**1.4 Methodology of the report:**

**1.4.1 Framework of the report:**

The whole report has been arranged in nine specific parts. Part one named as Introduction, which includes the origin, objectives, significance and methodology of the report. Part two named as Organization Overview, which includes the description of the overall organization of Dhaka WASA. Part three named as Job experience which includes my job responsibility and activities in the organization as employee for past ten years. Part four points out key areas of automation. Part five discusses about. Part six mentions the digitized processes and services. Part seven includes case study of automated AIS and billing. Part eight includes recommendation and conclusion and Part nine is Appendix.

**1.4.2 Target population**

The target populations for the study are –

* Internal employees.
* Vendors of the organization.
* Consumers
* Key executives of Dhaka WASA.
* Government Regulators
* International Agencies

**1.4.3 Study Area**

The study will be conducted within the organization to study the automation process of Dhaka WASA.

**1.4.4 Data Sources**

For the information of the report mainly both internal and external - primary and secondary sources of data have been collected. But mostly the primary data are used. Primary sources of data consists various data collected by informal interview with the employees. Secondary sources including study on Dhaka WASA automation, information of the websites, publications have been used for this purpose. Some Tertiary sources were also used for information also.

**1.5 Limitation of the study:**

While doing this project I had to face some limitations. These are as follows-

* This study has been kept limited on analysis of case studies and present information only. There is no formal test on any hypothesis as this is not a research work.
* Time is the key constraints of this report.
* To perform employee survey involved in Accounting and Revenue/Billing Departments became very hard because I was not directly involved with the Accounting and Revenue/Billing Departments team; rather I worked with Engineering team.
* All the Information is not easily accessible or not permitted to disclose according to the organization policy, rules and regulations had been followed on the disclosure of confidential information.
* It was also difficult to collect information from different vendors of automation works.
* I also faced problem in communicating with my University Internship supervisor, Employees, Management members and Vendors of Dhaka WASA- face to face, due to COVID-19 situation.

### [Conceptual Frame work of Marketing Mix](https://reportbd.blogspot.com/)

**Service/ Product Development**

Development New services/ Products to existing customer what is service/ product development. Banks are following this strategy.

**Diversification**

Develop new service for new customers, that is, diversification. Bank has more diversify products to new customer.

**The Banking Price**

Banks interest rate means Banking Price. Price is important since it represents the only element of marketing mix that creates revenue. The Banking system does not in fact price all its services. Since some are offered free to customers. The most important prices in the Banking system relate to interest rates. The government controls basic interest rates.

Limitation of the study

**Limitation of the study**

In undertaking this study, a number of problems were faced. Thus the study has several limitations. The limitations are:

**a) Lack of knowledge:**

As a student, in the research field, I have no past practical experience of data collection, data processing, data analyzing, integrating and presenting. So it is a limiting factor for obtain accurate information.

**b) Lack of time**

For the time limitation I could not gather more information to justify exact condition. The time constraints are limiting factors.

**c) Small sample size:**

The study is limited by the size of the sample. As the sample size is very small, geographical and regional differences could not be included.

**f) Fund unavailability**

I don’t have much financial support to conduct this study. I could not interview with more respondents covering the survey area.

**g. Customers willingness**

Most of the customer of the banks businessman and employee. So, they could not give me enough time to fill up questionnaire. Also they are not willing or afraid to provide appropriate data.

### Sample area and size

**Sample**

Sample is a representative unit of a population. Few or all of the characteristics of population may posses by the sample. But it is mentionable that sample must be representative to the population. My samples are Branch managers, executives, officers and clients of the four banks.

**Sample Area**

Sample area means the scope of a research that will be conducted. Sample area is an important factor for conducting a research. I have taken Rajshahi Metropolitan City as my research area.

**Sample size**

Sample size means the range of sample that is how many samples are collected. Sample size is the great factor for getting tremendous result. The more sample size indicates the more accuracy of the research. I have tried to collect more samples as much as possible. My samples are shown in the below chart.

**Table: Number of Different Sample Size**

|  |  |
| --- | --- |
| **Sample unit** | **Number of sample** |
| Branch managers | 4 |
| Executives | 16 |
| Officers | 20 |
| Clients | 60 |
| **Total** | **100** |

### Methodology

**Methodology**

In order to find out the marketing strategies and measure the customer satisfaction level of private scheduled bank of Brac Bank, Dhaka Bank, Islami Bank and Prime Bank I have used various method to collect and present data. Mainly I used two types of data for this purpose-

1. Primary data

2. Secondary data

**Primary data**: This report has prepared through extensive use of primary data. It is collected from group of people who are related with this bank. The following methods are used in collecting primary data. These are

a)**Direct interviewing**: I have collected data from the branch manager, executives, officers and bank clients with the protested and well designed questionnaire.

b)**Personal communication**: I have gathered data through personal communication with the officers, executives, managers and clients of the bank branch.

c)**Observation method**: I went to every department of four Banks and observe their activities.

**Secondary data**: Secondary sources are those which are published or processed materials. I have collected secondary data from the following sources-

1. Various types of official documents.

2. Some published research report, books, journal and articles

3. Personnel departments of four Banks

4. File study, some books on Banking theory and practice

5. Loans and advance manuals

6**.** Different books of service marketing