



Daffodil
International
University

“An Evaluation of Customer Satisfaction towards the Services of the Theme Park of Bangladesh: A Case Study on the Fantasy Kingdom.”

Submitted to:

Dr. Mohammad Shibli Shahriar

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Prepared By:

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Major in Marketing

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Date of Submission:

08/26/2024

Letter of Transmittal

To

Dr. Mohammad Shibli Shahriar

Business administration department

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship report

Respected Sir,

I am pleased to submit my internship title “**An Evaluation of Customer Satisfaction towards the Services of the theme park of Bangladesh: A Case Study on Fantasy Kingdom.**” is my internship report. has been completed. I'm extremely grateful to present the report to you. The study, which covered the period **from 31st August 2023 to 02 January 2024**, is complete. I did everything possible to put this report together and did my best to gather pertinent and enlightening data. Working on this subject has been a wonderful experience for me.

I highly appreciate your guidance and consistent cooperation and hope the report will be completed as per your expectation

Sincerely Yours,

Hasanuzzaman

Md. Hasanuzzaman

ID: 201-11-1006

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Acknowledgment

As I complete this internship report, I would like to thank those support and guidance helped me shape my studies and overall experience. Above all, I express my sincere gratitude to my dedicated supervisor Dr. Mohammad Shibli Shahriar Sir, for his guidance, constructive feedback, and unwavering support. during the internship period. Their insights and encouragement have been invaluable in navigating the challenges and opportunities presented on this Journey.

Without the requisite particle knowledge, and the support of numerous books, papers, websites, and primary material, this internship report might not have been finished. My practical understanding of company culture was improved.

Finally, I appreciate the guidance of my academic institution and the Bachelor of Business Administration department in facilitating and supporting this internship, providing a foundation for the integration of theoretical knowledge with practical experience.

Declaration

I am pleased to submit my internship title “**An Evaluation of Customer Satisfaction towards the Services of the theme park of Bangladesh: A Case Study on Fantasy Kingdom. .**” was specifically created by me following the end of a four-month internship program at Concord Entertainment Company Ltd. I further attest that the study was conducted exclusively for my academic obligations, with no ulterior motives. It can't be used to the enemy of the company's advantage.

Hasanuzzaman

Md. Hasanuzzaman

ID: 201-11-1006

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Certificate of Approval

This is to notify that **Md. Hasanuzzaman** ID 201-11-1006, is a regular student of Marketing major from BBA program at Daffodil International University, has successfully complete the internship at Concord Entertainment Company Ltd. and report title is “**An Evaluation of Customer Satisfaction towards the Services of the theme park of Bangladesh: A Case Study on Fantasy Kingdom.**” the report seems authentic.

I wish his the very best in her future initiatives.



Dr. Mohammad Shibli Shahriar
Associate Professor
Business Administration Department
Faculty of Business & Entrepreneurship
Daffodil International University

Executive Summary

The way that practical knowledge operates is complicated, and is put into practice varies significantly from academic information. Practical knowledge is crucial in supporting academic knowledge. An internship program is a fantastic way to demonstrate the relevance of academic knowledge to real-world situations. For this reason, the Department of Business Administration has introduced an internship program designed to provide B.B.A. students with real-world experience.

In Ashulia, Savar, Dhaka, Bangladesh, there is a complex of amusement parks called Fantasy Kingdom. The theme park, which debuted on February 19, 2002, is owned and run by Concord Entertainment Co. Ltd., a Concord Group sibling company. With one theme park, one water park, a go-kart track, and Heritage Park Corner, the property spans over 80 acres.

Various methods were used to gather information and data. Fifty clients in all were questioned. Learn more from individuals who have been employed by this company for an extended period of time. Direct interaction with Concord Entertainment Company Ltd representatives, in-person client interactions, desk work, and perusing the company website.

In summary, this report's introduction to Concord Entertainment Company Ltd can be summarized as follows. The previously mentioned details encompass the financial institution's beliefs, vision, goal, and business strategy, in addition to its historical history. Subsequently, the subject of assessing the quality of services provided by Concord Entertainment Company Ltd using the questionnaire model and my associated obligations presents itself. The synopsis displays the many services Concord Entertainment Company Ltd offers.

Finding the issue with customer satisfaction and client happiness requires this information, which is extremely important.

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Chapter 1

Introduction

1.1 Introduction

Nowadays, theme parks are among the best places to get amusement for both urban and rural residents. People's lives have become rather robotic in the metropolis, to the extent that they stay there. They are too busy to work and rarely have free time. People want to make the most out of their vacation for this reason, thus. For them, the largest source of enjoyment may be a theme park. Theme parks are built around certain themes and have a variety of electrical ride options in addition to appealing swimming pools where guests may unwind.

Ashulia, Savar, Dhaka, Bangladesh is home to the Fantasy Kingdom complex of entertainment parks. Concord Entertainment Co. Ltd., a subsidiary company of Concord Group, owns and runs the theme park, which opened on February 19, 2002. With one theme park, one water park, a go-kart track, and Heritage Park Corner, the property spans over 80 acres.

Fantasy Kingdom has grown to be a popular spot for family days out, corporate trips, and picnics. There are attractive packages available that include transportation to and from the park, food, gifts, and entertainment. The fantasy kingdom also offers facilities for planning conferences, yearly general meetings, business events, birthday, wedding, and family celebrations, as well as photo and video shoots.

