

Executive summary

This report with a title of “A study on customer satisfaction at Accutech laser Pvt Ltd” The purpose which is attached with the research is the calculation of the level of customers satisfaction, to understand an expectation from the customer side towards the product and service delivery and to find out the level of service delivery and the expectation of customer which will influence them.

This study focuses on how to understand a customer on the basis of their satisfaction, expectation level, the quality of services and the features that attracts the customer. This study mainly focuses on the factors which all help to determine the expectation level of the customer. This study helps the company to provide a satisfactory service to the customers so that they become more loyal and get attracted to the product and service.

The research was conducted as per the steps of marketing research and well subjective to meet its objective, primary research was conducted for that. It is done by using survey research method for collecting data from customers. Questionnaire was the instrument used for the data collection for this research. Convenience sampling method is used to research, The researcher has taken responsibility from 30 respondents to know their opinion.

As per the study, most of the customers were satisfied with products and services in Accutech laser.