

Internship Report on Customer Satisfaction of Birds A and Z Ltd



Daffodil
International
University

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Acknowledgement

I would like to express my sincere gratitude to Mohammad Shibli Shahriar, Associate Professor & Head, Department of Entrepreneurship, Faculty of Business and Economics, Daffodil International University, for his invaluable guidance, support, and encouragement throughout my internship period. His insights and suggestions have been instrumental in the completion of this report.

I would also like to extend my thanks to the staff of Birds A and Z Ltd. for their cooperation and support during my internship. Their assistance and provision of necessary information made this study possible.

Lastly, I am grateful to my family and friends for their continuous support and encouragement throughout my academic journey.

Letter of Transmittal

Date:

Mohammad Shibli Shahriar
Associate Professor & Head
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Subject: Submission of Internship Report on Customer Satisfaction of Birds A and Z Ltd.

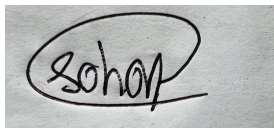
Dear Sir,

I am pleased to inform you that I have successfully completed my internship at Birds A and Z Ltd. and am submitting my internship report, titled "Customer Satisfaction of Birds A and Z Ltd.," as part of my BBA program requirement.

This journey of compiling the report has been incredibly rewarding. It has provided me with invaluable insights into customer satisfaction and its impact on business success. Through this process, I've not only expanded my knowledge but also honed my analytical and communication skills. Each section has been carefully crafted to provide a comprehensive understanding of customer satisfaction at Birds A and Z Ltd.

I want to express my sincere gratitude for accepting this report and for your continuous guidance and support throughout this journey.

Sincerely Yours,

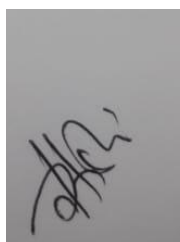
A handwritten signature in black ink, appearing to read 'Sohan', enclosed within a circular scribble.

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Certificate of Approval

This is to acknowledge that the internship report entitled **Customer Satisfaction of Birds A and Z Ltd.**, submitted by **Mohmmad Istiak Ahmmed Sohan, ID: 183-11-679, Program: BBA (Major in Marketing)** of the Department of Business Administration, Faculty of Business & Economics, Daffodil International University, has received authorization for submission and presentation, as per this letter of recommendation.

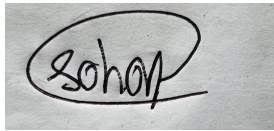
Md. Naznur Rahman is characterized by his unwavering moral integrity and ethical values, coupled with his exceptional amiability as a student. Working alongside him has been an absolute delight. I extend my sincerest wishes for his ongoing prosperity and fulfillment in life.



Mohammad Shibli Shahriar
Associate Professor & Head
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Student Declaration

By submitting my internship report, I certify that it has not been previously submitted for academic credit at any other institution. The work presented is entirely my own. The content is original without any copyright restrictions and no part of my report has been copied directly from any other source, whether academic or otherwise.

A handwritten signature in black ink, appearing to read 'Sohan', enclosed within a hand-drawn oval.

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Executive Summary

This report provides an in-depth analysis of customer satisfaction at Birds A and Z Ltd., a leading name in the garment industry renowned for its premium quality and versatile product range. Specializing in the design and manufacture of top-tier apparel, the company's offerings include knitted shirts, trendy tees, stylish men's wear, and classic polo shirts. Located in Bailpail, Ashulia, Birds A and Z Ltd. operates at the heart of Bangladesh's vibrant garment sector, excelling not only in manufacturing but also in import-export operations, ensuring its high-quality products reach global markets.

The vision of Birds A and Z Ltd. is to recognize the needs of clients and exceed their expectations by continually upgrading and improving production to meet global standards. The company is committed to delivering high-quality service to foster lasting relationships with clients. The mission revolves around providing "Fashion and Quality garments at the best price within a committed time frame." This is achieved through effective production planning, strategic sourcing, and a robust quality assurance system, ensuring competitive pricing without compromising on quality.

Birds A and Z Ltd. offers a diverse product range including jackets for men and women, ladies wear, and bottoms for both genders. This variety caters to a wide array of customer preferences, reinforcing the company's commitment to style, durability, and affordability.

The core principle of customer relationship management (CRM) is to prioritize client-centric approaches to gradually increase customer value and loyalty. By cultivating stronger customer relationships, businesses can increase profits and optimize business processes. CRM integrates various business functions and data points, creating a cohesive approach to managing customer interactions and data throughout the customer lifecycle. The ultimate goal is to retain customers and drive sales growth by fostering a positive customer experience.

Implementing CRM solutions yields time efficiency and cost savings for both businesses and customers. Through effective CRM utilization, companies gain valuable insights into their strengths and weaknesses, enabling them to enhance products and services. Key benefits of CRM include improved customer service, increased sales, and more targeted marketing campaigns. CRM helps businesses understand their customers better, anticipate their needs, and respond proactively to changes in customer preferences.

This report will delve into the components and benefits of CRM, providing a comprehensive understanding of its impact on customer satisfaction at Birds A and Z Ltd. By leveraging CRM tools and practices, Birds A and Z Ltd. aims to build lasting customer relationships, ultimately leading to sustained success and growth.

