

CUSTOMER SATISFACTION OF DASTGYR: A B2B STARTUP PLATFORM WITH FINTECH.

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ABSTRACT

This paper attempts to investigate the customer satisfaction of the existing customers of Dastgyr, who entered the market during covid-19 to solve the issue of going to the wholesaler or waiting for agents. Although Dastgyr is unable to cater to the market of whole Pakistan and some major players also entered the market. The paper also focuses on the data collected from retailers of Karachi on their satisfaction with the company. This paper also examines the space required to be filled by Dastgyr because they are only operating in Karachi and Lahore. The collected data through the Questionnaire will provide the service quality of Dastgyr. Furthermore, this paper also examines the areas in which Dastgyr can expand to increase its reach. Some major competitors from B2B have also been discussed in this paper to measure the size and reach of Dastgyr. The paper also emphasizes the customer satisfaction, customer loyalty, and service quality of Dastgyr. This paper also includes the ongoing and future strategies that are going to be implemented in the future as well. However, fintech has also been discussed in this paper because of the current developments of Dastgyr in providing payment solutions for its customers.

Keywords: service quality; customer satisfaction; customer loyalty