

**A STUDY ON MARKETING AND CUSTOMER
SATISFACTION IN TIMBER AND FURNITURE
BUSINESSES IN STATE OWNED ENTERPRISE**

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DECLARATION

I declare that this is my own work and this thesis does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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ABSTRACT

A study on marketing and customer satisfaction in timber and furniture businesses in state owned enterprise

The Thesis is based on the timber and furniture production of the State Own Enterprise (SOE). The research is conducted in the case study method, in which a data analysis is represented and a random feedback is obtained through a questionnaire presented to selected customers and showroom manager as well. Even the top management is also provided with the opportunity to express about their attitudes and the achievements in their strategic implementations. Concept of consumer based product development in the timber business is thoroughly discussed all over the research where it outlines the importance and strategies of creating a better customer relationship for furniture and timber product market. Moreover, it surveys about the commercial strategic plan of the SOE and how the strategic plan is implemented. The strengths, weaknesses, Opportunities and Threats which influence the SOE is also researched and discussed.

Customer feedback on the timber products also has been collected through a random questionnaire basis which included almost all aspects regarding the timber production of SOE. The customer relationship and satisfaction for timber and timber products in the market were analysed through this questionnaire. Another questionnaire has also been conducted with sales officers of the furniture outlets to examine the consumer behaviour so far. Through this questionnaire it was able to collect information on the reasons for customers being interested on SOE products and the reasons for their disappointments as well. With the results obtained through data analysis are information collected, conclusions are made and further recommendations are present. It is concluded to study the concept of consumer based product development in timber business. Further, it is identified the importance of applying a suitable marketing strategy and a suitable commercial strategy for furniture production. Amongst all, creation of better customer relationship for timber product markets could be identifies as the utmost requirement. Further research is suggest, such that to discuss about the employee satisfaction and utilization of modern machinery in furniture production.

Keywords: *Marketing Strategy, Marketing Concepts, Segmentation, Price, Quality Management, Customer Satisfaction*

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LIST OF ABBREVIATION

SOE	State Own Enterprise
ERP	Enterprise Resources Planning
QMS	Quality Management System
ISO	International Organization for Standardization
DM	Decimetre
VAT	Value Added Tax
NBT	Nation Building Tax
NC	Nitro- Cellulose
PU	Polyurethane
WB	Water Base

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