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Chapter: 1

Introduction

1.1 Introduction

Birds A and Z Ltd. stands as a distinguished name in the garment industry, renowned for its premium quality and versatile product range. Specializing in the design and manufacture of top-tier apparel, the company's offerings include knitted shirts, trendy tees, stylish men's wear, and classic polo shirts. These products reflect a commitment to excellence and a keen eye for contemporary fashion trends.

Located in Bailpail, Ashulia, Birds A and Z Ltd. operates at the heart of Bangladesh's vibrant garment sector. The company not only excels in manufacturing but also has a robust import-export operation, ensuring its high-quality products reach global markets. With a dedication to quality, style, and customer satisfaction, Birds A and Z Ltd. continues to set benchmarks in the apparel industry.

1.2 Background of the study

Customer satisfaction is a pivotal aspect of business success, particularly in the competitive garment industry. Birds A and Z Ltd., a prominent garment manufacturer and exporter located in Bailpail, Ashulia, has established a reputation for delivering high-quality apparel including knitted shirts, trendy tees, men's wear, and polo shirts. As the company continues to expand its market presence both domestically and internationally, understanding and enhancing customer satisfaction has become crucial.

The study aims to achieve the following objectives:

- i. To establish and nurture relationships with clients and customers.
- ii. To examine the company's approaches towards maintaining relationships with both existing and potential clients.
- iii. To comprehend the significance of CRM processes within the electronics industry.
- iv. To explore the strategies employed by companies to retain their customers on a day-to-day basis.

1.3 Scope of the study

The scope of this study encompasses a comprehensive analysis of customer satisfaction at Birds A and Z Ltd., focusing on several critical dimensions that influence the overall customer experience.

1.4 Objectives of the study

The main objective of this study is to analyze the Customer Relationship & Retention strategy of Birds A and Z Ltd. In doing so, the study aims to understand how the company can effectively build and maintain long-term relationships with its customers to ensure sustained business growth and market competitiveness. The specific objectives of the study are as follows:

1. To Analyze How Birds A and Z Ltd. Develops Relationships with Their Customers

2. To Analyze How Birds A and Z Ltd. Can Retain Their Customers Using an Effective Customer Relationship Retention Process

3. To Identify the Problems Regarding Customer Relationship Retention Strategies of Birds A and Z Ltd.

4. To Provide Some Solutions & Recommendations

1.5 Methodology of the Study:

The methodology employed in this study involves the collection and analysis of data from both primary and secondary sources, tailored specifically to the context of Birds A and Z Ltd. This mixed-method approach ensures a comprehensive understanding of the company's customer relationship and retention strategies.

Primary Sources:

i. Observational Research:

- Direct observation of Birds A and Z Ltd.'s activities related to customer relationship management and retention strategies.
- Observations will focus on interactions with clients, customer service practices, and relevant organizational activities.
- This will include monitoring customer service interactions, sales processes, and engagement initiatives.

ii. Personal Experience:

- Gathering firsthand information through personal experiences within Birds A and Z Ltd., including interactions with customers, participation in customer service initiatives, and involvement in retention strategy implementation.
- Insight will be gained from direct participation in customer-related activities and internal meetings focused on customer satisfaction.

iii. Practical Work Experience:

- Data collection from practical work experiences within Birds A and Z Ltd., focusing on real-world scenarios and challenges encountered in managing customer relationships and implementing retention strategies.
- This includes handling customer inquiries, resolving complaints, and participating in retention programs.

Secondary Sources:

i. Company Documents:

- Analysis of internal documents, such as company policies, procedures, and records related to customer relationship management and retention strategies within Birds A and Z Ltd.
- Reviewing training manuals, customer feedback reports, and retention program outlines to understand the current practices and their effectiveness.

1.6 Limitations of the Study:

In conducting this study on customer relationship and retention strategies at Birds A and Z Ltd., several limitations were encountered, including:

1. **Conservatism in Management Practices:** Birds A and Z Ltd. may exhibit conservative management processes, potentially limiting the depth of insight attainable into certain aspects of customer relationship management and retention strategies. This conservatism might restrict openness to change or experimentation within the organization, thereby influencing the comprehensiveness of the study.
2. **Time Constraints:** As a full-time permanent employee at Birds A and Z Ltd., the researcher faced significant time constraints in dedicating sufficient attention and effort to the study. Daily responsibilities and workload demands limited the amount of time available for conducting research, analysis, and report writing, potentially impacting the thoroughness and effectiveness of the study's execution.
3. **Accessibility of Secondary Data:** Some secondary data relevant to the study, such as industry reports, market analyses, or scholarly articles, may not have been readily accessible. Limited availability or restricted access to such secondary sources could have hindered the breadth of information and depth of analysis within the study.

Despite these limitations, efforts were made to mitigate their impact and ensure the study's integrity and reliability. However, it is essential to acknowledge these constraints as they may have influenced the scope, depth, and conclusions drawn from the research findings.

