



Daffodil
International
University

**An Internship Report on
Customer Relationship & Retention of
Dhaka Washing & Dyeing**

PREPARED FOR

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**“Customer Relationship & Retention of
Dhaka Washing & Dyeing”**

LETTER OF TRANSMITTAL

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Subject: Submission of Internship Report on “Customer Relationship & Retention of Dhaka Washing & Dyeing.

Honorable Sir,

With due respect, I am Nabila Hoque, I am submitting my internship report on “**Customer Relationship & Retention Strategy of Dhaka Washing & Dyeing**” for your kind consideration as a part of the requirement for completing the BBA program. I have tried my level best to complete this report with the necessary information.

I hope that the report will be acceptable to you.

Thank you

Nabila Hoque

Sincerely,

Nabila Hoque

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LETTER OF APPROVAL

This is to certify that Nabila Hoque, ID: 181-11-5736 and program BBA, major in Marketing, she is a regular student of Faculty of Business & Entrepreneurship, Daffodil International University. She has successfully completed her internship program at Dhaka Washing & Dyeing, and she has prepared an internship report under my direct supervision.

Her internship report on **“Customer Relationship & Retention Strategy in Dhaka Washing & Dyeing”**.

This report is recommended for submission.

I wish her every success in life.



Dewan Golam Yazdani
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DECLARATION

I am Nabila Hoque, a student of the department of Business Administration, bearing ID: 181-11-5736, doing major in Marketing at Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “**Customer Relationship & Retention Of Dhaka washing & Dyeing** (has been authentically prepared by me. While preparing this internship report, I didn’t violate any copyright act internationally.

I am further declaring that I did not submit this report anywhere to awarding any degree, diploma or certificate.

Nabila Hoque.

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ACKNOWLEDGEMENT

Firstly, I would like to praise my almighty Allah who provided me with the ability to prepare this report perfectly, and I also like to thank my family for their blessings and support.

Then I would like heartfelt thanks to my supervisor, Dewan Golam Yazdani, whose guidelines and supervision helped me to successfully complete this report. Without his help, it was difficult for me to complete this report. His excellent guidelines help me to understand the whole process easily. Special Thanks to Zami UL Islam, Manager of Business Development Department of Dhaka Washing & Dyeing. He encouraged and helped me to understand during my internship program.

Nabila Hoque

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EXECUTIVE SUMMARY

This internship report's title is Customer Relationship & Retention in Washing & Dyeing industries based in Dhaka Washing & Dyeing. This internship report helped me to study the real scenario of how washing companies develop CRM processes for their business. Dhaka Washing & Dyeing is the leading company in the washing industry. The Industrial Attachment is the most effective way for students to achieve knowledge about the practical field. It brings an opportunity for me to enrich my academic knowledge by practicing with the experts of the practical field of the washing industry.

Customer relationship management (CRM) is a business strategy to select and manage the most valuable customer relationships. CRM is a system that includes strategies, software, and web-based capabilities that help an organization maximize profit and manage customer relationships and retention.

I am doing my internship report as a business development officer. This report will deal with the customer relationships and retention process of Dhaka Washing & Dyeing.

Lastly, I have discussed some problems of Dhaka Washing & Dyeing and tried to give a recommendation. I can say it has some limitations at Below the Line Marketing. Dhaka Washing & Dyeing has less presence in online also. I hope this paper fulfills the requirements of the report.

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Chapter 1

Introduction

1.1 Introduction of the study

Customer Relationship Management (CRM) is a tactical strategy used by companies to wisely choose and develop significant relationships with customers. It includes customer-centric business procedures and makes outstanding customer value delivery possible. CRM is a system of strategies, software, and web-based features that enables businesses to manage customer relationships efficiently and maximize profits. The majority of businesses prioritize customer-centric strategies in the twenty-first century, even in sectors like washing and dyeing where CRM procedures are applied. The use of washing technology significantly improves the general look, style and comfort of clothing products. Depending on the fabric of the clothing and how it will be used, several cleaning techniques are used.

