

Report On  
Importance of CRM In Spondon Ltd

By  
Quazi Abrar Hossain  
18304123

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  
September [2022]

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing a degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

### **Student's Full Name & Signature:**

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**Quazi Abrar Hossain**

18304123

### **Supervisor's Full Name & Signature:**

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**Afsana Akhtar**

Assistant Professor

BRAC Business School

**Letter of Transmittal**

Mrs Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: [Internship Project Report]

Dear Miss,

It is my pleasure and honor to present the internship report that I chose to write as major element of my Bachelor of Business Administration program at the BRAC Business School in BRAC University. Over the last three months, I have done working diligently and finished my internship at The Spondon Limited. I was able to distinguish with both actual work and conceptual frameworks at the time of my intern at The Spondon Limited. The internship provided me with an excellent chance to gain knowledge about business culture. I sincerely wish that you find the report useful and reliable. The report was composed in a brief amount of time because the I was an intern there for only 3 months and a great deal of stress was in the workplace. As a result, there can be some lacking in the report. For this reason, I humbly ask for your consideration in this matter. I would want to genuinely thank you for all of your advice and suggestions, which I hope to continue receiving in the future. If you have any questions in the meanwhile, kindly let me know.

Sincerely yours,

Quazi Abrar Hossain

18304123

BRAC Business School

BRAC University

24/09/2022

**Non-Disclosure Agreement**

This agreement is made and entered into by and between The Spondon Limited and the undersigned student at BRAC University named Quazi Abrar Hossain for the commitment of preventing the unauthorized disclosure of confidential information of the organization.

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The Spondon Limited

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Quazi Abrar Hossain

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The Spondon Limited

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Quazi Abrar Hossain

## **Executive Summary**

In this report, research has been done on The Spondon Ltd, founded in 1990. This business is leading in its competition. It will present the importance of CRM in a limited organization. The chosen company is The Spondon Limited. The report will discuss the advantages the students and the organization will acquire from the whole system. This report also has a discussion on the management and marketing practices that are performed. A little overview of their financial and accounting section has been stated as well.

This research will be going through some of the features of the organization, what the organization does, what types of products and services they offer, and how much its clients are satisfied with the services and products. The research also contains the SWOT and PESTLE analysis. The report will state how the company operates and how its inventory is managed across the country, how they manage the data, and how they import its products to the country. A few questions were noted down and they were analyzed at the end of the report, the method used to find the answer to the questions is also mentioned here.

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# Chapter 1

## Overview of the Internship

**1.1 Name:** Quazi Abrar Hossain

**ID;** 18304123

**Major** in marketing

**Minor** E-commerce

BRAC Business School

BRAC University

## 1.2 Internship Site:

The company I will be doing my internship in a company named The Spondon Limited, and this company specializes in the cardiac department. The location of this company is BSEC Bhaban, Level 09, 102 Kazi Nazrul Islam Avenue, Kawran Bazaar, Dhaka 12215, Bangladesh.

### 1.2.1 Internship Details:

My supervisor during the internship is Mr. Fakrul Karim, Sr. Executive Accounts. He will assign me to a team of marketers in the company for the day. Each unit has a team leader and the team leader appoints some objectives to be fulfilled by the end of the day. I complete the goals and submit them

to the team leader and my supervisor. After doing this for a week, my supervisor records my progress from each unit's team leader, analyzes them and gives me a score for the week.

**Period:** The duration for this internship project is made till 7<sup>th</sup> September 2022, Starting from 5<sup>th</sup> July

**Company Name:** The Spondon Limited

**Department:** On field marketing Marketing.

**Address:** BSEC Bhaban, Level 09, 102 Kazi Nazrul Islam Avenue, Kawran Bazaar, Dhaka 12215, Bangladesh.

### **1.2.2 Internship Supervisor Details**

**Name:** Fakrul Karim

**Designation:** Sr. Executive Accounts

### **1.2.3. Job Scope:**

Position: Intern

### **Responsibilities:**

During the student's period of internship, he will be performing different assignments and activities according to what the team leader asks of him. these assignments are based on the goals they do in the marketing field. All these challenges will help him improve the basic skills required in the job field. The student will meet with different organizational people and speak different doctors those are assigned to him. If the doctor has anything more to share they can do so and if not then the intern asks if the doctors need anything to perform the operations.

## **1.3 Internship Outcomes:**

### **1.3.1 Contribution to the company:**

- ❖ The internship candidate will first report to the supervisor (Fakrul Karim) appointed to him. The supervisor will then indicate him to the marketing team to work with for the day.
- ❖ Team leader assigns me some mini objectives for the day and usually they are keeping follow-ups with the doctors. it eases the work of the team
- ❖ The doctors get to share their experiences with the company via my work for the company.
- ❖ Sometimes, taking the pacemaker checkup device to a patient's house for an in-home checkup. I assist employers with various work.