Chapter: 2

Overview of Birds A and Z Ltd

2.1 Birds A and Z Ltd.

Birds A and Z Ltd. is a model of excellence in the apparel manufacturing industry, with a focus on both domestic and international markets. Established in Bailpail, Ashulia, the company has carved a niche for itself with its comprehensive range of high-quality garments, including knitted shirts, trendy tees, stylish men's wear, and classic polo shirts.

Founded with a vision to deliver unparalleled quality and service, Birds A and Z Ltd. operates a state-of-the-art manufacturing facility equipped with advanced technology and efficient production lines. Every aspect of the company's operations, from quality control and logistics to sourcing and customer service, is meticulously managed to ensure the highest standards of excellence.

Birds A and Z Ltd. is renowned for its innovative approach to brand management, providing creative solutions to enhance productivity while reducing costs without compromising on quality or safety. The company's commitment to style, quality, punctuality, communication, professionalism, and efficiency underscores its relentless pursuit of excellence.

The cornerstone of Birds A and Z Ltd. is exceptional quality, which drives all organizational decision-making. Whether it is selecting the finest materials or devising strategies to better serve its clients, a strong dedication to quality is evident in every aspect of the company's operations.

Specializing in a wide array of garments, Birds A and Z Ltd. skillfully caters to the diverse needs of its clientele. The company's manufacturing facilities are equipped with the latest certifications from renowned organizations, including ISO 9001:2015 (QMS), BSCI, Sedex, WRAP, Oeko-Tex, and others, reflecting its unwavering commitment to maintaining the highest standards of compliance and quality.

In summary, Birds A and Z Ltd. epitomizes garment manufacturing expertise, consistently delivering superior products and services while adhering to the values of integrity, innovation, and customer satisfaction.

2.2 Vision

Recognise the needs of your clients and go above and beyond their expectations. We consistently upgrade and improve our production to meet global standards. Always give our clients high-quality service to foster a lasting relationship.

2.3 Mission

Birds A and Z Ltd. upholds an unwavering code of conduct that revolves around providing "Fashion and Quality garments at the best price within a committed time frame," with no

exceptions. By employing effective production planning, strategic sourcing, and a robust quality assurance system, the company ensures competitive pricing without compromising on quality. Birds A and Z Ltd. is dedicated to delivering the best possible products at the most affordable prices, consistently providing customers with exceptional value.

This commitment is reinforced by a steadfast focus on maintaining the highest standards of quality across all operations. The company's mission is to exceed customer expectations through meticulous attention to detail, innovation in design, and excellence in service. Birds A and Z Ltd. strives to create long-lasting relationships with clients by consistently delivering superior garments that combine style, durability, and affordability.

Birds A and Z Ltd. is resolute in its pursuit of excellence in all facets of its business operations, with a solid promise to provide top-notch products at competitive prices. This dedication to quality and customer satisfaction defines the company's mission and drives its ongoing success in the apparel industry.

2.5 Products

- Jacket (Male)
- Jacket (Female)
- Ladies Wear
- Bottom (Ladies)
- Bottom (Men)

2.6 Work Space

Birds A and Z Ltd. takes great pride in its well-organized environment, designed to optimize productivity and efficiency within the apparel sector. With a dedicated team and substantial industrial space, the company ensures the seamless operation of all divisions.

Currently, 1900 dedicated workers and staff members of Birds A and Z Ltd. collaborate to achieve organizational goals. The abilities, dedication, and teamwork of this diverse staff all contribute to the company's success.

The production plant of Birds A and Z Ltd. is meticulously laid out over three stories. The ground floor is dedicated to cutting and finishing activities, facilitating the initial stages of apparel creation. The first and second floors house modern sewing equipment, enhancing the efficiency of these operations. Additionally, a six-story structure adjacent to the main building is used solely as a bonded warehouse and for finished goods storage, ensuring efficient inventory management and order fulfillment.

With an impressive 145,504 square feet of combined industrial area, Birds A and Z Ltd. has ample space for operations, storage, and production. This extensive infrastructure demonstrates the company's commitment to maintaining stringent standards for efficiency, organization, and quality in every facet of its manufacturing processes.

Birds A and Z Ltd. is well-positioned for sustained success and excellence in the apparel manufacturing sector thanks to its well-designed workspace, committed staff, and expansive manufacturing facilities.

2.7 Machineries

Birds A and Z Ltd. utilizes a diverse array of machinery to facilitate efficient and high-quality garment manufacturing processes. Each machine plays a crucial role in contributing to the overall productivity, quality, and integrity of the finished garments produced by the company. The following are the key machines in use at Birds A and Z Ltd.:

1. Plain Machine:

- **Quantity:** 396
- **Description:** These machines are fundamental to the sewing process, capable of stitching straight seams with precision and consistency.

2. Overlock Machine:

- **Quantity:** 176
- **Description:** Overlock machines are essential for edging, hemming, and seaming fabric edges to prevent fraying. They ensure neat and durable finishes on garments.

3. Bartack Machine:

- **Quantity:** 33
- **Description:** Bartack machines are used for reinforcing areas of stress on garments, such as pockets, belt loops, and seams. They provide strong and secure stitching for enhanced durability.

