

Report On

Role of Employee Behavior in CRM Success: Analyzing the impact of Employee attitudes, communication skills and customer centric behavior on CRM effectiveness of

AKSID Corporation Limited

By

Mowrita Dey

17304126

An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of

Bachelor of Business Administration

BRAC Business School

BRAC University

February 2024

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Declaration:

This declaration states that:

1. The internship report that was turned in is my own or our team's original work completed for our degree at BRAC University.
2. The report doesn't include any content that has already been published or authored by a third party, unless it is properly referenced with complete and correct details.
3. Nothing in the report has been submitted or accepted for credit toward any other degree or certificate from a university or other organization.
4. I/We have given credit to all primary sources of assistance.

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Letter of Transmittal

Mrs. Tanzin Khan

Senior Lecturer
BRAC Business School
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Kha-224 Merul Badda
Dhaka 1212. Bangladesh

Subject: Submission of internship report Role of Employee Behavior in CRM Success: Analyzing the impact of Employee attitudes, communication skills and customer centric behavior on CRM effectiveness of

AKSID Corporation Limited

Dear Ma'am,

I have the honor of presenting my internship report, which examines the "Role of Employee Behavior in CRM Success: Analyzing the impact of Employee attitudes, communication skills, and customer-centric behavior on CRM effectiveness at AKSID Corporation Limited." I have started this adventure as part of the BUS400 course under your mentoring with the goal of completing the criteria for graduation. This paper provides an in-depth analysis of AKSID Corporation Limited, outlining my internship experience and illuminating the CRM tactics employed by the organization. During my stay, I have had the privilege of personally observing the critical influence that employee conduct plays in determining CRM outcomes. Every component has been painstakingly examined to determine its impact, from attitudes and communication abilities to a customer-centric strategy. I would want to express my profound appreciation for your constant assistance and direction during this project, which has greatly influenced the content of my report. It is my sincere hope that the information provided here fulfills your needs and significantly advances our comprehension of CRM dynamics at AKSID Corporation Limited.

Sincerely,

Mowrita Dey
17304126
BRAC Business School
BRAC University
10th February 2024

Non-disclosure Agreement

Following all the instructions and guidelines of this report and the company AKSID Corporation Limited Mowrita Dey ID - 17304126, has completed her internship report as a requirement to complete her BUS400 course.

Acknowledgement

First and foremost, I would want to express my gratitude to Almighty for his blessings, which have given me knowledge and insight that have enabled me to successfully finish this report on my own. Then, I would also like to express my gratitude to AKSID Corporation Limited, the organization that gave me my first taste of corporate life and taught me a lot of new things. If I hadn't been selected for this office's internship program, I would have missed out on a great opportunity.

I also want to express my gratitude to Tanzin Khan, my honorable faculty member, for her unwavering leadership and inspiration during my internship. He often provides me with every detail of a remedy to my concerns. Without her assistance, I could not have completed it. She has given me great moral support and the time I need to finish this report well. Next, I would want to express my gratitude to Ummul Wara Adrita, my co-supervisor, for her unwavering support during the entire process.

Furthermore, I express my gratitude to Mr. Aatur Rahman Sir, my office supervisor, for his invaluable assistance in helping me grasp my work and acquire new skills. And let me say how much I appreciate my colleagues' help. Throughout my internship, I had a lot of new experiences.

Finally, I cannot express how much my family has helped with this endeavor.

Executive Summary:

Leading importer and distributor of Sika building chemicals in Bangladesh, AKSID guarantees seamless logistics and effective inventory control. As well as AKSID is a construction services specialist; evidence of this can be found in its work on significant projects such as the Bangabandhu Sheikh Mujib Railway Bridge. Besides distributing Sika's goods, AKSID serves corporate customers and large projects across the country. Going forward, AKSID is still dedicated to improving Bangladesh's infrastructure by way of current initiatives like as the Niom Development Project and the Gandharpur Water Treatment SNSC. With its strong network of suppliers and commitment to excellence, overall, AKSID is a key player in Bangladesh's building industry. Besides, this report's first chapter gives a brief synopsis of my internship, including key details regarding my responsibilities, the company, and my supervisor. Additionally, it lists my duties, the company's insights I've learned, the talents I've acquired, the difficulties I've faced, and recommendations for aspiring interns. Furthermore, the hosting organization's specifics, including administration, finances, and marketing tactics, are covered in length in the second part. Therefore, I will show the results of the survey that was conducted in the third chapter.

Table of Contents

Declaration	2
Letter of Transmittal	3
Non-Disclosure Agreement.....	4
Acknowledgement	5
Executive Summary.....	6
Table of Contents.....	7
List of Tables.....	11
List of Figures.....	12
List of Acronyms	13
Chapter 1 [Overview of Internship].....	14
1.1 [Student Information]	14
1.2 [Internship Information]	14
1.2.1 [Period, Company Name, Department, Address]	14
1.2.2 [Internship Company Supervisor Information].....	14
1.2.3 [Job Scope].....	14
1.3 [Internship Outcomes].....	15
1.3.1 [My Contribution to the Company].....	15
1.3.2 [My Benefits].....	15
1.3.3 [Difficulties faced during my Internship Period].....	15
1.3.4 [Recommendations to the company on future internships].....	16
Chapter 2 [Organization Part].....	17
2.1 [Introduction].....	17

2.2 [Overview].....	17
2.3 [History].....	18
2.4 [Mission & Strategy].....	18
2.5 [Goals].....	18
2.6 [Organogram].....	19
2.7 [Mega Projects & Achievement].....	19
2.8 [Departments & Their responsibilities].....	20
2.8.1 [Revenue Department].....	20
2.8.2 [Revenue Generating Department].....	20
2.8.3 [FPD Department].....	20
2.8.4 [TED Department].....	21
2.8.5 [AKSID Engineering Department].....	21
2.8.6 [Sales Department].....	21
2.8.7 [AKSID Project & Readymix concrete Department].....	22
2.8.8 [Retail Sales Department].....	22
2.8.9 [AKSID Consultancy Department].....	22
2.8.10 [Finance & Accounts Department].....	23
2.8.11 [HR Department].....	23
2.8.12 [Department of Administration].....	23
2.8.13 [Department of Marketing & Branding].....	23
2.8.14 [Department of Management Information System].....	23
2.8.15 [Department of Audits].....	24
2.8.16 [Department of Purchases].....	24
2.9 [Services offered].....	24
2.9.1 [AKSID Consultancy].....	24
2.9.2 [Product Line].....	24
2.10 [Aksid's Projects].....	25
2.11 [Management Practices].....	26
2.11.1 [Hiring Process].....	26

2.11.2 [Training process].....	26
2.11.3 [Performance Appraisal].....	26
2.11.4 [Leadership Style].....	27
2.12 [Marketing Practices].....	27
2.13 [Geographic Segmentation].....	28
2.14 [Marketing Strategy].....	28
2.15 [Branding Activities].....	28
2.16 [Performance & Accounting Practices].....	29
2.17 [Operational Management].....	29
2.18 [Informational System Practices].....	29
2.19 [SWOT Analysis].....	30
2.20 [SOAR Analysis].....	33
2.21 [POTER's 5 forces].....	34
Chapter 3 [Internship Project]	36
3.1 [Introduction].....	36
3.2 [Objective].....	36
3.2.1 [Broad Objective].....	36
3.2.2 [Specific Objective].....	36
3.2.3 [Significance].....	37
3.3 [Conceptual Framework].....	38
3.4 [Employee's Attitude towards Client].....	39
3.5 [Skills for Employee Communication].....	39
3.6 [Customer Centric Behaviour].....	39
3.7 [Methodology].....	39
3.7.1 [Research Design].....	39
3.7.2 [Sampling Method].....	39
3.7.3 [Data Collection].....	40
3.7.4 [Data Analysis].....	41

3.7.5 [Results of the Survey].....	43
3.7.6 [Ethical Considerations].....	51
3.8 [Summary & Conclusions].....	51
3.9 [Limitations of the Study].....	52
3.10 [Recommendations].....	52
3.11 [References].....	54

List of Tables

- 1. Survey question no. 6.....48
- 2. Survey Question no. 9.....49

List of Figures

Figure 1: Organogram.....	19
Figure 2: SWOT Analysis.....	30
Figure 3: SOAR Analysis.....	33
Figure 4: POTER's 5 forces.....	34
Figure 5: Conceptual frame work.....	38
Figure 6: Survey question 1.....	44
Figure 7: Survey question 2.....	45
Figure 8: Survey question 3.....	46
Figure 9: Survey question 4.....	46
Figure 10: Survey question 5.....	47
Figure 11: Survey question 7.....	48
Figure 12: Survey Question 8.....	49
Figure 13: Survey Question 10.....	50
Figure 14: Survey Question 11.....	51

List of Acronyms

CRM	Customer Relationship Management
KMG	Kanchpur Meghna Gomti
LGED	Local Government Engineering Department
TED	Technical Engineering Department
FPD	Foreign Project Department
HR	Department of Human Resources
SWOT	Strength Weakness Opportunity Threat
SOAR	Strength Opportunity Aspiration Result
OTJ	Obayashi Corporation, TOA Corporation & JFE Engineering Corporation
IHI	Ishikawajima Heavy Industries Co., Ltd
PU	Polyurethane

CHAPTER 01

OVERVIEW OF INTERNSHIP

1.1 STUDENT INFORMATION

Name: Mowrita Dey

Id: 17304126

Program: BBA

Major/Specialization: Marketing

Minor: Human Resource Management

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: 3 months

Company Name: I have completed my internship in AKSID Corporation Limited which falls under construction and infrastructure sector.

In these three months of my internship, I have learned a lot of things and prepared myself for a regular corporate job.

Department: Marketing & Brand Department.

I served as an intern, contributing to various activities related to marketing & branding.

Office Address – 12th floor, Rupayan Shopping Square, Plot: C-2 , Block: G , Basundhora R/A 1229, Dhaka, Bangladesh.

1.2.2 Internship Company Supervisor's Information

Md. Ataur Rahman

Marketing & Brand Manager

1.2.3 Job Scope- Job Description/Duties/Responsibilities

During my internship at AKSID Corporation Limited, I helped with market research, brand creation, and marketing initiatives. actively engaged with clients while representing AKSID at LGED FAIR and carrying out a mobile marketing plan. obtained practical experience in developing plans, producing marketing collateral, and boosting brand awareness. used theoretical knowledge to practical situations, honing skills in a fast-paced marketing setting. Participated in consumer offer campaigns that demonstrated proactive customer communication. This professional experience gave me insightful knowledge about marketing tactics and how to apply them in a real-world setting at a respectable company like AKSID.

1.3 Internship Outcomes

1.3.1 My contribution to the company

- Promotional Campaigns: Actively took part in the creation and implementation of marketing campaigns, supporting the business's advertising initiatives.
- Development of Brands: Supported brand-development measures that bolstered AKSID's market visibility.
- Market Analysis: Participated in market research projects and offered insightful information that helped guide strategic choices.
- Fair Representation of LGED: Successfully represented AKSID at the LGED Fair, interacting with prospective customers and displaying the company's products.
- Mobile Advertising: Used mobile platforms to actively engage with clients and the target audience while putting mobile marketing ideas into practice.
- Developing a Strategy: Helped develop marketing strategies and showed a strategic approach to accomplishing organizational goals.
- Resources: Participated in the production of advertising materials, making sure they are in line with the campaign's goals and the brand.
- Group Cooperation: Worked in tandem with the marketing group, promoting a cooperative atmosphere and supporting group objectives.
- Enhancement of Skills: Actively pursued the development of useful abilities in the areas of marketing theories and tactics.
- Total Brand Improvement: Contributed to strengthening the overall brand recognition of AKSID in the cutthroat industry.

