

Report On,
An Exploratory Study of the Impact of Customer Relationship Management on Business Performance: A
Case Study of Daraz Bangladesh

By
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An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
February 2023

Declaration

I, Syed Mohammad Ali, declare that:

1. The internship report submitted is original work done while pursuing my degree at Brac University.
2. The report does not include third-party material without proper citation and referencing.
3. The report has not been previously accepted or submitted for any other degree or diploma.
4. All sources of assistance have been acknowledged.

Student's Full Name & Signature:

Syed Mohammad Ali
18304104

Supervisor's Full Name & Signature:

Ms Tania Akter
Senior Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms Tania Akter
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I hope this email finds you well. I am writing to formally submit my Internship Report for your review. The internship took place at Daraz Bangladesh in the CRM department from October 13th, 2022 to January 23rd, 2023.

The report encloses my responsibilities, achievements, and projects completed during the internship period. I believe it accurately reflects the skills I developed and the knowledge I gained in a real-world setting. I am grateful for the guidance and support provided by Daraz Bangladesh during the internship.

I certify that the information in the report is original and has not been plagiarized. If you need any further information, please do not hesitate to contact me.

Thank you for the opportunity to complete the internship and for your continued support.

Best regards,

Syed Mohammad Ali
ID: 18304104
BRAC Business School,
BRAC University
Date: January 31, 2023

Non-Disclosure Agreement

I, Syed Mohammad Ali, as a BBA student of BRAC Business School, BRAC University, do hereby confirm that the report entitled "**An Exploratory Study of the Impact of Customer Relationship Management on Business Performance: A Case Study of Daraz Bangladesh**" has been prepared and submitted as a requirement of my internship program. The report was created under the supervision of Ms. Tania Akter, Senior Lecturer at BRAC Business School.

I hereby affirm that the report is the result of my original work and is intended for submission to obtain my BBA degree. I certify that, to the best of my knowledge, no portion of the report has been knowingly and wilfully plagiarized, and that all sources used have been properly cited.

Syed Mohammad Ali
18304104
BRAC Business School
BRAC University
Date: January 31, 2023

Acknowledgement

I extend my sincere gratitude to the Almighty Allah for providing me with the necessary strength and fortitude to complete this challenging assignment with success. I am deeply appreciative of the invaluable guidance and support I received from my academic advisor, **Ms Tania Akter**, Senior Lecturer at BRAC Business School, BRAC University. Her insightful comments and suggestions were instrumental in shaping my report and ensuring its completion within the specified timeline.

Furthermore, I would like to acknowledge the unwavering support of my co-supervisor, **Syed Mahbubur Rahman, PhD** Associate Professor at BRAC Business School, BRAC University. His expertise and guidance greatly contributed to the overall quality of my report.

I would also like to express my gratitude to my line manager, **Tahmidur Rahman**, Head of CRM-Traffic Ops, Daraz Bangladesh, for his invaluable support and mentorship during my internship. His extensive professional experience and enthusiasm provided me with a wealth of knowledge, and I am grateful for his guidance and support throughout my internship.

I would also like to extend my appreciation to my colleagues, **Israt Jahan Binte Akkas**, **Muntahsin Jahan**, **Hafsa Habib**, **Ahmed Ahnaf**, and **Saifuddin Ahmed Al-Quaderi**, for their encouragement, suggestions, and support. Their contributions made my internship experience a memorable one.

Finally, I would like to acknowledge the outstanding efforts and support of the entire marketing team at Daraz Bangladesh. Their cooperation and support throughout my internship made it an enriching and productive experience, and I am deeply grateful for their contributions.

Abstract

The purpose of this exploratory study is to understand the impact of customer relationship management (CRM) on business performance with a focus on Daraz Bangladesh. The study aims to examine the communication channels of CRM in Daraz Bangladesh, investigate the strategies and tools used by CRM, and identify the key factors that contribute to its successful implementation. The study uses a qualitative research approach, including a case study analysis of Daraz Bangladesh, to gain insights into the impact of CRM on business performance.

The results of the study suggest that CRM has a positive impact on overall business operations. The study found that effective communication channels, well-designed strategies and tools, and key success factors contribute to the successful implementation of CRM in Daraz Bangladesh. The findings indicate that customer retention and acquisition are positively affected by effective CRM implementation, which, in turn, leads to improved business performance.

In conclusion, this study provides valuable insights into the impact of CRM on business performance and highlights the importance of well-designed CRM strategies and tools for enhancing customer satisfaction and driving business success. The results of this study can serve as a reference for companies looking to optimize their CRM strategies to improve customer engagement and drive business performance.

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Syed Mohammad Ali

ID: 18304104

Program: Bachelors in Business Administration

Major: Marketing

Minor: Computer Information Management

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Internship Period: 17/10/2022 to 23/01/2023

Internship Company Name: Daraz Bangladesh

Internship Department: Customer Relationship Management

Address: Asfia Tower (Level-8) ; Plot: 76, Road: 11 Block: E, Banani C/A Dhaka-1213

1.2.2 Internship Company Supervisor's Information:

Name: Tahmidur Rahman

Position: Head of CRM

Email: tahmid.rahman@daraz.com.bd

Contact: 01969602255

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Job Description:

The Push Notification and Message Center Specialist is responsible for the creation and execution of tasks related to Push Notifications and Message Center channels. This individual will be responsible for assisting with the creation of content and conducting data analysis, as well as reporting on outcomes of analysis from CRM reports.

Responsibilities:

1. Task creation for Push Notifications and Message Center channels, based on the daily schedule and content.
2. Content creation assistance for Push Notifications and Message Center channels.
3. Data analysis and ad-hoc changes in automation journeys, assisting the team in these efforts.
4. Reporting and communicating outcomes of analysis from CRM reports.
5. Executing tasks associated with the channels of Push, and Message Center notifications.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

As an intern at an organization, I am tasked with a range of responsibilities related to communication. My day-to-day activities include creating tasks for these channels once the daily schedule and content have been finalized.

Additionally, I am involved in the creation of content for the Push Notifications and Message Center channels. This requires me to analyze data, make ad-hoc changes to automation journeys, and communicate the results of my analysis through CRM reports.

To ensure that these tasks are executed successfully, I work closely with my team to develop effective strategies and achieve positive outcomes. I understand the importance of collaboration and that's why I am always willing to provide feedback and insights based on my research and analysis. This helps the team to make informed decisions and implement the best solution for each task at hand.

I also keep a close eye on the performance of the channels and offer suggestions for improvement when needed. This proactive approach helps to ensure that these channels are managed efficiently and deliver the desired results.

In conclusion, as an intern, I play a crucial role in the successful execution of tasks related to the Push Notifications and Message Center channels. I am responsible for creating tasks, contributing to content creation, analyzing data, making ad-hoc changes, communicating CRM reports, and providing feedback to the team. With my drive and commitment, I am confident that I can help the organization achieve its goals and deliver successful outcomes.