4. Zigzag Machine:

- **Quantity:** 25
- **Description:** Zigzag machines are versatile and capable of stitching various decorative and functional stitches, including zigzag and satin stitches. They are used for embellishments and finishing details on garments.

5. Cutting Machine:

- **Quantity:** 10

- **Description:** Cutting machines are essential for accurately cutting fabric panels according to garment patterns. They ensure efficiency and precision in the cutting process, minimizing waste and maximizing productivity.
6. **Steam Boiler:**
- **Quantity:** 1
 - **Description:** Steam boilers provide the necessary steam supply for various processes within the garment manufacturing facility, such as pressing, ironing, and steaming fabrics to achieve desired finishes.
7. **Thread Sucking Machine:**
- **Quantity:** 3
 - **Description:** Thread sucking machines are used to remove excess threads and lint from finished garments, ensuring a clean and professional appearance.
8. **Metal Detector:**
- **Quantity:** 2
 - **Description:** Metal detectors are employed to detect any metallic contaminants in garments, ensuring product safety and compliance with quality standards.

These machines, among others, represent a comprehensive and technologically advanced equipment lineup at Birds A and Z Ltd. Their effective utilization ensures the production of high-quality garments, efficient manufacturing processes, and adherence to the highest standards of quality and safety.

2.9 Import-Export Operations

Birds A and Z Ltd. is not only a leader in garment manufacturing but also excels in its import-export operations, ensuring its high-quality products reach global markets efficiently. The company's strategic approach to international trade plays a crucial role in its business model, expanding its reach and establishing a strong presence in the global apparel market.

Import Operations: Birds A and Z Ltd. sources raw materials and accessories from reputable suppliers worldwide. This includes premium fabrics, threads, buttons, zippers, and other essential components required for the production of high-quality garments. The company's import operations are meticulously managed to ensure timely delivery of materials, maintaining a seamless production schedule. By importing only the best materials, Birds A and Z Ltd. guarantees the superior quality of its finished products.

Export Operations: The company's export operations are a testament to its commitment to delivering fashion and quality garments to international markets. Birds A and Z Ltd. has established a robust distribution network, ensuring its products are available in key markets across Europe, North America, Asia, and beyond. The company's export strategy focuses on

building strong relationships with international clients, understanding their specific needs, and delivering products that meet or exceed their expectations.

Birds A and Z Ltd. adheres to strict compliance standards and holds various certifications that facilitate smooth international trade. These include ISO 9001:2015 (QMS), BSCI, Sedex, WRAP, OeKo-Tex, and others, which assure international clients of the company's commitment to quality, ethical practices, and sustainability.

Global Market Presence: Through its strategic import-export operations, Birds A and Z Ltd. has successfully established a global market presence. The company's ability to navigate the complexities of international trade, coupled with its unwavering focus on quality and customer satisfaction, has positioned it as a trusted name in the global apparel industry.

In summary, Birds A and Z Ltd.'s import-export operations are integral to its business success, enabling the company to deliver high-quality garments to a worldwide audience while maintaining strong relationships with both suppliers and customers.

Chapter 3

Theoretical Framework of Customer Relationship Management

3.1 Introduction

The core principle of customer relationship management (CRM) is to prioritize client-centric approaches in order to gradually increase customer value and loyalty. By cultivating stronger customer relationships, businesses can increase profits and optimize business processes. CRM is an automated way to streamline every aspect of company operations with the ultimate goal of building strong customer relationships. CRM has a favorable impact on several key areas, including customer service, sales, and marketing initiatives.

Implementing CRM solutions yields time efficiency and cost savings for both businesses and customers. Through effective CRM utilization, companies gain valuable insights into their strengths and weaknesses, enabling them to enhance products and services. This, in turn, leads to improved customer experiences and satisfaction. To comprehend CRM comprehensively, it is imperative to examine all its components.

CRM systems integrate various business functions and data points, creating a cohesive approach to managing customer interactions and data throughout the customer lifecycle. They provide tools and strategies for managing customer relationships, tracking interactions, and analyzing data to improve business relationships with customers. The ultimate goal is to retain customers and drive sales growth by fostering a positive customer experience.

Key benefits of CRM include improved customer service through better management of customer information, increased sales through more effective sales strategies and follow-ups, and more targeted marketing campaigns. CRM also helps businesses understand their customers better, anticipate their needs, and respond proactively to changes in customer preferences.

In summary, CRM is a vital strategy for any business aiming to enhance customer loyalty and satisfaction while achieving greater efficiency and profitability. By leveraging CRM tools and practices, businesses can build lasting customer relationships, ultimately leading to sustained success and growth.

3.2 What is Customer Relationship Management (CRM)?

In order to manage and analyze customer interactions and data across the customer lifecycle, businesses employ a variety of techniques, strategies, and technology together in what is known as customer relationship management, or CRM. Improving customer service connections, encouraging client retention, and accelerating sales growth are the main goals. CRM systems compile client information from a variety of sources, including social media, direct mail, live chat, company websites, phone calls, and marketing materials. CRM systems can give employees who deal directly with consumers extensive insights into their personal data, past purchases, preferences, and issues.