### **1.3.2 Benefits to the Student:**

- ❖ The student will be able to learn the primary ways to get opportunities and utilize them to put them to use.
- ❖ The ability for multi-tasking will be improved as the student passes through the whole internship process.
- ❖ Develop the ability to think critically and to take quick decisions

# Chapter 2

## **2.1 Introduction:**

### **2.1.1 Objectives**

In this report we will be looking into a brief of the company and areas of different functions. The report shows different types of management tactics such as leadership style, recruitment, compensation system and performance measurement etc.

Adding onto this, the financial report accounting practice and the marketing practices strategies will also be probed into. By the competitive analysis of the organization.

### **2.1.2 Scope**

To begin with, I have described the different types of management techniques that I have achieved from the company during my internship period. The financial and accounting practices are based on the statements that are given to me by my supervisor and as they were reluctant to give out the confidential information. In this report, informations on marketing plans, operations strategies and IT practices are also reviewed from personal observation.

### **2.1.3 Limitations**

I had to take help from the secondary data to fill up several gaps in the primary data because it was difficult for me to collect the data all by myself because the time was very limited and the teams were very busy with their duties and so I had very few opportunities to take their help for the information. The company also followed strict confidentiality and because of this my data collection process got

hampered. The report could have been more informative if there were no time constraint and less confidentiality.

## **2.2 Overview of the company:**

The Spondon Ltd, was established in the year 1991 on the 17th of September by Anisur Rahman. The Spondon Ltd. stands for “ceaseless efforts”. It believes in using technologies in order to cope with the quick changes in the world. The Spondon Ltd has a market share of 52.6% with a rise of 28% from 2020 to 2021 and is one of the oldest cardiac companies. The company is now the brand ambassador of Abbott, which is an American-based company, and that is specialized in the medical equipment section of the healthcare administration. In Bangladesh, The Spondon Limited is the sole dealer of Pacemakers, stents, and heart valves. This company is supervised by Abbott India. Currently, it has a share of around 53% in the country, with the team members reporting in Rajshahi, Sylhet, Khulna, Dhaka, Chittagong, and Comilla.

## **2.3 Management practices:**

The structure of Spondon Ltd. is as follows

The company has:

1. Chairman (who is responsible for all the decisions in the organization)
2. Managerial Director (Aids the decisions made by the chairman)
3. Directors (Reviews all the information and sales by the marketing division )

There are 2 directors in the company, and the managerial board consists of 4 people. in the marketing division there are 5 groups. Each group consists of around 4 people. Within the groups of four, the employee controlling the whole group is known as the senior executive of marketing. The next level in the chain belongs to the Executive and then the rest are assistants. Each of them has their own respective tasks and responsibilities. Senior executives are responsible to have communication with the doctors.

Executive of sales assists in making a successful case for the doctors. They have expertise in implanting the pacemakers, heart valves and stents. They act up as the surgeons in the operation

theater. The next two people carry the products, i.e. the stents, pacemakers and the heart valves to the hospitals.

As mentioned above there are 5 groups of people who are operating in different parts of Bangladesh. They operate long to the hospitals under the groups as that has been asked. They also carry the identity number of the patient so that the patient can call them in times of their needs for a pacemaker checkup.

## **2.4 Marketing Practices**

### **Sales Department:**

Sales department is a part of the marketing department. The main objective of this department is to increase sales. The sales manager is responsible for this. He also looks after the jobs of regional sales managers. He has to monitor his responsibility.

- Expense budget
- Justify territory designing
- Sales forecast
- Control mechanism
- Handling donations
- Giving feedback to the product selection department.
- Visiting critical customers.

### **Medical services and Technical Department:**

The main goals of this department are to communicate with the doctors and collect feedback from them and set up all the required data for the patient as per requirement before every operation. When a new product is launched in Bangladesh, the medical services and the technical department arranges seminars with the help of the parent company which gives the doctors the pieces of information they require about the new product. This department also arranges many clinical meetings. In these meetings, they are shown video and slide presentations. Which helps the doctors and increases the company's image.