1.3.2 My Benefits

- Acquired knowledge about the business world, comprehended work ethics, and effectively handled a range of tasks.
- Enhanced abilities in managing social media platforms, which support efficient online presence and brand communication.
- Gained practical expertise in managing customer relationships by skillfully managing customer encounters.
- Acquired advanced skills in Microsoft Office and Excel, improving data management abilities.
- Acquired and implemented time management skills, resulting in effective project administration.
- Also Team collaboration, Communication skill development, Industry Exposure.

1.3.3 Difficulties faced during my internship period.

I did face some initial difficulties with Word and Excel then again, I quickly adjusted and really improved my skills throughout the internship. However, overcoming these obstacles demonstrated my versatility and dedication to learning new abilities in a work environment. Even though I didn't have full access to the workplace as I was an intern student, I tried to attend every event that was scheduled. Moreover, it was tough to maintain the standard of sometimes as we cannot have access to every information. So, without the proper knowledge doing a task maintaining their standard was a challenge for me in the initial days though I quickly adapted to their requirements. All these were possible because of, I discovered the

office environment amiable and supportive, with teammates and supervisor providing valuable assistance and fostering a positive learning experience.

1.3.4 Recommendations to the company on future internships

Numerous strategic concepts may be put into practice to enhance the AKSID Corporation Limited internship experience. Establishing a structured onboarding program is the first step in making sure interns are given a comprehensive introduction to the company's culture, values, and procedures. This program should totally contain an introduction to key personnel, training on essential tools and systems, and a summary of the company's rules. Additionally, providing interns with access to previous projects and documentation aids in acquainting them with the organization's work practices, standards, and expectations, throughout their internship, mentors with a wealth of expertise offer guidance, support, and industry insights to help interns grow professionally, and stuff. Furthermore, working across departments is encouraged so that interns may gain a thorough understanding of the organization's activities. When interns rotate among, like, different departments or project teams, they are exposed to a range of roles and responsibilities, which totally broadens their skill sets and views. By implementing regular evaluations and rigorous feedback mechanisms, interns may also keep an eye on their own progress, identify areas for improvement, and set meaningful goals for themselves. Providing professional development opportunities to interns, such as workshops, seminars, and networking events, improves their skill sets and expands their professional networks. Finally, by fostering an innovative corporate culture and putting these recommendations into practice, AKSID can totally offer a supportive and stimulating environment that fosters intern's growth and makes a major contribution to the company.

CHAPTER 02

2. ORGANIZATION PART

2.1 Introduction

In the dynamic landscape of construction and infrastructure AKSID is a well-established business with significant experience in the building and infrastructure industries, positioning itself as a key participant in these developing fields. Notably, with operations in more than 110 countries, the firm is the largest maker of building chemicals worldwide. AKSID wants to take a larger chunk of the market by strategically focusing on hiring more salespeople and implementing cutting-edge technology. Furthermore, this growth is supported by an experienced and competent sales staff that is prepared to serve a wide range of industry sectors. AKSID's success is largely due to its partnership with SIKA AG, a leading global manufacturer of construction chemicals with headquarters in Switzerland. KSID is vital to Bangladesh's expanding economy as the official distributor and applicator for SIKA AG, which has recognized Bangladesh as a viable market in Southeast Asia. Through this relationship, industry-recognized construction-based products are made available to a wide range of stakeholders, including government agencies, military installations, and property developers. Interestingly, AKSID's position as Sika's national distributor represents more than just a simple channel of distribution—rather, it represents a strong partnership between two organizations dedicated to providing top-notch building solutions. The alliance also guarantees a consistent supply of Sika's wide range of construction chemicals to satisfy the various demands of Bangladesh's construction sector. AKSID guarantees a smooth supply chain to satisfy local market demands by importing Sika products from several international locations, such as Thailand, Vietnam, Japan, South Korea, and the United Kingdom. AKSID Corporation Limited has a clear internal organogram that guides its operations beyond that of a distributor. With a remarkable development trajectory, the company's yearly income reached 70 crore takas in 2022. With more than 350 workers at present, AKSID has put in place a number of HR rules to provide a friendly and encouraging work environment. These rules, which address things like attendance, health benefits, leave, travel, and bonuses, show how much the business cares about the welfare of its workers. It is the cornerstone of AKSID's human resources procedures in terms of professionalism, directing staff members to preserve the ideals of excellence, moral behavior, and dependability. The organization places a strong focus on professionalism that goes beyond rules and instead promotes initiative, cooperation, and moral behavior. The goal of this dedication is to establish a supportive workplace environment that advances individual and corporate growth. AKSID is a construction industry leader that supervises manufacture of concrete, application services, and outbound logistics in addition to distribution of Sika Construction Chemicals. In addition, the business has effectively supported large-scale initiatives, corporate customers, and a dealer network throughout Bangladesh. Prominent initiatives, such as the Dhaka Metro Rail and the Bangabandhu Sheikh Mujib Railway Bridge, demonstrate AKSID's expertise in a range of engineering and construction disciplines and have made a substantial contribution to the infrastructure development of the country. With its persistent dedication to professionalism, quality, and innovation, AKSID is positioned to play a significant role in Bangladesh's development narrative as it navigates the intricate world of infrastructure and construction.

2.2 Overview

Every aspect of AKSID's activities is infused with a dedication to excellence, as told in its narrative. Beyond being only a supplier of goods and services, AKSID becomes a defender of excellence, creating solutions

that satisfy present needs as well as those of the future. The commitment to innovation acts as a catalyst, putting AKSID at the forefront of business advancement. The foundation of AKSID's business concept is building long-lasting partnerships and placing an emphasis on long-term success as opposed to short-term gains. The path is distinguished by a strong history of innovation management, guaranteeing the creation of not only goods but also best-in-class solutions catered to the needs of its customers. However, the interactions that AKSID has with different stakeholders, including suppliers, competitors, customers, authorities, and the public. Relentlessly maintaining the highest moral standards, AKSID fosters an atmosphere of integrity, transparency, and deference for its esteemed employees. The organization places a high priority on safety since it understands how important health is to the success of its partners and team.

2.3 History

AKSID Corporation Limited was founded 16 years ago back in 2008 and quickly gained momentum in the infrastructure and construction sectors, securing its place as a major participant in the construction and construction chemicals sector. The term "AKSID" pays tribute to Sir Ahsanul Kabir Saddik, the chairman of the corporation. AKSID Corporation Limited is ideally positioned for both operational efficiency and market reach, operating out of four strategically placed offices in Dhaka, Chittagong, Matarbari, and Rooppur.

2.4 Mission & Strategy

With a persistent focus on long-term success, the company is committed to exceeding market expectations and achieving excellence. It conducts business with accountability and honesty toward clients, partners, and staff. The most important factors are safety, quality, fairness in the environment, social participation, responsible growth, and value creation. Innovation must prioritize sustainability to increase material and energy efficiency as well as durability. Reducing resource use both internally and for reliable partners is a top priority for the organization. For a rewarding career path, employee growth is essential, appreciating a broad skill set, managerial experience, and a dedication to lifelong learning and professionalism.

2.5 Goals

Prioritizing is our mission's cornerstone—our constant dedication to client satisfaction. Our goal is to create a culture of continuous improvement while at the same time establishing long-term stability and honesty in our business relationships and personnel. Furthermore, innovation is still essential to AKSID's ability to adapt to changing market conditions and prosper there. Our group's efforts are focused on producing measurable and significant results, with an emphasis on a results-oriented approach. In the end, our goal is to establish a cooperative environment in which partners in business and employees work together with mutual respect and confidence.

- LGED Rural Bridge Project: AKSID's involvement in the 61 districts of the LGED Rural Bridge Project demonstrates its dedication to rural development and connectivity. Their varied influence on rural infrastructure is exemplified by their engagement in the construction of bridges, the application and supply of concrete, and the provision of power.

2.8 Departments & their Responsibilities:

2.8.1 Revenue Department

The revenue department of AKSID Corporation Limited is crucial to the company's performance due to its market-driven direct sales and efficient collection operations. The goal of this department, which consists of experienced salesmen, is to maximize revenue and grow the company's market share. By using its extensive network and knowledge, the Revenue Department covers 61 districts nationwide, ensuring wide market penetration. Its strategic collaborations with major clients and governmental bodies, such as the LGED Rural Bridge project, further solidify its position in the market. The Assistant Department provides vital administrative and logistical support to the Revenue Department so that it may effectively carry out its sales and collection operations. This cooperative strategy improves operational effectiveness and guarantees smooth communication between front-line sales operations and back-end support services. By working together, the income Department strengthens AKSID's standing as a major participant in the construction sector and promotes steady income development.

2.8.2 An in-depth examination of the revenue/revenue-generating department

It includes the engineering department, sales department (corporate, project, and retail), technical engineering department (TED), and foreign project department (FPD).

2.8.3 Foreign Project Department (FPD)

The Foreign Project Department (FPD) is a crucial division of AKSID Corporation Limited that is responsible for the efficient execution of multinational megaprojects. FPD is tasked with a broad range of duties, from careful project planning to supervising execution and guaranteeing timely completion. In order to ascertain the sustainability of the project and minimize any obstacles, FPD first performs extensive feasibility studies and risk assessments. This calls for close coordination with internal groups, outside partners, and interested parties to specify project parameters, set reasonable deadlines, and distribute resources effectively. Throughout the project, FPD also assumes a leading role in project management, overseeing activities linked to procurement, logistics, and quality control. Finding goods, equipment, and services from foreign suppliers while adhering to budgetary and quality constraints are among the purchasing chores. Once more, FPD oversees logistics operations to guarantee timely resource delivery to project locations. This maximizes the effectiveness of the supply chain and transportation. In addition, comprehensive quality control methods are maintained by FPD to guarantee adherence to construction standards and regulatory compliance. Inspections and performance evaluations are conducted on a regular basis to identify and address any deviations from project requirements to guarantee adherence to quality standards and customer expectations. Overall, FPD's all-encompassing approach to project management and dedication to quality play a key role in the accomplishment of the global megaprojects that AKSID Corporation Limited undertakes.

2.8.4 Technical Engineering Department (TED)

The Technical Engineering Department (TED) of AKSID Corporation Limited is an essential section that is tasked with several crucial duties and employs a methodical approach to guarantee effective operations. However, purchasing chemicals, providing project assistance, applying expertise, and working with outside partners like the Local Government Engineering Department (LGED) are just a few of the several facets of TED's duties. It is TED's duty to guarantee the timely supply and availability of chemicals needed for large-scale projects. Moreover, TED leverages its technical expertise to effectively apply these chemicals in project applications to optimize project performance and outcomes. To be more precise, TED begins operations by carefully examining the needs and chemical requirements of the project. Careful planning of the supplier relationship and procurement procedure comes next. After that, TED oversees the chemical application on-site and uses its technological know-how to monitor progress during the project. Moreover, TED collaborates closely with LGED to provide and use chemicals for rural bridge rehabilitation projects in all 61 districts of Bangladesh. TED maintains AKSID's reputation for providing high-quality engineering and technical services while making a substantial contribution to the success of the company's projects through its strategic management of chemical application, procurement, and collaborations.