3.3 Functions of Customer Relationship Management (CRM) at Birds A and Z Ltd.

Acquiring & Storing Information: Birds A and Z Ltd. recognizes the significance of acquiring and storing information about target customers from the market. Through CRM practices, the company collects and centrally stores valuable customer data, enabling easy access from anywhere. This information aids in understanding customer behavior, ultimately enhancing satisfaction levels.

Customer Management: Effective customer management is a priority for Birds A and Z Ltd. Utilizing CRM, the company segments customers based on their behavior and nature. Segmentation enables personalized service delivery, fostering improved relationships with customers. By treating customers differently according to their groups, Birds A and Z Ltd. enhances overall customer satisfaction.

Management of Marketing Policies: Birds A and Z Ltd. focuses on personalizing marketing programs through CRM strategies. The company designs marketing strategies tailored to meet the diverse needs of different customer segments. Salespersons undergo training based on acquired information, and marketing strategies incorporate opportunities to attract new customers.

Increase Sales: CRM at Birds A and Z Ltd. aims to boost sales and profitability. The company leverages cross-selling and up-selling techniques to enhance sales with existing customers. By ensuring customer satisfaction, Birds A and Z Ltd. effectively increases business with loyal customers who trust the brand and are willing to explore its diverse product offerings.

Communication Network: Birds A and Z Ltd. emphasizes providing excellent customer support through CRM. The company establishes efficient channels to address customer queries and concerns promptly. Agents maintain detailed records of customer interactions, ensuring seamless communication and issue resolution.

Cost Controlling: Cost-saving measures are integral to Birds A and Z Ltd.'s operations. CRM contributes to cost reduction by minimizing paperwork through digital data storage and streamlining processes. By optimizing resources and reducing overheads, Birds A and Z Ltd. enhances its profitability while maintaining product quality.

Improve Quality: Through CRM practices, Birds A and Z Ltd. aims to enhance product quality by understanding and catering to customer needs effectively. Customer insights obtained through CRM inform product customization, ensuring offerings align with customer preferences. This focus on quality assurance ensures customer satisfaction and reinforces the brand's reputation for excellence.

3.4 Tools of Customer Relationship Management (CRM) at Birds A and Z Ltd

Customer Relationship Management (CRM) System:

A CRM system serves as a comprehensive tool for collecting and managing information and interactions with customers, sales leads, suppliers, and other businesses. At Murad Apparels, CRM systems assist in tracking the success of marketing activities, identifying and following up on prospective customers, maintaining relationships with loyal customers, and developing personalized communications based on customer types. Additionally, CRM systems enable monitoring customer responses to offers or promotions and tracking their engagement with marketing lists.

Salesflare:

Salesflare, a cloud-based CRM solution, is tailored for startups and small businesses. It automates data entry tasks, eliminating the need for manual input of company, contact, meeting, and call data. Salesflare helps track customer interactions automatically, providing a complete overview of emails, meetings, calls, and email/web tracking. It streamlines address book management based on email signatures and public social data while organizing exchanged documents. Integration with Gmail or Office 365 facilitates seamless synchronization.

Creation CRM:

Formerly bpm' online CRM, Creation CRM is a process-driven cloud-based software that streamlines marketing, sales, and customer service functions. It efficiently manages the entire customer journey, from lead to order and ongoing account maintenance. Key features of Creation CRM include a 360° customer view, mobile sales capabilities, synchronization, integration, and import functionalities, email-marketing, event management, and omni-channel communications.

3.5 Loyalty of Customer Relationship Management at Birds A and Z Ltd.

Customer relationship management (CRM) and loyalty programs play pivotal roles in expanding the customer base, enhancing brand value, and improving profitability at Birds A and Z Ltd. The company leverages CRM strategies to foster seamless experiences across brand and local channels, cultivating extreme loyalty among customers. With transparent and controlled marketing and sales channels, Birds A and Z Ltd. not only attracts new customers and rewards existing ones but also builds enduring relationships. Recognized for its expertise in customer experience planning, loyalty program design, database services, analytics, martech integrations, and channel-specific communication, Birds A and Z Ltd. is committed to continuously improving its business operations and enhancing customer satisfaction.

3.6 Process of Developing Customer Relationships at Birds A and Z Ltd.

At Birds A and Z Ltd., we understand that building solid and long-lasting connections with our clients is the cornerstone of our business. Strong customer relationships not only boost customer loyalty but also lower attrition, raise client lifetime value, and guarantee corporate stability. Building and maintaining these relationships in our competitive industry requires a calculated approach. Here's how we build and nurture our relationships with customers:

1. Get to Know Your Customers:

- By interacting with our customers personally, we take the time to learn about their preferences, interests, and concerns.
- We gain valuable insights from our interactions and conversations, enabling us to further personalize our offerings to suit their needs.

2. Research Your Customers:

- After identifying our target market, we conduct in-depth research to understand their preferences, behavior, and demographics.
- This research allows us to refine our strategy and align our products and services with the actual needs of our clients.