1.2 Background of the study

Through the BBA, internship program, I can apply my academic knowledge to real-world situations while developing fundamental soft skills like problem-solving, leadership, teamwork, and flexibility.

I had the opportunity to work with Concord Entertainment Company Ltd My supervisor, **Dr. Mohammad Shibli Shahriar sir**, gave me advice all the way through composing the report. I got the information via working with Concord Entertainment Company Ltd . I also obtained information from their diverse clients. I obtained some data from their website. During my internship, I was able to expand my skills and gain more self-assurance in the job.

1.3 Scope of the Study

The tourism industry is getting more involved in events and activities every day. Simultaneously, travel is getting easier and faster, and there is a larger range of travel options. Nowadays, as the need for improved services grows daily, several tourist locations provide a range of cutting-edge concepts & amenities to draw visitors. The tourism industry, like all other sectors of the global economy, is made up of numerous small and medium-sized businesses that strive to succeed in a highly competitive and quickly evolving business climate in order to survive.

Without the customer, Tourism sector couldn't run their business and if customers stop giving their time, their money, or if they stop buying ticket then the company will be destroyed. So, that's why the satisfaction of a single customer does matter. That's why it is mandatory to understand the customer service and satisfaction of any real estate business.

The report covers:

- ❖ Customer Satisfaction of **Fantasy Kingdom**.
- ❖ Services offered by the **Fantasy Kingdom**.

1.4 Objectives of the Study

The objectives of the study are:

1. **To identify** the factors of customer satisfaction towards the Services of Fantasy Kingdom.
2. **To analyze** the factors of customer satisfaction towards the Services of Fantasy Kingdom.
3. **To make some suggestions** to overcome the problems identified regarding those services.

1.5 Methodology of Study

To carry out analyses that have been provided by the report, the study made use of both primary and secondary data. Employees of Fantasy Kingdom and clients who have used the company's services were the first to provide information on general operations and customer satisfaction. Numerous sources, such as websites, annual reports, relevant periodicals, and so on, were used to collect Secondary facts.

Primary Data:

- ✓ Data was collected from customers of Fantasy Kingdom
- ✓ In-person discussions with clients.
- ✓ Observation during the internship tenure.

Secondary Data:

- **Fantasy Kingdom annual report 2020-2022**
- **Online sources: Fantasy Kindom website.**
- **Articles, various books and magazines related to the subject of this report.**

Target Population:

Customers of **Fantasy Kingdom** are targeted for this study.

1.5.1 Sample Size

For conducting the research sample size was 50.

1.5.2 Sampling Techniques

To total the ponder comfort inspecting strategies or frameworks have been utilized, which may be a sort of non-probability sampling.

1.5.3 Method Data collection

Questionnaire Survey: A questionnaire survey is used to collect data from a specific population or sample in the form of opinions, behaviors, attitudes, and information. A systematic and open-ended questionnaire for **Fantasy Kingdom** customers was prepared for this report.

1.6 Limitations of the Study

The following restrictions arose when the research was conducted:

- The main limitation of the research was insufficient data, which restricted the capacity to do the necessary analysis for the study.
- Not getting enough time to cover all the activities.
- Since almost 90% of customers are coming to have fun, it might be challenging to receive a response from them because of their schedules.
- Managing some information for this study is challenging as every organization protects the privacy of its internal data.

Chapter 2

Organization Overview

2.1 History of Fantasy Kingdom

In 1973, Concord Group was established. The Concord Group constructed Fantasy Kingdom, a multimillion-dollar theme park, the theme park, which debuted on February 19, 2002, is owned and run by Concord Entertainment Co. Ltd., a Concord Group sibling company. With a single theme park, one water park, a go-kart track, and a Heritage park corner, the property spans around 80 acres.

A top amusement park and entertainment destination, Fantasy Kingdom welcomes customers to a magical and exciting world. It has a dry park with exhilarating coasters, a water park with heart-pounding slides, interactive play zones, and kid-friendly activities. Fantasy Kingdom has many rides like:

1. Roller Coaster
2. Magic Carpet
3. Izzy Dizzy
4. Whirly Bird
5. Bumper Car
6. Ferris Wheel
7. Vortex Tunnel
8. Santa Maria
9. Zuzu Train

2.2 Vision

The vision of Fantasy Kingdom:

1. To become a best entertainment theme for Bangladeshis people.
2. Fantasy Kingdom dedicated to innovation and constant progress, making use of the newest trends and technology to give clients the finest ride.
3. Helping customers reach most satisfaction level.

2.3 Mission

Making enduring memories is Fantasy Kingdom's straightforward goal. The force that gives rise to happiness, humor, and the most profoundly transforming events. With finely crafted attractions and entertainment offerings, we hope to deliver exceptional moments of wonder and enjoyment.

2.4 Services of Fantasy Kindom

Fantasy Kindom has two services:

1) **Offering Rides:** Fantasy Kingdom offered various kind of rides. Some of them are Roller Coaster, Magic Carpet, Izzy Dizzy, Whirly Bird, Bumper Car, Ferris Wheel, Ortex Tunnel, Santa Maria, Zuzu Train etc. Fantasy Kindom has an objectives to in case of offering that riders to students, corporate peoples. As people wants to do enjoy in weekend that's why Fantasy Kindom offered them various ride.