2.8.5 AKSID Engineering Department

The department's salient features are as follows:

Area of Specialization:

ED's broad range of construction-related solutions demonstrates its adaptability in handling a variety of construction-related issues.

Team of Authorized Applicators:

The department has a group of knowledgeable workers who have received training from Sika and work as an approved application team. When applying building solutions, this team applies knowledge and accuracy.

Project Results attained:

Over 200 projects have been successfully completed by the AKSID Engineering Department throughout Bangladesh to date, demonstrating its skill and dependability.

Prominent Initiatives:

- The AKSID Engineering Department has worked on a number of noteworthy projects, including:
- Square Apparels Limited: ITPI coating work.
- OMSC Footwear Limited performs floor polishing and grinding.
- Nestle Bangladesh: Surface

2.8.6 Sales Department (Project & Corporate Sales)

AKSID's Sales Department is split into two important divisions: Corporate Sales and Project Sales. Both divisions play a vital role in the company's achievements. Here are a few observations on these divisions:

Corporate Sales:

- Sells chemicals for large-scale projects.
- Provides building materials for the top and bottom of structures in large-scale projects.
- Offers appropriate solutions for both above-ground and below-ground building.

Project Sales:

- Guarantees the availability of building supplies for a range of construction projects across Bangladesh.
- Possesses a strong group of knowledgeable technical salespeople who can handle projects for customers all around the nation.

2.8.7 AKSID Project & Ready-Mix Concrete Department

Products and solutions connected to concrete admixtures are the area of expertise for AKSID's Project & Ready-Mix Concrete (RMC) Department. Important highlights include of:

Products for Concrete Admixture: Focuses on offering premium concrete admixture materials to satisfy demands in the building industry.

Technical Assistance:

Provides clients with affordable technical support, making sure they get the best help for their projects.

2.8.8 The Retail Sales Department

As the department in charge of product sales and delivery to retail locations around the country, AKSID Corporation Limited's Retail Sales Department is essential to the business's operations. The department assures extensive market presence and accessibility to AKSID's products with a committed staff of sixty people servicing sixty-one districts in Bangladesh. The department of retail sales makes a substantial contribution to the company's efforts to generate income and expand its market share by upholding robust connections with more than sixty dealers and employing efficient sales tactics. Apart from that, the department interacts with clients directly, responding to their questions and issues to guarantee a satisfying purchase and develop enduring bonds. In general, the department of retail sales plays a crucial role in connecting AKSID with its final consumers, resulting in increased sales and strengthening the corporate branding. Some Notable deals consist of special offers like –

- AKSID EDI Offer.
- AKSID Rod Bristy Offer.
- Bijoy Offer.
- Bumper Offer.

2.8.9 AKSID Consultancy Department

All the application services that the AKSID Consultancy Department offers are related to flooring and waterproofing products. Using their extensive knowledge, they oversee a wide range of projects across sectors, ensuring top-notch results that are tailored to their clients' needs. From product selection to post-installation care, the department offers expert assistance to guarantee the durability and performance of

installations. Because they are committed to staying up to date with industry advances, they provide innovative and reasonably priced solutions to meet the evolving demands of their customers.

2.8. 10 Finance & Accounts Department

The AKSID Head Office's Finance and Accounts Department plays a key role in managing several financial tasks essential to the business's operations. These covers purchasing Sika supplies, keeping track of bank transactions, billing, and allocating funds from the budget. They help decision-making processes by ensuring adherence to financial standards and keeping an eye on spending to uphold fiscal discipline. In addition, cash memos for internal costs are issued by the Purchase Department and are audited and validated prior to being processed by the Accounts and Finance Department. By ensuring accountability and transparency, this integrated approach streamlines financial management and supports AKSID's operational excellence and financial integrity.

2.8.11 Department of Human Resources (HR)

Responsibilities:

- Coordinates policies with company directives.
- Develops and suggests HR policies and practices.
- Oversees and carries out HR policy.
- Oversees the hiring and selection process for organizations.
- Oversees the pay, benefits, and performance reviews of staff members.
- For employee questions about pay, leave policies, performance reviews, and corporate mobility, get in touch with AKSID HR.

2.8.12 Department of Administration

- Organizes and supervises office operations and activities.
- Aids in the budgeting process.
- Creates databases and records containing financial and personnel data.
- Oversees the everyday examination of office supplies.
- Verifies the existence of appropriate transportation plans.

2.8.13 Department of Marketing and Branding

- Accountabilities: Coordinates business and marketing plans.
- Determines the market position of the company.
- Plans activities to promote products.
- Offers event management and planning services.
- Provides technical and safety data sheets, brochures, and information about SIKI Chemicals.
- Provide details about the characteristics and application techniques of the product.

2.8.14 Department of Management Information Systems

- Identifies and fixes equipment or electrical problems as part of their duties.
- Monitors and keeps an eye on the maintenance and management of systems and services.
- Gives staff members training on systems and software.
- Provides architecture, network, security, parameters, and IT systems.

2.8.15 Department of Audits

Accountabilities:

- Controls efficiency and risk.
- Guarantees a stable financial situation.
- Guarantees adherence to rules and regulations.
- Verifies adherence to legal requirements and corporate guidelines.

2.8.16 Department of Purchases

Accountable for:

- Engaged in every kind of acquisition.
- Creates a product comparative statement.
- Compares suppliers, costs, and quality.
- Guarantees the acquisition of superior goods or services at cost-effective rates.
- Works in tandem with other departments to organize procurement.

2.9 Services Offered

2.9.1 AKSID Consultancy

- Waterproofing
- Roofing
- Grinding & Polishing
- PU & Epoxy Flooring
- Grouting
- Industrial Flooring
- Concrete Injection
- Concrete Repair

2.9.2 Product Line:

- GROUT: Product name – Sika GROUT 214, Sikadur – 442
- Bonding Agent – Sika Latex power, Sikadur -31 , SikaAnchor,Fin – 3030 Sika Hibon
- Water proofing – Sika R Injection-201, SikaCIM R Pink, Sika R Water BAR R, Sika R Injection 101 H, Sika R Fabric- 50, SIK A Swell R, SIK TOP R Seal-109 Hi, Sikadur-combiflexR SG
- Concrete Admixture- Sika plast R -2026, Sika Viscocrete R-3006 FS, SIK A Plast R 204TH (BD), SIK A Plast R- 2034 NS BD, SIK A R Pump, SIK A CIM R Pink
- Flooring Solution-Sika Chapdur, Sikafloor R Curetard 24, Sikafloor R – 264, Sikafloor R – 21 ParccmR
- Concrete Repair- Sika Mono TOP 122 F, Sikadur R-53 grant, Sikadur R-52, Sika R Wall Décor, Sika Mono Top R-711 MY
- Concrete Admixture- Sikaplast R 2026, Sika R Viscocrete 3006 FS, Sikaplast R-204 TH (BD), SIK A Plast R-2034 NS BD, SIK A R Pump, Sika CIM R Pink
- Concrete Repair- Sika Monotop 122 F, Sika dur R-53 Grout, Sikadur R 52, Sika R Wall Décor, Sika Mono TOP R-y11MY

- Flooring Solution- Sika chapdur, Sika floor R Cure hard 24, Sika Floor R 264, Sika Floor R 21 Pur CCM R
- Tile Adhesives- Sika CERAM R, Sika R Tilofix
- Grout- Sika Grout 214, Sikadur R-42 MP
- Water Proofing- Sikacim R Pink, Sika R Injection 201, Sika R Waterbar R, Sika R Injection 101 H, Sika R Fabric-50, Sika Swell R, Sika Top R Seal-109 hi, Sikadur combiflex R SG
- Bonding Agents- Sika Latex Power, Sikadur R 31, Sika Anchorfix R – 3030, Sika R Hibond
- Industrial Solutions- Automotive, Wind Energy, Solar Energy
- Renewable Energies- :Leisure Boats Syachts, Ship building and Off shore
- Marine- Textile Lamination, Bonding, Consumables, Tapes & Self Adhesive Coatings
- Concrete Essentials- Sika R Antisol R A-4, Sika R Separol R LP, Sika R Rugasol C
- Roof Waterproofing- Sika Raintite I, Sikalantic R – 45 D (I), Sika Top R Seal-109hi, Sikalastic R-560, Sika R Fabric-50, Sika R Cool coat
- Sealants- Sikasil R-670 fire, Sika hyflex R 160 construction, Sikaflex R-11fc, Sikadur- Combiflex R, Sikadur R SG System-31C

2.10 AKSID'S Projects-

- Dhaka Metro Rail Project (Line-06)
- Bangabandhu Sheikh Mujib Railway Bridge WD-1
- Kanchpur, Meghna, Gomuti Second Bridge
- Hazrat Shahjalal International Airport, Terminal-3
- Sinohydro Corporation Ltd - Supply & Application of Sikadur-52 IN injection work
- Bangabandhu Railway Bridge Construction (OTJ)
- Floor Repairing Work at Shimizu Corporation (Japan Embassy)
- Water Proofing Work at Mars Group
- LGED Rural Bridge Repair
- Rooppur Nuclear Power Plant - Water proofing injection work
- Build Asia Limited - Floor Grinding work
- Rafia Apparels Limited - Floor hardener work
- PU and Epoxy Flooring at Nestle Bangladesh Limited
- Square Group, Masterbari, Bhaluka, Mymensingh
- Posco E & C, Matarbari, Cox's Bazar - Concrete repair work
- Nikki Thai Aluminum Industries Limited, Mawna
- Sheltech Engineering - Floor Hardener Work at Green Textile
- RCC & Paver Block Road Construction
- Apon Textile Limited, Vulta, Gawsia - Floor hardener work
- GQ Industries Limited - Floor Repair & Water Proofing work
- 13 MP Unit, Dhaka Cantonment - Fair face work
- BSRM Steels Ltd - Expansion joint and Gap sealing work
- SM Knitwear Limited - Floor Polish work
- BRAC University New Campus Development Project
- OMC (Pvt.) Limited - Floor Grinding & Polish Work
- Power plant administration office Hosaf Group at Noakhali
- UAP campus - Waterproofing Injection work
- Residential building at Bashundhara R/A - Water proofing work
- Square Apparels Limited - ETP Chemical coating
- CEM UPVC Group Ctg - Floor grinding and polishing work

2.11 Management Practices

2.11.1 Hiring Process- There are four main steps to the hiring process.

First off, candidates may apply for this job demand. Jobs are distributed via a number of channels.

Next, a selection is made from the pool of applicants.

Second, the HR division selects a short list of eligible candidates from among all those who applied for the available post. During this procedure, the hiring manager and recruiter talk about who to hire and why. Bias is not permitted during the entire hiring process.

Thirdly, an interview invitation is extended to the shortlisted candidates. The company's Chief Architect and Chief Operations identify and evaluate their top candidates using the assessment form.

Fourth, the Chief Executive Officer interviews the shortlisted candidates and chooses the ones who will be appointed. And this completes the process's choosing.

Through these four processes, candidates are hired throughout the entire process. I enjoy the procedure because it involves a thorough and transparent evaluation to choose the candidates.

2.11.2 Training Process

The company prioritizes the ongoing professional development of its employees, fostering a culture that fosters advancement and equips workers for the dynamic nature of the business world. The training procedures are carefully planned and carried out using two unique but complimentary modalities, each of which plays a crucial role in developing the staff members' professional capacities.

