

**“CUSTOMER’S SATISFACTION AND SWOT ANALYSIS
OF STATE BANK OF INDIA AND HDFC BANK
: A COMPARATIVE STUDY”**

A project report submitted to the Amguri College, Amguri in partial fulfillment
of requirement for the award of the Degree of Bachelor of commerce in
Marketing under Dibrugarh University



By

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CERTIFICATE

I have the great pleasure in certifying that Miss Bini Borah (B.com 6th Semester) a student of Department of Commerce, Major in Marketing ,Amguri College,Amguri has prepared his project report Entitled **“Customer’s Satisfaction And SWOT Analysis Of State Bank Of India And HDFC Bank: A Comparative Study”**under my guidance and supervision .

Neither the whole nor any part of this project has been submitted to any other college/ University related to a similar requirement.

I wish her all success in life.

Place - Amguri

Date - 10-04-2017


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PREFACE

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

Banks are playing a crucial role in economic development of a country. For an economy money is one of the most important and essential elements which can be compared with blood of our body when financial institution like bank act as a artery system of the economy. Banking system occupies an important place in a nation's economy because of its intermediary role; it ensured allocation and keeps up the momentum of economic activities. Bangladesh economy has been experiencing a rapid growth since the 90's. Urbanization and lifestyle changes concurrent with the economic development created demand for banking products and services. From the beginning to today bank is playing an important role in our economy. For the local community, banks provide access to funding and financial services to both local business and citizens, as well as the money banks invest back into the community through employee payroll, business investments, and taxes. First of all banks cater the need of society by mopping up deposits as different forms like savings, and many other options at reasonable rates. Also bank provide credit facility to high end investors for big projects in the industrial, infrastructure and service sectors. The present study was undertaken to know the concept of Customer preference, Analysis of SWOT in SBI and HDFC Bank, overview and evaluation of both the Banks.

Date: 10/4/2017
Place: Amgure'

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10/4/2017
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