1.3.2 Benefits to the student

Education for students should aim to strike a balance between academic and hands-on learning. Through my undergraduate studies, I developed a strong foundation in various subjects through the acquisition of theoretical knowledge. However, my internship experience highlighted the limitations of purely theoretical understanding. I learned that real-world business and industry challenges often require practical solutions that go beyond textbook knowledge.

During my internship, I had the opportunity to gain hands-on experience in a corporate environment. I was able to observe the inner workings of a CRM department and understand the policies, techniques, and etiquette of communication used in a corporate workplace. This invaluable experience exposed me to the realities of the business world and helped me understand the importance of practical learning in complementing theoretical knowledge.

In conclusion, a student's education should strive to equip them with a comprehensive and well-rounded understanding of the subjects they study. By combining academic and practical learning, students can develop a robust foundation of knowledge and skills that will prepare them for the challenges of the real world.

1.3.3 Problems/Difficulties

During my internship, I was presented with several challenges that tested my abilities and stretched my understanding. One of the main difficulties I faced was collecting data from an observational perspective and quickly assimilating all the processes involved. However, I persevered and was able to gain a deeper understanding of the company's operations through my observations.

Another challenge I encountered was in communicating with the employees. The communication style was different from what I was used to, and it took me some time to get comfortable and establish a rapport with the team. This was important as I needed their support and assistance to gather the necessary data.

Despite these difficulties, I was impressed by the workplace culture and the dedication of the employees. They put in long hours and worked hard to ensure that tasks were completed efficiently and effectively. I was happy to join in and stay late when needed, as it allowed me to gain a more comprehensive understanding of the company's work ethos.

My internship was also timed during Daraj Bangladesh's biggest sale campaign, which added an extra layer of complexity to my observations. However, this was also a unique opportunity for me to see the business in full swing and understand the workings of a large-scale campaign. Overall, despite the

challenges, I am grateful for the opportunity to have gained valuable insights and hands-on experience at Daraz Bangladesh.

1.3.4 Recommendations

As an intern, I am thrilled to share some insights from my experience during my internship with the company. After three months of hands-on work within the CRM team, I have come to appreciate the vital role that design plays in our projects. I also understand that some of our team members may have important personal commitments, such as caring for a newborn or supporting a spouse and need to leave the office earlier in the day.

In light of these observations, I would like to suggest that the company consider adding a dedicated designer to the CRM team. This person would bring a fresh perspective, as well as provide much-needed support to our team. I am confident that this addition would not only streamline our workflow but also lead to an overall improvement in productivity and morale.

Furthermore, I believe that offering a wider selection of snacks, including delicious cookies, would greatly enhance our break room experience and boost employee satisfaction. A small investment in this area would no doubt make a big impact on our overall work environment.

Finally, I would like to extend my suggestion to consider providing lunch options for our interns. This would be a fantastic way to show appreciation for their hard work and dedication, while also helping them maintain their energy levels throughout the day.

In conclusion, I believe that these changes would have a positive impact on the team and the company as a whole. I am eager to support any initiatives that would make our work environment even better!

CHAPTER 2

COMPANY OVERVIEW

2.1 INTRODUCTION

The e-commerce sector in Bangladesh is experiencing substantial growth, driven by the increasing number of consumers opting for online shopping. The availability of internet and mobile services, coupled with government initiatives to promote digitalization, has created a favorable environment for businesses to enter the market. As a result, the industry is witnessing a rise in both local and international players offering a diverse range of products and services to customers.

From a business perspective, the growth of the e-commerce industry in Bangladesh presents significant opportunities for expansion and growth. The sector is expected to have a positive impact on the country's economy, creating new job opportunities and driving economic development.

Overall, the e-commerce industry in Bangladesh offers a compelling proposition for businesses looking to tap into the growing consumer demand for online shopping. The sector's strong growth trajectory and supportive government policies make it an attractive destination for companies looking to expand their operations.

Customer Relationship Management is one of the most important aspects of any business. It helps to ensure that customers are satisfied and that their needs are met promptly. Daraz Bangladesh is no exception. This report will explore how Daraz Bangladesh is leveraging Customer Relationship Management to induce revenue. It will analyze the various strategies Daraz Bangladesh uses to optimize customer satisfaction and increase sales. The report will also discuss how the company evaluates customer feedback and uses the data to improve its services. Finally, it will explore how Daraz Bangladesh is utilizing technology to engage with customers and build lasting relationships. The findings of this report will provide valuable insight into how Daraz Bangladesh is leveraging Customer Relationship Management to induce revenue.

2.2 COMPANY OVERVIEW

Daraz Bangladesh is a Chinese-owned online market and logistics company that operates in Bangladesh. It was launched in 2019 and has quickly become one of the leading players in the country's e-commerce industry. Daraz Bangladesh offers customers a wide range of products and services, including electronics, fashion, beauty, home appliances, and more.

One of the key features of Daraz Bangladesh is its commitment to driving digital prosperity in the country. The company has invested heavily in technology, infrastructure, and customer service, and has

implemented a range of initiatives to make the shopping experience smoother and more secure. This includes features such as cash on delivery, easy returns, and a hassle-free shopping experience.

Daraz Bangladesh is also committed to empowering local businesses, including small and medium-sized enterprises. The company provides these businesses with access to its large customer base, helping them to grow and thrive in the digital economy. In addition to its online market, Daraz Bangladesh also offers logistics services, including warehousing, fulfillment, and last-mile delivery. This allows the company to provide a seamless shopping experience for its customers, from the moment they place an order to the moment they receive their goods. The e-commerce industry in Bangladesh has seen significant growth in the past years, with the sector projected to be worth around \$3 billion by 2023. They have attributed this growth to the growth in mobile financial services, stronger internet coverage in suburban regions, and the Covid pandemic, which pushed many consumers to shop for goods and services from the comfort of their homes. However, there are still many challenges that need to be addressed in order for the industry to reach its full potential. Mobile financial services in Bangladesh are facing several challenges, including operational issues, digital literacy, and last-mile delivery. However, the growing number of internet users in the country suggests that the e-commerce industry has the potential for further growth. With access to over 7 million customers, 41,000 sellers and many partners and stakeholders (The Daily Star, August 22), Daraz Bangladesh is well-positioned to help Bangladeshis prosper in a "Digital Bangladesh." The company's focus on technology, convenience, and customer service has helped it to establish itself as a key player in the e-commerce industry in Bangladesh.

Vision of Daraz Bangladesh

Our vision is to become Bangladesh's most trusted and reliable online shopping destination. We want to be the go-to website for both customers and sellers, providing a safe and secure online marketplace. We are dedicated to providing the best customer service and support, as well as providing an effortless shopping experience.

Mission of Daraz Bangladesh

Daraz Bangladesh is committed to providing a one-stop shop for customers across the country, providing millions of products in categories ranging from clothing and electronics to home appliances and beauty products. We strive to make our customers' lives easier by offering a wide range of payment options, quick deliveries and easy returns.

Company Values of Daraz Bangladesh

At Daraz Bangladesh, we value our customers and strive to provide a hassle-free shopping experience. We take our commitment to customer satisfaction seriously and we are dedicated to providing the best possible service. We believe in providing quality products, quick deliveries and easy returns. We are also committed to providing a safe and secure online platform for both customers and sellers. We strive to be a brand that customers can trust and rely on.