The main purpose of the carefully designed training program is to acquaint a group of recently hired staff members, including interns and new hires, with the subtleties of the company culture and working procedures. This onboarding procedure is essential for familiarizing new hires with the nuances of the work environment, and it is made possible by the active participation of senior staff members, both present and past. Interestingly, these training sessions are purposefully held, especially in advance of or in tandem with project activity.

However, one of the main focuses of AKSID Corporation Limited's professional development program for its sales executives is thorough training. The organization has a rigorous training program that combines in-depth expert-led courses with recorded sessions. They also take feedback of the training quarterly.

2.11.3 Performance Appraisal

Performance assessments are crucial for professional advancement at AKSID Corporation Limited, particularly for individuals aiming to climb the corporate ladder. Instead of only offering helpful feedback, it is seen as a tool for employee motivation that encourages people to aim for excellence. To promote commitment and long-term loyalty, the organization uses evaluation processes that are carried out quarterly, half-yearly, and annually.

Employee involvement is significantly increased by this systematic evaluation, and performance bonuses offer a financial incentive for diligence. AKSID Corporation Limited's commitment to recognizing and incentivizing employee contributions demonstrates its emphasis on a people-centric strategy. Through the

assessment process, supervisors can demonstrate to employees the organization's commitment to their success and offer support and help.

This methodical approach, which acknowledges and rewards the contributions of each team member, demonstrates AKSID Corporation Limited's dedication to a just and equal performance appraisal system. The procedure is evidence of the company's commitment to developing talent and creating an environment where excellence is recognized and honored.

2.11.4 Leadership Style

Embodying inclusive leadership techniques and employee participation, AKSID Corporation Limited maintains a strong democratic leadership style. The organizational structure is made to facilitate smooth communication across all levels, encouraging a feeling of unity and cooperation.

The organization is logically divided into groups that correspond to different divisions. Every team has a project manager in charge who oversees putting together detailed reports for the management to review. Importantly, team members' participation influences important decisions made during the collaborative decision-making process inside the organization.

Managers meet first thing every day to interact directly with their teams, making sure that they are in line with company goals and taking care of any urgent issues. Additionally, members can voice issues, make comments, and participate in led motivating sessions through a weekly central panel.

The dedication of AKSID to inclusive decision-making, where each member's perspective is acknowledged, is emphasized by this democratic leadership model. A culture of open communication and ongoing improvement is fostered by the focus on frequent team contacts and central forums. In

addition to improving operational effectiveness, this organizational structure empowers workers and promotes a sense of shared accountability and ownership.

2.12 Marketing Practices

Target Audience- AKSID Corporation Limited values its varied clients highly, seeing them as essential to their business-to-business(B2B) and Business-to-Consumer (B2C) exchanges. AKSID has a clientele that exceeds 500 entities in Bangladesh because to its vast network. Our esteemed clientele includes a wide range of industries, including:

- Renowned local and international construction companies.
- Honorable Architects and Consultants.
- Successful engineers.
- Notable Company Groups.
- Reputable firms in real estate.

This broad clientele highlights AKSID's adaptable presence and strong alliances in the construction and related industries. Our clientele's diversity bears witness to the wide range of services and solutions that AKSID Corporation Limited provides.

2.13 Geographic Segmentation-

Post Code/Zip Code: AKSID Corporation tailors its strategy according to post codes and zip codes, enabling focused outreach and tailored services in particular areas.

Area Code: The company uses area codes to guarantee effective operations within specified geographic zones by streamlining services, logistics, and communication.

City: AKSID adapts its business strategies to meet the unique characteristics and needs of different cities because it understands that urban environments can present a variety of opportunities as well as challenges.

Region: Geographic division by area assists AKSID in ensuring a complex and effective business plan by considering regional variations in legislation, market dynamics, and preferences.

Country: AKSID Corporation works in Bangladesh, tailoring its products to the nation's economic, cultural, and legal contexts while demonstrating adaptability to satisfy the needs of the populace.

2.14 Marketing Strategy

AKSID Corporation prioritizes direct communication by combining traditional and contemporary in-person marketing techniques. The organization increases customer interaction with sales presentations, trade show participation, and product demos. Retail presence, in-store marketing, and proactive sales representatives increase engagement even more. Consistent messaging is ensured by integrated marketing, while active community involvement promotes loyalty. Gathering feedback and providing continual training shows a dedication to raising customer happiness.

This type of strategy helps AKSID Corporation Limited to get the best outcomes that any organization can have from their marketing actions. Such as-

- Frequent in-person meetings improve connections with partners, clients, and stakeholders and foster efficient communication.
- Making phone calls adds a human touch and facilitates connection development and communication.
- AKSID acknowledges the importance of social media for direct online involvement even as it focuses on in-person tactics.
- Road shows broaden the market.
- Engineering competitions include the engineering community.
- Loyalty and income are increased by customer-centric offers,
- Participation in trade shows keeps the business informed about trends in the sector.
- Regional dealer conferences adjust marketing strategies to fit various geographical requirements.

2.15 Branding Activities

With strategic marketing strategies, AKSID Corporation Limited prioritizes "Build the Nation," its branding mission. A variety of promotional materials are used by the marketing department, such as product profiles, brief flyers, and branded gifts like laptop bags, calendars, and t-shirts. These products promote goodwill while also raising brand awareness. AKSID also prioritizes strengthening relationships with stakeholders by presenting individualized gifts at formal gatherings, which improves brand recall. Apart

from giving bespoke presents, AKSID makes an investment in physical branding by giving distinctive paint and signboards to retailers that sell their goods (most notably Sika Chemicals), which visually strengthens the brand identification. AKSID hopes to create a strong and durable brand in its target market by incorporating these branding techniques. This all-encompassing strategy not only promotes brand awareness but also helps the business expand.

2.16 Performance & Accounting Practices

The department responsible for handling and supervising all financial aspects of AKSID Corporation is the Finance and Accounts Department, which is located at the corporate headquarters. The department performs the following duties:

- **Creation of Financial Reports:** The department painstakingly creates thorough financial reports that offer an understanding of the business's financial situation, performance, and overall state of health.
- **Monitoring and Budget Analysis:** To guarantee alignment with both financial and strategic goals, ongoing monitoring and comprehensive budget analyses should be carried out.
- **Billing and Receivable Account Management:** To ensure monetary stability and prompt revenue collection, billing procedures and accounts receivable must be managed successfully.
- **Ensuring smooth and secure financial operations** through the management and facilitation of financial transactions with many banks.
- **Supervision and Evaluation of Business Expenditures:** The division maintains stringent supervision and evaluation of every business expense, guaranteeing efficient use of resources and economic viability.

The purchase and sale of Sika materials are among the financial components that are carefully tracked and analyzed. An important factor in determining AKSID Corporation's success is its financial performance, which shows how successfully the business makes money and handles its assets and liabilities. The responsibility of the Finance and Accounts Department goes beyond performance reviews to include effective accounting procedures that comply with regulatory standards and aid in the preparation of accurate and compliant financial statements. By implementing these procedures, AKSID guarantees responsibility, openness, and prudent financial management, building confidence among creditors, shareholders, and the business community at large.

2.17 Operational Management

A strong Chain of Command is a top priority for AKSID Corporation Limited in order to ensure smooth operations and productive teamwork. Following this system guarantees timely reporting to managers,

which promotes productivity. Departments are governed by the Internal Organogram, which is led by the Chairman and Managing Director. The Finance & Accounts department closely monitors resource acquisitions and financial matters, the HR department handles human resources, and the Admin department handles administrative duties.

2.18 Informational System practice

To improve operating efficiency, AKSID carefully integrates cutting-edge technologies. Departmental cooperation in real time is ensured by the implementation of ERP (Enterprise Resource Planning) software,

a cloud-based system designed with AKSID in mind. Dedicated modular components for every department are included in this bespoke ERP system, which effectively streamlines operations. Email is a vital tool for official correspondence and is essential to AKSID correspondence. Information system practices are demonstrated by the company's skillful use of technology to handle procedures like leave applications and attendance. This seamless digital integration demonstrates AKSID's commitment to streamlining processes, encouraging effective communication, and using cutting-edge procedures in its daily operations.

2.19 SWOT Analysis



Figure: 2

Description – A SWOT analysis evaluates the internal and external strengths and weaknesses of an institution as well as opportunities and threats. It is a tool used in strategic planning. Effective decision-making and strategic planning are facilitated by its ability to recognize elements that impact business goals.

Strength

AKSID Corporation Limited's strongest position in the construction business is a result of several important elements. A noteworthy component is the commitment and experience of its senior leadership, which is especially noticeable in the Corporate and Project Sales division. These seasoned experts provide years of expertise and a resolute dedication to the company's development, which translates into efficient customer interactions and project management. Because of their constant commitment, AKSID has been able to create a powerful presence throughout all 61 districts of Bangladesh, demonstrating the breadth of the company's impact and reach.

In addition, AKSID's track record of effectively finishing big projects like OTJ and IHI further enhances its credibility. These successes inspire trust in all parties involved, including investors and clients, by

showcasing the company's potential. These project accomplishments are powerful evidence of AKSID's ability to manage challenging construction projects.

Moreover, AKSID stands out as a pioneer in the construction industry because of its proficiency managing complex projects. Its capacity to oversee a variety of projects, from commercial buildings to bridges, demonstrates its diversity and adaptability and demonstrates its expertise. AKSID's global footprint and commercial contacts are further enhanced by its strategic alliances with foreign partners such as OTJ and IHI, which create opportunities for international expansion and growth.

Besides, AKSID's diverse portfolio highlights its capacity to meet different project needs, which boosts its marketability even more. Whether working on specialized projects, commercial buildings, or infrastructure development, AKSID consistently shows that it can produce excellent outcomes in a variety of industries.

Finally, one of AKSID's biggest advantages is its partnership with Sika, its national distributor. Through this relationship, Sika's industry knowledge and global awareness are used to improve AKSID's brand reputation while also granting access to high-quality construction chemical products. All things considered, these advantages place AKSID in a strong position within the construction business, enabling it to seize chances and overcome obstacles.

Weakness

AKSID Corporation Limited's operating efficiency and competitiveness in the construction business are challenged by several of its limitations. Its limited marketing budget is one major drawback, which makes it more difficult for it to carry out extensive marketing efforts successfully. Due to its limited resources, AKSID's brand awareness and market reach are restricted when compared to rivals that have larger marketing budgets.

Furthermore, AKSID's training initiatives are insufficient in offering its skilled personnel organized, all-encompassing training. Employees are unable to effectively utilize their skills and experience in the absence of such programs, which emphasizes the necessity of developing organized training efforts to improve employee performance and capabilities.

Another area of weakness for AKSID is the difficulty of overseeing a nationwide sales staff that is spread out geographically. This scattered organizational structure might possibly have an adverse effect on productivity and cooperation within the firm by making it more difficult to coordinate sales operations, manage resources effectively, and develop cohesive teamwork across multiple areas.

Moreover, AKSID's dependence on outside vendors to acquire building supplies, especially from Sika-like providers, creates weaknesses in its supply chain and leaves it open to possible interruptions and price swings. It's imperative to tackle these resource dependency concerns to guarantee a steady and economical supply chain for AKSID's activities.

To enhance its operational effectiveness and competitive position in the construction business, AKSID must address critical areas like personnel training, marketing strategy, regional management, and resource reliance. These deficiencies together highlight the significance of addressing these issues.