3. Establish Customer Profiles:

- We meticulously document each customer's unique needs and profile, including their contact details for easy communication.
- This personalized approach enables us to enhance customer satisfaction and offer customized solutions.

4. Make an Introduction to the Clients:

- As representatives of Birds A and Z Ltd., we believe in building personal relationships with our clients.
- Direct contact information improves the client experience by promoting open communication and transparency.

5. Communicate with the Customers:

- We ensure to stay in touch and promptly address our customers' demands by maintaining regular contact through various channels.
- By utilizing diverse communication platforms, we create opportunities to engage with clients and highlight the benefits of our products and services.

6. Recognize the Psychology of the Customer:

- Understanding the needs and preferences of customers and their psychology is directly related to their level of satisfaction.
- Through a keen understanding of our clients' needs and expectations, we customize our approach to deliver exceptional service and support.

7. Customize Customer Relationships:

- We strive to establish a personal connection with our clients by learning about their motives and feelings.

- By personalizing our interactions, we provide our customers with exceptional service and unforgettable experiences.
- 8. Respond to Customers Right Away:**
- We prioritize responsiveness and timeliness in addressing customer inquiries, concerns, and feedback.
 - By demonstrating our commitment to customer satisfaction, we foster trust and loyalty, laying the foundation for long-lasting relationships.
- 9. Create Customer Value:**
- We work tirelessly to provide our clients with high-quality goods and services that exceed their expectations.
 - Our commitment to offering real advantages at fair prices ensures that our clients appreciate and value the difference we make in their lives.
- 10. Establish Consistent Quality Controls:**
- We maintain strict quality standards for all of our operations and products, guaranteeing reliability and consistency in every interaction with our clients.
 - By upholding high standards of quality, we build brand confidence and trust, encouraging customer loyalty and repeat business.
- 11. Implement the Service Recovery Process:**
- We have a systematic service recovery approach in place to deal with customer concerns and service difficulties as soon as they arise.
 - Our willingness to own up to our mistakes, take responsibility for them, and provide suitable remedies demonstrates our commitment to customer satisfaction and relationship building.
- 12. Select the Appropriate Communication Channels:**
- We interact with our clients through various channels, including digital platforms like social media and traditional media.
 - By understanding their preferences and habits, we ensure that our messages effectively resonate with our clients, building stronger ties and encouraging participation.

At Birds A and Z Ltd., our dedication to building meaningful and enduring relationships with our customers is ingrained in every aspect of our business. Through personalized engagement, proactive communication, and a relentless focus on delivering value, we strive to exceed our customers' expectations and establish ourselves as their trusted partner in the garment industry.

3.7 Process of Developing Customer Retention at Birds A and Z Ltd.

At Birds A and Z Ltd., a key component of our business strategy is customer retention. By interacting with existing clients and ensuring their continued satisfaction, we increase revenue while also cultivating loyalty. This is how we prioritize keeping customers:

1. **Gathering and Analyzing Customer Feedback:**
 - We actively collect and evaluate customer feedback subsequent to a customer's purchase of our goods.
 - By understanding their satisfaction levels, we can pinpoint areas for improvement and adjust the quality of our services and products.
2. **Examining Customer Satisfaction:**
 - Birds A and Z Ltd. places a high value on customer satisfaction because it has a direct bearing on our company's bottom line.
 - Our operations rely on the ongoing evaluation and improvement of client satisfaction, ensuring that we constantly meet and exceed their expectations.
3. **Using CRM Software Tools:**
 - To effectively communicate with both present and potential clients, we utilize state-of-the-art CRM software solutions.
 - We can better serve our customers by customizing our offerings based on a thorough understanding of their wants and preferences, ultimately improving the quality of our goods and services.
4. **Establishing Real Relationships:**
 - The cornerstone of our strategy is creating genuine relationships with our clients.
 - We build trust and loyalty through our genuine care and concern for their requirements, promoting repeat business and long-term relationships.
5. **Stressing Honesty:**
 - The foundation of our customer interactions is honesty and transparency.
 - We prioritize sincerity in all of our interactions, ensuring that our clients see us as dependable and trustworthy partners.
6. **Acknowledging Errors and Delays:**
 - We promptly acknowledge any errors or delays without assigning blame.
 - Instead, we focus on finding a quick and efficient solution to demonstrate our dedication to client satisfaction.
7. **Expressing Gratitude to Dedicated Clients:**
 - Birds A and Z Ltd. values its devoted clientele and uses various programs to show our appreciation.
 - To show our appreciation for their ongoing support, we plan yearly loyalty programs, special events like lunches or dinners, and heartfelt gifts.
8. **Rewarding Customers:**
 - We provide rewards to clients who regularly buy our items in an effort to encourage their continued business.
 - By offering monthly gifts or purchase incentives, we ensure that our devoted consumers are encouraged to stick with our brand and feel valued.
9. **Expressing Gratitude:**

- Lastly, we routinely thank our customers, acknowledging the beneficial influence it has on their experiences.
- We aim to make a lasting impact and further solidify our relationship by expressing our gratitude for their support.

At Birds A and Z Ltd., customer retention is not just a strategy but a fundamental ethos ingrained in our approach to business. By prioritizing customer satisfaction and fostering genuine connections, we aim to build enduring relationships that drive mutual growth and success.

