived Performance:
Spotlight on Interior Design Industry in Bangladesh

Submitted to:

S M Asif Ur Rahman
Assistant Professor
School of Business & Economics

Submitted by:

Nasrin Sultana Naznin
ID: 111 151 454
Bachelor of Business Administration

Submission Date: 30.12.2019

Authorization Letter

CHL/HRD/INTERNSHIP/19/05/16

Date: 16-05-2019

Nasrin Sultana Naznin

ID No # 111151454

United International University

Subject: Internship Programme.

Dear Sir,

We would inform you, Manjurul Haque Khan, Director, Career Counseling Center, and United International University, that this letter dated May 15, 2019 has requested us to allow you to internship in our company. As such, our management has been pleased to allow you to do internship in our company for period of 03 (three) months from May 18, 2019 to August 18, 2019 at Corporate Hub Ltd. Head Office, Pragati Sarani, Middle Badda, Dhaka-1212.

We would therefore, advise you to report to the HR Manager, Corporate Hub Ltd. on May 18, 2019 to do the internship.

Yours Faithfully,

Shazzad Rabbi Shohag

Managing Director

Corporate Hub Ltd.

CC: HR Department

Letter of Transmittal

30th December, 2019

To

S M Asif Ur Rahman

Assistant Professor

School of Business and Economics

United International University

Subject: Submission of Internship Report on “Expectation vs. Perceived Performance: Spotlight on Interior Design Industry in Bangladesh”

Dear Sir,

This is to inform you that I have completed the report on “Expectation vs. Perceived Performance: Spotlight on Interior Design Industry in Bangladesh” that you have assigned me for Internship. I have completed my internship from Corporate Hub Ltd. This is one of the well structured companies in architecture & interior sector. I have tried my best to gather all kinds of relevant information, which could give an overall idea on this topic. I hope that this report will meet the expected standard.

In writing this report, I have followed the instructions that you have given me, and I have also applied relevant concepts that I have learnt throughout the company. I have enjoyed prepared the report very much. Especially, the knowledge obtained from you and some employees of the company helped with the information which made my work a bit easier.

I am submitting this report for your kind consideration and thanking you for your constant assistance and guidance.

Sincerely Yours,

Nasrin Sultana Naznin

ID: 111 151 454

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Executive Summary

This report is basically on post occupancy communication between clients and designers of interiors sector in Bangladesh. The report mainly brings the expectation vs. perceived quality of client after doing the work but there have also other relevant information about the interior. The objective of this study is to acquire knowledge about the client and designer relationship of interior design sector in Bangladesh. To prepare this report both primary and secondary sources of data have been used. Here describe the background, objective, limitation and sources and methods of the report. I also describe company overview which has been developed for the proper execution of the entire report, company profile of Corporate Hub Ltd., their mission vision and objectives. I focus on communication of the organization. The way they meet their clients, communicate their clients, and the internal and external communication process has been described. The internal, external channels and decision making approach of the company have been also described.

Chapter – 01

(Introduction)

Serial	Topic Name
1.1	Origin
1.2	Background
1.3	Literature Review
1.4	Purpose Statement
1.5	Scope & Limitation
1.6	Methodology
1.7	List of Abbreviation & Technical Term

1.1 Origin:

This report is a part of my course requirement. As I have completed my internship from Corporate Hub Ltd. so that I prepared my report based on the clients and working process of Corporate Hub Ltd.

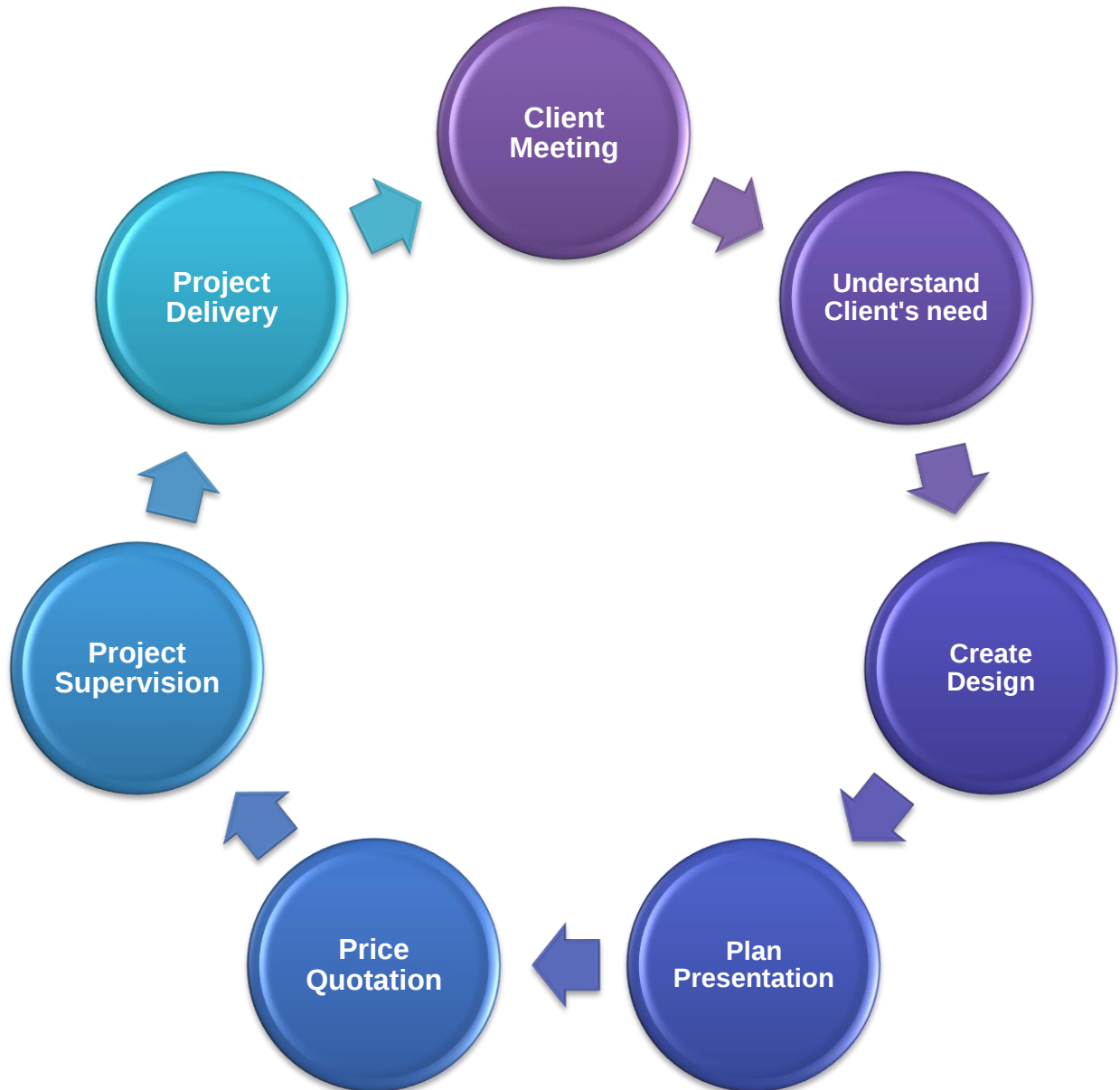
Corporate Hub Ltd. is offering a wide range of services on Architecture & Interior Design, Building Maintenance Service, Facilities Management, Event Management, and Aluminum & Glass Fabrication. Based on my topic of the report I worked on the service of Architecture & Interior Design.