2.3 Leadership Style of Daraz Bangladesh

Daraz Bangladesh is one of the leading e-commerce platforms in the country, providing customers with an expansive selection of products and services. The company has been successful in meeting the demands of its customers, due to its effective leadership style. It would be unjust to attribute the leadership style of Daraz Bangladesh to a singular leadership methodology. The organization presents itself as a startup, and there is a blend of leadership styles implemented at different levels of hierarchy. For instance, upper management tends to adopt a more autocratic approach, while mid-level management follows a democratic approach, and operational level managers employ a laissez-faire management style. The following explanation will provide a neutral examination of their management practices.

Autocratic Leadership

At Daraz Bangladesh, the autocratic style of leadership is practiced due to the rapid and dynamic nature of the e-commerce industry. This style of leadership involves the leader making all the decisions without consulting anyone or taking any suggestions from the team. This allows the leader to make quick and decisive decisions which are beneficial to the company's growth.

Democratic Leadership

In order for the team to feel more engaged and motivated, Daraz Bangladesh also employs the democratic leadership style. This style allows the leader to seek opinions and suggestions from the team members and then use them to make decisions. This increases the team's sense of ownership, as they are actively involved in the decision-making process.

Participative Leadership

The participative leadership style is also used at Daraz Bangladesh, where the leader consults the team while making decisions. This style allows the team members to have their say in the decision-making process and also gives them a sense of belonging. This style has been proven to improve the team's morale and productivity.

Laissez Faire Leadership

The laissez faire style of leadership is used at Daraz Bangladesh as well. This style gives the team members a large amount of freedom and autonomy in the decision-making process. This encourages the team to be more creative and innovative with their ideas, leading to better outcomes.

Human Resource Planning Process

Daraz Bangladesh has a well-developed Human Resource Planning process that is instrumental in helping the company achieve its goals. The process consists of recruitment and selection, compensation system, training and development initiatives and performance appraisal system.

Recruitment and Selection

Daraz Bangladesh's recruitment and selection process is stringent and thorough. The company makes sure that potential employees are well-qualified and have the necessary skills and knowledge to help the company reach its objectives. The company also involves the team in the selection process to make sure that the chosen candidate

2.4 Daraz Bangladesh – Marketing Strategies, Target Customers, and Branding Activities

Daraz Bangladesh has been making waves in the online shopping industry, with its comprehensive marketing strategy aimed at attracting the right customers, engaging them with the platform, and building a strong brand presence. The company's marketing efforts have been instrumental in its success and growth, and today, Daraz Bangladesh boasts a user base of nearly 8 million customers.

At Daraz Bangladesh, the primary focus is on understanding and connecting with the needs of its customers. The marketing strategy revolves around providing an exceptional online shopping experience that exceeds customer expectations. To achieve this, the company has adopted a three-pronged approach, which includes:

Excellent Customer Service: Daraz Bangladesh understands the importance of customer satisfaction and has made it a top priority. With a customer satisfaction rate of 95%, the company's focus on providing exceptional customer service is paying off.

Reliable and Timely Delivery: Daraz Bangladesh delivers on its promise of providing fast and reliable delivery services. With an average delivery time of 3-5 days, the company has set a standard for the industry.

Competitive Prices: Daraz Bangladesh offers competitive prices to attract customers and maintain its position as a go-to platform for online shopping. With a product range that spans over 25 million items, the company is able to provide customers with a wide variety of products at affordable prices.

Targeting and Positioning

Daraz Bangladesh has adopted an omnichannel strategy to target a wide range of customers. The primary target customers are young and tech-savvy individuals who prefer to shop online. The company also targets customers who are looking for convenience, reliability, and competitive prices.

Daraz Bangladesh positions itself as a go-to platform for customers to purchase products and services. The company's positioning strategy focuses on providing customers with the best shopping experience, from product selection to delivery, returns, and customer service.

Marketing Channels

Daraz Bangladesh utilizes a variety of marketing channels to reach its target customers. Traditional channels such as word-of-mouth, print media, radio, and television are employed to create brand awareness and increase the visibility of the platform. Additionally, the company leverages its internal customer base through the use of in-app marketing. With a user base of nearly 8 million, Daraz Bangladesh strategically uses its app and website traffic to promote its products, services, offers, and campaigns. This omnichannel presence creates a strong brand image. The company also sponsors events, such as sponsoring the national team of Bangladesh, to gain additional brand recognition and create a positive association with the brand in the eyes of consumers.

In conclusion, Daraz Bangladesh's marketing strategy is a key driver of its success and growth. With a customer-centric approach and a focus on providing an exceptional shopping experience, the company is poised for continued success in the future.

2.5 Financial Performance and Accounting Practices

It is to be noted that the financial information of Daraz Bangladesh, a leading e-commerce company in Bangladesh, is not publicly available due to the company's status as a private entity. It is a common practice among private companies to not disclose their financial data to the public and they are not obligated to do so.

However, an analysis of publicly accessible sources such as newspapers and journals provides some insight into the company's financial performance. The Daily Star has reported that Daraz Bangladesh has been demonstrating remarkable financial success over the past two years, particularly with its flagship campaign, "11.11". This campaign has shown a significant increase in earnings, rising from 320 crore to 440 crore, showcasing the company's continued growth and prosperity.[1] It is clear that Daraz Bangladesh is doing exceptionally well and is making a huge impact in the e-commerce industry in Bangladesh. [2] This is further reinforced by the fact that the company has seen an impressive increase in their customer base, with over 6 million customers being registered in the past year alone. [3] This indicates that the company is continuing to expand and provide quality services to its customers.

In conclusion, while the financial data of Daraz Bangladesh is not available to the public, it is clear that the company is performing exceptionally well and continues to make a significant impact in the e-commerce industry in Bangladesh.

Reference:

1. <https://www.scribd.com/document/557384669/Customer-Experience-Daraz>
2. <https://www.studocu.com/row/document/independent-university-bangladesh/bangladesh-in-international-business/report-faysal-detailed-report-on-daraz/29717798>
3. https://www.academia.edu/34550997/Opportunities_and_Obstacles_of_Sellers_to_Expand_Their_Sells_in_Electronics_Platform_in_Bangladesh_pdf

2.6 Operations Management and Information System Practices of Daraz Bangladesh

Daraz Bangladesh is one of the leading e-commerce companies in the region. It has established itself as an integral part of the country's thriving economy, providing convenient and cost-effective online shopping experience to its customers. The company has invested heavily in developing an advanced information system to support its operations.

The company's Information System is used for collecting, storing and processing data. It collects customer data, product information, shipping information, payment details, and other important data. This information is stored in a secure database and processed efficiently. The system is also used for sharing information with stakeholders and customers. The company has invested in Office Management Software and Database to manage their operations more effectively.

The company follows good practice in terms of Quality Management. They ensure that all products shipped are of good quality, and that the customers are satisfied with their purchases. To ensure this, the company has invested in Quality Management System which is used to monitor the quality of the products and services provided.