2) **Resort for refreshment:** If people want, people can hire resort for refreshment on weekend. Resorts are well known for providing opulent, all-inclusive experiences that are intended to bring visitors adventure, relaxation, and lifelong memories. Resorts constantly develop and improve their offerings to stay competitive and satisfy the changing demands of tourists, guaranteeing a pleasurable stay for each and every visitor.

An important characteristic of a first-rate resort is its dedication to providing individualized service. Beyond simply a place to stay, visitors want experiences that are tailored to suit their unique interests. Resorts that specialize in personalizing leave a lasting impression and encourage visitor loyalty with their bespoke welcome amenities and itineraries.

Chapter 3

Discussion and Analysis

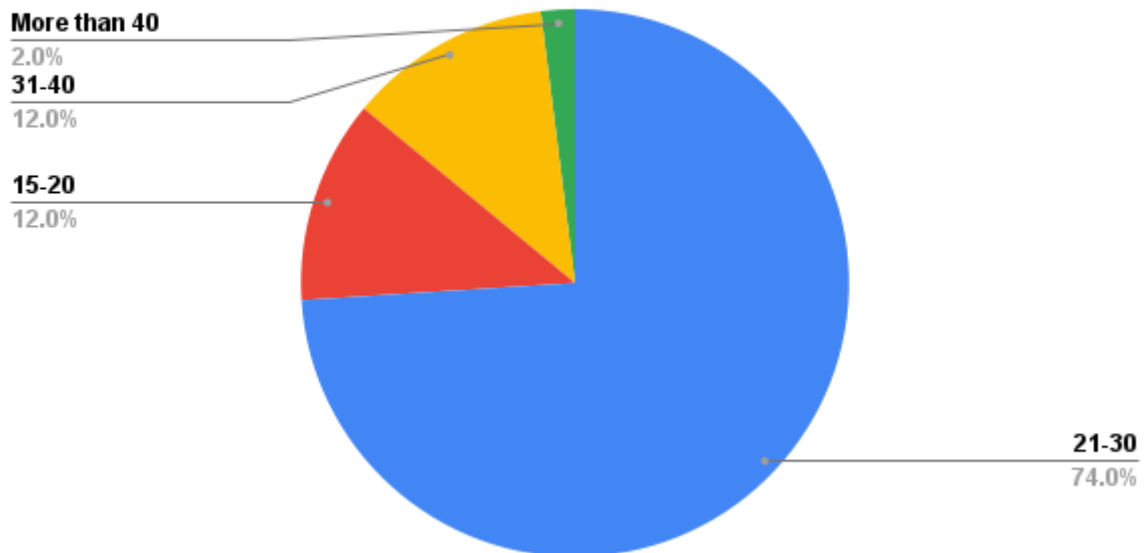
3.1 Data Analysis of the Survey

The survey's analysis section identified a number of aspects. These responses are combined to display the customer's opinions on several other matters as well as their feelings about the business overall. As part of the poll, 50 persons who frequent the Fantasy Kingdom were asked questions. Most of the questions were direct or closed-ended, and the answers to each were shown. The survey's analysis section identified a number of aspects. These responses are combined to display the customer's opinions on several other matters as well as their feelings about the business overall. As part of the poll, 50 persons who frequent the Fantasy Kingdom were asked questions. The results of each question were shown, and the majority of questions were direct or close-ended.

Graphical representations and clarification are displayed for each response:

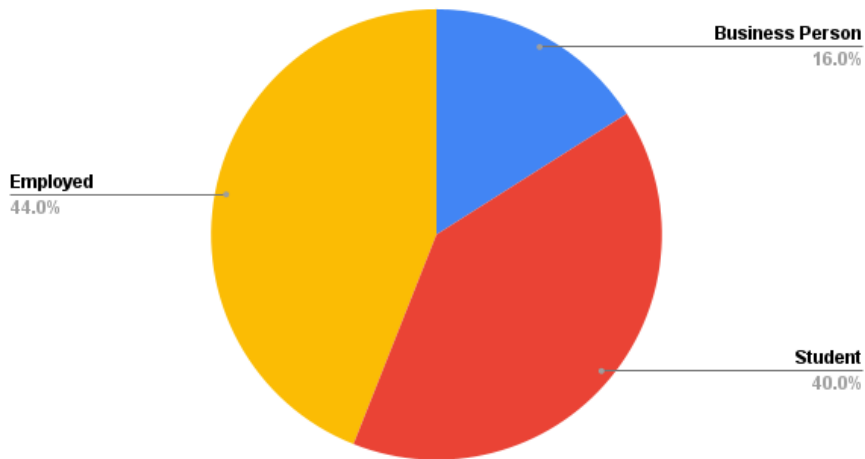
Statement no 1:

Information About Yourself: Age(years)



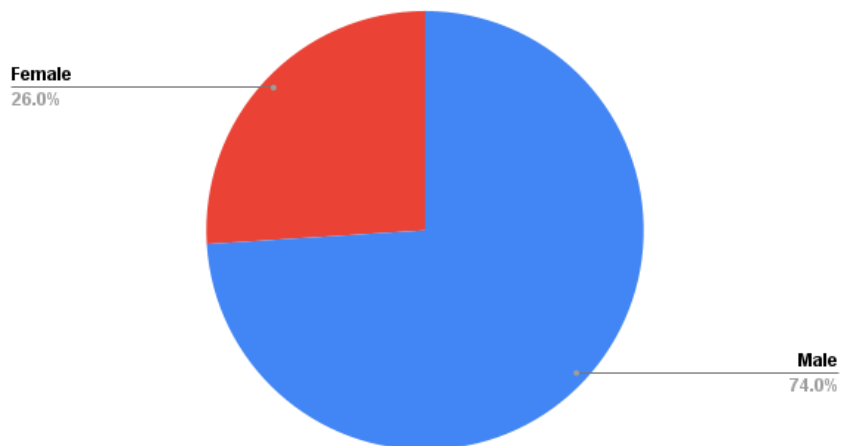
The pie chart shows that the majority of respondents 74.0% are between 21-30 years. About 12.0% of the respondents are 15-20 years old, 12.0% of the respondents are 31-40 years old and 2.0% are more than 40.