The mission of the company is to develop distinctive, client centered, corporate solution concepts and programs that support business goals and provide a unique, cost effective, one stop source for all corporate needs. to build a binding and continuous relationship with organizations seeking Management support and provide them with continuous capabilities improvement through Continuous consultancy and continuous tools development and upgrade.

The vision is to be the top-of-mind event's organizer in the country by providing excellent quality services and generating the most creative and innovative ideas, with commitment and unwavering dedication in an effort to provide its clients the finest personalized events they have aspired for.

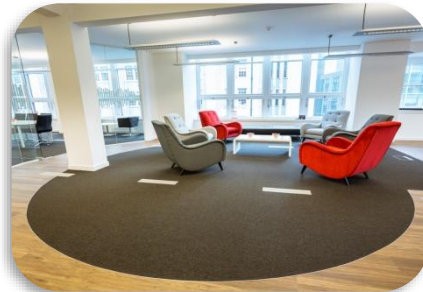
The organization mainly provides services on corporate interior and home interior, building maintenance services and facilities management. The design of corporate interior and home interior is vary from each other and the requirements of clients are not also same as each other. The working process and documentation vary on the type of service.

1.1.1 Process of Work:



1.1.1 Corporate Interior:

Corporate interior design includes corporate office like bank & financial institution, hospital, restaurant, hospital, educational institution and so on.



1.1.2 Residence Interior:

Residence interior includes all kinds of design of living room, dining room, bed room, child bed room and other spaces of house, apartment and duplex.



1.2 Background of the Report:

My report is based on Expectation vs. Perceived Quality: Spotlight on Interior Design Industry in Bangladesh”. This report is to learn how an interior firm meets their clients need and after the implementation how much satisfaction does the client have.

In case of interior design, which factor a client actually focus on, the comparison between their want and implementation, how much cost they want to bear for interior design all of the factors are highly noticeable in this report.

1.3 Literature Review:

In recent years, there has been a fast growing trend among industrial firms to hire external sources of technical expertise to support new product development (Beeseley and Rothwell, 1994, Hagedoorn 1996, 1996, 1996, & 1997a). Effective design is fundamental to the production system because it can reduce production costs by increasing the overall efficiency of the production process (2004). The researchers found that the companies who have good relationship with their client can achieve more success. Evidence from a survey of 85 industrial design firms suggests that most of these companies have cultivated close relationships with their customers, and that trust-based relationships are an important contributor to business success. (Sultana, Internship Report, 2019) The evidence also suggests that the most successful firms are those that serve non-local markets.

According to the Industrial Design Association of America (IDSA, 2003), one of the primary responsibilities of a design consultant is to create product specifications for goods that can be easily manufactured, look attractive, and work well. This means that designers typically operate across many spheres, including production-engineering, aesthetics (artistic creativity), and ergonomics (functionality). From an opportunistic perspective, outsourcing design contributes to major cost savings. Designers also build long-term relationships with other designers whom they

collaborated or worked with throughout their careers(2006). These relationships often lead to employment and additional work for the designers (Vinodrai 2006).

In previous designers were not concern about the clients, they only just focused on their work. But now a day designers are concern about the choice, need of their client and try to satisfy them by fulfill their demands.(Sultana, Internship Report, 2019) This process helps a company a lot because good relationship with customers increases the value of that organization and goodwill. So that it is very necessary to make good communication with clients.

But in present situation people and organizations have higher expectation during built a building. In case of home people think that their home will suitable for their refreshment, have soothing environment, cozy look, well furnishing, proper lighting and so much issues for their luxury. On the other side; in case of corporate office, owners think that their buildings will build in a way in which it will support their business lines by enhancing worker productivity, profits and image. They think that a corporate office with excellent environment will give satisfaction to their employee and increase motivation for work.

Post Occupancy Evaluation (POE) is a process for evaluating a building's performance once it is occupied. This evaluation will influence builders to their aim of building research.

A definition of post-occupancy evaluation was offered by Preiser et al. (1988): post-occupancy evaluation (POE) is the process of evaluating buildings in a systematic and rigorous manner after they have been built and occupied for some time. The history of POE was also described in that publication and was summarized by Preiser (1999), starting with one-off case study evaluations in the late 1960s and progressing to system wide and cross-sectional evaluation efforts in the 1970s and 1980s. It is based on the users' idea that finding out about clients' need and systematically assessing human response to building and other design.

Mainly the purpose of a building is to provide shelter for activities that could not be carried out effectively in natural environment. So that people build home, office or any kind of building for their safety and privacy issues that needs to lead a life.(Federal Facilities Council, 2009)

Building are designed and constructed based on some factors:

1. To protect people and elements from wind, storm, rain, heat and other environmental factors.
2. Provide space for furnishing and doing work properly.
3. Provide the infrastructure like water, electricity, sanitary, disposal system, fire suppression and other necessary things.

Kaupinnen (1989) stated that architects' thought process during the design process and their perception of buildings can be very different from and may even conflict with the way the public views it. Deasy (1974) elaborated this concept using the example of the difference between the designers' orderly and systematic world against the human world which is in a constant state of change. There is a difference between the thought-process, visualization abilities, and concepts of designers and their clients. There is a need for architects to develop interpersonal skills in relationship to clients and other professionals, but also become better at listening and responding to, and communicating with building users and the public (Nicol& Pilling, 2000).

A variety of suggestions were made in the past decades as an attempt to bridge the gap between architects and their clients. Gutman (1972) proposed that architects will need to consult with sociologists at three stages during design development. These consultations include: (1) for guidance in understanding the clients' requirements, (2) to discuss whether the proposed or present structure of social organization complies with the objectives stated in the design brief, and (3) estimating space requirements for activities.

The architects may face any challenges to meet the need of their clients' but it is very important factor for them to fulfill clients' satisfaction. For this they may consecutively consult with the clients'. (Thakur, 2008)

The physical design of healthcare facilities is recognized as an integral part of the patients' experience with healthcare services and their satisfaction with care (Hutton and Richardson, 1995; Reidenbach and Sandifer-Smallwood, 1990). Recent studies have also shed light on the relationship between the physical environment of care and patients' medical outcomes (Rubin, 1997). Patients and family members' subjective perceptions of and experiences with the built environment, however, remain relatively little explored (Carpman and Grant, 1993; Hutton and Richardson, 1995; Reidenbach and Sandifer-Smallwood, 1990). Instead, the focus of hospital design has traditionally been on the needs of physicians and staff, with little attention to the perceived needs of patients (Baker and Lamb, 1992).