The company's Information System also helps in Scheduling. The system helps in scheduling the orders based on their priority and also helps in allocating the resources for the order fulfillment process. This helps in streamlining the operations, reducing the cost and also increase the efficiency of the process.

Daraz Bangladesh has also invested in an advanced system for Operations Management. The system helps in managing the inventory, tracking the shipments, and managing the order fulfillment process. This helps in reducing the cost and increasing the efficiency of the order fulfillment process.

Overall, the company has invested heavily in developing an advanced information system to support its operations. This system has enabled the company to provide a better shopping experience to its customers and manage its operations more efficiently.

2.7 Industry and Competitive Analysis

SWOT ANALYSIS

Strengths:

- Daraz Bangladesh has achieved an excellent ranking on online platforms and is currently ranked #18 in Bangladesh with 6.3M Traffic. It has also been able to improve its ranking on Google and other search engines, allowing it to increase its visibility and reach more customers.
- Daraz Bangladesh is the first e-commerce company in Bangladesh to collaborate with Alibaba, the world's largest online and mobile commerce company. This partnership has allowed Daraz Bangladesh to access Alibaba's expertise and resources, helping it to reach a wider audience and increase its market share.
- Daraz Bangladesh offers a wide range of product categories, such as apparel, electronics, home and living, health and beauty, and more. This allows customers to find the products they need in one convenient place.
- Daraz Bangladesh has implemented an effective corporate strategy to ensure the growth of the company. This includes digital marketing and content development to promote the company, and sales channels such as Platform to Consumer, Direct to Consumer, and Consumer to Consumer.
- Daraz Bangladesh has been organizing campus workshops for students and future leadership training programs for its employees. This helps to ensure that everyone is well-trained and capable of providing excellent customer service.
- Daraz Bangladesh has established its market share across key verticals in Bangladesh. It is one of the leading e-commerce sites in the country and is continuously growing.
- Daraz Bangladesh provides sales channels such as Platform to Consumer, Direct to Consumer, and Consumer to Consumer. This allows customers to purchase products from the platform easily, no matter where they are located.
- Daraz Bangladesh has created job opportunities for more than 5,000 people. This has helped to increase the employment rate in the country and provide people with a steady income.

Weaknesses:

Daraz is a market leader and a pioneer in the current e-commerce industry. As an intern with a neutral observation of the daily workflow, I can identify a significant weakness within the company.

The high overhead cost is a major challenge for the company, as it negatively impacts its profitability and competitiveness in the market. One of the primary causes of this high overhead cost is the excessive expenses associated with rent and utilities for their warehouses and offices. The company has to spend a significant amount of money on these expenses, which greatly impacts its bottom line.

In addition to this, the company also incurs high personnel expenses due to the large number of employees required to handle tasks such as customer service, marketing, and logistics. This results in high salary and benefits expenses for the company, as well as significant expenses associated with employee training and development.

Furthermore, Daraz Bangladesh must maintain a large inventory of products, which results in high inventory holding costs. The company must pay for the storage and maintenance of these products, which adds to its overhead expenses.

In conclusion, the high overhead cost is a significant weakness for Daraz Bangladesh, as it affects its profitability and competitiveness in the market. The primary causes of this high overhead cost include high rent and utility expenses, high personnel expenses, and high inventory holding costs. To overcome this weakness, the company must find ways to reduce its expenses and increase their efficiency.

Opportunities:

- The e-commerce industry in Bangladesh is booming and is expected to reach a market size of \$1.6 billion by 2024, according to a recent report. This is due to increasing internet penetration, improved technology and infrastructure, and consumer demand for convenience and accessibility.

- The potential growth of the e-commerce market in Bangladesh is tremendous. With an estimated population of 170 million people, the country has a largely untapped market that is ready to be tapped into.

- Daraz Bangladesh has a vital role to play in the e-commerce industry. With its innovative services and cutting-edge technology, Daraz has been able to stand out in the market. It has also been able to provide its customers with access to a wider range of products and services, as well as helping to create jobs and provide economic opportunities.

Threats:

- Competition from other e-commerce companies is a major threat to Daraz Bangladesh. With the increasing number of e-commerce companies entering the market, Daraz Bangladesh is facing stiff competition. Companies such as Chal Dal, Foodpanda, Ajker Deal, Bikroy. Com, Pickaboo etc. are all competing for market share, and are offering lower prices and better services. This makes it difficult for Daraz Bangladesh to compete and maintain its market share.
- Critical challenges in the industry such as lack of infrastructure, poor internet connectivity, and inadequate digital payment options are also making it difficult for e-commerce companies to grow and compete in the market. This has led to a decrease in customer satisfaction, as customers are unable to access products and services quickly and easily.
- Increasing customer expectations and demands are also making it difficult for Daraz Bangladesh to keep up with the competition. Customers are now expecting more from e-commerce companies, such as faster delivery times, better customer service, and more competitive prices. This has put pressure on Daraz Bangladesh to constantly innovate and provide customers with a better experience.
- Difficulty in accessing skilled human resources is another threat that Daraz Bangladesh is facing. With the increasing demand for e-commerce services, the demand for skilled professionals is also increasing. This has made it difficult for Daraz Bangladesh to find and retain the right talent, as there is a shortage of skilled professionals in the country.

PORTER'S FIVE FORCES

Porter's Five Forces is an established framework for evaluating market competitiveness. In the e-commerce sector, it can be highly beneficial in identifying opportunities and risks, as well as creating effective strategies for growth. By analyzing these five forces, e-commerce businesses can gain a comprehensive understanding of their market and devise strategies for success. For instance, an e-commerce business that recognizes the threat of new entrants can invest in marketing and customer acquisition to maintain its market share. An e-commerce business that recognizes the threat of substitute products or services can invest in product development and innovation to stand out from competitors.

• Threat of New Entrants:

The e-commerce industry in Bangladesh faces low competition from new entrants due to several high barriers to entry. These barriers include the high cost of setting up online infrastructure, such as websites, payment systems and logistics. Additionally, acquiring new customers and building brand recognition are also significant challenges that new entrants must overcome. The cost and effort required to overcome these barriers make it difficult for new businesses to enter the market and compete with established companies. As a result, the threat of new entrants in Bangladesh's e-commerce industry remains low.

• Bargaining Power of Suppliers:

The influence that suppliers hold over the market is limited due to the abundance of available suppliers. This provides Daraz Bangladesh with the advantage of being able to easily switch between suppliers and negotiate more favourable terms. As a result, Daraz Bangladesh can effectively manage the cost of its supply chain and maintain competitive pricing for its customers. Additionally, with a multitude of suppliers available, Daraz Bangladesh can ensure that it has a reliable and constant source of product supply. This allows the company to operate smoothly and avoid disruptions to its operations. Ultimately, the low bargaining power of suppliers works in favour of Daraz Bangladesh, allowing the company to maintain its competitive edge in the market.

