

**ANALYSIS OF CUSTOMER SATISFACTION LEVEL  
IN MEEZAN BANK LIMITED AS COMPARE TO  
BANK ISLAMI PAKISTAN LIMITED.**

A thesis

Presented to

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BY


**MUHAMMAD RAHEEL ALAM**

**BAHRIA UNIVERSITY**  
**KARACHI**

**RECOMMENDATION FOR ORAL EXAMINATION**

This Project/thesis hereto attached, entitled, “**ANALYSIS OF CUSTOMER SATISFACTION LEVEL IN MEEZAN BANK LIMITED AS COMPARE TO BANK ISLAMI PAKISTAN LIMITED.**”, prepared and submitted by MUHAMMAD RAHEEL ALAM, in partial fulfillment of the requirements for the degree **MASTERS IN BUSINESS ADMINSTRATION**, is hereby recommended for appropriate action.

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**Advisor**

Name: Solaiman Berrawt

## **ABSTRACT**

With the passage of time the value of money is increasing, customers are now become more conscious about their finances and want to invest in such place where they can get as much return as they want therefore they want banks and other financial firms to provide them something extra and different service. This Research paper will help to find out the importance of providing customer superior service to maintain customer loyalty and remain earning profits in the longer run. The Research paper presents the outcome of the study that was done to know about the views of users of services of Meezan bank limited and Bank Islami Pakistan limited towards providing delightful customer services in order to make them loyal and profitable for the company.



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