An increasingly substantial body of research relating to healthcare quality conducted over the past decade or so has therefore sought to enhance understanding of the patients' perspective on illness and experiences with healthcare. This includes explorations of patients' experiences with the total burden of illness (Gustafson, et al., 1993), their perceived involvement in clinical decision-making and individual encounters with individual clinicians ((Greenfield, Brody, & Coulter)), their experiences with care in clinics and doctors' offices (Epstein, et al., 1996; Laine, et al., 1996), in hospitals (Gerteis, et al., 1993), long-term-care facilities (Higgs, et al., 1992; Wilde, et al., 1995), health plans (Crofton, 1999), and with clinical trials (Heymann, 1995; Goodare and Lockwood, 1999).

To provide high quality performance in any activity designed to produce goods and services it is essential to understand the requirements, expectations, preferences and experiences of customer. (Amy Leventhal Stern, 2003).

1.4 Purpose Statement:

This report is a part of my course requirement. During my internship period I have learned so many things from my instructor and gathered practical knowledge. The purpose of the report is:

- To gather the actual knowledge about interior sector
- To identify the needs and desires of clients
- To modify the problem related to interior
- To know the designer's perspective

1.5 Scope & Limitation:

1.5.1 Scope:

Corporate Hub Ltd. gives me the support to complete this report. It provide me all of the clients list (both of previous and existing clients). So that it is very easy to me for collect data from clients.

As a number of projects were successfully done by CHL so that I got the standard sample size for making this report.

Designers are also helped me to give information about the clients need and how they meet the clients need.

1.5.2 Limitation:

During getting information from clients I faced some problems which I will considered as limitations of my report:

- They were not willing to tell me the correct feelings of them.
- Sometimes they were very reluctant when the busy time going on.
- I had to spent lot of time to get their free time.
- In some cases the clients were not giving me the proper reply. They might think that is the proper wastage of time or this might create some problems etc.

- In case of corporate clients it was so difficult to get the actual feedback from them because the amount of work in corporate interior is more than the home interior. So that it is difficult to measure the performance.

1.6 Methodology

Methodology includes all the information regarding the data collection method.

1.6.1 Research type:

The research is the combination of two types. One is descriptive and the other is comparative.

Most of the part of this research is descriptive. The other part of this research is comparative because in the result there is a comparison between the perspective of corporate and residence interior.

1.6.2 Data type:

Both of the primary and secondary method is used in this report.

Primary:

- In primary method, the data is collected from the current and previous clients of the organization.

Secondary:

- Some information is collected from the official website of the organization.
- Different articles and journals information has been used in this report.

1.6.3 Sample size:

Here,

Sample size (n) = 30

1.6.4 Sampling technique:

To make this report the target population was the current and previous clients of Corporate Hub Ltd who took services and currently takes services from here. Through all of the clients had equal chances but before survey I made a list of clients to whom I will go for survey. So, this is the probabilistic sampling technique.

1.6.5 Data collection method:

For preparing the report, the necessary information has taken from various ways:

Questionnaire and Survey method:

The main data was collected by questionnaire and survey method. I made a questionnaire which contains different types of phases to understand the clients' perception of interior design. After that I go for survey.

Documents and records:

The previous work and documents were also analyzed to know about the costing, pricing and the working method of interior sector.

1.6.6 Data analysis method:

There are mainly two types of data analysis method.

- Qualitative analysis method.
- Quantitative analysis method.

Qualitative Analysis: In qualitative research the functions are basically non-numeric. It includes video recording, interviews, observation, text documents, audio recording.

Quantitative Analysis: Quantitative research includes various forms of statistical and mathematical analysis of data collection through questionnaire and survey.

In this report I made a questionnaire and survey it from the previous and existing clients. The collected data is analyzed by some statistical and mathematical form. So this analysis method can be considered as qualitative analysis method.

1.6.7 Data presentation method:

To present the data at first I had to make a questionnaire and survey it from the clients of the organization.

After that I calculate the data by Tally chart and analysis them by different graph like bar chart, pie chart and others.

Chapter – 02

(Finding & Analysis)

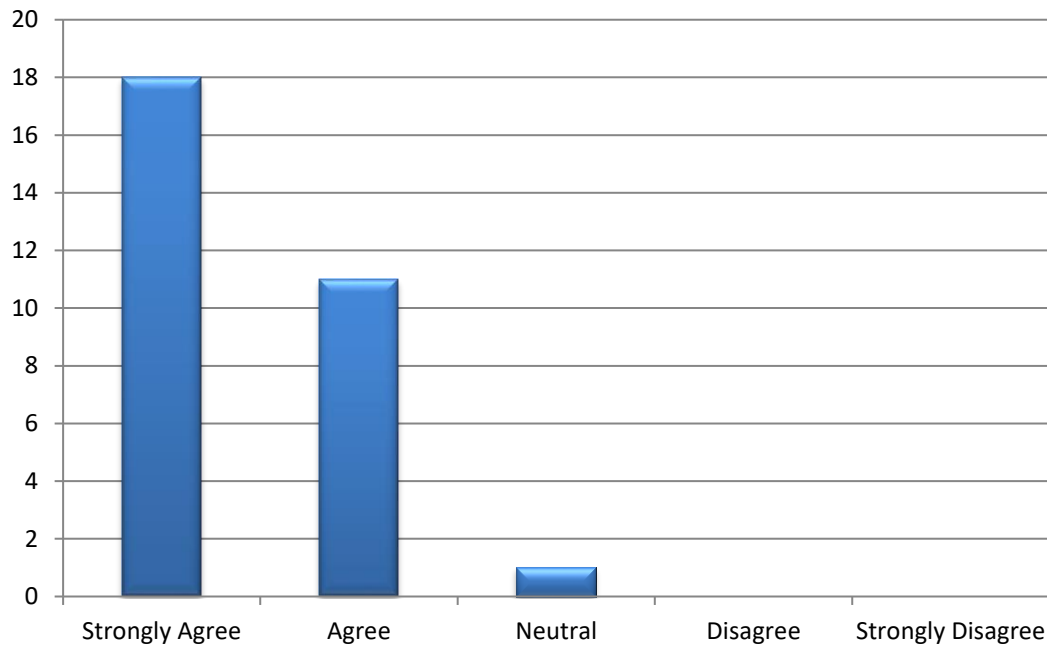
Questionnaire

Phase-01					
Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
CHL provided clear & consistent communication throughout the project.					
CHL exhibited exceptional design, skill, expertise & style					
CHL design process is easy to understand/explained appropriately as the project progressed					
CHL team treated you professionally with respect, attention and courteousness					
CHL worked efficiently & the project proceeded in a timely manner					
The final result created by CHL was exactly what I was envisioning or better					
The cost of design & implementation is reasonable					
The comparison between cost & estimation is satisfactory					

Phase - 02			
Question	Yes	No	Neutral
Did CHL meet your overall expectation?			
Would you work with CHL again?			
Would you recommend CHL?			
The cost of CHL is low than others.			
Phase - 03			
Question	Unique Design	Low Cost	Well Manner
Why would you recommend CHL?			