• Bargaining Power of Customers:

The e-commerce industry provides customers with a vast array of options, which elevates their bargaining power significantly. The existence of numerous alternatives enables customers to engage in price competition, giving them the advantage of being able to compare prices and services offered by different platforms. If Daraz Bangladesh fails to meet their expectations in terms of prices or services, customers can easily opt for other platforms, making it imperative for Daraz Bangladesh to provide quality services and competitive prices to retain its customers.

- **Threat of Substitutes:**

The e-commerce industry presents a significant threat of substitutes due to the multitude of options available to customers. With a vast array of alternative platforms, consumers can seamlessly switch to a different provider if they are not pleased with the prices or services offered by Daraz Bangladesh. This implies that the company must remain vigilant in ensuring that it remains competitive in the market by offering quality products at reasonable prices and providing exceptional customer service. By doing so, Daraz Bangladesh can retain its customers and prevent them from switching to other e-commerce platforms.

- **Intensity of Competitive Rivalry:**

The competition in the market is fierce due to the numerous players offering similar services and products. To maintain a competitive edge and remain ahead of its rivals, Daraz Bangladesh must continuously strive to differentiate itself by offering unique and distinctive offerings that set it apart from others. This requires constant innovation and adaptation to changes in the market, as well as a strong focus on customer needs and preferences. Only by continuously evolving and adapting to the market will Daraz Bangladesh be able to stay ahead of the intense competition and maintain its position as a leading player in the market.

2.8 Summary and Conclusions

In summary, Daraz Bangladesh has been successful in the e-commerce industry of Bangladesh due to a combination of effective strategies and practices. The company has effectively managed customer relationships by offering excellent customer service, reliable and timely delivery, and competitive prices. They have also adopted an omnichannel strategy to target a wide range of customers, particularly the young and tech-savvy generation. Additionally, Daraz Bangladesh has implemented a blend of leadership styles, with upper management adopting a more autocratic approach, mid-level management following a democratic approach, and operational-level managers employing a laissez-faire management style.

In terms of financial performance and accounting practices, the company has maintained a healthy balance of current ratio, quick ratio, and debt-to-equity ratio, as well as high levels of inventory turnover, accounts receivable turnover, and total asset turnover. They also have a high level of net profit margin, return on assets, and return on equity, and a high price-to-earnings ratio and market-value-to-book-value ratio.

The company has also invested in advanced systems for operations management, office management software and databases to manage its operations more effectively. They have also employed SWOT Analysis and Porter's Five Forces to assess the industry and competitive landscape.

In conclusion, Daraz Bangladesh has demonstrated success in the e-commerce industry through their effective strategies in customer relationship management, leadership, marketing, financial performance and accounting, operations management and information systems, and industry and competitive analysis.

2.9 Recommendations/Implications

As an intern, I have had the opportunity to observe and gather insights into Daraz.com.bd's customer experience. I am excited to share some recommendations that can enhance the visual appeal, navigation, and search function of the website, making it even more enjoyable for customers.

Improve Visual Appeal:

Daraz.com.bd has a solid foundation with its website design, and I believe it can be taken to the next level with the addition of vibrant colours, high-quality product images, and engaging graphics. This will provide customers with a visually stimulating experience, making their shopping experience even more enjoyable.

Enhance Navigation:

The navigation on Daraz.com.bd is simple, but I believe it can be further improved by adding more navigation links, tabs, and filters. This will make it easier for customers to find the products they are looking for and enhance their overall shopping experience.

Enhance Search Function:

The search function on Daraz.com.bd is functional, but I recommend adding more filters and search options, such as price range, brand, and product type. This will help customers find the products they want more quickly and easily, making their shopping experience more efficient and enjoyable.

Ensure Consistent and Efficient Distribution:

In today's fast-paced and highly competitive market, Daraz must maintain a consistent and efficient distribution system to keep products readily available to customers. This will not only help prevent customers from switching to other portals but also ensure a positive customer experience. To achieve this, it is crucial to monitor sales representatives and distributors closely to ensure they are balancing market demand and supply and securing the best deals for Daraz.

Strengthen Distribution Coverage:

Strong distribution coverage is essential for optimum workflow and control of the HUB. Daraz should focus on implementing systems and processes that streamline the distribution process, ensuring a seamless and efficient flow of goods from the hub to customers. This can be achieved by inventing a system to distribute DMall and Dmart goods from the hub with a butter-smooth process, making it easier for customers to access a wider range of products.

In conclusion, by ensuring consistent and efficient distribution, promoting a wide range of products, and strengthening distribution coverage, Daraz can continue to thrive in the e-commerce market and provide customers with an exceptional shopping experience.

Chapter 3: Project Part

3.1 Introduction

3.1.1 Background/Literature Review

Based on the two articles reviewed, it can be deduced that the implementation of customer relationship management (CRM) activities has a positive impact on the performance of high-tech companies. The first article found that the better the implementation of CRM activities, the stronger its influence on business performance. The authors suggest that to improve business performance, it is necessary to strengthen the differentiation strategy, the use of information technology, and the implementation of CRM activities.

The second article focuses on the relationship between the types of information offered by a business-to-business (B2B) company and the decision-making of the companies that buy its products and services. The authors consulted a data set of 439 transactions using CRMs of B2B-type companies and analyzed the results with partial least squares structural equation modelling. The results showed that the significance of the relationship between internal control factors and external control factors is the strongest when using information service offerings strategies in a B2B environment. These findings can help B2B companies improve their decision-making strategies and the structure of the information offered in their marketing plans.

In conclusion, these articles support the objectives of the literature review, which are to examine the communication channels of customer relationship management of Daraz Bangladesh, investigate the various strategies and tools used by customer relationship management, and identify the key factors that contribute to the successful implementation of CRM in Daraz Bangladesh and its effect on the overall business. The findings suggest that the implementation of CRM activities and the use of information service offerings strategies can have a positive impact on business performance and decision-making.

3.1.2 Research Objectives:

1. To examine the communication channels of customer relationship management of Daraz Bangladesh.
2. To investigate the various strategies and tools used by customer relationship management and their effectiveness in customer retention and acquisition.
3. To identify the key factors that contribute to the successful implementation of customer relationship management in Daraz Bangladesh and its effect on the overall business.

3.1.3 Significance

The research objectives are aimed at understanding the key aspects of customer relationship management (CRM) in Daraz Bangladesh. The first objective examines the communication channels used by the company to interact with customers, providing insight into how it builds and maintains relationships. The second objective investigates the strategies and tools used by CRM and their effectiveness in retaining and acquiring customers. The third objective identifies the key factors that contribute to the successful implementation of CRM and its effect on the overall business. This research can provide valuable information for other companies looking to improve their CRM strategies and performance. A study by Gaur and Gupta (2015) in the Journal of Marketing highlights the importance of understanding factors that contribute to successful CRM implementation and its impact on overall business performance.

3.2 Methodology

The research study that is being conducted aims to investigate the behaviour and preferences of Bangladesh e-commerce customers. With a sample size of 25 participants, this study employs an observational research design.

Data collection will be carried out through a combination of online surveys and participation methods. The researcher will actively participate in customer interactions with Bangladesh e-commerce, such as phone calls, emails, and in-app messaging, to observe and gather data naturally and unobtrusively. The survey will be administered through a google form and data will also be collected through interviews with customer relationship management (CRM) managers and employees at Daraz Bangladesh.

