

ST. MARY'S UNIVERSITY COLLEGE

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

AN ASSESSEMENT OF SERVICE DEVELOPMENT
PROCESS IN THE CASE OF ABAY BANK

BY

YEWUBDAR GELETU

MAY 2013

SMUC

ADDIS ABABA

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A SENIOR ESSAY SUBMITTED

TO THE DEPARTMENT OF MARKETING MANAGEMENT

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IN PARTIAL FULFILLMENT OF THE REQUIREMENTS

FOR THE DEGREE OF BACHELOR OF ARTS IN

MARKETING MANAGEMENT

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APPROVED BY THE COMMITTEE OF EXAMINERS

Department Head

Signature

Advisor

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Internal Examiner

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External Examiner

Signature

DECLARATION

I, the undersigned, hereby declare that this senior essay is my original work prepared under the guidance of Ato Yalew Gorfu. All sources of materials used for the manuscript have been duly acknowledged.

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Place of submission: SMUC

Date of submission _____

ADVISOR'S DECLARATION

This paper has been submitted for examination with my appropriate approval as university college advisor.

Name Yalew Gorfu

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