## **Logistics and Marketing Department:**

The Spondon Ltd deals with life-saving devices. So their logistic and marketing department is always alert to give support to the doctors and to the customers. This department always keeps in touch with the hospital the whole day and night

### **2.5 Financial management:**

According to the organization, they have not allowed me to take information from their official financial statements, but they made some financial claims which they asked me to use. According to them, they said that in 2018 and 2019 (mid) they made records on the maximum number of pacemakers sold. They also said that on average on every month they used to do around 93 to 94 cases but in 2018 and mid 2019 they averaged around 100 cases every month and on September 2018 they made the record sales of 127 pacemakers in a month. After the Covid outbreak, sales had fallen significantly. According to the doctors and marketers, people are very afraid to go outside of their houses because their lives were at risk because of the pandemic. The sales in 2020 and 2021 averaged around 50 to 60 cases every month. After May 2021, the sales again started to increase as people were coming to the hospitals again. In the times of the covid, the organization faced a huge loss in the business and they have not yet recovered from all the damages that have been done from the 2 years long lasting pandemic.

### **2.6 Operations Management and Information System Practices**

The accounts team start the whole process by sending an L/C (letter of credit) to Abbott in America. After sending the mail Abbott sends a proforma invoice. The proforma Invoice states the products that are about to be purchased. After the proforma invoice is sent tThe Spondon Limited sends the amount of money through the bank by Swift (the banks are either Exim Bank, Dhaka Bank, or Islami Bank). After the product is shipped from Belgium to Dhaka Airport the company receives an Airways bill, Invoice, and routing number. The products are then shipped to the bank and the invoice states the amount of product that has been shipped. if there is a difference between the proforma invoice and the invoice values of purchase, then there is going to be another shipment for the remaining

products. The People from Spondon collect the products on credit and then the product is available in their stock in the office premises. The data is then fed to the computers so that they have the proper information on the product they have available in stock. When the marketers take out the stocks from the storehouse they feed the updated information to the computer. The information system also can make vouchers and calculate the total expense and total income via the calculations that have been fed to it. The software they use is called Tally.

## **2.7 Industry Competitive Analysis**

### **Swot Analysis of The Spondon Limited**

SWOT framework scans the strength, weakness, opportunities and threats of an organization. The main goal for the SWOT analysis is to raise awareness of the variables that influence formulation or decision of business strategies of a business.

Strengths:

- Spondon Limited has a market share of 53.8% which is a very big strength for the company.
- Relationships with the doctors are significantly stronger with the doctors rather than with their competitors
- A good IT management system to compile all the information with respect to the competitors
- Employees are more motivated and go on action upon call.
- A good relationship with the banks they operate with and the bank helps the company with their inventory as well.
- The liaison between Abbott India Spondon is very good and the representative of Abbott is very encouraging.
- Spondon Ltd is able to complete the yearly goals that Abbott gives them to fulfill, which means Abbott feels That Spondon Ltd. is very hardworking.

Weaknesses:

- Some miscellaneous and conveyance expenses are high

- Communication with the junior doctors is low and the competitors are taking this advantage.
- Hierarchical system sometimes discourages some of the workers in the organization.
- Long working hours of the workers are sometimes stressful for the officers.
- Dollar Rate fluctuation
- Governments price ceiling on every product.

#### Opportunities:

- Target the junior doctors along with the senior ones.
- Target the patients as well.
- Creating an advertising campaign for more audience.
- Hiring more people and covering more parts of Bangladesh.
- Introducing technologies and AI for more efficiency.

#### Threats:

- The sudden and uncertain changes and fluctuations in the dollar price
- The unstable economy
- Rising prices of conveyance and expenses as the price of gasoline has increased

#### **PESTLE Analysis**

A PESTEL analysis can be used in a range of different scenarios and can guide people, professionals and senior managers in strategic decision making. This mainly focuses on the external factors. They are Political, Economic, Sociological, Technological, Legal and Environmental factors.

Political: The company is in a good position in the political factors because the government puts very biased laws for the products that the company does business with.

Economical: The current economic conditions of Bangladesh are falling. Inflation is at its highest and the prices of everything are increasing. Therefore the economy does not favor the business.

Social: Technological: The Spondon Ltd, does not have the technological factor to their favor because the technological factor of Spondon Ltd. is lagging far behind

Environmental: The business of Spondon Ltd is in the healthcare system and therefore in does not play any role in the environmental factor

Legal: The Business have been significantly improved by the help of the legal system and as this a healthcare business the legal factor is in the favor.

## **2.8 About the products:**

### **A little about the heart's anatomy:**

The heart is actually a double pump formed from a network of nerve cells and muscle fibers. The pumps are side-by-side and thereby divide the heart into two sections, the left and right sides. The wall separating them is called the septum. Each side has two cavities. i.e. an atrium and a ventricle. Although contracting simultaneously, the two sides operate independently as two-stage pumps. Each pump supplies a separate circulation. The right half of the heart pumps blood through pulmonary circulation and the left half pumps blood through the systemic circulation.