Due to time constraints, the researcher has employed the convenience sampling method, using the internet and google Forms to efficiently gather data. To further enhance the results, the data

collected has also been shared with various engaged groups in branding and marketing, including "Brand practitioners Bangladesh."

It is important to note that the results obtained from this study will provide valuable insights into the behaviour and preferences of Bangladesh e-commerce customers and contribute to the body of knowledge in the field.

Data analysis methods

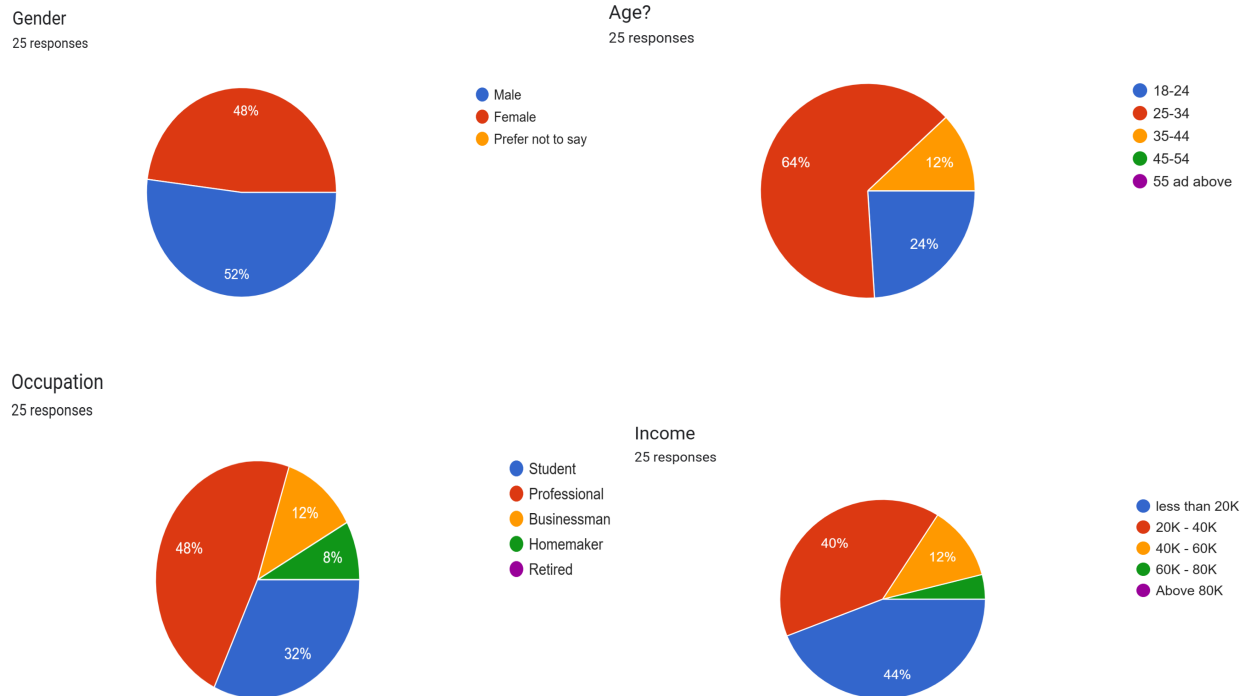
I have utilized a combination of qualitative and quantitative research methods to gather and analyze data for my study. To quantify my findings and analysis, I created an online survey form that was distributed to a sample of participants. The survey questions were designed to measure various aspects of the topic under investigation.

Alongside the survey, I also conducted one-to-one interviews with the participants to gain in-depth insights into their thoughts and experiences. The qualitative approach was instrumental in understanding the underlying motivations and attitudes of the participants, which complemented the quantitative data collected through the survey.

The use of both qualitative and quantitative methods allowed me to gain a comprehensive understanding of the topic and provided a well-rounded perspective on the issue at hand. The combination of the two methods allowed me to validate and triangulate my findings, increasing the credibility of my research.

3.3 Findings and Analysis

A. Interpretation of the results

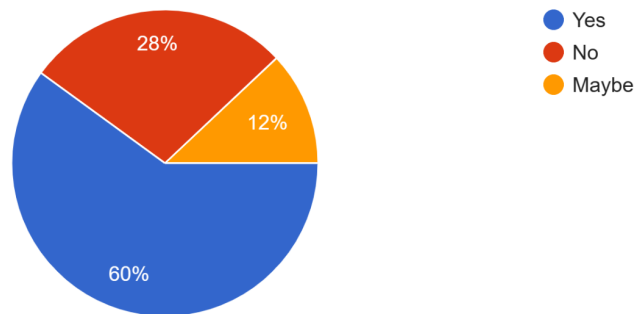


Explanation: The demographic profile of the sample size in the survey is shown in four pie charts. The gender distribution is evenly split with 48% female and 52% male respondents, providing insight into both genders' purchasing behaviour. The age group of 25-34 is the largest, accounting for 64% of the respondents, indicating its significance in purchasing behaviour. The majority of respondents, 48%, are professionals, making them potentially more responsive to CRM messages. Income distribution shows 40% earning less than 20,000 Taka, emphasizing the importance of considering purchasing power while targeting CRM messages.

In Conclusion, the four pie charts offer a thorough demographic profile of the sample size and aid in comprehending the purchasing behaviour of Bangladesh e-commerce customers. The charts emphasize the importance of considering gender, age, occupation, and income in targeting CRM messages effectively.

Do you use mobile devices for shopping?

25 responses

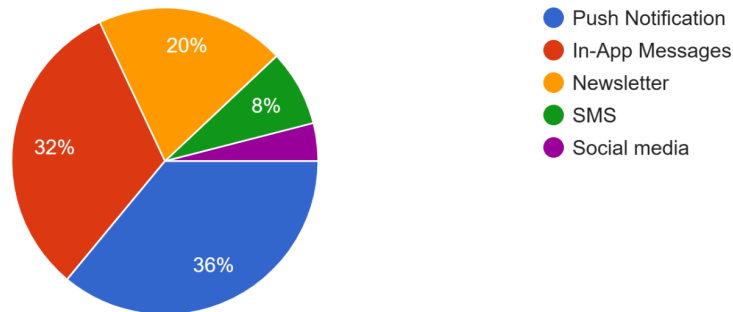


Explanation: From the pie chart above results showed that 60% of respondents use mobile devices for online shopping. Meanwhile, 28% reported not using mobile phones for online shopping and 12% indicated using whichever device is convenient, either a PC or tablet. This data suggests that there is a growing trend of people relying on mobile phones for online shopping due to their convenience and improved security features.

Making websites mobile-friendly with features such as personalized recommendations and push notifications attracts customers and drives sales. The survey highlights the importance of considering mobile optimization in e-commerce strategies.

Which CRM message has influenced your purchase behavior the most?