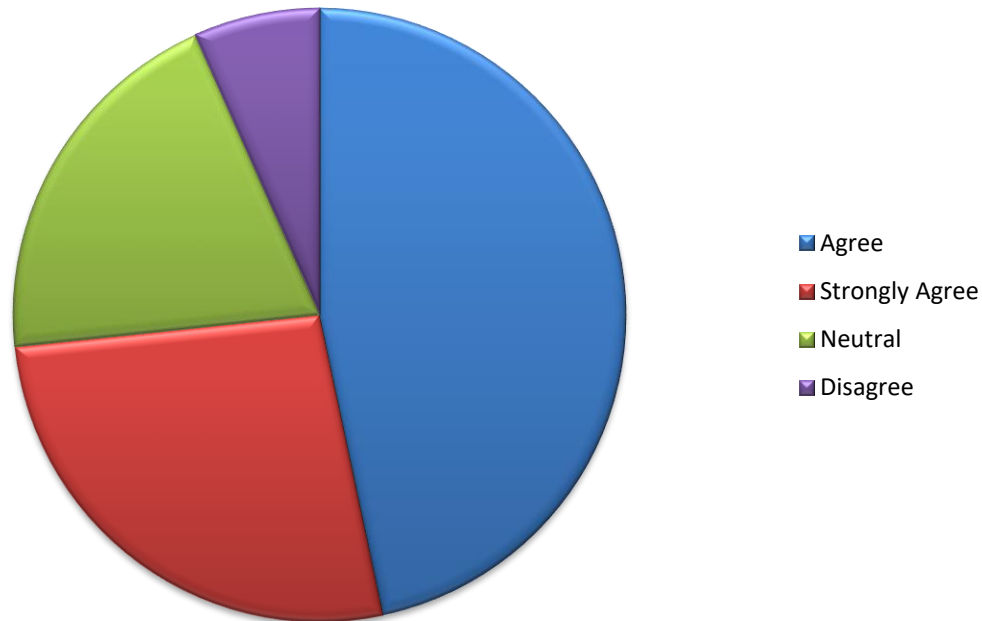
PHASE - 01

1. CHL provided clear and consistent communication throughout the project.



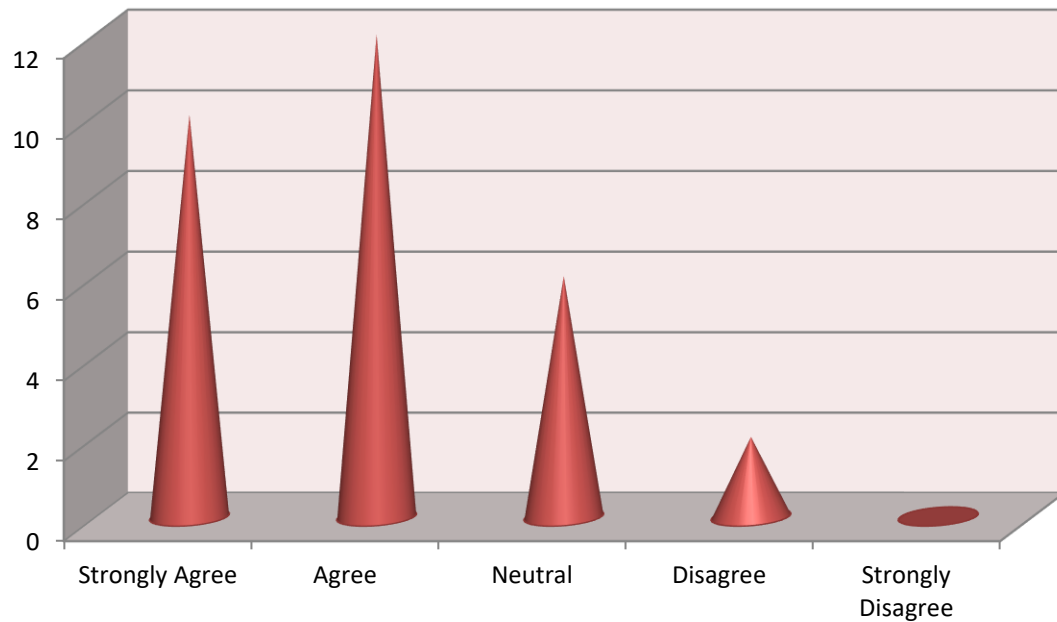
Here the percentage of strongly agree is greater than the other and after that the percentage of agree is take position. It means the organization is clear and consistent communication to their clients.

2. CHL exhibited exceptional design, skill, expertise & style.



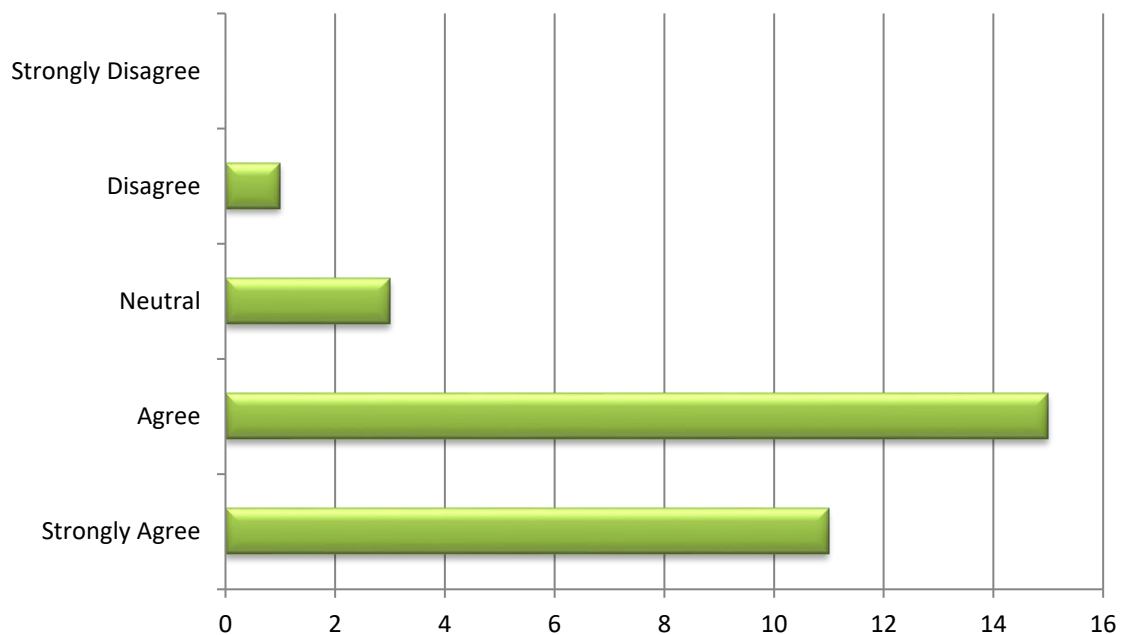
Here the most of the portion cover by agree option that means the organization can provide exceptional design which can satisfy the customer. The reason behind disagree portion is that sometimes it is not possible to design exactly to customers' requirement because of the environment, material and designer issue.