The normal heart of an adult male weighs 300-350 grams and a female heart weighs 250-300 grams. The size of the heart is proportional to the size of the body. In percentile terms, the heart accounts for about one-half percent of the body's weight. It is about the size of the owner's clenched fist. The heart's weight and volume increase somewhat in well-trained people. Its weight and volume may increase very considerably in people with pathological changes afflicting the heart's pumping capacity. In some instances its weight may increase up to a kilogram. This drastic increase represents the heart's attempts to compensate for reduced pumping capacity by increasing its size.

A pacemaker or pulse generator is a lead-acid battery. A pulse generator can detect an irregularity in our heart's rhythm and generate its own electric pulse to restore our heartbeat to normal. In a sealed

casing, it included computer chips and a modest but durable battery. It sends the pulse it produces through a lead. The lead also aids in the pulse generator's detection of the heartbeat.

A pacemaker is a remedy for heartbeats that are too slowly. A sluggish heartbeat can cause weakness, disorientation, dizziness, fainting, shortness of breath, and even death if left untreated. Slow heartbeats can originate from problems in the metabolism or happen as a result of the conduction system of the heart having clogged arteries.

After treatment, a heartbeat will return to normal. Also, a side effect of slow heartbeats

effect of some drugs, in which case the medication should be stopped or a dose reduction could solve the issue. Thankfully, implanting a pacemaker only requires a small surgical procedure. Not even close to open heart surgery. Most people can continue their old lifestyles with little to no restrictions after having a pacemaker implanted. A local anesthetic and light sedation are used throughout the surgery. No patients are rendered unconscious. Just below the collar bone, a 2-inch incision is created that runs parallel to it. Then, pacemaker wires are put into a vein located immediately below the collarbone and guided into the heart through that vein using a fluoroscope. The "generator," which is inserted under the skin beneath the collarbone, is attached to the other end of the pacer wires. This generator is one and a half inches broad and roughly half an inch deep. After the skin has been sutured shut, the patient leaves the hospital the day after or the day after that. Pain from incisions is often temporary, mild, and responsive to Tylenol. The pacer generator can be felt beneath the skin, and a small skin deformation can be seen physically. To keep the incision dry, patients should refrain from taking a shower for a week following the procedure, and they should also refrain from using their pacemaker side arm excessively during that time.

After a week, the patient is free to resume their previous way of life. Modern pacemakers are not affected by household appliances. Cellular phones, especially digital ones, could, however. When on, these should ideally be maintained 12 inches away from the pacemaker.

Patients with pacemakers should stay away from strong electromagnetic fields since they could reprogramme the device. Patients who have pacemakers cannot get MRI (magnetic resonance imaging) scans for this reason.

A lithium battery and what is effectively a tiny computer are both included inside the pacemaker generator. An external device put on the skin beneath the pacemaker and connected to the generator can exchange data. A doctor can check the state of the pacemaker and alter the pacemaker's programming to best fit each patient's needs using this gadget. Some pacemakers also provide information about the patient's heart function. Additionally, pacemakers can be examined over the phone. A gadget and a magnet are placed over the pacemaker by the patient, and the pacemaker sends a signal over the phone line that is evaluated in the doctor's office.

Pacemaker batteries emit warning signals when their power is low months before they actually stop working. This may be discovered by a phone check or a formal interrogation by the aforementioned external equipment. Typically, pacemakers are examined at least once every three months to give plenty of time to replace the generator when it begins to lose power. The same incision must be made again, the old generator must be removed, and the new generator must be connected to the old generator using the same wiring. The patient goes home the same day. Most batteries last at least 5 years. Patients are typically completely unaware of when the pacemaker is pacing their heart because pacemakers sense every beating the patient makes and only pace the heart when the patient's heart rate drops below a predetermined level. Some patients' pacemakers only occasionally need to activate since their sluggish heartbeats come and go. In certain people, the heartbeat is permanently too slow, requiring constant pacing by the pacemaker. They are referred to as pacemaker-dependent patients. Pacemakers are also used to treat a condition known as hypertrophic obstructive cardiomyopathy. This illness prevents blood from leaving the heart due to an enlarged heart muscle. Pacemakers can help relieve this problem by altering the activation pattern of the heart's muscles. A special type of pacemaker that stimulates both the left and right ventricles of the heart simultaneously (a biventricular pacemaker) can reduce symptoms and the need to be hospitalized in heart failure patients with weak heart muscle who demonstrate slow electrical conduction through the ventricles on their ECG. This method is called cardiac resynchronization therapy. The pacemakers are usually mixed with the defibrillators. The pacemakers also come with monitors to detect the amount of fluid in the lungs or the strength of the contraction of the muscles of the heart. This is a feature included in the pacemaker as they are made for people with heart failures. To prevent the abnormally fast heart beat rhythm

developing in the upper chamber (atria) some researchers are experimenting with speeding up the arias from both sides

## **WHEN IT IS NECESSARY**

If we have a slow or abnormal heart rate that causes fainting, dizziness, tiredness. shortness of breath, palpitations, or loss of consciousness, we may need a pulse generator / pacemaker. In many cases a pacemaker can help our heart function properly.