1.2 Background of the study

The study is about learning the current scenario of the washing & dyeing industry and how CRM affects all kinds of internal and external operations. The study is also a requirement of the internship program of the BBA curriculum of Daffodil International University.

The study has the following purpose:

1. Interactions with customers and clients.
2. Find out how the business interacts with current as well as potential clients.
3. Recognize the significance of the washing and dyeing industry's CRM process.
4. Recognize how businesses maintain clients on a daily basis.

Objective of study

The main objective of this study is to analyze Customer Relationship Management strategy concept of Dhaka Washing & Dyeing.

Some specific objective

- To analyze how Dhaka Washing & Dyeing, develop relationship with their customer.
- To analyze how Dhaka Washing & Dyeing can retain their customers using an effective customer relationship management process.
- To describe the customers relationship management benefit of CRM Dhaka Washing & Dyeing.
- To provide some recommendations for Dhaka Washing & Dyeing.

Scope of the study

The study's objectives are to gain knowledge of the CRM process and determine how BTL makes use of it and the high response rate in online platforms to expand its operations. The study analyzes Dhaka Washing & Dyeing use of CRM processes as well as CRM process analysis. Only the business strategies of Dhaka Washing & Dyeing are discussed in the paper.

Methodology of the study

The approach for the study involves the assessment of their work strategy, an analysis of their yield records and data input forms, face-to-face client meetings, and meetings with Dhaka Washing & Dyeing authorities. According to the study objectives, the information used in this study was obtained from the following sources:

- Primary Sources:
 1. Different officials document of Dhaka Washing & Dyeing
 2. Asked various questions (who are the authorities of the industry)
- Secondary Sources:
 1. Various research, journals and publications of that sector.
 2. Website, and official data via internet.

Limitation of the study

The study methodology includes an assessment of their work strategy, an examination at their yield records and data input shapes, face-to-face client interactions, and discussions with relevant Dhaka Washing & Dyeing authorities.

- Time limitations.
- Everyone is incredibly busy. At times, it appears difficult to get their attention.
- A lack of appropriate publications.
- Some information is private and not available to the public.

Chapter 2

Overview of the Dhaka Washing and Dyeing

2.1 Company profile and background

Company Name: Dhaka Washing and Dyeing
Status: Private Ltd. Company
Type & Business of the company: Washing and Dyeing
Year of Establishment: 2002
Clients: Local & Export Garments

Headquarters and sites

The Dhaka Washing and Dyeing is a composite trashing complex built on a large area at Adamjee, Narayanganj. That place is about 05 km away from Dhaka on the bank of river Shitalakhya.

2.2 Aspiration and vision

Dhaka Washing & Dyeing takes the lead in developing and promoting the washing sector & creating customer needs through quality products and best commitment.

- **Mission Statement of Dhaka Washing and Dyeing**
To balance quality versus quantity.
- **Values**
Developing and promoting the washing sector. Creating customer needs through quality service and the best commitment.

2.3 Quality policy

For the benefit of its customers, Dhaka Washing & Dyeing is committed to using sustainability as a competitive advantage. To do this, we closely monitor the demands of our customers, regularly engage in collaborative innovation, and give sustainability top priority in our business management strategies.

2.4 Community services

Our business provides solutions regarding people's financial and personal issues, delivers financial aid to its workers and other local stakeholders, and thereby contributes a lot to the community.

2.5 Achievement of Dhaka Washing and Dyeing

A well-known garment washing factory that contributes significantly to Bangladesh's washing and dyeing sector is Dhaka Washing & Dyeing. To achieve particular aesthetics and desired effects, they specialize in a variety of operations, including washing, dyeing, and finishing garments.