Opportunities

AKSID Corporation Limited may expand and succeed in the construction sector by taking advantage of several chances. AKSID might potentially investigate diversification tactics as a means of expanding into new markets and implementing cutting-edge building techniques. AKSID can improve its revenue streams and reduce project dependency risks by diversifying its holdings.

Additionally, by forming strategic collaborations with foreign companies, AKSID gains access to more resources and knowledge, which helps with its global expansion and market penetration. AKSID can benefit greatly from the current boom in infrastructure development by using its experience and skills in the construction industry to win contracts and take part in major projects throughout the globe.

Furthermore, adopting technology may establish AKSID as a leader in the sector and make it possible to integrate cutting-edge construction technologies to boost productivity and competitiveness. AKSID's brand exposure and market presence may be enhanced by strategic marketing strategies that are specifically designed to overcome financial restrictions, leading to increased customer acquisition and revenue growth.

Again, another big potential for AKSID is to invest in employee development, which creates a motivated and talented team that can lead innovation and perform exceptionally well. Ultimately, AKSID can accelerate retail sales growth and fortify its market position by tapping into new markets and growing its client base through the retail sales channel expansion made possible by robust dealer networks.

In conclusion, AKSID can position itself for success in the fast-paced construction business, sustainable growth, and innovation by taking advantage of these opportunities.

Threats

Severe Market rivalry: AKSID might concentrate on differentiation methods, stressing distinctive value propositions and specialized services to set itself apart from rivals, to lessen the effects of fierce rivalry in the construction industry.

Economic Uncertainties: To manage through economic swings and reduce risks related to project financing uncertainties, AKSID should implement proactive financial management methods, such as diversifying revenue streams and keeping a healthy financial reserve.

Regulatory Barriers: In order to minimize legal and operational risks, AKSID should invest in compliance procedures and training programs and keep up to date on regulatory developments.

Impact of Global Events: By creating robust supply chains and contingency plans, AKSID can lessen the interruptions brought on by major worldwide events like natural disasters or pandemics, guaranteeing project timeliness and continuity of operations.

Technology Disruptions: AKSID can keep ahead of technology changes in the construction business and retain its competitiveness and market relevance by investing in research & development and embracing innovation.

By addressing the risks noted in the SWOT analysis, these tactics will support AKSID in bolstering its resilience and setting it up for long-term success despite outside obstacles.

2.20 SOAR Analysis



Figure: 3

A helpful approach that emphasizes Strengths, Opportunities, Aspirations, and Results is provided by the SOAR analysis. It emphasizes making the most of what is available now, grasping opportunities, fostering objectives, and obtaining desired results. This strategy fosters a mindset that is in line with the long-term goals and success expectations of the business.

Strengths

AKSID Corporation Limited has a committed workforce, with senior employees exhibiting a resolute dedication to the company's prosperity. AKSID has demonstrated its capacity to manage large-scale projects in the construction industry with major milestones such as OTJ and IHI. AKSID also actively contributes to important national infrastructure projects, such as the LGED Rural Bridge, which improves its standing and placement in government programs. The company's ability to cultivate strong worldwide relationships is further evidenced by its successful partnerships with multinational corporations such as OTJ and IHI. AKSID displays its adaptability and skill via a diverse portfolio that includes a range of projects and substantial industry knowledge. Additionally, AKSID gains from the good reputation and standing of the Sika brand, which further solidifies its position in the market, as the nation's distributor for Sika, the largest construction chemical firm in the world.

Opportunities

There are several chances for AKSID Corporation Limited to expand and grow:

Diversification: By investigating diversification tactics, AKSID can lessen its reliance on certain projects and take advantage of new markets or cutting-edge building methods.

Strategic Alliances: Establishing alliances with overseas partners may help to increase resources and enable global expansion, which in turn can promote market presence and growth.

Technology Integration: By utilizing state-of-the-art construction technology, AKSID is positioned as a creative leader in the field, increasing project efficiency and competitiveness.

Strategic Marketing: By putting strategic marketing plans into action, you may increase brand awareness and overcome financial limitations to draw in new clients and business prospects.

Employee Training: Putting money into extensive training initiatives enables staff members to reach their full potential, improving output and performance in every division.

Retail Sales Growth: Reaching new markets, boosting income, and increasing retail sales are all possible by utilizing strong dealer networks.

Aspirations:

Sustained Expansion: Building a strong presence and market share, AKSID is dedicated to maintaining its growth trajectory in both local and foreign markets.

Innovation: By utilizing cutting-edge technology and innovative solutions, AKSID aims to lead improvements in the building sector with an emphasis on innovation.

Setting Industry Standards: In order to establish itself as a leader recognized for providing excellence in all facets of its operations, AKSID seeks to establish industry benchmarks for dependability, efficiency, and quality.

Results

Industry Leadership: By utilizing its advantages and capabilities, AKSID hopes to establish itself as a pioneer in the field, establishing benchmarks and providing exemplary guidance.

Increased Market Share: AKSID aims to increase its market share and bolster its standing as a major player in the sector by diversifying its offerings and expanding regionally.

Enhanced Brand Recognition: AKSID hopes that effective project delivery and targeted marketing campaigns will boost its brand awareness and improve its standing both inside and outside of the industry.

2.21 POTER'S FIVE FORCES



Figure: 4

The threat of new entrants, rivalry among current competitors, the bargaining power of suppliers and consumers, and the threat of alternative products make up Porter's Five Forces, a strategic framework for assessing industry and competitive dynamics. This concept helps businesses anticipate possible risks, understand their competitive environment, and develop winning strategies. Organizations may strengthen their position in the market, adjust to changing circumstances, and promote long-term success by carefully examining these influences and making wise decisions. Threats of new Entrants

Threats of New Entrants

Low to Moderate - The market for building chemicals demands large investments in brand establishment and distribution networks. AKSID has a competitive edge due to its extensive clientele and established partnerships with Sika, which makes it difficult for new competitors to break into the market.

Buyers' Bargaining Power

Moderate to High - In the building chemicals industry, customers like government agencies and construction companies may have moderate to high bargaining power because there are alternative providers. However, AKSID's track record of completing big projects and its alliance with Sika could bolster its value argument and reduce some of the buyer power.

Bargaining Power of Suppliers

Moderate Power: With other providers in the market, Sika, a major building chemical supplier to AKSID, offers a moderate amount of bargaining power. However, AKSID may have some negotiation power because of its strategic partnership with Sika, a well-known rival in the industry. The intricate interplay between supplier dynamics and strategic alliances within AKSID's operating structure is highlighted by this symbiotic relationship.

Threat of Substitute Products or Services

Low Threat: AKSID's building chemicals and solutions—especially those obtained from Sika—may have few direct substitutes due to their specialized character. Concerns about substitution are lessened by the company's technological know-how and application experience, which makes its products more distinctive. On the other hand, as technology advances, new options can eventually appear, requiring AKSID to continuously develop and modify its product line and long-term goals.

Intensity of Competitive Rivalry

Moderate Intensity: AKSID is up against competition from a range of domestic and foreign firms in the construction sector that provide comparable goods and services. The company's strategic alliance with Sika, track record of successfully executing large-scale projects, and varied portfolio all contribute to its ability to sustain a competitive advantage. However, difficulties including budgetary limitations and marketing roadblocks could affect its ability to compete in the market.

CHAPTER 03

3. INTERNSHIP PROJECT ON

Role of Employee Behavior in CRM Success: Analyzing the impact of Employee attitudes, communication skills and customer centric behavior on CRM effectiveness.

“AKSID corporation Limited”

3.1 Introduction

Every connection that occurs between a customer and an employee may have a significant impact on the performance of an organization, and this is especially true in the changing business landscape of today. These "moments of truth" have a big impact on an organization's reputation among consumers as well as the efficacy of CRM programs. For any company hoping to succeed in this cutthroat market, it seems obvious to me that knowing how important employee behavior is to CRM success. According to Kristin, A., & Carol, K. (2001) Great employees are, and always will be, the backbone of any business. But employee performance can be enhanced or hampered by the strategy you set and by the tools that you give employees to get the job done additionally, Customer relationship management (CRM) can be the single strongest weapon you have as a manager to ensure that customers become and remain loyal.

However, there is no denying the importance of employees in building long-lasting relationships and advancing company success. Employee contributions are crucial because of their interactions with consumers, communication skills, and commitment to customer-centric procedures to decipher the intricate dynamics that lead to efficient customer engagement tactics, this study examines the many implications that staff attitudes, communication skills, and customer-centric behavior have on CRM effectiveness. This paper examines the complex relationship between employee behavior and CRM performance, looking at its importance in AKSID corporation Limited's retail sales to corporate sales to foreign projects. Apart from this, this study endeavors to how employee's organizational practices support them to ensure Customer relationship management (CRM) effectiveness and how the employees of AKSID corporation limited are implementing those and what more can be improved in their CRM strategies.

3.2 Objectives

Objective - To examine how staff attitudes, communication abilities, and customer-focused conduct affect how well AKSID Corporation Limited uses customer relationship management (CRM).

3.2. 1 Broad Objective

This report's overarching goal is to evaluate the relationship between employee behavior and CRM success, with a particular emphasis on the ways in which attitudes, communication abilities, and customer-centric behavior affect AKSID Corporation Limited's capacity to develop enduring client relationships and support organizational growth.

3.2. 2 Specific Objectives

1. To Look Into how Employee Attitudes Affect CRM Success: The purpose of this goal is to examine how staff attitudes toward customers at AKSID Corporation Limited affect the efficacy of CRM programs.

2. To ascertain the best behavioral strategies for CRM engagement in corporate/project sales as well as retail sales: Within AKSID Corporation Limited, this goal is to determine and contrast the best behavioral strategies for interacting with clients in retail and corporate/project sales environments.
3. To Evaluate the Contribution of Employee Communication Skills to the Success of Promotional Activities: The goal of this objective is to assess how much staff communication skills affect the effectiveness of AKSID Corporation Limited's marketing initiatives and sales promotions.
4. To Determine Preferred Channels of Communication for Efficient CRM: The purpose of this objective is to ascertain the channels of communication that customers and staff like for efficient CRM interactions within AKSID Corporation Limited.
5. To Assess How Customer Offers Affect Customers' Interest in Company Products: This goal looks at how consumer offerings—like retail sales and offers at discounted rates for corporate or project sales—affect consumers' interest in the goods that AKSID Corporation Limited sells.
6. To Investigate How Good Communication Skills Affect Keeping Customers Interest: The purpose of this objective is to evaluate the extent to which workers' ability to communicate effectively contributes to maintaining customers' interest in AKSID Corporation Limited's goods and services over time.
7. To Look Into the Existence of Continual Team Meetings with a CRM Strategy Focus: The purpose of this objective is to ascertain if AKSID Corporation Limited has frequent team meetings or talks with a particular focus on CRM activities and plans.
8. To Compile Knowledge on Fostering a Customer-Centric Culture and Improving Employee Attitudes and Communication Skills: This goal is to gather opinions and recommendations from staff members on how to advance a customer-centric culture within AKSID Corporation Limited and enhance customer-facing communication abilities and attitudes.
9. To Investigate How Staff Approaches Influence Consumer Behavior: This goal is to investigate how staff interactions and methods affect customers' decision-making processes, especially when those customers are moving from the want to purchase stage to the action to buy stage.
10. To Determine Employee Motivators for Setting CRM Effort Priorities: This goal is to pinpoint the main drivers of employee motivation for CRM activities, such as performance bonuses, chances for career progression, rewards for CRM excellence, and the fulfillment that comes from providing exceptional customer service on a personal level.