Occupation



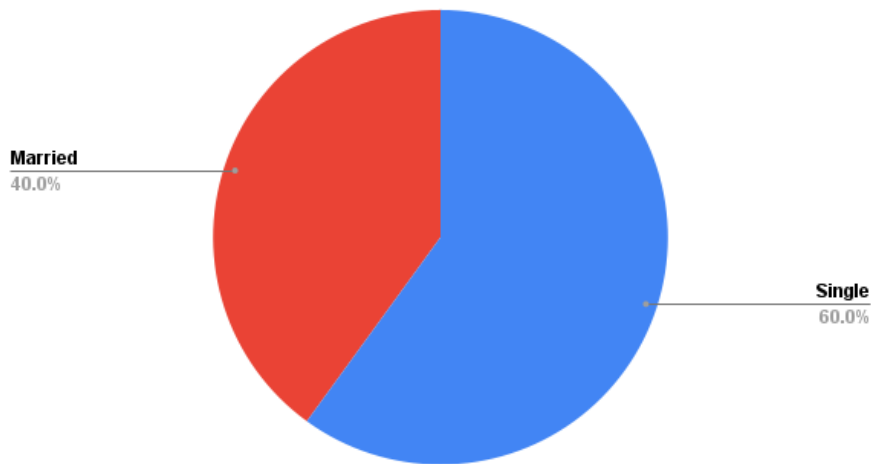
The pie chart shows that the majority of respondents 44.0% are employed. About 40.0% of the respondents are students, and 16.0% of the respondents are business person.

Gender



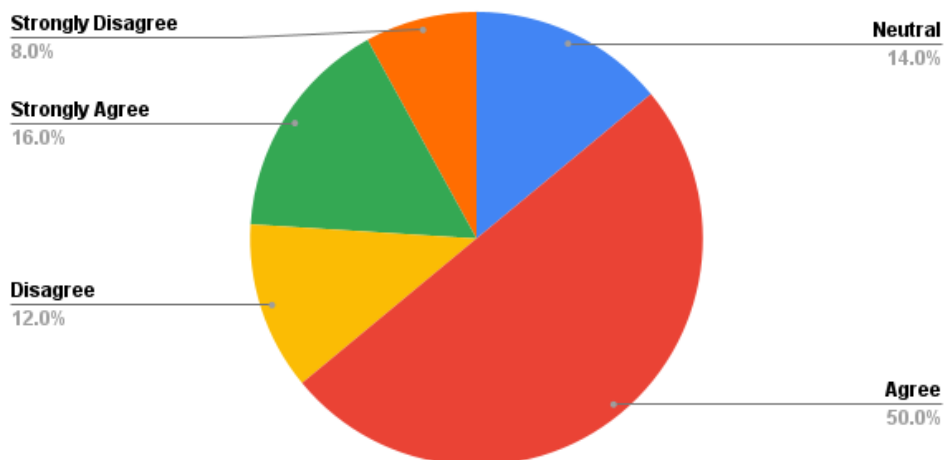
The pie chart shows that the majority of respondents 80.0% are male. About 20.0% of the respondents are female.

Marital Status



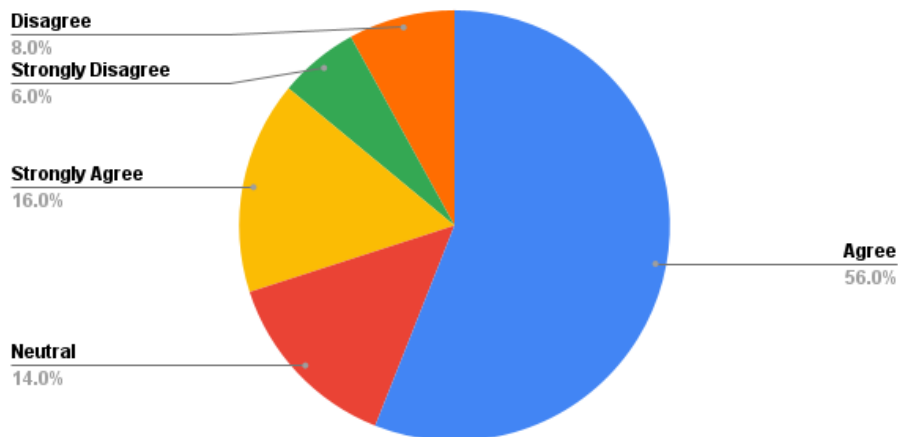
The pie chart shows that the majority of respondents 40.0% are married. About 60.0% of the respondents are single.

You have reasonable expectations regarding the price tactics.