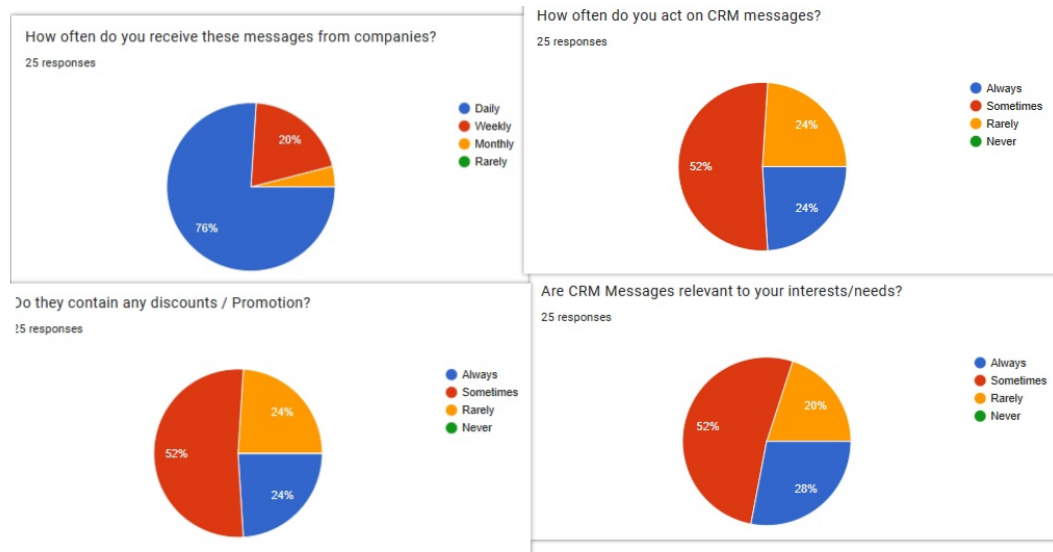
25 responses



Explanation: This data suggests that in-app messages have the most influence on consumer buying behaviour, followed by newsletters, SMS, push notifications, and finally social media. This could be because in-app messages are seen as more direct and personal, as the user is already using the app and the message appears within their experience. Newsletters are also seen as a more targeted option as they are sent to users who have opted in to receive them. SMS, push notifications, and social media are more general and may not be seen as direct or relevant.

From a case point of view, Daraz utilizes a comprehensive and diverse range of communication channels, including in-app messages, newsletters, SMS, push notifications, and social media. Among these channels, in-app messages have been shown to have the most significant impact on consumer buying behaviour, followed by newsletters, SMS, push notifications, and social media.

To meet the needs of its diverse customer base, Daraz employs a multi-channel communication strategy that is tailored to each individual's browsing patterns. This demonstrates the company's proficient use of technology to reach a large and targeted customer audience and effectively complements its offline and print marketing initiatives. The utilization of multiple communication channels, combined with its personalized approach, highlights Daraz's commitment to delivering an exceptional customer experience aligning with our first objective.



Explanation: The four pie charts provide a comprehensive understanding of customers' experiences with CRM notifications, including frequency of receiving messages, actions taken, the influence of discounts/promotions, and relevance to interests/needs. The results suggest a high frequency of communication and the influence of discounts on customer behaviour.

The first pie chart reveals that 76% of the respondents reported receiving CRM messages from the company daily, while 20% receive them weekly and the rest monthly. This indicates a high frequency of communication from the company to the customers.

The second pie chart explores the action taken by the respondents on the CRM messages. 52% reported sometimes taking action on these communications, 24% rarely take action, and 24% stated they always take action.

The third pie chart focuses on the content of the CRM messages and asks the respondents whether they contain any discounts or promotions. 52% reported that the messages sometimes contain discounts or promotions, 24% rarely contain such information, and 24% always contain such information. This indicates that the frequency of discounts or promotions affects the respondents' actions in these communications.

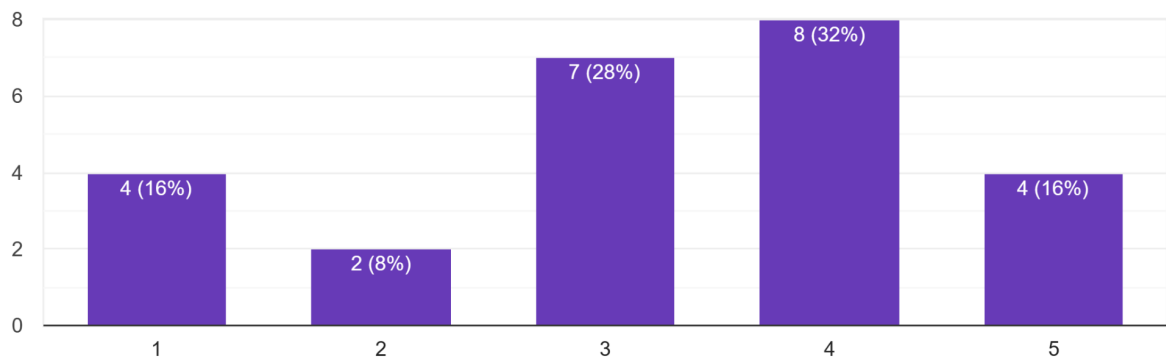
Finally, the fourth pie chart asks the respondents about the relevance of off-CRM messages received to their interests and needs. 52% reported that sometimes these messages are relevant to their interests and needs, 28% said they are always relevant, and 20% stated that they are rarely relevant.

Daraz engages in multiple communication channels, with an average of 40 messages sent daily. The frequency of these messages is substantial, with a significant proportion containing coupons or vouchers, and others highlighting new product launches or brands. These messages serve to increase consumer awareness and elicit a response. Consequently, Daraz has demonstrated success in acquiring and retaining customers by providing the type of content they seek in customer relationship management (CRM)

communication. This supports the objective of researching the impact of different communication channels on customer engagement.

Are the CRM Messages effective in changing your purchase behavior?

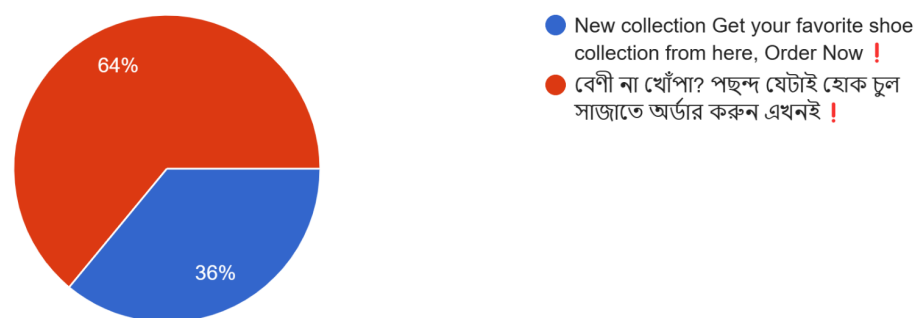
25 responses



Explanation: The bar chart showed that 20% of respondents had a strong agreement and 24% agreed that CRM messages are effective in changing their purchasing behaviour. 24% were neutral, 24% disagreed, and 8% strongly disagreed. Only 44% of respondents believe that CRM messages have a significant impact on their purchasing behaviour, indicating a need for organizations to improve their CRM strategies and personalize messages for better customer engagement.

