

the satisfaction of customer the number of customers an organization have in many terms like the size of customer's pool, the quality of them and then not but not the least the loyalty they have with the organization. Other variables like the needs of the customers, how early a product can be in hand to fulfill those customer needs, partnership and relationship with the suppliers, which is, the information sharing about sales, future sales, the stock of inventory to be kept, and reliable and interconnected data, which will act as a helping hand in overall inventory management, all this has been studied by Lee & Kleener, 2001 [10]. And as this issue of satisfying the most important stakeholder of the business which is customer, who also is the most unpredictable, and is one of the stakeholder of the business due to which the operations runs in business and the businesses operates due to it and satisfaction changes according to the values and behaviors of the individuals this area is of main concern and research. A study conducted by Wicks & Roethlein 2009 reported that any organization can be consistent in satisfying its customers, and customers will be retained with the organization which will result in more profitability only if there are more and more loyal customers [11]. Zebrine et al., 2007 describes the ultimate objective of profitability, customer satisfaction is the main factor. Satisfaction is related to the fulfillment of the wants of the customer, and in the eyes of organization it means that does the product or service is fulfilling the wants of the customer or not, if it is then the customer will be satisfied, which also includes the stages to the fulfillments which can be over or under both. As a research conducted by Hague & Islam 2013, the selection of brand by customer will depend on the customer upon the perception and satisfaction level given by that brand by his prior experience with the brand, and if the experience is good he would always go for that brand [12].