## **TYPES OF PACEMAKER**

Commonly in the world there are two types of pacemaker:

1. Single-Chamber
2. Dual-Chamber

### **Single-Chamber:**

The Simplest pulse generators to day are called Single Chamber pulse generator because they are connected to one lead in one Chamber of the heart, usually the right ventricle.

### **Dual-Chamber:**

Dual -Chamber pulse generators have two leads, usually one in the right atrium and one in the right ventricle. They're able to sense and pulse both Chambers.

Another pacemaker named VDDR used one lead to sense in both the atrium and the ventricle, but it can send and electric pulse only to the ventricle.

Beside this there is another pacemaker that is used for heart failure case named bi ventricle pacemaker. Where three leads are used twice for right and left ventricle and another is for the right atrium.

### **Heart Stent:**

The advantages of a natural opening and shutting, improved hemodynamics, and the avoidance of lifelong anticoagulant medication are provided by bioprosthetic heart valves; however, they frequently fail due to rips and calcification in 10-15 years. The rigid stent has been cited by a number of writers, including the current authors, as contributing to these failures. The best option is an artificial heart valve that has superior hemodynamics, is non-thrombogenic, won't clot, lasts longer than 20 years, and reduces the need for anticoagulants. It should also have mechanical properties that allow it to move in conformity with the aortic root during the cardiac cycle. We have discovered a polymer called polyvinyl alcohol (PVA) hydrogel that resembles soft tissue in terms of its mechanical characteristics. The goal of this study is to manufacture a stent prototype for a bioprosthetic heart valve using PVA hydrogel and match the tensile properties of PVA to the pig aortic root. After the fourth freeze-thaw cycle, the nonlinear stress-strain curve for the PVA matched the pig aortic root within the physiological pressure range.

## **2.9 Summary/ Recommendations:**

After the pandemic, Spondon limited is facing many severe problems. As time passes by they are slowly overcoming all the problems and rise up. they had much financial instability which is slowly mending. But there is more left to repair and many are left untouched. there are many aspects that Spondon Ltd. can go over to increase its sales and gain more market shares eg more advertisements and more interactions with the customers.

# Chapter 3

## 3.1 Introduction:

### 3.1.1. Background of the study;

In comparison to married patients, single patients have stronger perceptions of tangibles, dependability, empathy, and loyalty. In comparison to other age groups, young patients (those under 20 years old) score higher on tangibles, empathy, and loyalty. The authors found that patients in private hospitals rate the performance of healthcare services as being higher than those in public hospitals. (Ishtiaque Arif, Selim Ahmed and others, et al. 12 June 2017).

In previous times people had to face a lot of problems when they had a problem based on their health. As time passed by, the healthcare system of Bangladesh improved in a number of ways. Spondon Ltd. has played a vital role in the healthcare system of Bangladesh. They have been performing many device implantations over the last many years and have continued to do so. They are the trusted dealer of all the hospitals that have cardiac services in the hospitals. The main equipment the company provides are pacemakers, heart stents, and heart valves, and all of these products fall under the cardiac division. 18 studies reporting results of pacemaker reuse were found in a computer search from January 1, 1970, to September 1, 2010. According to each study's protocol, pacemaker infection or device degradation was the main endpoint. Device malfunction, defined as an issue with the structural or electrical integrity of the pulse generator, was a secondary end objective. The analysis used a combined set of individual patient data (n=2270) from 18 trials. 1.97% (1.15% to 3.00%) of patients had an infection after having their pacemaker reinserted. Pacemaker reuse and fresh device implantation did not significantly vary in infection rates (odds ratio, 1.31 [0.50 to 3.40], P=0.580). In the reuse group, there was a higher probability of malfunction compared to the implantation of a brand-new device (odds ratio, 5.80 [1.93

to 17.47], P=0.002). This variation was primarily caused by set screw anomalies that may have happened during device extraction as well as generic device "technical failures." (Baman, T. S., Meier, P., Romero and others et al. (2011). 4(3), 318-323.)