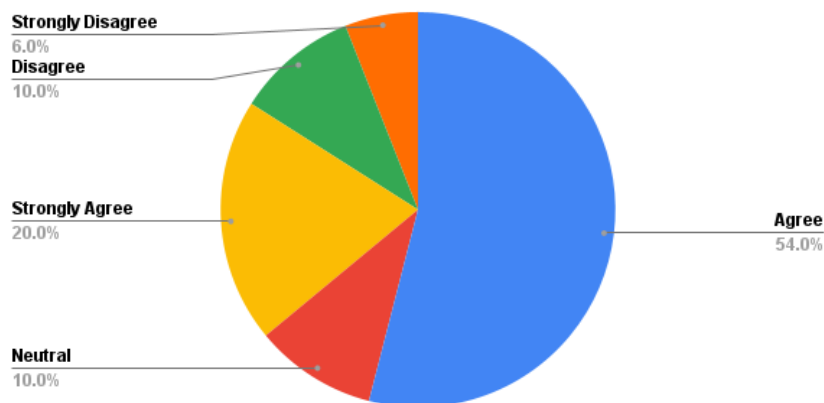
The pie chart shows that the majority of these surveyed 50.0% chose to “agree” in this case, 16.0% chose to strongly agree and 14.0% are neutral which results give a positive vibe towards customer satisfaction. Only 8.0% of respondents strongly disagreed with the statement and 12.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Your initial impression of Fantasy Kingdom's level of service quality is favorable.



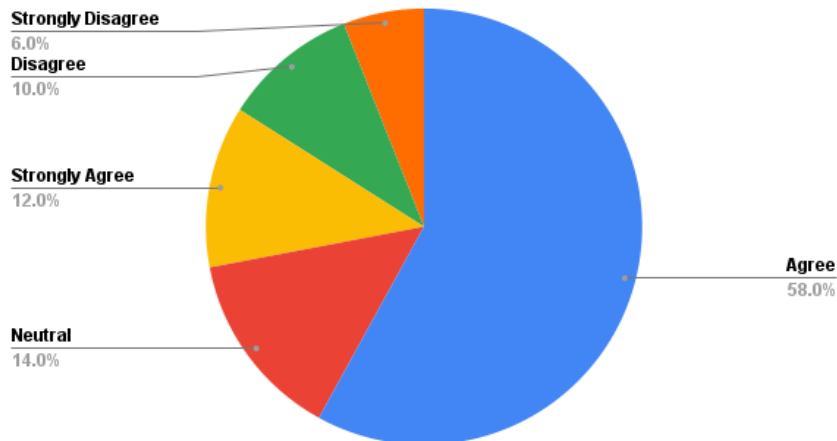
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The questionnaire survey Fantasy Kingdom is something you knows about via friends, family, relatives, or your



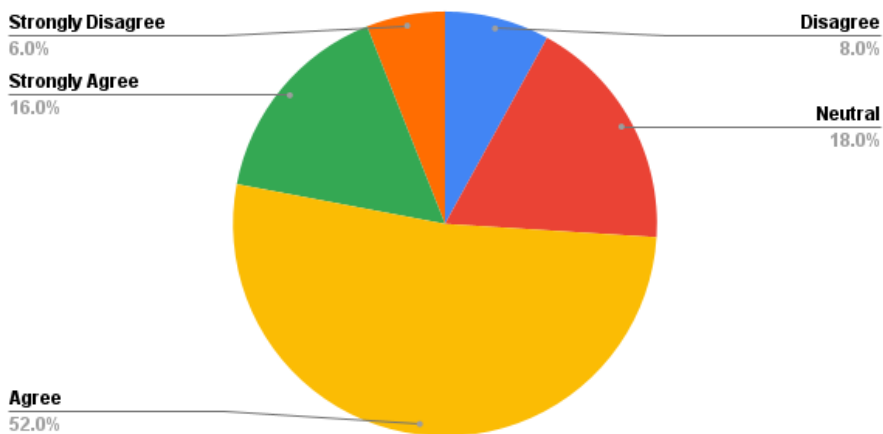
The pie chart shows that the majority of these surveyed 54.0% chose to “agree” in this case, 20.0% chose to strongly agree and 10.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 10.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

The customer support agent answers your call quickly.



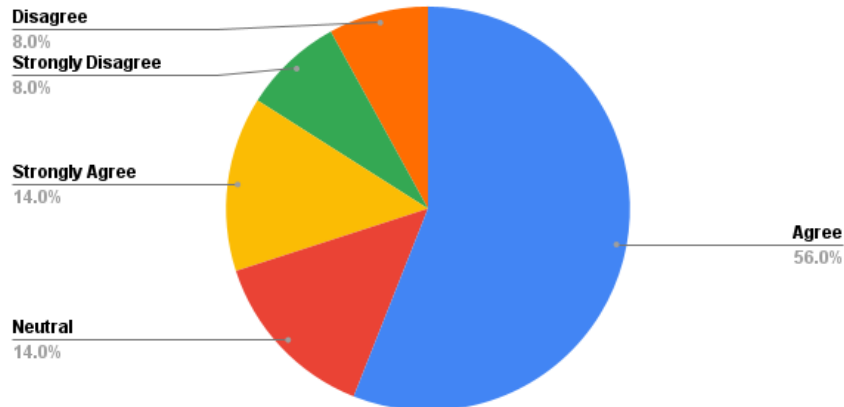
The pie chart shows that the majority of these surveyed 58.0% chose to “agree” in this case, 12.0% chose to strongly agree and 14.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 10.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Commercial bank & Hospital are located near to Fantasy Kingdom.