3. CHL design process is easy to understand/explained appropriately as the project progressed.



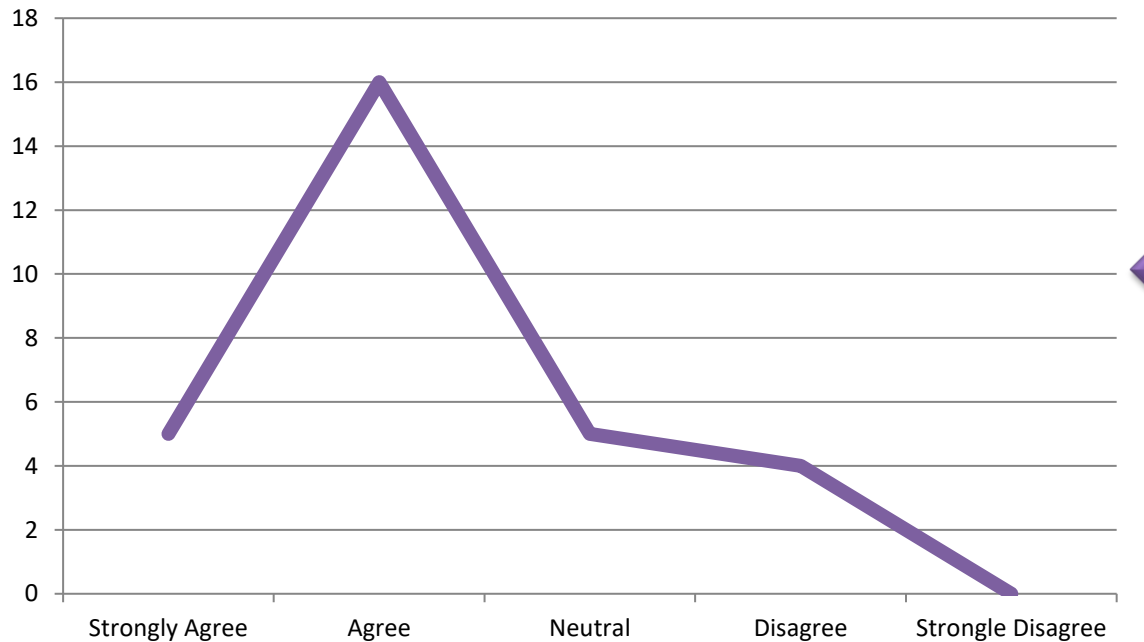
Most of the clients agree that they can understand the design appropriately by the organization. For an interior sector before doing the work it is important to understand the design appropriately. The disagree portion may cause the failure of giving understand level of the responsible person and there are some critical design which may not be possible to understand before the implementation.

4. CHL team treated you professionally with respect.



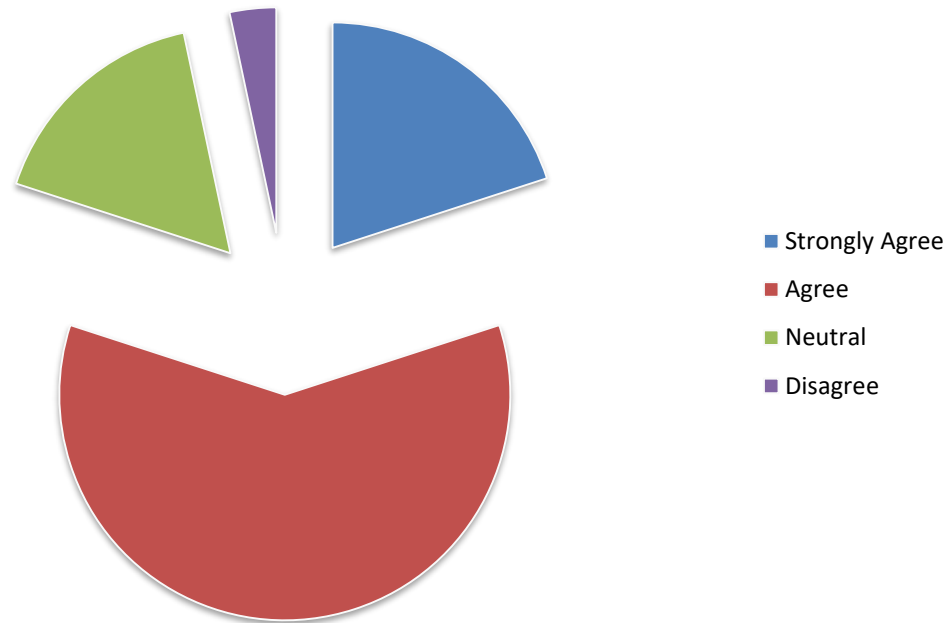
Client respect is most important issues in all sector of business. As most of the clients agree that CHL give respect to them so that they are satisfy to take service. There are some problematic clients whose requirement may vary during the time of ongoing project. Sometimes it is not possible to implement the requirements at that time. This may cause dissatisfaction.

5. CHL worked efficiently & the project proceeded in a timely manner.



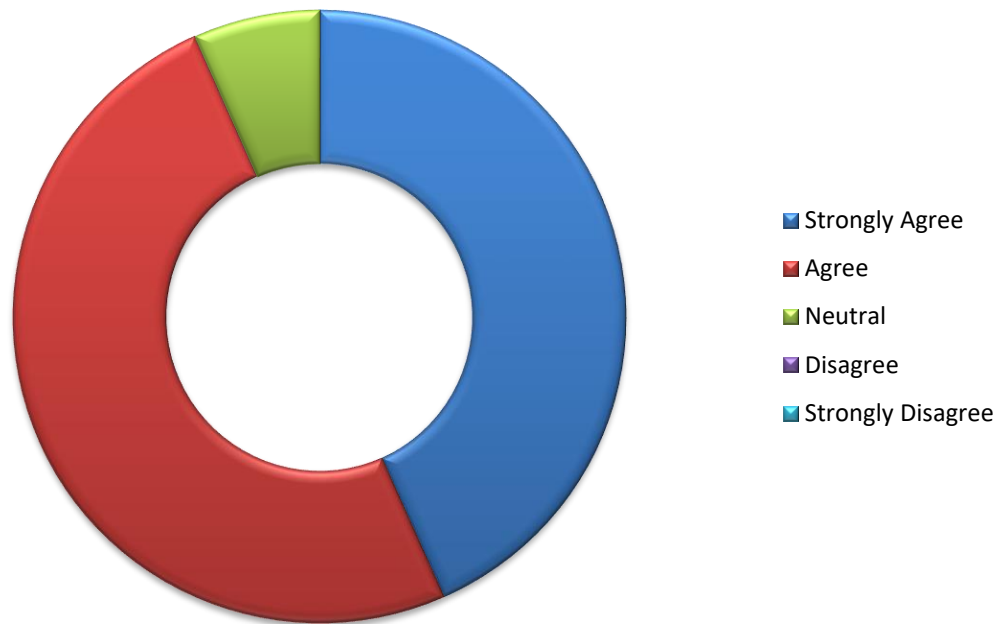
To deliver the project in timely manner is very important for satisfying the customer. Most of the clients agree that the organization worked efficiently and project proceeded in a timely manner but on the other side some of employees disagree with this statement. This is one of the major causes for customer dissatisfaction in interior sector.