### **Literature review:**

CRM (Customer Relation Management) and b2b are essential and need a proper application to ensure the success of a business. They are similar in many ways even though they are two different modules. All the parties related to the business process if the B2B and CRM integrated together for further benefits, including sales, marketing, customer service, and information support. Much of what is being done in relationship marketing and customer relationship management has a bearing on both business-to-business and business-to-consumer marketing, and on manufacturing as well as services. Although there is a shortage of empirical research and proven practice, the article aims to show current efforts to generate knowledge of return on relationships, with particular emphasis on business-to-business environments. The article ends with action strategies to improve return on relationships, and a summary of conclusions.

Healthcare organizations are adopting customer relationship management (CRM) systems to respond to the fierce competition and vibrant globalization. Issues with data integration and quality make it easier to accomplish CRM business goals. With the increasing demand for internal and external information from healthcare businesses, it is easier to analyze patient data quickly and efficiently in a dynamic and uncertain business environment. When data is suitable for CRM business exploitation, it must be in a state of completeness, validity, consistency, timeliness, and correctness. In order to get a stronger customer base, it is very important for the company to ensure a good product quality line and a proper service line. A solid integration plan depends on the quality of the product and a proper planning of services offerings. In order to assess the accuracy and integration of patient satisfaction for CRM applications in the healthcare industry, a framework is required. Despite the fact that the framework is still in the early stages of development, it aims to give current options for assessing the aforementioned problems.

### **3.1.2. Problem statement:**

CRM is the biggest component that provides makes the business to profits. Due to the recent economic crisis the business profits were slowly reducing as the cost of expenses were increasing. This was having the overall impact on the business profits and motivations of the workforces. By this report, I wanted to give an idea of what more opportunities they might have in the future of the business

### **3.1.3. Objectives**

Based on the above background and research, this report has presented few research questions. This report states the employee requirement that they need to excel in their business careers. More specifically the report says:

- To identify the skill required for advancing the current business careers
- To model the employee skills in achieving the sustainable business services

### **3.1.4. Significance**

The study would help the organization to find out what are the common problems that doctors are facing on a regular basis that are not openly shared with the staff and analyze the problem given by the report to find more solutions to the problems that are untouched by the company. this report will also bring up some of the issues that the company is facing internally in the SWOT analysis and the opportunities they have to expand their business. They can also use the data to invent new and more effective ways to hold their business in the leading position by the help of this report.

### **3.2 Methodology:**

Data from primary and secondary sources were used to make the analysis and report. Several interviews were made with the hospitals that were appointed to me by the organization and also different patients as well. All the different opinions from the doctors are noted and all the problems from the patients were noted separately. all the notes from the doctors and patients are summarized to what the actual problems the doctors were facing in the operation theater.

#### **Data collection method**

The data used to furnish this report has been collected from two sources primary sources.

Interview with personnel: I have spoken with the product officers to know about the products. They described first to last about the products. Interview with the users (Doctor's): Interviews with the users helped me to differentiate the product and compare the quality with other companies.

Secondary Sources:Literature, newsletter, published paper and the company's website helped me to know about product, therapeutic group, characteristics, positioning, and how to prepare a graphical presentation.

#### **Sources of information:**

There are two sources of data, they are

Primary Data:

- 1) Interview with the product specialist: A very small interview with a specialist from India
- 2) Interview with the marketers: Asking questions to the marketers when in work about the products and research questions
- 3) Interview with doctor

2. Secondary Data.

Cardiac Hospital data.

The lists of the Hospital form where I have collected the data.

- i) National Institute of Cardiovascular Diseases (NICVD), Dhaka.
- ii) National Heart Foundation & Research Center (NHF), Dhaka.
- iii) BSM Medical University (P.G. Hospital), Dhaka
- iv) CMH, Dhaka
- v) LAB (Stevenson, 2012, #) AID Cardiac Hospital, Dhaka
- vi) IBRAHIM Cardiac Hospital & Research Institute (ICHRI), Dhaka
- vii) Apollo Hospitals, Dhaka.
- viii) Z.H. Sikder Medical College & Hospital, Dhaka

**Research Questions:**

- Doctors' opinions about their services and products
- How frequently do the marketers of The Spondon Ltd. pay a visit to the doctors?
- Ranking the marketing people detailing capacity according to the doctors
- Ranking the promptness of the doctors according to their requests.
- Ranking the products according to the doctors
- How frequently do the doctors take The Spondon Ltd. for their operation.

### **3.3 Findings And Analysis**

#### **Question:**

Doctors' opinion about their services and products

Serial Number	Particulars	Number of Doctors	Percentage
1	Very Good	40	80%
2	Good	8	16%
3	Average	2	4%
4	Poor	0	0%
5	Very Poor	0	0%
TOTAL			100%

**Remarks:** From the tabulation above 80% of the doctors say that the product and services of Spondon Ltd are very good, and can be concluded that they are having a good image.

