**INTRODUCTION**

This is generally good, although you will have to watch your English when you write, as whilst I can understand it, grammatically it doesn't read very well.

You should also include references to support your arguments, for example the statement: the economic development of most countries can be traced back to the use of money as a medium transforming from the barter system.

Before you get to the research questions, you should establish clearly the problem that you are looking to investigate. Based on your research questions, you have developed a hypothesis that satisfaction creates loyalty in customers of the bank and that customers will move to other banks when the are unsatisfied with the service they receive. Do you have any evidence from the banking system in Myanmar?

**RESEARCH QUESTIONS**

I would suggest that the objectives of the studies come before the research questions as these will inform the questions that you need to ask.

It is not evident at this stage why you chose to use THE SERVQUAL model and this should be explained before you reach the research questions in the introduction.

Generally, the questions towards the end of the list are fine but the earlier three questions are perhaps slightly less relevant for the study as I understand it.

**RESEARCH OBJECTIVES**

The research objectives are possibly too broad for this study and refining these would be a good step forward, for example just using the study to establish the relationship between service quality and customer satisfaction within Si Bin bank could easily fulfil the dissertation, although some of the other objectives may provide more tangible benefit for the bank.

Have a think about how best to reduce the scope of this and still achieve the objectives that you personally want to from the study.

**LITERATURE REVIEW**

When I read this, what struck me was the immediate difference in the quality of English of the first paragraph. When I googled it I found that you text was almost identical to a recently published article. i would suggest that you should look at the referencing guide on the nile site, and perhaps have a go at the exercise with the cat - you can also use turnitin diagnostically and look at areas where your score is above 1%. Where this is the case consider the use of speech marks or alternatively how you can rewrite what has been said.

If you need any support with this at all please come back to me or you could contact CFAP in the university library via nile.

I like the use of subheadings to section up your literature review and as part of the study you should introduce the SERVQUAL model.

**METHODOLOGY**

You will need to provide further explanation of the SERVQUAL model and specifically the gaps that you are seeking to understand.

Within sampling you will need to talk about bias that may be introduced from your data collection process and also your reason for sample size.

Before you use the questionnaire we will need to agree on the questions that you are using, so once you have completed the literature review please send me a draft copy of the questionnaire.

Can you let me know how familiar you are with the use of SPSS software and some of the statistical techniques that you have chosen.

**GENERAL**

This study looks interesting and I look forward to following its progress over the coming months.

When you submit the draft proposal can you ensure that you provide a timeline which includes time for us to review sections.