Chapter: 4
Customer Relationship and Retention Strategy of
Murad Apparels

4.1 Customer Relationship and Retention Strategies of Birds A and Z Ltd.

In this section, we delve into the practical strategies employed by Birds A and Z Ltd. to foster customer relationships and ensure retention in the competitive garment manufacturing industry.

1. Application of Proprietary Software:

- Birds A and Z Ltd. boasts an internal IT department that develops custom software. This software facilitates seamless departmental coordination, enabling the sales team to effectively track sales data, production status, and inventory levels. Frequent inventory assessments facilitate prompt decision-making with respect to order fulfillment and the acquisition of raw materials.

2. Prioritizing Operational Efficiency:

- Birds A and Z Ltd. places a high priority on operational efficiency as it ensures prompt product delivery, which is essential for guaranteeing client satisfaction. By streamlining processes and optimizing resource allocation, the company minimizes errors and delays, thereby enhancing the overall client experience.

3. Customer Satisfaction Analysis:

- Customer satisfaction is paramount at Birds A and Z Ltd. The company promptly addresses any issues with its products or services, offering swift resolutions and occasionally compensations to ensure customer contentment.

4. Immediate Quality Issue Resolution:

- Birds A and Z Ltd. maintains a stringent focus on product quality. Any quality concerns are promptly addressed and rectified, reinforcing the company's commitment to delivering high-quality goods to its customers.

5. Prompt Document Provision:

- Post-delivery, Birds A and Z Ltd. ensures the timely provision of all necessary documentation to its customers. This proactive approach enhances customer convenience and fosters a positive impression of the company's commitment to customer service.

6. Emergency Delivery Services:

- Recognizing the importance of timely delivery for customer operations, Birds A and Z Ltd. offers emergency delivery services, including during holidays or weekends, to accommodate urgent customer needs and facilitate seamless production processes.

7. Flexible Payment Terms:

- In instances where customers encounter financial constraints, Birds A and Z Ltd. extends flexible payment terms, prioritizing customer support and satisfaction to maintain long-term relationships.

8. Competitive Pricing Strategies:

- Birds A and Z Ltd. regularly evaluates market dynamics to offer competitive pricing to its customers. Recognizing the significance of price competitiveness in

purchase decisions, the company provides regular and loyal customers with favorable pricing incentives.

9. Personalized Customer Relationships:

- Birds A and Z Ltd. emphasizes personalized customer interactions, catering to individual customer needs and preferences. This tailored approach enhances customer satisfaction and strengthens long-term relationships.

10. Efficient Service Recovery Process:

- Leveraging its internal transportation capabilities, Birds A and Z Ltd. swiftly addresses any product faults reported by customers, ensuring timely product replacements and mitigating dissatisfaction.

11. After-Sales Support:

- Birds A and Z Ltd. places a strong emphasis on after-sales services, promptly addressing customer complaints and offering product replacements or refunds as necessary to uphold customer satisfaction and loyalty.

By implementing these comprehensive customer relationship and retention strategies, Birds A and Z Ltd. demonstrates its unwavering commitment to exceeding customer expectations and fostering enduring partnerships.

4.2 Functions of Customer Relationship Management at Birds A and Z Ltd.

Effective Communication Network: Birds A and Z Ltd. places a high value on maintaining an extensive network of contacts to cultivate enduring bonds with its clientele. Open lines of communication facilitate proactive client engagement and prompt issue resolution, ensuring that customer needs and concerns are addressed swiftly and effectively.

Customer Management: The company employs structured customer management techniques to enhance customer loyalty and retention. Through tailored service delivery, Birds A and Z Ltd. builds stronger client relationships by understanding and meeting the unique needs of each individual customer. This personalized approach fosters deeper connections and improves overall customer satisfaction.

Ongoing Quality Improvement: Birds A and Z Ltd. is committed to continuous quality improvement initiatives to meet and exceed client expectations. By consistently raising the bar for both product quality and service standards, the company enhances customer satisfaction and loyalty. This dedication to quality ensures that customers receive superior products and services every time.

Provision of Appropriate Services: Recognizing the importance of reliability and efficiency in establishing and maintaining client relationships, Birds A and Z Ltd. ensures the timely and

accurate delivery of services to its clients. The company's commitment to meeting deadlines and providing dependable service strengthens customer trust and satisfaction.

Cost Control Measures: Birds A and Z Ltd. implements cost control measures to ensure the efficient use of resources while maintaining high standards of service quality. Through cost optimization, the company maximizes customer value and satisfaction without compromising on service excellence. This strategic approach allows Birds A and Z Ltd. to offer competitive pricing while delivering exceptional products and services.

By focusing on these key functions of customer relationship management, Birds A and Z Ltd. demonstrates its dedication to building and maintaining strong, lasting relationships with its customers, ultimately driving business success and customer loyalty.

