



**CUSTOMER ORIENTATION AND FIRM
PERFORMANCES**

**(A STUDY OF LICENSED COMMERCIAL BANKING
SECTOR IN GALLE DISTRICT)**

*This dissertation is submitted as partial fulfillment of the degree of Bachelor of
Business Management in Entrepreneurship and Management*

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ABSTRACT

Considering the modern business environment customer is the foremost part of the business. Because of its directly affect to the performance of the organization and influence to beat the competition in the market. Thus, organizations are trying to treat customer as the king of their organization. In this sense the concept of Customer Orientation has become dominant in the current business field. Therefore, this study examines the relationship between Customer Orientation and Firm Performances of Licensed Commercial Banking sector in Galle district. In order to that nine Licensed Commercial Banks were selected as sample based on the LMD Brand Annuals 2010 and altogether 45 questionnaires were distributed among executive level employees in the banks as 5 questionnaires per each bank to gathering responds about the Customer Orientation and Firm Performances. Customer Orientation measured under the two categories as Customer Analysis and Customer Responsiveness. Firm Performances was measured by ROA, ROI, Sales Growth and Market Share Position of the each bank by using questionnaire survey approach and five-point-likert scale method used to gather the information from the respondents. The results revealed that high positive and significant relationship between overall Customer Orientation and overall Firm Performances of the selected banks. In addition to that Customer Analysis and Customer Responsiveness also have a high positive relationship with the overall Firm Performance. Furthermore, overall Customer Orientation positively associated with each individual Firm Performances indicators mentioned in above.

Descriptive statistics, regression analysis and correlation analysis were used to analyze the data.

DECLARATION..... II

Key words: *Customer Orientation, Customer Analysis, Customer Responsiveness, Firm Performances*

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