3.2.3 Significance:

This paper examines the impact of staff attitudes, communication skills, and customer-centric behavior on CRM effectiveness within the framework of AKSID Corporation Limited. Furthermore, by breaking down these essential elements, the research hopes to shed light on how important they are all together in fostering long-lasting client relationships and promoting organizational expansion. Furthermore, the conclusions drawn provide practical suggestions for AKSID and other businesses looking to enhance their CRM plans. In addition, through the utilization of the report's results, AKSID will be able to pinpoint areas in need of enhancement and carry out focused interventions to improve customer interactions, boost employee engagement, and improve overall CRM performance. However, utilizing employee-driven CRM components becomes a strategic necessity for long-term success and competitive differentiation as AKSID

works to strengthen its position in the market. Lastly, any new or existing organization can get guidance on how they should train their employee's so that they can ensure CRM, success specifically when it comes to customer centric behavior and employee's communication skill and attitudes towards their customers.

3.3 Conceptual Framework

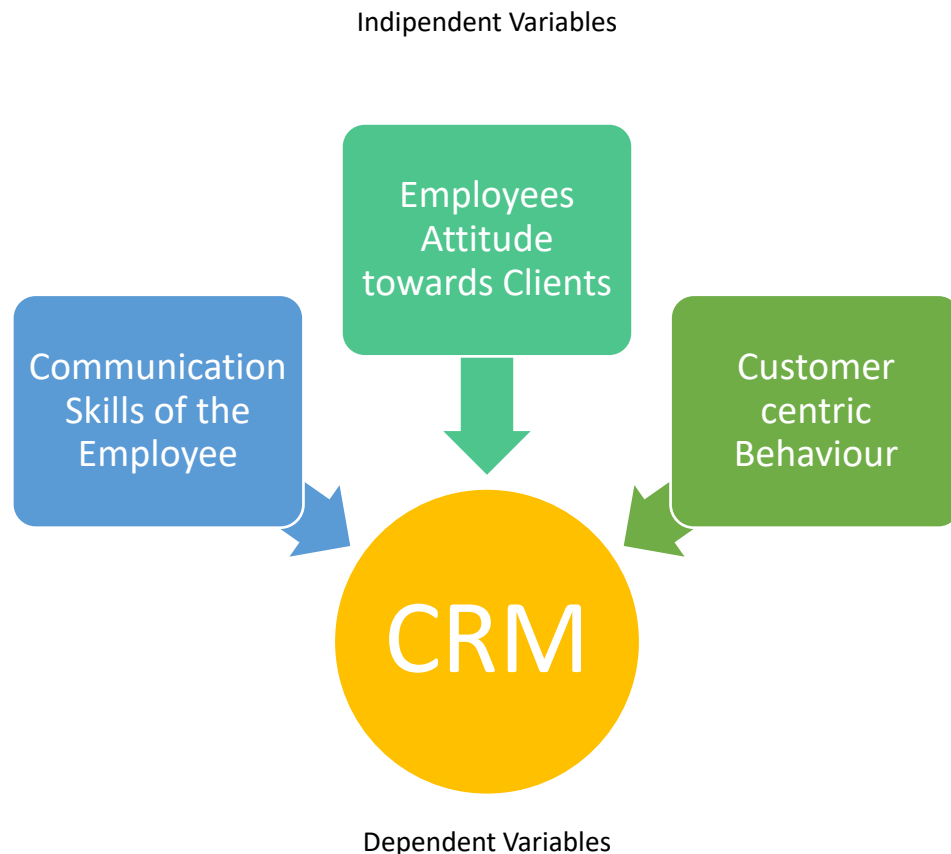


Figure: 5

The Dependent Variable –

- Customer Relationship Management (CRM)

The independent variables are –

- Communication Skill of the employee.
- Employee's attitude towards the client.
- Customer centric behavior.

In my study, these independent variables will be methodologically investigated throughout the study to evaluate their effect on the efficacy of CRM in the setting of the organization. To offer a thorough grasp of how staff attitudes, communication abilities, and customer-centric behavior all influence CRM outcomes, the interrelationships among these variables will also be examined.

CRM focuses on two major areas: establishing a closer and deeper relationship. With customers and increasing organizational capability to coordinate its behavior with individual customers based on

customer needs, or what the organization knows about his/her requirements and interests stated by Umarani, R., Priya, T. S., Mahato, A. P., Shaikh, I. A. K., Shankar, R., & Sumitha, K. (2022). Here, I'm pointing out how my independent variables are covering the authoress's claimed statement.

3.4 Employee's attitude towards the client:

- Relations quality is strongly impacted by employee attitudes toward customers, which also sets the tone for encounters.
- Customers feel more at ease and have a better overall experience when there are positive attitudes present, such as enthusiasm, empathy, and a readiness to assist.
- Positively oriented staff members are more inclined to go above and beyond to satisfy clients, which boosts client happiness and loyalty.

3.5 Skills for Employee Communication:

- Establishing rapport, comprehending client demands, and swiftly resolving problems all depend on having effective communication skills.
- Customers are more likely to feel heard, respected, and understood when communications is clear and succinct, which builds their confidence in the company.
- Customers will be more engaged and loyal when employees possess good communication skills since they can understand difficult information in an understandable manner.

3.6 Customer Centric Behavior:

In every encounter and decision, customers' needs and preferences should come first. This is known as customer-centric behavior.

- Workers that are customer-centric actively hear what customers have to say, anticipate their needs, and customize solutions to suit those demands.
- Employees create individualized experiences that connect with consumers and encourage advocacy and long-term loyalty by placing the customer at the center of their actions.

3.7 Methodology

3.7.1 Research Design

This study examines how employee behavior affects CRM success at AKSID Corporation Limited using a mixed-methods research approach. Comprehensive knowledge of the intricate processes at work is made possible by the mix of quantitative and qualitative techniques.

3.7.2 Sampling Method

The sampling strategy used in this research attempted to guarantee a representative and varied sample of AKSID Corporation Limited workers, including a range of occupational titles, levels of experience, and demographic traits. The subsequent procedures were implemented to choose volunteers for the study:

1. Sampling Frame Development: Using AKSID Corporation Limited's organizational structure as a guide, a thorough sampling frame was created. This involved listing every department in the company along with its job titles and degrees of hierarchy.

2. **Stratified Sampling:** To guarantee sufficient representation from various departments, job responsibilities, and organizational levels within the company, stratified sampling procedures were applied. This entailed classifying the workforce into discrete groups according to pertinent attributes, including employment title or departmental affiliation.

3. **Random Sampling within Strata:** To reduce bias and guarantee that every eligible employee had an equal chance of being included in the research, participants were chosen at random from each strata. With the use of this strategy, a varied sample that fairly represented the demographic makeup of AKSID Corporation Limited was obtained.

4. **Inclusion Criteria:** Employees must fulfill certain requirements in order to be eligible for participation, such as having worked for the firm for at least six months and actively participating in customer relationship management (CRM) activities. This guaranteed that participants had pertinent background information and life experiences pertaining to the study's subject.

5. **Anonymity and Confidentiality:** Participants were guaranteed that their answers would be treated with the utmost confidentiality and used exclusively for research to preserve their anonymity and confidentiality. To preserve individual privacy, no individually identifying information was gathered; instead, it was aggregated and examined collectively.

6. **Sample Size Determination:** Statistical power, resource accessibility, and the requirement for sufficient representation across a range of organizational and demographic attributes were taken into account while determining the sample size of 50 participants. It was decided that this sample size would be adequate to meet the goals of the study without sacrificing viability or usefulness.

3.7.3 Data collection

Quantitative Data: In accordance with the goals of the study defined in Section 3.2.2, a structured survey instrument was created. A sample of employees from different departments and levels within the company were given the survey online. Data on staff attitudes, communication abilities, customer-centric conduct, and opinions of CRM efficacy were gathered through the survey.

Qualitative Data: To learn more about the experiences, viewpoints, and insights of a particular set of employees on CRM practices and employee behavior, semi-structured interviews were held with them. To find themes and patterns in the data, interviews were written down, and then examined. To give even more context, published papers on CRM were examined, including training materials and CRM policies.

○ **Primary Data:** The study included a small number of employees of AKSID Corporation Limited as the main data. Their responses provided the framework for gathering data, which was carried out via a structured questionnaire. A thorough analysis was then performed to get meaningful results.

○ **Secondary Data:** A variety of sources were used to collect secondary data in addition to the primary data. These included publications that were pertinent to the CRM issue in my study as well as items from the company's own website. These secondary sources contained information and viewpoints that were carefully cited and incorporated into the analysis.

3.7.4 Data analysis

Quantitative Analysis: To produce a summary of the main conclusions, the survey results were tallied and examined using descriptive statistics. To illustrate the data, pie charts, bar charts, graphs, and tables were created by tallying the frequency of replies to each survey question. The distribution of responses and patterns or trends in employee attitudes, communication abilities, customer-centric behavior, and views of CRM performance were highlighted by these graphic aids. Although inferential statistical methods were not applied in this investigation, the descriptive analyses yielded insightful information on response variability and prevalence in the sample population.

Qualitative Analysis: To determine how employee behavior affects CRM success, this study used qualitative analysis to go through organizational documentation and interview transcripts. Despite the absence of conventional techniques such as theme analysis, coding, and quotation extraction, descriptive analysis of survey data was employed to get qualitative insights. To find reoccurring themes and patterns regarding staff attitudes, communication skills, customer-centric behavior, and views of CRM performance, the survey results were carefully tabulated and evaluated. To facilitate comprehension, the results were shown graphically in the form of tables, pie charts, bar charts, and graphs. With the use of a qualitative methodology, AKSID Corporation Limited employees' experiences and viewpoints on CRM practices were thoroughly explored, yielding insightful information for strategic planning and organizational decision-making.

For conclusions and evaluation, I've created a series of questions.

Research Questionnaire:

There are eleven surveys in all. Most of them are concentrating on my report's three independent variables.

- Employee's attitude towards the client: Questions 1, 3, 9, 10
- Skills for Employee Communication: Questions 2, 5, 7
- Customer Centric Behavior: Questions 2, 4, 7, 9

Additional clarification -

- Question 1 is intended to determine the target audience's level of CRM awareness.
- Question 11 is intended to determine the possible incentives for staff members to improve or expand the business's CRM knowledge in the future.

1. Do you believe that an employee's attitude towards customers affects the overall success of CRM?

(a) Yes

(b) No

2. When engaging with consumers for CRM purposes, which behavioral approach do you find most effective for retail sale?

A. Warm and friendly demeanor, focusing on building a personal connection.

B. Professional and formal, emphasizing business-related aspects.

C. Empathetic and understanding, demonstrating active listening and responsiveness.

D. Assertive and confident, guiding the conversation with authority.

3. To what extent do you believe the success of promotional activities relies on employee's communication skills towards customers?

(a) No dependence at all- promotional activities is solely product/service driven.

(b) Minimal dependence- employee's behavior has a slight impact on promotional success.

(c) Moderate dependence – positive employee behavior enhances promotional outcomes.

(d) Significant dependence- employee's behavioral skill plays a crucial role in the success of promotional activities.

4. When engaging with consumers for CRM purposes, which behavioral approach do you find most effective for Corporate/Project sale?

A. Warm and friendly demeanor, focusing on building a personal connection.

B. Professional and formal, emphasizing business-related aspects.

C. Empathetic and understanding, demonstrating active listening and responsiveness.

D. Assertive and confident, guiding the conversation with authority.

5. How do you prefer to communicate with consumers for effective CRM? Please select the option that best represents your preference.