4.3 Tools of Customer Relationship Management at Birds A and Z Ltd.

Birds A and Z Ltd. employs a variety of tools to enhance customer relationship management and foster long-term relationships. The company utilizes gift offerings to express appreciation to customers, thereby fostering goodwill and strengthening relationships. Organizing seminars allows Birds A and Z Ltd. to engage with customers by providing insights into industry trends, company policies, and opportunities for collaboration. Invitations extended to customers for various events and visits help to foster interpersonal connections and nurture customer relationships.

Additionally, Birds A and Z Ltd. demonstrates its commitment to maintaining personal connections with customers beyond business transactions through regular holiday greetings and well-wishes. Leveraging mobile messaging platforms enables the company to communicate effectively with customers, disseminate relevant information, and maintain engagement. The company also cultivates friendly relations with customers, emphasizing trust, mutual respect, and personalized interactions to strengthen bonds.

By employing these CRM tools, Birds A and Z Ltd. proactively engages with customers, addresses their needs, and fosters long-term relationships built on trust, reliability, and mutual benefit.

Chapter: 5

Findings, Recommendations and Conclusion

5.1 Findings of the Study - Birds A and Z Ltd.

1. **Importance of Personnel Training:** Birds A and Z Ltd. acknowledges the role of well-trained personnel in cultivating enduring customer relationships. However, a lack of proper training impedes the acquisition of skills necessary for enhancing customer satisfaction.
2. **Creation of Sturdy Communication Infrastructure:** To support CRM objectives, the company has established a robust communication infrastructure. This includes digital channels and customer support systems to ensure prompt and clear client communication, thereby strengthening relationships.
3. **Difficulties with Client Responsiveness:** The organization faces challenges with client responsiveness, impacting timely service delivery. Addressing this issue is crucial to improving relationship management and demonstrating a commitment to customer service excellence.
4. **Client-Centric Approach:** Birds A and Z Ltd. prioritizes structuring sales and service practices based on customer relationships. This strategic approach aims to customize interactions to meet unique customer needs, enhancing overall satisfaction.
5. **Emphasis on Customer Retention:** The company focuses on maximizing benefits from existing clientele rather than solely acquiring new business. By investing in customer retention initiatives, Birds A and Z Ltd. aims to leverage existing trust and loyalty for sustainable growth.
6. **Research and Development Potential:** While the company should establish a research and development department, capacity constraints may pose challenges. Nonetheless, exploring specialized areas and capitalizing on opportunities can enhance competitiveness.

5.2 Recommendations for Birds A and Z Ltd.

1. **Constant Assessment and Improvement of Service Quality:** The company must prioritize ongoing evaluation and enhancement of service standards to meet evolving customer demands and enhance satisfaction.
2. **Clear Communication of Objectives:** Ensuring all departments are aligned with company objectives fosters a customer-centric approach across the organization, promoting trust and satisfaction.
3. **Investment in Employee Satisfaction:** To retain top talent, Birds A and Z Ltd. should provide attractive benefits packages and foster a healthy work culture, promoting long-term customer satisfaction through excellent service.
4. **Modernization of Systems:** Prioritizing the replacement of manual systems with modernized, computerized systems enhances responsiveness and supports a customer-centric strategy.

5. **Frequent Software Updates:** Regular software updates improve functionality and support faster, more efficient customer service, demonstrating responsiveness to client needs.
6. **Diversification of Service Offerings:** Expanding service offerings ensures Birds A and Z Ltd. remains competitive and can meet diverse customer needs, further strengthening customer relationships.

5.3 Conclusion for Murad Apparels

Birds A and Z Ltd. is a reputable company in the avian industry, specializing in the breeding, training, and sale of exotic birds. Established in [year], Birds A and Z has become synonymous with quality and expertise in aviculture. With a passion for birds and a commitment to ethical practices, the company has garnered a loyal customer base and earned recognition for its contributions to avian conservation and welfare.

The company's breeding program focuses on producing healthy, genetically diverse birds of various species, including parrots, cockatoos, macaws, and other exotic avian species. Birds A and Z prioritizes the well-being and welfare of its breeding stock, ensuring that they are housed in spacious, enriched environments and provided with proper nutrition and veterinary care.

In addition to breeding, Birds A and Z offers comprehensive training programs for birds, catering to both pet owners and enthusiasts. The company's experienced trainers use positive reinforcement techniques to teach birds essential skills, such as flight recall, socialization, and interactive behaviors. These training programs not only enhance the bond between birds and their owners but also promote mental stimulation and physical exercise for the birds.

Birds A and Z is also renowned for its commitment to customer satisfaction and support. The company provides expert guidance and advice to customers on all aspects of avian care, from housing and nutrition to behavior management and enrichment. Whether customers are first-time bird owners or experienced aviculturists, Birds A and Z strives to meet their needs and exceed their expectations.

Furthermore, Birds A and Z is actively involved in avian conservation efforts, supporting initiatives aimed at protecting endangered bird species and their habitats. Through partnerships with conservation organizations and participation in breeding programs for endangered birds, the company contributes to the preservation of biodiversity and the sustainability of avian populations.

Overall, Birds A and Z Ltd. stands as a beacon of excellence in the avian industry, combining expertise, passion, and integrity to provide exceptional products and services while promoting the welfare and conservation of birds worldwide.

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