1. Creation of Jobs: Dhaka Washing & Dyeing has been a major source of employment, giving both skilled and untrained laborers work.
2. Export Growth: As one of the largest global exporters of garments, Bangladesh, Dhaka Washing & Dyeing increased the value and quality of the products and helped the country's garment and textile exports rise.
3. Service diversification: Dhaka Washing & Dyeing offers services other than standard laundry. In order to create distinctive finishes and effects on clothing, they now provide specialist services including enzyme washing, stone washing, acid washing, sandblasting, and several other methods.

- **Social initiatives**

The effectiveness and potential of our stakeholders, services, and workers form the plan. Because they provide significant user benefits and frequently have a smaller foundation of our sustainability and environmental impact than competing materials, our products are essential in many applications.

Chapter 3

Theoretical background of customer relationship management and retention.

3.1 Concept of Customer Relationship Management

Washing factories apply customer relationship management (CRM) methods, techniques, and technologies to manage and develop their connections with clients. CRM places a strong emphasis on understanding consumer needs, raising customer satisfaction, and encouraging constant loyalty. Here is an overview of the CRM idea:

1. Customer understanding
2. Successful Communication
3. Order Processing
4. Consumer opinion and satisfaction
5. Constant Development

3.2 Measurement framework and building block of CRM to develop customer relationship and retention

CRM Measurement Frameworks

There are four common measurement frameworks, each with a specific objective that is used to evaluate CRM activities. These frameworks offer a systematic approach to evaluating different aspects of customer relationship management projects within a business.

- **Brand-building:** The process of developing a strong and unique brand identity for a business or product is known as brand building. It involves influencing how people perceive and picture the brand.
- **Customer's equity building:** The process of enhancing the entire value as well as importance of a company's client base is known as "customer equity building." It involves creating strong, long-term connections with clients and optimizing their lifetime value to the business. Customer equity is a measure of the overall value a business gets from its customer base over time.
- **Leading indicator measurement:** The technique of assessing and monitoring particular variables that offer perceptions of future developments within a specific context is known as "leading indicator measurement." Leading indicators are metrics that look ahead and can assist companies in predicting future outcomes, making wise decisions, and taking proactive measures to achieve desired results.
- **Customers facing operation:** Operations that directly involve customers in a business are referred to as customer-facing operations. These operations, which concentrate on providing customers with products, services, and experiences, are extremely important in determining how customers consider the business.
- **Marketing operation:** In order to successfully reach and interact with their target audience, a business engages in a variety of activities, such as marketing, responding to customer feedback, examining the percentage of consumers that make purchases, and

gaining new customers.

- **Sales force operation:** Sales force operations include the processes, steps, and systems that help a company's sales force be managed and effective. To drive revenue generation and achieve sales goals, these operations include the planning, execution, and monitoring of sales activities.

Website operations:

Website operations refer to the continual tasks involved in running and maintaining updated a website, including its technical elements, content updates, evaluation of performance, safety functions and user experience enhancements.

Building Blocks of CRM

Research from Gartner indicates that there are eight basic blocks that form the CRM process. This portion will increase the possibility of a successful business outcome.

- **CRM Vision:** CRM helps businesses with developing a clear vision and play by creating a picture of their ideal consumers.
- **CRM Strategy:** A CRM strategy is a complete plan developed by a company to manage and maximize its communications and relationships with customers. It involves coordinating people, processes, and technology in order to achieve certain business goals such as client acquisition, retention, and satisfaction.
- **Organizational Collaboration:** CRM is more than simply a customer-focused technology and procedure; it is also a cross-functional attempt that necessitates collaboration from individuals, teams, and general management. As a result of the CRM process, businesses must pay more attention to their consumers' requirements and desires.
- **Process:** A company's efficiency and cost savings may be increased by concentrating on cross-functional processes, such as management's analytical and planning methods for understanding consumers and their life cycle. This strategy strives to improve the customer experience by satisfying their expectations, values, and requirements.
- **Information:** Accurate collection of data on business operations and customer interactions is required for the effectiveness of a CRM process. Proper data and information are essential for an efficient CRM strategy that allows for effective client engagement.
- **Technology:** CRM is largely based on technology, and businesses must manage a wide range of data and information. This data is analyzed by the IT department in order to fulfill the demands of the customers.
- **Metrics:** Measures are the most essential of the eight building blocks. Measuring success is dependent on other building components, such as excellent management performance, which leads to effective CRM performance. Companies must set CRM objectives and analyze all levels of performance indicators. Metrics emphasize internal and external processes and connect activities to the company's strategy and financial gains.