A. In person - Face-to-face meetings, Phone calls, Social Media (Facebook+What's app)

B. Television Ad

C. Billboard

D. By influencer

6. Do you believe consumer offer for retail sales and discount rate offers for corporate / project sales can help to gaining customer's interest towards company's product?

(a) Yes

(b) No

7. In your opinion, how do effective communication skill help in sustaining interest on the company's product of your target group?

(a) Cultivates a lasting impression- effective communication builds a memorable connection with customers.

(b) Ensure clarity and understanding communication skills are significant for conveying information clearly.

(c) Fosters a deeper connection with customers – effective communication builds a stronger relationship.

(d) All of them

8.Are there regular team meetings or discussions focused on CRM strategies?

(a) Yes

(b) No

9. Share your thoughts on how the organization can better promote a customer-centric culture and enhance communication skills and employee attitudes?

(a) Training Programs

(b) Recognition and Rewards

(c) Customer Feedback Integration

(d) Leadership Support

10. How do you believe an employee's approach can drive a target audience from the desire to buy stage to the action to buy stage?

(a) No impact – employee's attitude or communication style cannot make the target audience to make a purchase of a product or service. It is only depending on the customer's perception and knowledge about the product.

(b) Builds confidence and trust, positively influencing the audience's decision to take the action for buying a product or service even after not having a proper product knowledge.

(c) Will create mixed influence of buy or not to buy the product- that means the target audience may think of buying the product instead of completely denying.

(d) B & C

11.What motivates you the most to be more serious about CRM

(a) Performance Incentives and Rewards

(b) Opportunities for Career Advancement

(c) Recognition for CRM Excellence

(d) Personal Satisfaction in Delivering Excellent Customer Service

(e) All of them

3.7.5 Results of the Survey

QUESTION 1

Do you believe that employee's attitude towards customers affects the overall success of Customer Relationship management CRM?

(a) Yes – 50 RESPONSES

(b) No – 0 RESPONSES

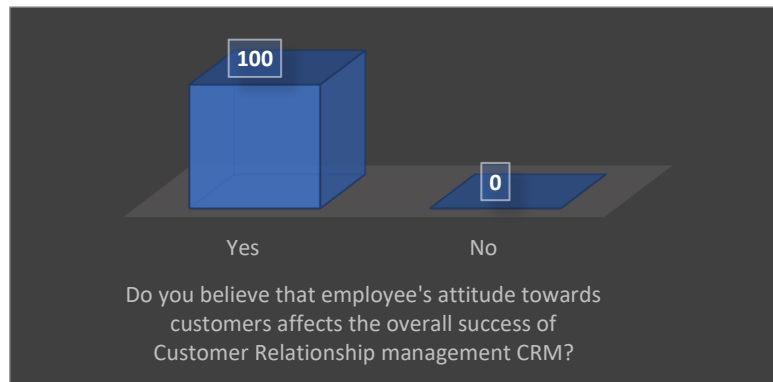


Figure: 6

Every respondent (100%) overwhelmingly states that an employee's behavior has a significant impact on CRM success. The importance of employee attitudes in forming client relationships is highlighted by this unanimity. Such alignment underscores the necessity of cultivating a customer-centric culture within firms by emphasizing the collective recognition of the critical link between excellent employee demeanor and successful CRM outcomes.

QUESTION 2

When engaging with consumers for CRM purposes, which behavioral approach do you find most effective for retail sale?

- A. Warm and friendly demeanor, focusing on building a personal connection. – 30 RESPONSES
- B. Professional and formal, emphasizing business-related aspects. – 10 RESPONSES
- C. Empathetic and understanding, demonstrating active listening and responsiveness. – 10 RESPONSES
- D. Assertive and confident, guiding the conversation with authority. – 0 RESPONSES

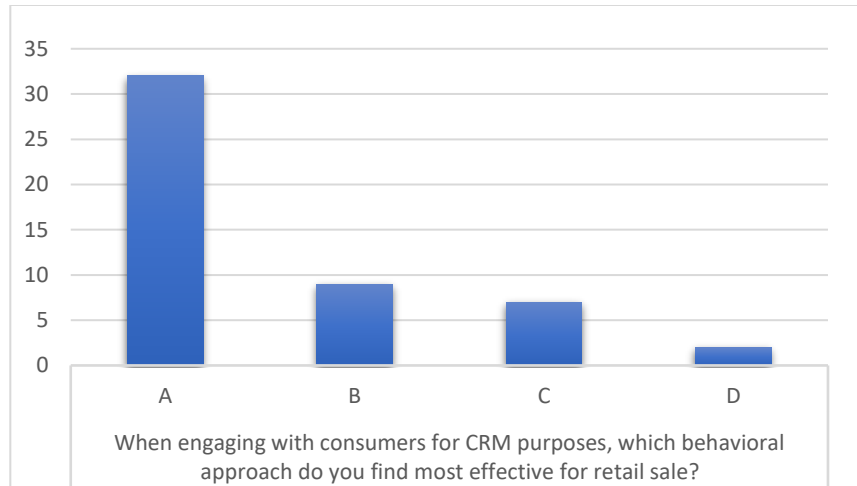


Figure: 7

Most participants (60%) favored a hospitable and kind approach while doing in-store sales, highlighting the importance of establishing a personal rapport with clients. Nonetheless, a discernible inclination towards professionalism and empathy is also present, suggesting a varied approach contingent on personal inclinations and contextual factors.

QUESTION – 3

To what extent do you believe the success of promotional activities relies on employee’s communication skills towards customers?

- (a) No dependence at all- promotional activities are solely product/service driven. – 4 RESPONSES
- (b) Minimal dependence- employee’s behavior has a slight impact on promotional success. – 2 RESPONSES
- (c) Moderate dependence – positive employee behavior enhances promotional outcomes. – 30 RESPONSES
- (d) Significant dependence- employee’s behavioral skill plays a crucial role in the success of promotional activities. -13 RESPONSES

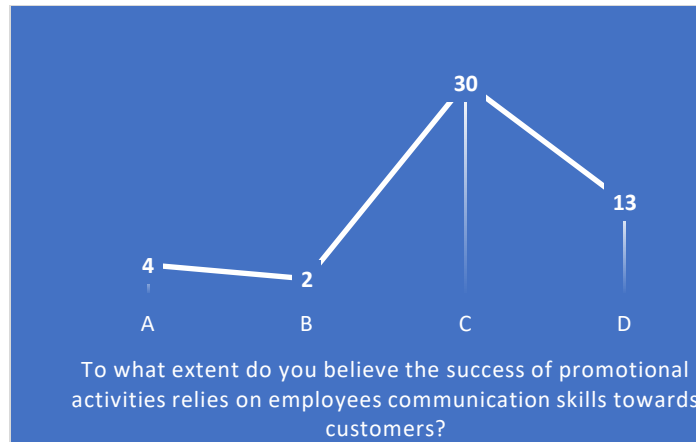


Figure: 8

Employee communication skills are thought to be moderately to significantly dependent on promotion success, according to the majority of respondents (60%) to the survey. Just 10% of respondents believe that the features of the product or service are the only factors that influence promotional actions. This shows an understanding of the critical role communication plays in shaping consumer views and engagement, highlighting the need of funding employee communication training.

QUESTION – 4

When engaging with consumers for CRM purposes, which behavioral approach do you find most effective for Corporate/Project sale?

- A. Warm and friendly demeanor, focusing on building a personal connection. – 16%
- B. Professional and formal, emphasizing business-related aspects. – 76% RESPONSES
- C. Empathetic and understanding, demonstrating active listening and responsiveness. – 4%
- D. Assertive and confident, guiding the conversation with authority. – 4% RESPONSES

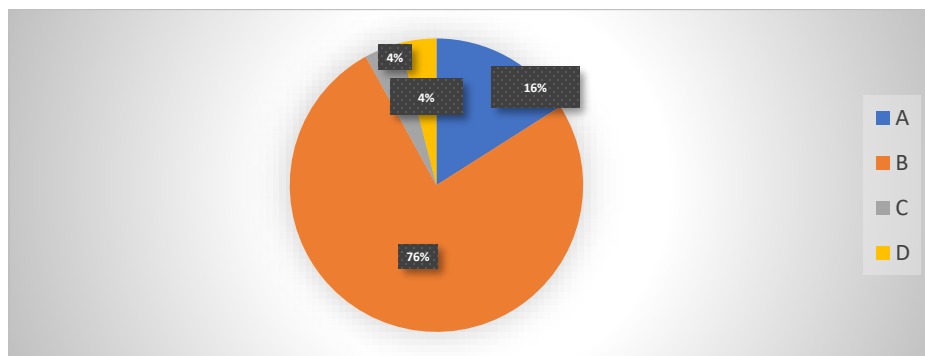


Figure: 9

With 76% of respondents choosing option B, it is evident from the statistics that respondents clearly prefer a formal, professional behavioral style when interacting with customers for corporate or project sales purposes. This suggests that in corporate sales contacts, the emphasis should be on business-related

components and the maintenance of a professional demeanor. On the other hand, a majority of respondents deemed professionalism and a business-centric approach to be most effective in the context of corporate/project sales. This suggests that other behavioral approaches, such as option D, which is assertive and confident, and option A, which is friendly and warm, received significantly fewer responses.

QUESTION – 5

How do you prefer to communicate with consumers for effective CRM? Please select the option that best represents your preference.

- A. In person – Face-to-face meetings, Phone calls , Social Media (Facebook+What’s app) – 39 RESPONSES
- B. Television Add – 07 RESPONSES
- C. Billboard – 04 RESPONSES
- D. By influencer – 0 RESPONSES

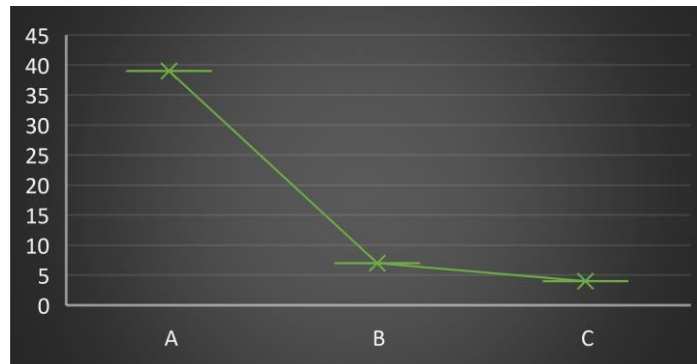


Figure: 10

With 39 out of 50 respondents (78%) choosing option A, the data reveals a strong preference among respondents for direct and personal ways of communication in effective CRM. In person: Phone conversations, in-person encounters, and social media (Facebook + WhatsApp). This choice emphasizes how important it is to establish personal connections with customers and interact with them directly. On the other hand, reaction rates were lower for conventional advertising channels like billboards (option C) and television commercials (option B), suggesting a decreased preference for one-way mass communication techniques. Moreover, the lack of replies for option D (By influencer) implies that the respondents to the study may not view influencer marketing as a successful communication approach for CRM objectives.

QUESTION – 6

Do you believe consumer offer for retail sales and discount rate offers for corporate / project sales can help to gaining customers interest towards company’s product?

