Assignment subject and requirements:

**concepts of customer satisfaction, loyalty and commitment. The selected company to be from Middle East.**

1. Intro – describe the company and its background. Discuss how they achieve loyalty currently through customer satisfaction (200 words approximately).
2. Main discussion – link the company you have chosen and its loyalty creation effort to theory. Discuss the concepts of customer satisfaction, loyalty and commitment, Use academic evidence (references) to support your claim and arguments.
3. Be critical, i.e. look at the arguments from all angles. Sometimes you may support your discussion by bring other marketing concepts, in a logical fashion, into the argument.
4. You can produce your own diagram, to show what the organisation should do. Offer some suggestions to the organisation you are focussing on.
5. Provide a short conclusion (150 words approximately)
6. Pages must be numbered
7. Up to date sources (2015 - 2020 (maybe)) have been used as well as past research
8. Context to be maintain.
9. Total word count for the assignment: 2000 words +/- 10%
10. References should be consistently (in both text and in the reference list) in Harvard style.
11. Utilize both academic and practitioner perceptions
12. Show ability to relate concepts and ideas to actual examples.
13. grammar and spelling need to be correct,
14. the assignment needs to flow well
15. Referencing all research materials, stick to one format for referencing
16. Use at least 10 good quality references – journal articles and one or two books, if you wish.
17. Write in the 3rd person
18. Up to date sources (2015 - 2020 (maybe)) have been used as well as past research
19. Please use a minimum font size of 12
20. Times new Roman Font Style
21. 1.5 line spacing and justify alignment
22. use diagrams and tables but they must be discussed and critiqued in the discussion