3.3 Benefits of Customer Relationship Management

The CRM method offers several benefits for a business, all of which give significant advantages. The following are the primary benefits that an efficient CRM deployment may provide for a company:

- **Increased Sales income:** By efficiently using CRM, businesses may significantly enhance their sales income.
- **Cost Reduction:** The use of CRM enables businesses to easily identify and evaluate their expenditures, which can lead to lower total spending.
- **Increased Productivity and Profitability:** CRM practices have the potential to increase a company's productivity and profit.
- **Quicker Decision-Making:** CRM enables managers to make quick choices about CRM procedures, allowing for quicker responses to client demands.
- **Expanded Market Share:** By using CRM techniques, businesses may acquire a better understanding of consumer preferences, which can lead to greater market share by providing products and services that meet the needs of customers.
- **Enhanced Customer Happiness:** CRM methods help businesses discover the main causes of customer disappointment, allowing them to improve customer happiness and satisfaction.
- **Product and Service Improvement:** Businesses may enhance the quality of their goods and services by adopting CRM.
- **Provision of Quality products:** CRM enables businesses to provide high-quality items to their customers.
- **Improved Cost-Effective Production:** By integrating CRM analytics, businesses may improve their manufacturing processes, resulting in higher-quality goods at lower prices.
- **Effective Product Promotion:** CRM improves marketing campaigns and increases consumer engagement by enabling the development of more effective product promotion tactics.
- **Client Retention and satisfaction:** CRM plays an important role in increasing client retention and happiness by understanding consumer demands, providing customized experiences, and responding to complaints quickly.

Businesses may get a competitive advantage in the market by deploying CRM, which maximizes sales income, minimizes expenses, improves efficiency, and improves customer happiness, resulting in significant benefits.

3.4 Process of developing customer relationships

Customer connections are the backbone of any business. Making genuine connections with

customers increases customer loyalty, increases client lifetime value, minimizes client turnover, and improves overall business stability. Establishing and creating client connections has become a difficult undertaking in today's highly competitive marketplace. Here are a few essential factors to consider while building client connections.

- **Research on your customers:** Once you have defined your target audience, it's important to perform comprehensive study on your genuine customers to acquire insights into individual wants and preferences.
- **Create customer profiles and needs:** After researching each client, customer profiles and needs are generated, with contact information (phone, address and email) included in the profile.
- **Introduce yourself to consumers:** It is essential as a representative to personally identify yourself to clients and provide them with a direct phone number or email address for further communication, since customers like to deal with genuine company workers.
- **Communicate with customers:** It is essential to have continual communication with clients beyond the initial interaction. It is important to interact with clients via numerous communication channels. Establishing relationships includes rapidly attracting customers and successfully presenting the business's product and services.
- **Getting to know your customers:** It is an important part of developing good connections. Understanding their requirements, preferences, and obstacles allows you to better serve them by modifying your goods, services, and communication.
- **Create customer value:** Creating customer value is described as offering clients useful goods and services that consumers value in terms of their time, effort, and money. Offering more features at a fair price is essential for increasing customer value.
- **Understanding consumer psychology:** customer fulfillment is directly related to client psychology. Customers demand genuine products and services that are appreciated, responsive to their requirements, and capable of resolving their issues. Customer satisfaction is achieved by meeting all of these requirements. Businesses may efficiently serve consumers by researching consumer psychology to obtain a greater understanding of their satisfaction and emotions.
- **Personalized client relationships:** Businesses aim for customer happiness because it is essential for their success. Establishing a genuine relationship with consumers, understanding their motives and emotions, and determining their requirements are vital for providing the best possible service.
- **Establish consistent quality controls:** Customers will prefer to deal with your business again and again if you continuously maintain high standards for product quality. This method also gives you the opportunity to make a good impression on your clients.
- **Implementing an effective service recovery process:** Building great customer connections is dependent on a successful service recovery procedure. When a client wants service recovery, the provider should begin by apologizing sincerely, accepting responsibility for the problem, and giving an acceptable solution.
- **Select the appropriate communication channels:** To effectively communicate with relevant consumers, use the suitable communication channels. Determine your target