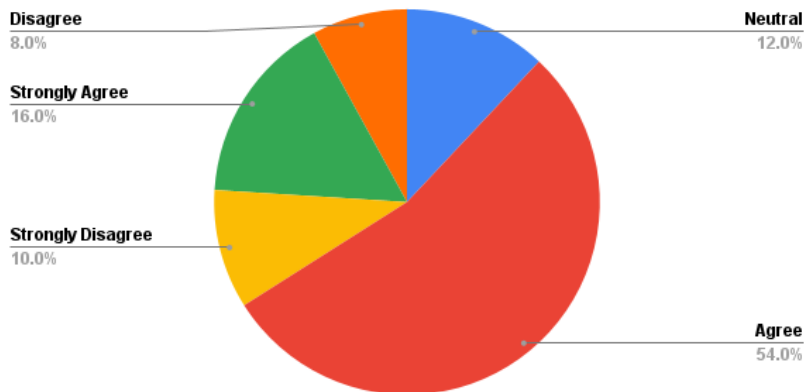
The pie chart shows that the majority of these surveyed 52.0% chose to “agree” in this case, 16.0% chose to strongly agree and 18.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 8.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Your expectations are excellent in terms of the accuracy and thoroughness with which the joy and excitement are



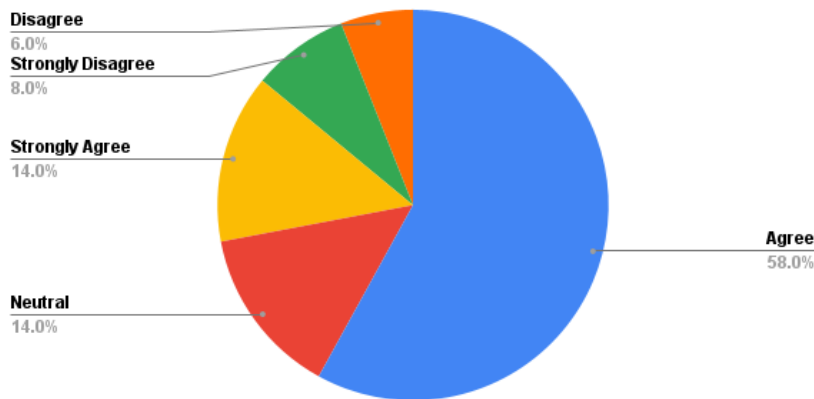
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Fantasy Kingdom holds strong administration & security facilities.



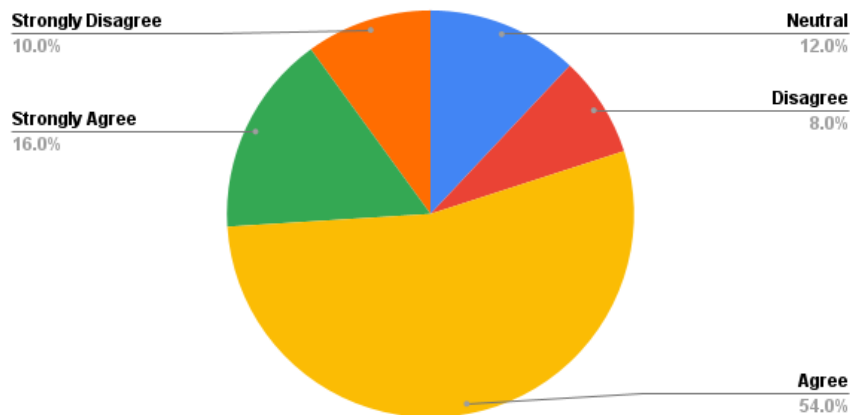
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Fantasy Kingdom is committed to fulfilling its service delivery commitments to you.



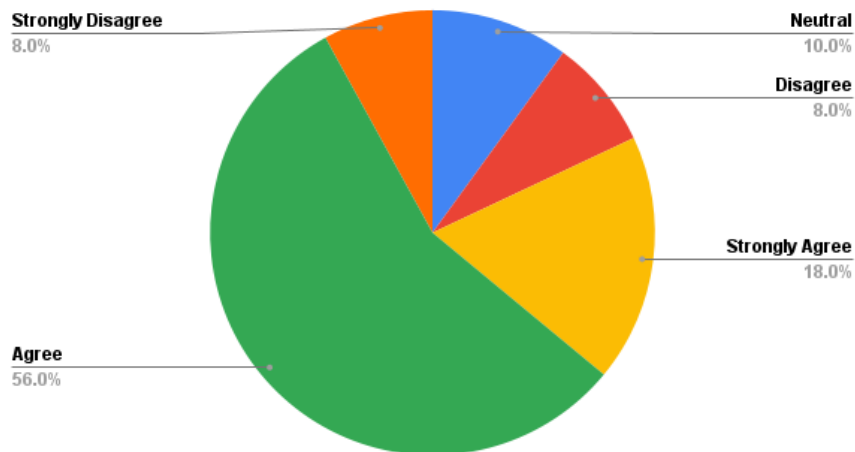
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Fantasy Kingdom is ready to assist you in experiencing the true thrill and enjoyment at the park.



