

The Impacts of Internal Employees on Brand Building: A Case Study of Cell Phone

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Abstract : This research work aims the importance of internal employees in the making of a brand (cell phone) through customer satisfaction which basically explains the connection of internal employees with external customers. This research is designed to measure the satisfaction level of internal employees which further connects to the product evolution as a brand leaving a brand image in the eye of the external customer. The main focus is that internal employees are as important as external customers for the uplift of the product resulting in the brand. Internal employees are individual organization employees, vendors, departments, and distributors.

Keywords : brand building, customer satisfaction, internal employees, mobile franchise

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