**Question:**

How frequently do the marketers of The Spondon Ltd. pay a visit to the doctors?

Serial Number	Frequent visits to the doctors	Number of Doctors	Percentage
1	Daily	0	0%
2	Once every week	30	60%
3	Twice every month	5	10%
4	Once in 10 days	10	20%
5	Once in more than 10 days	5	10%
TOTAL		50	100%

Source: Survey Data

**Remarks:**

The marketing & technical people of The Spondon Ltd. frequently visit the doctors. They visit potential doctors weekly and once in 10 days.

**Question:**

Ranking the marketing people detailing capacity according to the doctors

Serial Number	Rankings	Number of Doctors	Percentage
1	Rank 5	30	60%
2	Rank 4	10	20%
3	Rank 3	10	20%
4	Rank 2	0	0%
5	Rank 1	0	0%
TOTAL		50	100%

Remarks: From the findings above, we can say that 70% of the doctors rank 5 for the marketing people detailing capacity, which is the most important factor for a doctor to know about a medical product.

**Question:**

Ranking the promptness of the doctors according to their requests.

Serial Number	Rankings	Number of Doctors	Percentage
1	Rank 5	35	70%
2	Rank 4	10	20%
3	Rank 3	3	6%
4	Rank 2	2	4%
5	Rank 1	0	0%
TOTAL		50	100%

Remarks: From the above findings, we observed that 60% of the doctors rank 5 for the marketing peoples promptness of action against the request which is an important factor for the company to sell their products.

**Question:**

Ranking the quality of products according to the doctors

Serial Number	Quality Ranking	Number of Doctors	Percentage
1	Rank 5	25	50%
2	Rank 4	12	24%
3	Rank 3	13	26%
4	Rank 2	0	0%
5	Rank 1	0	0%
TOTAL		50	100%

Remarks: From the above findings it is observed that 50% of the doctors say that the quality of the product is very good and this is very important of the company establishment.

**Question:**

How frequently do the doctors take The Spondon Ltd. for their operation?

Serial Number	Name of Company	Number of Doctors	Percentage
1	The Spondon Limited	28	58%
2	Medtronics	14	28%
3	Oriental Limited	4	7%
4	Boston Pharmaceuticals	2	5%
5	Omega Healthcare	2	3%
TOTAL	—	50	100%

Remarks: The doctors use the product of The Spondn Limited 58% of the times.

### **3.4 Conclusion:**

From the above findings, we can see that the company is doing well in the market. 80% of the doctors think that the products offered by the company are very good and they are very satisfied with them.

The marketing & technical people of The Spondon Ltd. frequently visit the doctors. They visit the potential doctors weekly and once in 10 days which means they pay regular visits to the doctors that improve the communication and relationship between the doctors and the company. According to the above findings, 70% of doctors give marketing personnel's ability to explain products a rating of 5, and this is very important because this is a part of the organization's job and has to be done neatly. We observed that 60% of the doctors rank 5 for the marketing people's promptness of action against the request which is an important factor for the company to sell their products on the next findings. In this organization, promptness is very important because patients can be in a very critical situation and need immediate assistance. As the promptness is 60% it is good but not good enough. From the above findings, it is observed that 50% of the doctors say that the quality of the product is very good. The numbers are significantly small for this organization and so it is not at a desirable place. In the competition, the company is ahead with a share of 58% and this is desirable for the company.

### **3.5 Recommendations:**

There are many improvements that the company can do to improve the services by interpreting the results from the findings. In the findings, 80% of the doctors said that the product quality is very good. 20% of the doctors said that it is not very good. The Spondon Limited needs to find ways that the doctors who are in the 20% are also convinced that the products of The Spondon Limited are good. In the next findings, we saw that they meet the doctors once every 10 days. This number may be good or maybe improved because the doctors would not want to see them every day in their office. Moving on to the next findings, 70% of the doctors said that marketers have a very good detailing capacity for their products. 70% is a good number but the competitors are not just sitting idle and seeing them staying at the top. They will try to find the weakness of the company and then work on them to acquire

more doctors. So The Spondon Ltd. will have to train their employees more to increase the numbers ranked. From the next findings, it is observed that 60% of the doctors ranked 5 on the promptness of action. The rank number or the percentage is very low as being the market leader. Promptness is very important as the company has to handle emergency patients and not acting promptly may result in high damage to the brand image as it is a question of life and death for the patients. The employees need more skill and therefore should be trained more to meet the requirements. 50% of the doctors say that the quality of the product is very good. In this case, the percentage is very small. They have to report the problem to their mother company and make urges to improve the quality of the product. On the last findings, 58% of the doctors use the products of The Spondon Limited. the number is good and they are leading in the competition. But there is an opportunity that they can improve the market share. If the company can incorporate these steps and succeed in putting them together they will be far stronger in the competition and increase the market share over the time.