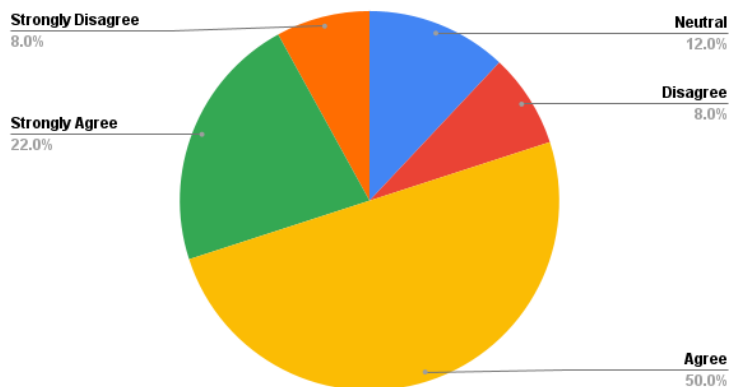
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The location has an eco-friendly environment.



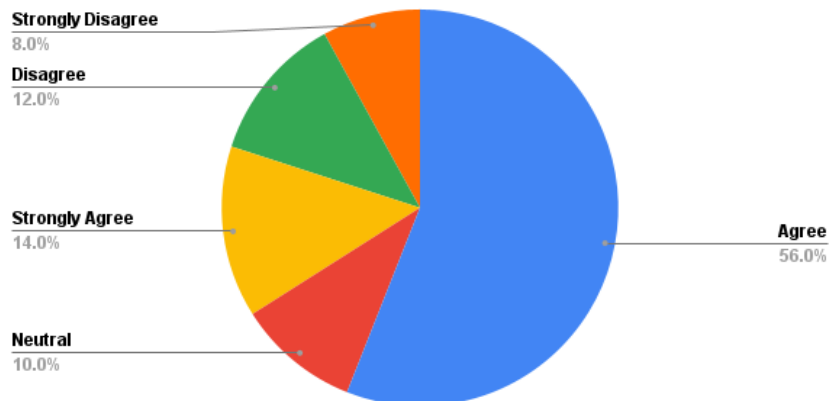
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Fantasy Kingdom always tries to improve its services.



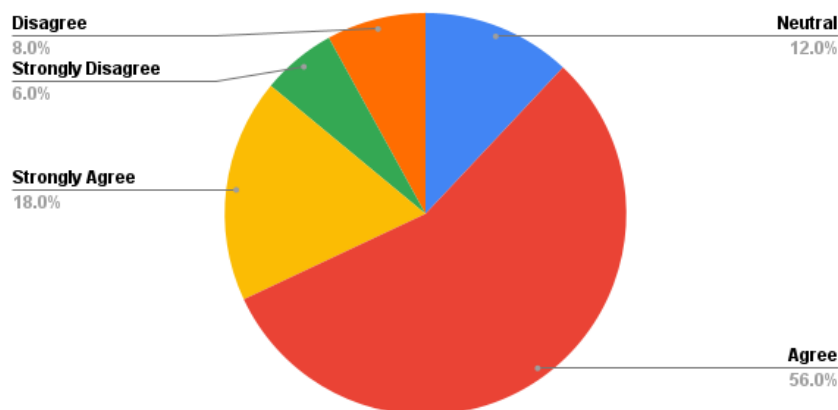
The pie chart shows that the majority of these surveyed 50.0% chose to “agree” in this case, 22.0% chose to strongly agree and 12.0% are neutral which results give a positive vibe towards customer satisfaction. Only 8.0% of respondents strongly disagreed with the statement and 8.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

When you are dissatisfied with a service failure and start to feel angry or depressed, the customer care agent or the



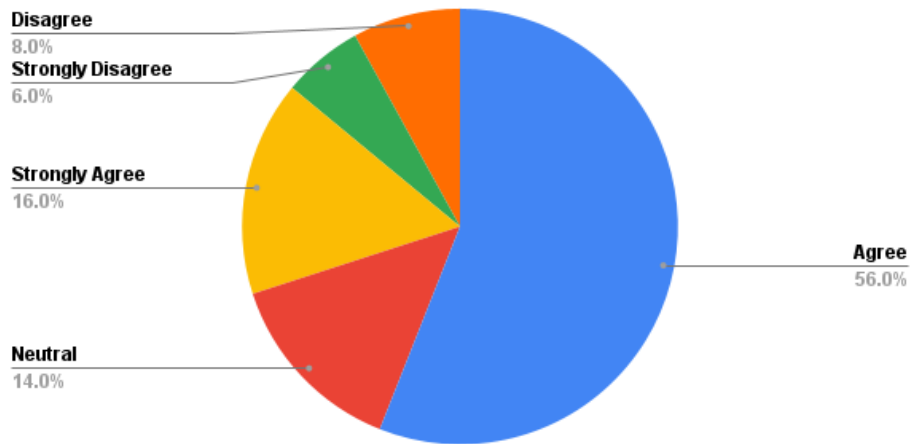
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You have high expectations for the quality of the Fantasy Kingdom's ride.



The pie chart shows that the majority of these surveyed 56.0% chose to “agree” in this case, 18.0% chose to strongly agree and 12.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 8.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Your initial impression of Fantasy Kingdom's level of service quality is favorable.