6. The final result created by CHL exactly what I was envisioning or better.



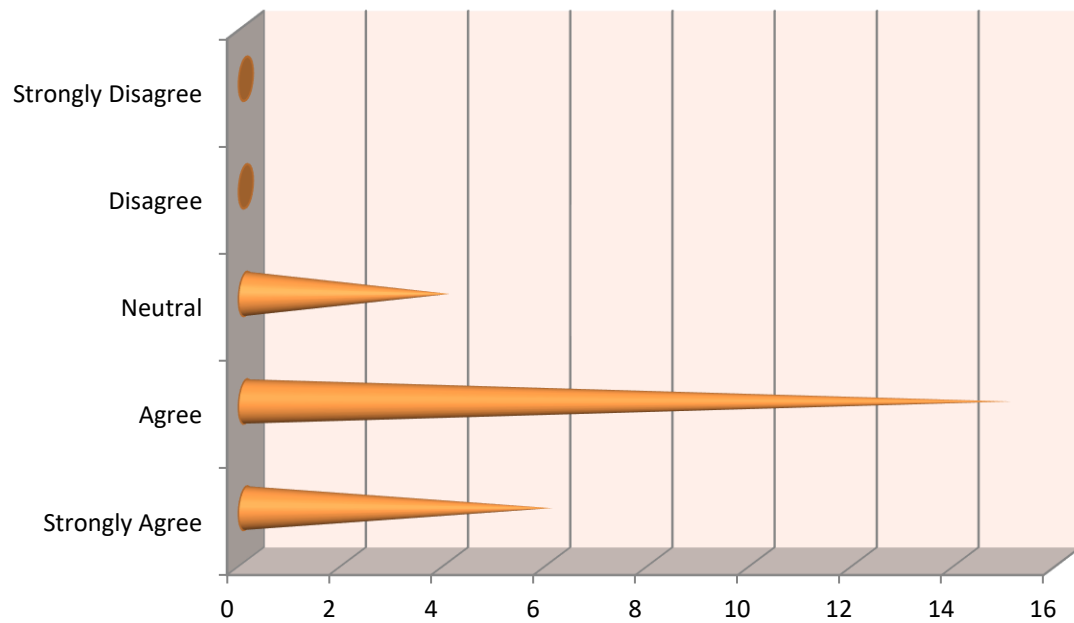
Clients agree to do the work if the design catches their mind. After the implementation of work it is very important to look the final result as like as the design. Most of the clients agree that CHL can meet this requirement. This is another point of client satisfaction in interior sector.

7. The cost of design and implementation is reasonable.



Normally interior design work is costly so that most of the people do not want to do it. But if they get their required design at reasonable price it will satisfy them a lot. In this sector most of the portion covered by strongly agree and agree part.

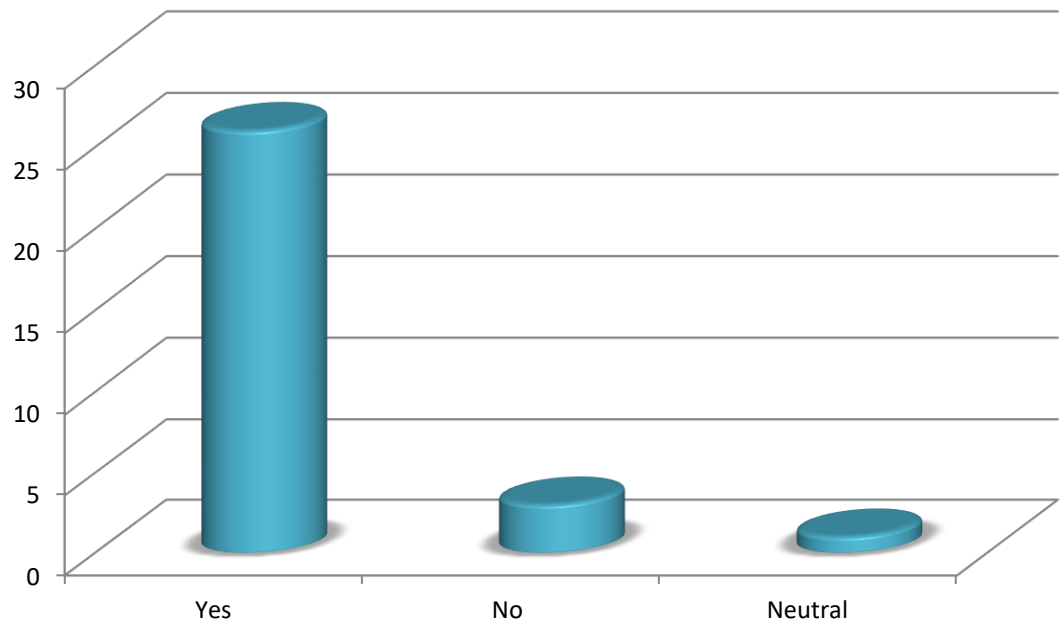
8. The comparison between cost and estimation is satisfactory.



Most of the clients' satisfaction comes because of this segment. In interior sector clients want to design their space beautifully at a reasonable price.

PHASE - 02

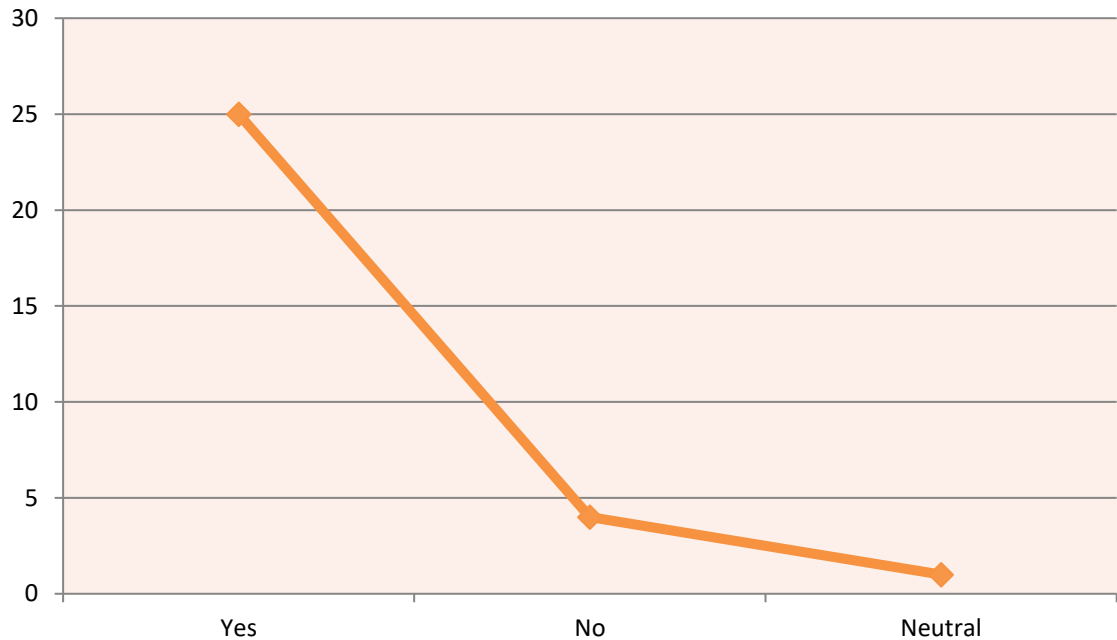
1. Did CHL meet your overall expectation?