audience's chosen channel, whether it's television, radio, newspapers, online newspapers, or social media sites like Twitter, Facebook, and LinkedIn. You can quickly connect with them and develop greater customer relationships by finding a suitable platform.

3.5 Process of Developing Customer Retention

Customer retention involves actively engaging current customers and convincing them to continue using your product or service. It is an essential component of your company, since improved retention immediately corresponds with higher profitability. Now, let's look at some excellent client retention tactics.

- **Discover and evaluate client feedback:** After a customer buy, it is important to acquire and analyze the feedback they provide. Consumers who are happy are more likely to come back but unsatisfied consumers, given a chance to improve product quality and service.
- **Analyze customer satisfaction:** A successful businessperson values client satisfaction, realizing that customer contentment has a direct influence on the company's profitability. As a result, there is a constant focus on enhancing and improving client satisfaction.
- **Implement CRM software tools:** Implement CRM software solutions in business to connect with both present and future customers efficiently. This allows for smooth connection with current consumers while learning about their wants and preferences. Additionally, gathering consumer feedback on your products and services helps to inenhancing their quality.
- **Developing real relationships:** Establishing and maintaining relationships is essential in business. It is important to build genuine relationship with your clients by continually showing care and concern. When clients see your constant devotion, it increases their appreciation and leads to repeat purchases of the products you offer.
- **Be honest with the customers all the time:** Integrity is essential in both business and relationship building. It is essential to be honest and truthful with your consumers while providing the greatest products and services on a constant basis. Maintaining trust is vital since any perception of dishonesty may negatively impact your organization.
- **Always acknowledge mistakes, problems and delays:** Unexpected faults or defects may develop during the delivery of items or services, resulting in consumer discontentment. It is important not to defend or blame consumers in such situations. Instead, express honest regret and try quickly to resolve the issue.
- **Appreciate loyal customers:** Customer satisfaction is incredibly important to a business or organization. Recognizing the value of loyal consumers has become essential since they make regular purchases and provide helpful feedback on products. To express gratitude, the employer may organize an annual loyalty program that includes a special lunch or dinner event as well as a meaningful gift.
- **Rewarding your customers:** Reward programs are an excellent method to keep

consumers. You may provide monthly gifts or loyalty points that can be redeemed for greater value to loyal consumers who make repeated purchases of your product.

- **Say thank you to your customers:** Expressing appreciation to your consumers usually makes a favorable impression on them.

Chapter 4

Analysis of Customer Relationship and Retention Strategies Dhaka Washing & Dyeing

3.6 Customer Relationship and Retention Strategies of Dhaka Washing and Dyeing:

In this chapter, I'll go through some useful strategies that organizations may use to keep customers and develop strong client connections. I will look specifically at the techniques used by Dhaka Washing & Dyeing, a firm in the washing sector, to create client connections and ensure business retention.