The pie chart shows that the majority of these surveyed 56.0% chose to “agree” in this case, 16.0% chose to strongly agree and 14.0% are neutral which results give a positive vibe towards customer satisfaction. Only 6.0% of respondents strongly disagreed with the statement and 8.0% of respondents chose to disagree. Because the rest of the respondents choose to strongly agree and agree then it is clear that most of the customers agree with that and they are satisfied.

Chapter 4

Problems and recommendation

4.1 Some problems in Fantasy Kingdom:

- Day by day the ticket price is increasing by year as inflation increase in Bangladesh.
- Some customers are not satisfied because of lack of service. Sometimes rides doesn't give good service due to lack of systematic problem.
- Because of high ticket price Low-income groups and middle-income groups can't come.
- Because of a lack of knowledge and training employees couldn't connect with customers. That's why often there's a gap between customer expectation and customer perception.
- Almost 80% of customers are come to enjoy so some of them do not show interest in case of fill up the questionnaire because of busyness.

4.2 Recommendations

The recommendations section has to make a few points about how **Fantasy Kingdom** should act quickly to avoid losing its market share and significant income.

- Ticket price should not increase rather than Fantasy Kingdom need to set price according to all kind group of customer.
- Fantasy Kingdom need to be concern and need to solve all kinds of systematic problem.
- For dissatisfied customers, Fantasy Kingdom has to find out all the gaps and reasons in case to solve all the problems. So that after solving all the problems, dissatisfied customers will turn into satisfied customers.
- There is a need to increase the use of technology in rides.
- Provide training to employees so that employee can maintain all the rides.

4.3 Conclusion

Through innovating the theme sector, Fantasy Kingdom has elevated parking to a new level in our country. It has positively and successfully impacted Bangladesh's economy in just recent years. Daily profit growth enables them to lend money to different kinds of entrepreneurs, build various kind of building etc.

The park offers its customer excellent services by offering various rides. Over the recent years, Fantasy Kingdom has established a strong reputation. They outperform all other park in terms of financial stability. Fantasy Kingdom will work harder to keep up with the volatile and quickly changing domestic business environment. In order to handle the challenges presented by the current state of the world economy, Fantasy Kingdom needs to increase its productivity.

To continue holding a commanding position in Bangladesh. They have received a lot of positive feedback because they provide good service and have highlighted services. Overall, the survey's findings show that Fantasy Kingdom customers are happy with the company's services. To improve the overall client experience, there are a few areas that can be improved.

Appendix

“An Evaluation of Customer Satisfaction towards the Services of the Theme Park of Bangladesh: A Case Study on the Fantasy Kingdom.”

Dear Participants,

My Name is **Md. Hasanuzzaman**, I am a student at Daffodil International University I am conducting research titled **“An Evaluation of Customer Satisfaction towards the Services of the Theme Park of Bangladesh: A Case Study on the Fantasy Kingdom.”** and the current questionnaire is designed for data collection purposes. You are kindly invited to participate in this research study by completing the attached questionnaire.

Your participation is voluntary, and if you do not want to participate, please discard the questionnaire. However, I appreciate your help in filling in this questionnaire. It will take approximately only 10 minutes to complete. Please note that the questionnaire questions have no right or wrong answer.

Thank you for your cooperation, and for any queries or further information about this study, please do not hesitate to contact me.

Kind Regards,

Md. Hasanuzzaman

Department of Business Administration

Faculty of Business & Administration

Questions:

1. General Question :

Your Name: (Optional)

Email:

2. Information About Yourself:

1.	Age(years)	15-20	21-30	31-40	More than 40
2.	Occupation	Student	Employed	Business Person	Others
3.	Gender	Male	Female	Others	
4.	Marital Status	Single	Married		

3. The questionnaire survey:

Serial No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5.	Fantasy Kingdom is something you knows about via friends, family, relatives, or your neighbor.	5	4	3	2	1
6.	Your initial impression of Fantasy Kingdom's level of service quality is favorable.	5	4	3	2	1
7.	You have reasonable expectations regarding the price tactics.	5	4	3	2	1

8.	Your expectations about Fantasy Kingdom's unique service are acceptable.	5	4	3	2	1
9.	The customer support agent answers your call quickly.	5	4	3	2	1
10.	When you are dissatisfied with a service failure and start to feel angry or depressed, the customer care agent or the FKC employees are acting in an anticipated manner.	5	4	3	2	1
11.	Commercial bank & Hospital are located near to Fantasy Kingdom.	5	4	3	2	1
12.	You have high expectations for the quality of the Fantasy Kingdom's ride.	5	4	3	2	1
13.	Your expectations are excellent in terms of the accuracy and thoroughness with which the joy and excitement are delivered.	5	4	3	2	1
14.	Fantasy Kingdom holds strong administration & security facilities.	5	4	3	2	1
15.	The location has an eco-friendly environment.	5	4	3	2	1
16.	Fantasy Kingdom always tries to improve its services.	5	4	3	2	1
17.	Fantasy Kingdom is committed to fulfilling its service delivery commitments to you.	5	4	3	2	1
18.	Fantasy Kingdom is ready to assist you in experiencing the true thrill and enjoyment at the park.	5	4	3	2	1

References

- ❖ <https://ajbe.aiub.edu/index.php/ajbe/article/download/45/48>
- ❖ <http://dspace.bracu.ac.bd/xmlui/handle/10361/8686>
- ❖ **Concord Entertainment annual report**