

Analysis of factors affecting customer satisfaction with functional food products at Nguyet Thang Production, Service and Trading Company Limited - Thai Nguyen

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Abstract: This topic aims to analyze the factors affecting customer satisfaction with functional food products of Nguyet Thang Production, Service and Trading Company Limited in Thai Nguyen. By combining theoretical and empirical research, the topic identifies the main factors impacting customer perceptions and experiences. Thereby, it aims to provide useful solutions for the company in improving product and service quality to better meet the needs of the target audience.

Keywords: Satisfied customers, functional foods, market research