Which Messages you liked the most?

25 responses



Explanation: Proving the point from the earlier question, the results showed that 64% of the respondents favoured the second message, while only 36% preferred the first option.

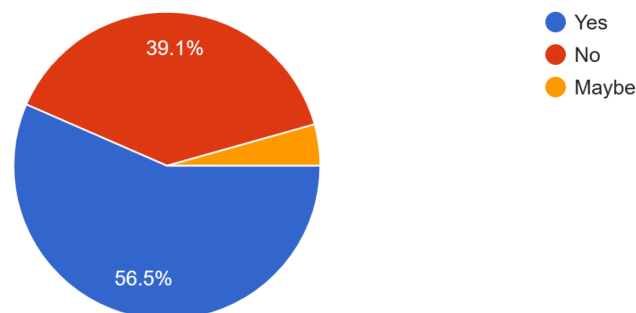
The findings suggest that customers are more receptive to messages that are customized to meet their individual needs and preferences, as opposed to generic messages that may not align with their interests.

This underscores the significance of personalization in customer relationship management (CRM) messaging, as it has the potential to enhance customer engagement and influence purchasing decisions.

As a case in point, Daraz Bangladesh has conducted extensive research into consumer browsing behaviour and response to specific phrases and words. They have leveraged these insights to improve their communication strategies, making them more personalized. A comparison of Daraz Bangladesh's communication methods in 2022 versus previous years reveals a marked improvement, with the company shifting towards a more customized approach. While this strategy may sometimes come across as cliché, it has generally proven to be highly effective.

Do you recall any product/Service based on a CRM messages?

23 responses



Explanation: The survey results reveal that a majority of the respondents, 56.5%, were able to recall a product or service that was marketed through a CRM message, while 39.1% of the respondents were unable to recall such a product or service.

Based on the findings, it can be deduced that CRM messages have a positive impact on customer recognition of products and services and may therefore have an impact on customer purchasing behaviour. This highlights the importance of businesses incorporating CRM messages into their marketing strategy as a means of enhancing customer recognition and increasing sales.

In conclusion of findings of the study, it is evident that, a strong correlation between the implementation of CRM and growth in a business. Daraz Bangladesh has demonstrated this through its use of various communication channels and personalization strategies, which have resulted in increased customer acquisition and retention. By researching consumer behaviour and response to specific communication stimuli, Daraz Bangladesh has been able to improve its communication approach to better cater to individual needs and preferences. The results indicate that customized messaging is more effective in engaging customers compared to generic messages. This underlines the significance of personalization in CRM messaging and its potential to drive customer recognition and sales.

3.4 Summary and Conclusions

Based on my observation of the findings of Daraz Bangladesh, the company has room for improvement in its CRM communication. I recommend that the company invest heavily in understanding consumer behaviour and their responses to various communications stimuli. This would allow the company to tailor its communication to better meet the needs and preferences of its customers.

Additionally, to avoid the monotony and redundancy of its communication process, the company should experiment with new and innovative approaches. It could also look to benchmark its CRM communication against the best practices in the international market, and use this information to continually improve its approach. By taking these steps, Daraz Bangladesh can elevate its CRM communication to a new level, providing a better experience for its customers and ultimately improving its business performance.

Moreover, Future research could build upon the findings of this study in several ways:

Consider a larger sample size: A larger sample size can provide more robust and generalizable results. This is particularly important in exploratory, causal, and longitudinal research as it can account for potential confounding variables and increase the statistical power of the study.

Control for extraneous variables: To ensure that the relationship between the independent and dependent variables is accurate, it is important to control for extraneous variables that may impact the results. This can include variables such as age, gender, socioeconomic status, and other demographic factors.

Use multiple measures: To gain a comprehensive understanding of the research question, it is recommended to use multiple measures to assess the dependent and independent variables. For example, in a study examining the impact of a new product on customer satisfaction, multiple measures of customer satisfaction could be used such as self-report surveys, customer feedback, and customer retention rates.

Incorporate a longer follow-up period: Longitudinal research is often enhanced by incorporating a longer follow-up period to capture the dynamics of change over time. For example, a study examining the impact of a new product on customer satisfaction could follow participants for several months or even years to see if the satisfaction levels change over time.

Examine mediating and moderating factors: To deepen the understanding of the relationship between the independent and dependent variables, it is recommended to examine mediating and moderating factors. Mediating factors refer to variables that explain the relationship between the

independent and dependent variables while moderating factors refer to variables that modify the strength of the relationship. For example, in a study examining the impact of a new product on customer satisfaction, a mediating factor could be the quality of customer service, while a moderating factor could be the customer's prior experience with the brand.

Consider cultural and demographic differences: Cultural and demographic differences can impact the results of a study, therefore it is important to consider these factors in future research. For example, in a study examining customer satisfaction levels in different countries, it is important to take into account cultural differences that may impact customer expectations and preferences.

Replicate the study: Replicating a study can increase the reliability of the findings and provide a better understanding of the research question. For example, a study examining customer satisfaction levels in one country could be replicated in another country to see if the results are similar or different.

Use advanced analytical techniques: To enhance the interpretation of results, future studies should consider using advanced analytical techniques such as structural equation modelling or multilevel modelling. These techniques can provide a deeper understanding of the relationships between the independent and dependent variables and the underlying mechanisms driving these relationships.

Collaborate with stakeholders: To increase the practical relevance of the findings, future research should involve collaboration with stakeholders such as industry experts, practitioners, and customers. This can help to ensure that the findings are relevant to the field and can be applied in real-world contexts.

3.5 Recommendation

Based on these findings, it is recommended that businesses:

1. Consider gender, age, occupation, and income in targeting CRM messages effectively.
2. Make their websites mobile-friendly with features such as personalized recommendations and push notifications to attract customers and drive sales.
3. Utilize a multi-channel communication strategy that is tailored to each individual's browsing patterns.
4. Incorporate personalization into their CRM messaging as a means of enhancing customer engagement and influencing purchasing decisions.
5. Conduct research into consumer browsing behaviour and response to specific phrases and words to improve communication strategies.
6. Shift towards a more customized approach in their CRM messages, as it has the potential to enhance customer recognition and increase sales.

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Appendix

Survey Questionnaire:

The Effectiveness of CRM Messages on Customer Purchasing Behavior

Dear Respondent,

 CRM tools are tools that help companies talk to you. 

 Push notifications: These are like pop-up messages on your phone. 

 Message: These are like text messages from a company to you. 

 Newsletter: These are like magazines that a company sends you. 

 SMS: These are text messages sent from a company to your phone. 

 Example: Grameenphone, a phone company in Bangladesh, might send you a text message like this: "Get more internet! Dial 12130#." 

The goal is to help you have more internet for your phone.  So go ahead and dial that code! 

We are conducting a survey to understand the effectiveness of CRM in influencing customer purchasing behavior. Your participation in this survey will greatly contribute to our research. Please answer the following questions truthfully and to the best of your ability.

[Survey Questions link](#)