- **Focuses on smooth operations:** Dhaka Washing & Dyeing promotes efficiency because it saves time and increases client satisfaction. Consumers demand faultless and timely product delivery, and Dhaka Washing & Dyeing guarantees that orders are constantly delivered on time to fulfill client expectations.
- **Focuses on smooth operation:** Dhaka Washing & Dyeing promotes efficiency because it saves time and increases client satisfaction. Consumers demand faultless and timely product delivery, and Dhaka Washing & Dyeing guarantees that orders are constantly delivered on time to fulfill client expectations.
- **Analysis of Customer satisfaction:** Customer satisfaction has always been Dhaka Washing & Dyeing's main focus. When problems arise with Dhaka Washing & Dyeing's products or services, they solve themselves quickly, along with appropriate replacements or solutions. Dhaka Washing & Dyeing is also prepared to pay compensation in some situations to ensure customer satisfaction.
- **Solving quality issue immediately:** Dhaka Washing & Dyeing items are always of the highest quality. Any quality issues that arise could end up being fixed immediately. Because Dhaka Washing & Dyeing thinks that producing products of superior quality will allow them to sell more of them.
- **Provide all documents to client:** After the delivery of the products, Dhaka Washing & Dyeing quickly provides the customer with the necessary documents. By focusing on client satisfaction and maximizing advantages, Dhaka Washing & Dyeing hopes to inspire clients to buy more of our products by providing broad facilities.
- **Provided emergency delivery:** Dhaka Washing & Dyeing meets the needs of its customers. Because Dhaka Washing & Dyeing believes that their clients should be able to effortlessly receive the production they produce, they offer emergency delivery to consumers, such as during the Eid holiday, in any emergency case etc.

- **Provided time extends for payment if legal issue:** Dhaka Washing & Dyeing is dedicated to providing exceptional customer service. Recognizing the importance of customer service in development and retention, Dhaka Washing & Dyeing ensures that clients receive prompt support. When consumers have difficulty releasing payment within the transaction time, Dhaka Washing & Dyeing offers flexible payment extensions to meet their demands. This strategy not only increases customer happiness but also encourages repeat purchases from clients who appreciate these advantages.
- **Provide best product rate for regular customers:** Dhaka Washing & Dyeing undertakes consistent market analysis and examines its product prices on a regular basis to find the most competitive rate, which it subsequently offers to both regular and new clients. Recognizing the importance of pricing in client decision-making, Dhaka Washing & Dyeing always sets the optimum price to stimulate product purchases. Furthermore, Dhaka Washing & Dyeing periodically offers price reductions to its loyal and repeat clients, increasing their satisfaction and loyalty.
- **Personalize customer relationships:** Dhaka Washing & Dyeing develops specific client connections and customizes its strategy to effectively fulfill specific requests. This individualized strategy is very beneficial in the washing sector, and Dhaka Washing & Dyeing applies it expertly, providing the company with a competitive advantage over other businesses.
- **Quick service recovery process:** Because Dhaka Washing & Dyeing has its own transportation, it can quickly collect any faulty items reported by consumers and replace them in exchange for payment.
- **Provide after-sales services:** After-sales services are the most effective way for Dhaka Washing & Dyeing to improve client connections and encourage retention. As a result, Dhaka Washing & Dyeing carefully emphasizes dealing with and rapidly resolving client issues. In circumstances when the product quality falls short, Dhaka Washing & Dyeing accepts returns and replaces it with a new, superior

4.1 The benefit of using Customer Relationship and Retention Strategies of Dhaka Washing & Dyeing.

- Implementing CRM procedures in Dhaka Washing & Dyeing can increase satisfaction of the customer, streamline the operation, target their market, efficient communication and good decision making. Above all, this results in increased productivity and profitability for Dhaka Washing & Dyeing.
- By using the CRM process in an effective way, Dhaka Washing and Dyeing can consistently attract new potential customers and generate new orders. The CRM system serves as a centralized platform for lead management, customer analysis, excellent customer service and continuous improvement.