As in phase 1 the percentage of agree portion is greater than the others so from that perspective clients think that the organization meet their overall expectations.

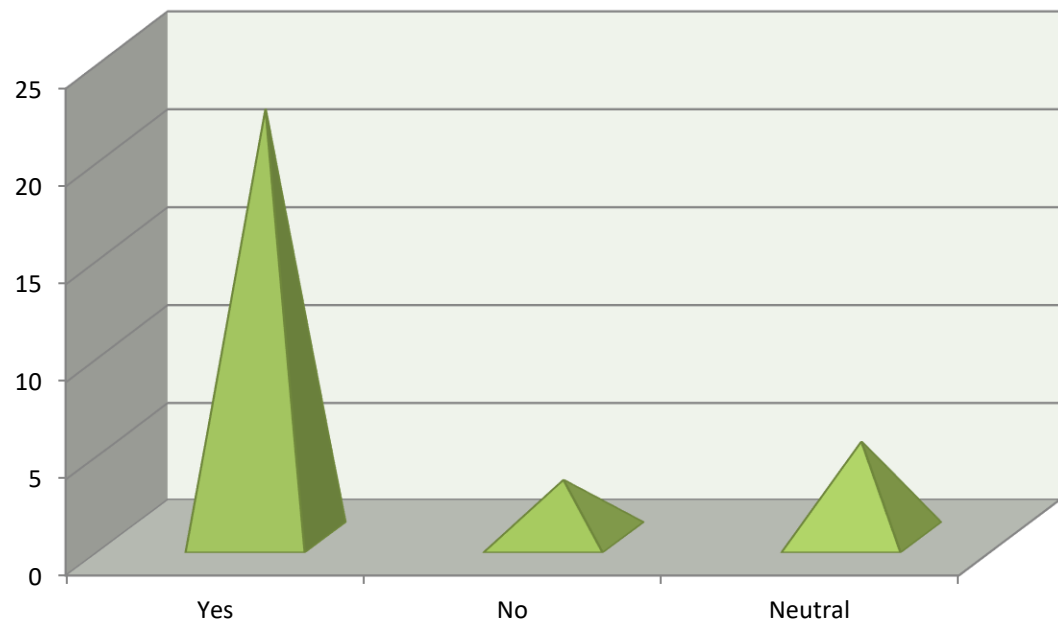
In interior sector clients mostly give emphasis on design, cost and time which reflects on the level of their expectation.

2. Would you work with CHL again?



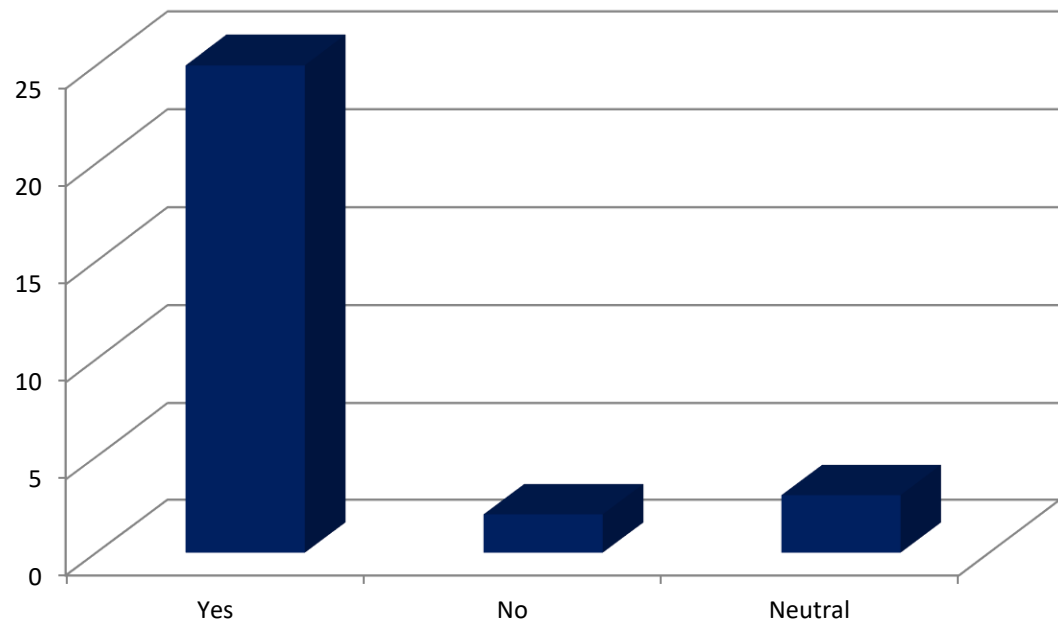
The customer retention of this organization is very high as most of the clients are want to do work with them again. This cause because of so many issues like unique design, client respect, low cost and some other issues. So in interior sector all of these things should be maintain for customer retention.

3. Would you recommend CHL?



Higher satisfaction level will increase the higher chances to make customer recommend others. Interior sector should focus on all of the issues which satisfy the customers. If the existing customer will satisfy they will give more customers by referring others.

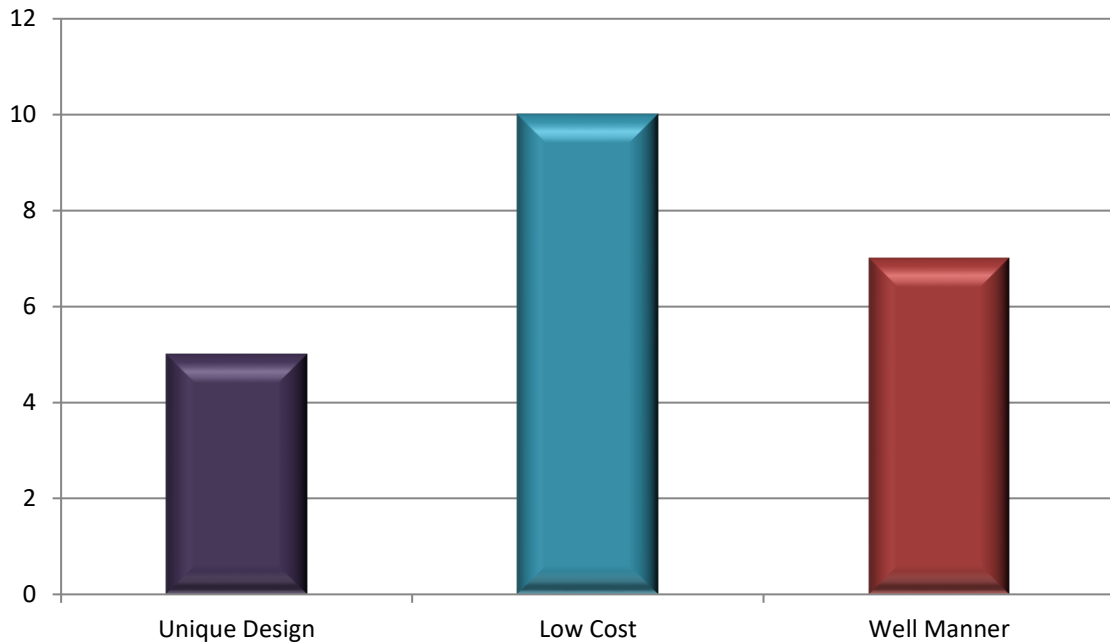
4. The cost of CHL is low than others.