- (a) Yes
- (b) No

Yes	No
44	6

Table: 1

There were 44 yes answers, indicating that the vast majority of respondents (88%) think that consumer offers for retail sales and discount rate offers for corporate/project sales can really aid in attracting customers' interest in a company's goods. This indicates a general consensus among those polled about the value of discounts and promotional offers as methods of drawing in customers and increasing sales in a variety of market niches. Twelve percent of respondents disagreed, and they might be dubious about the effectiveness of these kinds of promotions, or they might support different strategies for engaging customers and generating sales.

QUESTION – 7

In your opinion, how do effective communication skills help in sustaining interest on the company's product of your target group?

- (a) Cultivates a lasting impression- effective communication builds a memorable connection with customers. 03 RESPONSES
- (b) Ensure clarity and understanding communication skills are significant for conveying information clearly. 04 RESPONSES
- (c) Fosters a deeper connection with customers – effective communication builds a stronger relationship. 03 RESPONSES
- (d) All of them. 40 RESPONSES

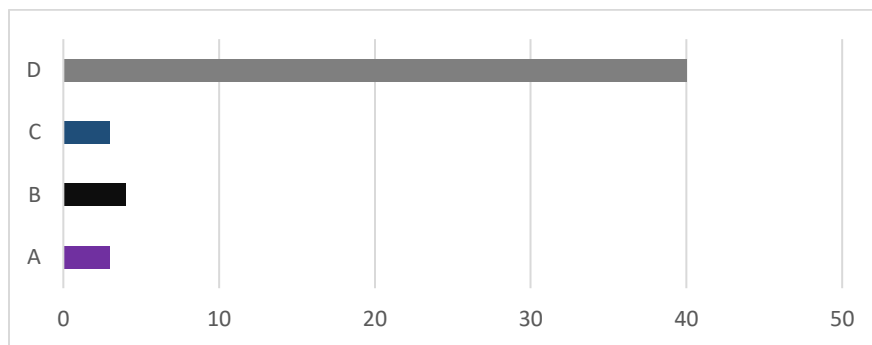


Figure: 11

The overwhelming consensus (80%) of the participants highlights the significance of proficient communication in fostering more robust customer relationships. This highlights the importance of communication in building long-lasting relationships as well as serving as a channel for information. To sustain interest in the company's products and develop loyalty, respondents emphasize the need of excellent communication in strengthening ties with customers. This acknowledgement as a group highlight how communication may influence positive customer experiences and encourage long-term involvement.

QUESTION – 8

Are there regular team meetings or discussions focused on CRM strategies?

(a) Yes – 44 RESPONSES

(b) No – 06 RESPONSES

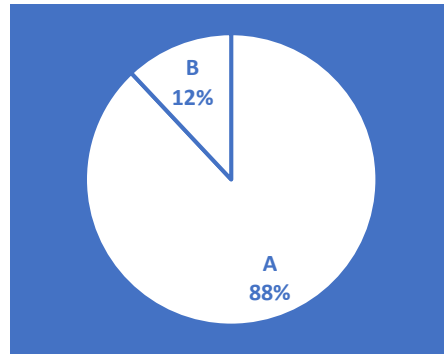


Figure: 12

According to the statistics, 44 out of 50 respondents chose option (a) Yes, indicating that most respondents (88%) said that there were regular team meetings or discussions centered on CRM tactics. This implies that to maximize customer relationships and improve overall business performance, firms should take a proactive approach to prioritizing CRM initiatives and encouraging teamwork. The small percentage of respondents (12%) who said there were no such meetings could mean that CRM is not given enough attention in their companies, or it could point out areas where strategy and communication about customer-centric efforts need to be better aligned.

QUESTION – 9

Share your thoughts on how the organization can better promote a customer-centric culture and enhance communication skills and employee attitudes?

(a) Training Programs – 38 RESPONSES

(b) Recognition and Rewards – 08 RESPONSES

(c) Customer Feedback Integration – 06 RESPONSES

(d) Leadership Support – 1 RESPONSES

Training Programs	Recognition & Rewards	Customer Feedback Integration	Leadership Support
35	8	6	1

Table: 2

Most participants (76%) support training initiatives aimed at cultivating a customer-focused culture, stressing the critical role that education plays in improving communication abilities and forming good attitudes among staff members. Awards and recognition—selected by 16% of respondents—highlight the significance of providing incentives for outstanding customer service. Twelve percent of respondents think

that incorporating consumer input highlights a dedication to ongoing improvement. Although just 2% of respondents highlighted leadership support, it is recognized for its critical role in establishing the tone for a customer-focused culture. When taken as a whole, these observations show how diverse an approach companies should adopt to empower their workforce and foster a customer-centric culture. These approaches should include training, acknowledgment, incorporation of consumer feedback, and leadership support.

QUESTION – 10

How do you believe an employee’s approach can drive a target audience from the desire to buy stage to the action to buy stage?

- (a) No impact – employee’s attitude or communication style can not make the target audience to make a purchase of a product or service. It is only depends on the customer’s perception and knowledge about the product. – 5 RESPONSES
- (b) Builds confidence and trust, positively influencing the audience’s decision to take the action for buying a product or service even after not having a proper product knowledge. – 5 RESPONSES
- (c) Will create mixed influence of buy or not to buy the product- that means the target audience may think of buying the product instead of completely denying. – 5 RESPONSES
- (d) B & C - 35 RESPONSES

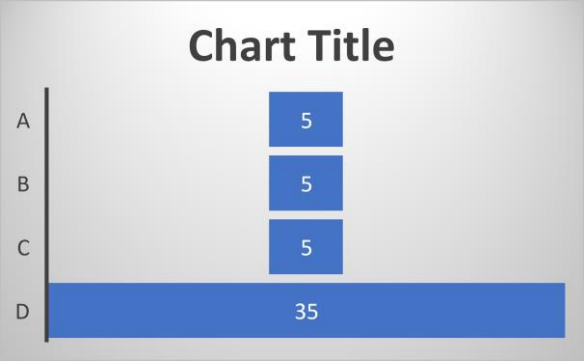


Figure: 13

According to most respondents (70%) an employee's approach—which includes things like manner, communication style, and product knowledge—can have a big influence on the target audience's journey from desire to buy action. 35 respondents selected option (d), which emphasizes the joint impact of fostering trust and confidence (option b) while also recognizing the possibility of conflicting influences on purchasing decisions (option c). This suggests that respondents acknowledge that staff involvement, in addition to good communication and product knowledge, is critical in persuading clients to buy, even when their initial desire may be unsure.

Question No. 11

What motivates you the most to be more serious about CRM?

- (a) Performance Incentives and Rewards – 6 RESPONSES
- (b) Opportunities for Career Advancement – 4 RESPONSES
- (c) Recognition for CRM Excellence – 0 RESPONSES
- (d) Personal Satisfaction in Delivering Excellent Customer Service – 1 RESPONSES
- (e) All of them – 39 RESPONSES

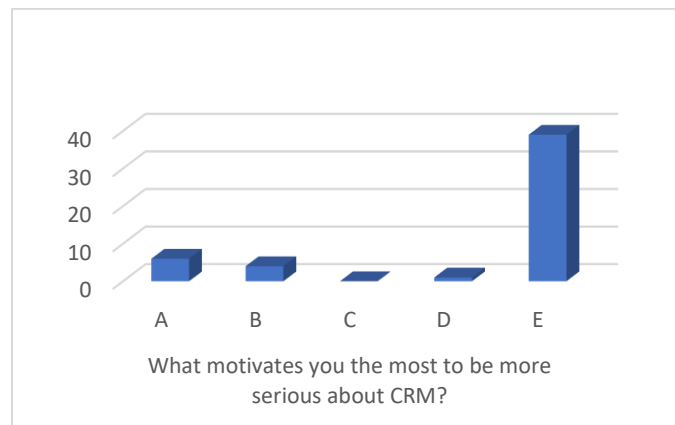


Figure: 14

The importance of measurable benefits was highlighted by six respondents who said that their motivation for utilizing CRM is mostly driven by performance incentives and prizes. In addition, four respondents indicated that the prospect of a career promotion served as their primary source of motivation, suggesting that the company ought to give its employees' professional development top priority. It's noteworthy to notice that only one respondent expressed how much they personally enjoyed giving excellent customer service, which may indicate that this group places less value on intrinsic motivation. The great majority of respondents (39 out of 50) chose option (e), exhibiting a sophisticated motivational strategy driven by a combination of incentives, career growth chances, and personal contentment. This suggests that adopting a holistic motivating strategy is the most effective way to promote meaningful engagement with CRM.

3.7.6 Ethical considerations

All through the study procedure, ethical issues were of the utmost importance. All participants gave their informed consent, and their privacy and identity were protected throughout the gathering, processing, and reporting of data.

3.8 Summary & Conclusion

Employees are crucial to the success of customer relationship management (CRM) in firms, as the survey's results make abundantly evident. Furthermore, it is undeniable that employee attitudes and communication abilities have a substantial influence on CRM outcomes in several ways. First off, a resounding consensus among survey participants was reached about the crucial relevance of staff

attitudes toward customers and their significant influence on CRM success. Furthermore, this group's acknowledgement highlights how important it is for companies to cultivate a customer-centric culture wherein employee behavior serves as the cornerstone for building fruitful client relationships. Additionally, the data indicates a strong correlation between a company's ability to communicate effectively and the level of interest that customers consistently show in its products. Again, Staff members are crucial in maintaining customer engagement and loyalty, according to most individuals who advocate for good communication as a means of strengthening client relationships. Also, the poll makes clear the subtle preferences in employee behavior strategies for different sales circumstances, emphasizing the value of adaptable tactics meant to meet a variety of client needs. Further supporting the need for continuous learning and development initiatives in companies is the realization that training programs are the preferred method for developing a customer-focused culture and enhancing employee communication skills. When considered as a whole, the survey results effectively demonstrate how employee behavior that is focused on the customer, communication abilities, and client-facing attitudes all work together to affect the CRM success trajectory within firms, demonstrating their crucial role in cultivating enduring and profound connections with customers.

3.9 Limitations of the study:

Like any other study, the limitations of this one is still up for discussion. I think the main areas of weakness for this study are the following, even with a lot of collaboration from organization executives:

- One significant limitation of the study was the restricted availability of material, which made it difficult to conduct a full analysis.
- Several elements could not be included in the report owing to time limits. The organizing staff's busy schedule, which left little time for socializing, was another disadvantage.
- Since this is the first study of its kind that I have undertaken, my lack of experience is a major limitation.
- According to intern policy, access to organizational areas was forbidden.

3.10 Recommendations

My suggestions to AKSID corporation limited are -

- My recommendations for AKSID Corporation Limited are as follows: Invest in Training Programs: Make sure that staff attitudes and communication skills are highly valued by giving comprehensive training programs top priority. This will help to create a customer-centric culture.
- Adopt an Omnichannel Strategy: Utilize a variety of communication channels, including traditional methods and digital platforms, to effectively engage clients and satisfy their diverse tastes.
- Acknowledge the Significance of Effective Employee Communication: Underline the significance of ongoing support and training initiatives and acknowledge that employee communication plays a major role in determining the success of promotions.
- Create a Robust Motivational Framework: To foster staff dedication, establish a framework that encompasses performance incentives, opportunities for professional advancement, and acknowledgement of CRM superiority.
- Acknowledge Feedback Mechanisms: Provide feedback channels to gather data on customer preferences and adjust CRM strategies to meet evolving needs and expectations.

These recommendations can assist businesses in using CRM more successfully, which will enhance customer satisfaction, strengthen customer relationships, and promote business expansion.

3.11. References

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