## Appendix

### **Internship Proposal**

The Company The Spondon Ltd, was established in the year 1991 17th of September by Anisur Rahman. The company is now the brand ambassador of Abbott, which is an American-based company, and that is specialized in the medical equipment section of the healthcare administration. In Bangladesh, The Spondon Limited is the sole dealer of Pacemakers, stents, and heart valves. This company is supervised by Abbott India. Currently, it has a share of around 53% in the country, with the marketing team in Rajshahi, Sylhet, Khulna, Dhaka, Chittagong, and Comilla.

### **Background Information/ Preliminary Literature Review**

CRM (Customer Relation Management) and b2b are essential and need a proper application in order to ensure the success of a business. They are similar in many ways even though they are two different modules. All the parties related to the business process if the B2B and CRM integrated together for further benefits, including sales, marketing, customer service, and information support.

(Zeng, Y. E., Wen, H. J., & Yen, D. C. (2003). Customer relationship management (CRM) in business-to-business (B2B) e-commerce. *Information Management & Computer Security*.)

Much of what is being done in relationship marketing and customer relationship management has a bearing on both business-to-business and business-to-consumer marketing, and on manufacturing as well as services. Although there is a shortage of empirical research and proven practice, the article aims to show current efforts to generate knowledge of return on relationships,

with particular emphasis on business-to-business environments. The article ends with action strategies to improve return on relationships, and a summary of conclusions.

Healthcare organizations are adopting customer relationship management (CRM) systems as a result of the growing demand for internal and external information from healthcare businesses to analyze patient data quickly and efficiently in a dynamic and uncertain business environment with increasingly fierce competition and vibrant globalization. Issues with data integration and quality make it easier to accomplish CRM business goals. When data is suitable for CRM business exploitation, it must be in a state of completeness, validity, consistency, timeliness, and correctness. A solid integration plan depends on the quality of the data and starts with a thorough data assessment study. In order to assess the accuracy and integration of patient data for CRM applications in the healthcare industry, a framework is suggested. Despite the fact that this framework is still in the early stages of development, it aims to give current options for assessing the aforementioned problems.

([Alshawi, S.](#), [Missi, F.](#) and [Eldabi, T.](#) (2003), "Healthcare information management: the integration of patients' data", *Logistics Information Management*, Vol. 16 No. 3/4, pp. 286-295.)

### **Preliminary Research:**

In the Business Model of Spondon Ltd, their main customers are the Doctors, because they are the ones who bring up the patients for the implantation cases of the pacemakers. Communicating to the doctors and seeing the problems they are facing to feel the full service of the company. The doctors I will be visiting will be asking them what problems they are facing with the services with the company, trying to know their feedback, and fields that can be altered to improve the quality and satisfaction for the customers. Along the process, I will try to look for ways by which I can get the brand name and awareness to the general public as well. In this way, Spondon Ltd will be able to get more customers than they initially have.

### **Significance of the Issue:**

Spondon Limited is a company that sells pacemakers and keeps most of its contacts with doctors. But the consumers or the patients are missing out on this and thus the company is very blurred and unknown to the vast majority of the people

There can be many problems that doctors face when doing surgeries on patients, and they have a lot to think of. Sometimes they might forget to tell problems to the company or they don't get the opportunity to do so. So I might be able to help both of the parties from which both will be benefitted.

### **Timeline of the Report work**

This Report is deadlined at 7<sup>th</sup> of September. As per the supervisor of my internship program, I will be given many projects and I have to complete them by a given deadline. The total time for the internship report is 3 months. These project instructions will be given on spot by the supervisor and asked to be performed.

Supervisors:

In the marketing field, there are 7 groups and from there, any one will become my temporary supervisor and for the time I will finish the given project. I have not been given any information on the number of projects I will have.

## Questionnaire:

- I. Doctors' opinions about their services and products
- II. How frequently do the marketers of The Spondon Ltd. pay a visit to the doctors?
- III. Ranking the marketing people detailing capacity according to the doctors
- IV. Ranking the promptness of the doctors according to their requests.
- V. Ranking the products according to the doctors
- VI. How frequently do the doctors take The Spondon Ltd. for their operation.

## 3.6 References

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(Alshawi, S., Missi, F. and Eldabi, T. (2003), "Healthcare information management: the integration of patients' data", *Logistics Information Management*, Vol. 16 No. 3/4, pp. 286-295.)

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