Most of the clients agree that the cost of this organization is low than the other. A few clients didn't agree with that. It may cause of the use of high quality design with high quality materials.

PHASE - 03

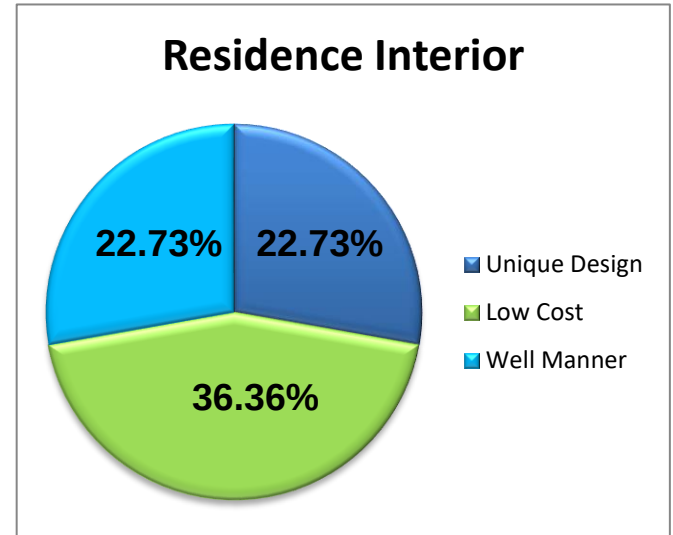
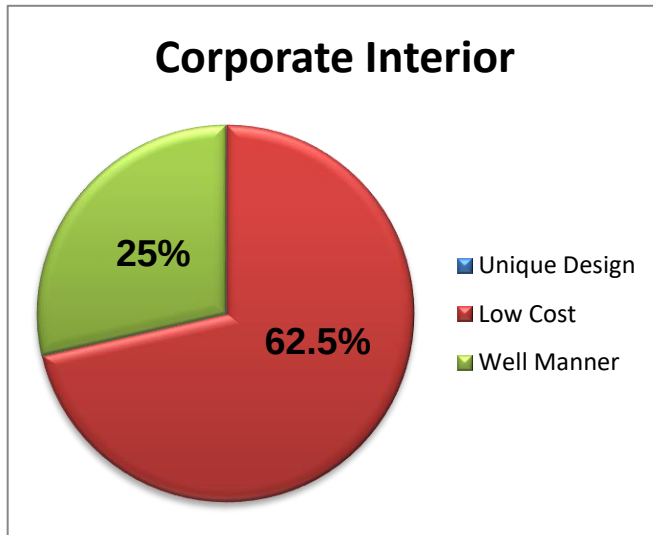
1. Why would you recommend CHL?



The main reason behind recommendation is low cost and after that well manner. Most of the customers satisfy because of low cost and recommend for that reason.

Corporate Interior			
Question	Unique Design	Low Cost	Well Manner
Why would you recommend CHL?		III	II

Residence Interior			
Question	Unique Design	Low Cost	Well Manner
Why would you recommend CHL?	III	IIII	III



Most of the corporate clients recommend CHL for Low cost and then well manner. None of them require unique design because most of the interior design in corporate sector is almost same pattern. So corporate clients are not that much aware about unique design. They want a smart look setup for their employees. Beside this they want to create a good relationship with the service provider so that they also prefer well manner to recommend.

The rest of the client of survey answered that they will not recommend the organization.

In case of residence interior though the major percentage of recommendation is same as corporate which is low cost but beside this residence interior clients are also equally interested in unique design and well manner. In case of residence there are a lot of differences between clients to clients. Every client has their different types of requirements and for this the design is vary from each other a lot. And fancy people want more unique design for make their home a better looking place and well manner help them to take service with warm. So that they prefer all of the issues but mostly the low cost.

Chapter – 03

(Suggestion & Recommendation)

Suggestion & Recommendation

From this report it is found that most of the client of interior sector is conscious of low cost and unique design. If any organization wants to grow their position in interior sector they should focus on the cost of the project. As there are so many competitors in interior sector because now a day's people are getting more fancy than before. Most of the owner of house and corporate wants to design their place like their dream. So the interior sector has the chance to fulfill their dreams into reality and capture the market. For this reason if they want to hold customer they should focus on consequently low cost, well manner and unique design.

To meet the clients' expectation, an interior sector should focus on following issues:

- They should create unique design according to clients' requirements which can catch their mind.
- They should have the ability to explain it to customer clearly.
- They should focus on the cost and keep balance between the design and cost.
- To keep the good impression from clients an interior design company should deliver the project in time. Deliver the project after the deadline creates a bad impression to organization.

Chapter – 04

(Conclusion)

Conclusion

Interior sector become growing now a day's most of the people want to make their place cozy, attractive and also known to use the space efficiently. For this reasons they take suggestions and services from interior sector. Both of the expectation of clients after services and the working process of interior sector can be known from this report. In corporate sector clients are more conscious about the cost and standard, on the other side in residence interior clients are more conscious about both of cost and unique design. Clients are also conscious about the manner, timeliness and efficiency during the project time from the organization. So if any organization can balance all of these issues the expectation vs. perceived performance will be very high and will create a positive relationship.

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Client Name: _____

Type : _____ **Project no :** _____

Phase – 01		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	CHL provided clear & consistent communication throughout the project.					
2.	CHL exhibited exceptional design, skill, expertise & style					
3.	CHL design process is easy to understand/explained appropriately as the project progressed.					
4.	CHL team treated you professionally with respect, attention and courteousness.					
5.	CHL worked efficiently & the project proceeded in a timely manner.					
6.	The final result created by CHL was exactly what I was envisioning or better.					
7.	The cost of design & implementation is reasonable.					
8.	The comparison between cost & estimation is satisfactory.					

Phase – 02		Yes	No	Neutral
1.	Did Corporate Hub Ltd (CHL) meet your overall expectation?			
2.	Would you work with CHL again?			
3.	Would you recommend CHL?			
4.	The cost of CHL is low than others.			

If your answer is “Yes” then answer the following question:

1. Why would you recommend CHL?

- Unique Design
- Low cost
- Well manner