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Abstract

Marketing has abruptly grown into a catchphrase in the banking sector. Customer has rapidly relocated to the center platform and he/she has the liberty of aoption. “How do banks then fascinate a client to use their product and services? One has to figure out the point that the long-standing trustworthiness and loyalty can no longer be taken for the sake of it. Banks have to create struggles to preserve the prevailing customers and also use approaches to interest new customers towards them”.

This report attempts to discover the relationship between an organization’s analysis of financial statements and customer loyalty. “Providing higher service quality to customers in today’s business atmosphere is very critical and essential due to tough competition in the domestic and global markets. The capability to deliver best service value will reinforce the reputation; improve retaining of customers, inviting new customers through customer satisfaction and loyalty. This study examines the customer satisfaction and loyalty relationship in terms of basic service, employed by Meezan Bank Limited and the results of the analysis of financial statements. The reading discloses that there is a noteworthy relationship witnessed among progressive service and customer happiness”

Thus the reading entails that for a popular and operative marketing of bank products is a compulsory circumstance. This circumstance can only be satisfying only by appealing lots of customers. Thus, bank ought to make only those procedures that are accommodating and cooperating in gratifying the varying prerequisites of potential customers.

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