- By implementing these strategies, Dhaka Washing and Dyeing can promptly identify and address different service drawbacks. This approach helps to maintain good quality service to enhance the satisfaction of the customer in the long run.
- By executing CRM strategies, Dhaka Washing and Dyeing improved client retention and client satisfaction. Those satisfied clients are interested in continuing working with Dhaka Washing and Dyeing. Those clients positively refer to Dhaka Washing and Dyeing and contribute to the factories long term profitability.
- Dhaka Washing & Dyeing developed its business through lead conversion, looking after customer relationships, increasing customer retention, resolving issues immediately. Vital All these efforts play a vital role in Dhaka Washing and Dyeing's business growth, customer satisfaction and long-term success.
- By implementing CRM processes, Dhaka Washing and Dyeing are able to understand their customers in a better way. As CRM strategies require gathering and analyzing customer data, it helps Dhaka Washing and dyeing to get insights into its customer preferences and purchasing behaviors. Beyond everything, all these necessary steps help Dhaka Washing and Dyeing to meet their needs effectively, which results in higher customer satisfaction.
- Dhaka Washing and Dyeing maintains a good customer relationship and retention strategy which results in a competitive advantage over other competitors in the market. By providing a superior customer experience, Dhaka Washing and Dyeing differentiates itself from other competitors. Loyal customers' positive feedback and references contribute to Dhaka washing and Dyeing's strong reputation, which attracts its new clients.
- As Dhaka Washing and Dyeing practice the CRM process, if there occurs any faulty service, Dhaka washing and Dyeing take prompt action to fill the gaps in their service. This makes their customers feel delighted and ensure very good relation with their customers.

Chapter 5

Findings, Recommendations and Conclusions

5.1 Findings

Dhaka Washing & Dyeing is one of the top washing services in Dhaka. It has an outstanding reputation for quality in the nearby market. It is a composite factory with all sectors of woven dyeing, printing, and washing. This is significant in terms of both production and maintenance. In general, I have focused on Dhaka Washing & Dyeing's financial and merchandising operations. I would like to suggest the following areas for rapid enhancement in order to attain the outcomes that are desired:

- Lack of online presence: There is no organized website for the customers to know about the different services and procedures of Dhaka Washing and Dyeing. That's why it's tough for new clients to know about our service details.
- Quality and consistency of service: There are different workers in Dhaka Washing and Dyeing. While under pressure, it's very tough for them to ensure the perfect quality when there is excessive work load. Even though they usually provide quality service, sometimes they fail to maintain consistency.
- Fulfillment of order within time: Sometimes Dhaka Washing and Dyeing fail to fulfill their order within the required time. Issues regarding electricity and gas has become a common problem nowadays. Sometimes there are lickings of chemicals and other materials. That's why sometimes they fail to deliver the order within a timeline.
- Delaying in response to customer's complaint: There is not any helpline or quick customer service number for Dhaka Washing and Dyeing. If any confusion arises, it takes a long time to solve the issue.
- Sustainable and Ethical Practice: There is a lot of chemical waste and chemical mixed water drained out from the factory. Sometimes it's very difficult to reduce all that waste.
- Less performance in Below the Line Marketing: The scope of communication with the customer is very narrow, there is no practice of email marketing, message marketing, outdoor advertising or campaign.

5.2 Recommendations

To attract more customers, Dhaka Washing & Dyeing must develop a new plan that would allow them to expand their business and boost income. Based on the findings of the report, the following solutions are proposed to address the identified issues:

- **Establish Online Presence:** Dhaka Washing and Dyeing can develop a professional website where their customers can easily access different information and service details. They should ensure the website is user-friendly and mobile responsive. Websites should be optimized for search engines that will improve their online visibility, which can attract more customers.
- **Focus on Quality and Consistency:** Dhaka Washing and Dyeing can implement quality control procedures which will definitely develop consistent service delivery. To avoid any types of service faults during a heavy workload, Dhaka Washing and Dyeing should educate them and give them training. Monitoring on a regular basis and accessing the quality of service should enable us to achieve higher customer satisfaction with Dhaka Washing and Dyeing.
- **Improve Timeline at Order Fulfillment:** Dhaka Washing and dyeing can optimize operational process to delays in order fulfillment. Backup power can be ensured to reduce shortage of electricity. Enhance inventory management to ensure the availability of materials and minimize shortages. Regularly communicate with customers regarding the status of their orders to manage expectations.
- **Enhance Customer Complaint Handling:** Dhaka Washing and Dyeing can Establish a dedicated customer service helpline to receive complains and inquiries related to their service immediately. By implementing a robust complaint resolution process, Dhaka Washing and Dyeing can easily detect their service gap and they can give their best solution in a timely and satisfactory manner to the customers.
- **Adopt Sustainable Practice:** By implementing a proper waste management system, Dhaka Washing and Dyeing can handle chemical waste and wastage of water in a responsible way. Also, they should explore eco-friendly alternatives to chemicals and dyes used in the factory's washing process. Above all, by investing in sustainable technologies and practices, Dhaka Washing and Dyeing can minimize environmental impact.
- **Expand Marketing Efforts:** Dhaka Washing and Dyeing should develop a broad marketing strategy that includes below the line marketing activities such as email marketing, SMS marketing and social media campaigns.

- **Implement Customer Feedback system:** By establishing a system for collecting customer feedback, Dhaka Washing and Dyeing can determine and identify their customer's satisfaction level and the factory's areas for improvement.
- **Focus on Training and Development:** Dhaka Washing and Dyeing should invest continuously in training and development programs so that a factory's employees can enhance their skills and knowledge. By providing training on customer service, quality control and sustainability practices, Dhaka washing and Dyeing can reduce their service gaps.

Dhaka Washing & Dyeing must prioritize the implementation of these solutions in an organized way, keeping into consideration available resources and coordinating them with overall business objectives and priorities. To ensure the efficacy of the implemented solutions, regular monitoring and assessment of progress should be carried out.

5.3 Conclusion

Nowadays washing and dyeing has become very competitive & the buyer wants a 100% quality product. For this reason, it is very important to know about the latest technologies in the washing & dyeing sector. The current market dynamics in the washing and dyeing industry are characterized by intense competition, where buyers have increasingly high expectations of receiving products of impeccable quality. In light of this, it becomes imperative for professionals in this field to stay well-informed about the latest technologies and advancements in washing and dyeing. This knowledge plays a vital role in ensuring the delivery of exceptional service and maintaining a competitive edge.

During my internship at Dhaka Washing & Dyeing, I had the privilege of witnessing firsthand the company's commitment to providing high-quality washing and dyeing services. Not only did they meet the standard requirements, but they also excelled at fulfilling the special and unique demands of various buyers. By diligently following recommended industry practices and methods, the company consistently achieved outstanding results.

Throughout the training period, I had the opportunity to immerse myself in a wealth of knowledge regarding the different types of machines used in the washing and dyeing processes. I gained a comprehensive understanding of their functions and learned how to effectively utilize them. This practical exposure significantly enhanced my technical skills.

Furthermore, the training period allowed me to grasp the intricacies of different communication techniques with buyer and customer employed by Dhaka Washing & Dyeing. From the initial stages to the final delivery, I observed the meticulous care and attention given to ensure that the desired service was provided at every step. This holistic understanding of the entire workflow not

only broadened my knowledge but also highlighted the significance of each stage in delivering a superior end product.

Moreover, by working closely with professionals from different departments within the factory, I gained valuable insights into the diverse responsibilities and functions they perform. This experience gave me a comprehensive view of the collaborative efforts required to ensure seamless operations and deliver top-notch services. Understanding the interdependencies between departments and how they contribute to the overall success of the organization provided me with a solid foundation for future endeavors in the industry.

In conclusion, I firmly believe that my internship experience at Dhaka Washing & Dyeing will serve as a pivotal point in my professional journey. The combination of theoretical study and practical training during this period has equipped me with a robust knowledge base, technical expertise, and a comprehensive understanding of the washing industry. These invaluable insights will undoubtedly prove beneficial as I embark on future endeavors, enabling me to meet the evolving demands of the competitive market while consistently delivering exceptional quality and service.