



Daffodil International University

Internship Report on Customer Relationship & Retention Strategy of Murad Apparels

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Letter of Transmittal

7 January, 2025

To

Mr. Dewan Golam Yazdani

Assistant Professor (Marketing)

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Daffodil International University

Subject: Submission of Internship Report on “Customer Relationship & Retention Strategy of Murad Apparels”.

Dear Sir,

With due respect, I am Toufiquzzaman Rejan, I am submitting my internship report on **“Customer Relationship & Retention Strategy of Murad Apparels”** 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.

Sincerely yours,

Rejan

.....
MD Toufiquzzaman rejan

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Student's Declaration

I am MD Toufiquezzaman Rejan, the student of Department of Business Administration, Program: BBA bearing ID: 193-11-897, Major in Marketing from Daffodil International University (DIU).

I do hereby sincerely declare that the internship report on “**Customer Relationship & Retention Strategy of Murad Apparels**” has been authentically prepared by me. While preparing this internship report I didn't violate any copyright act intentionally.

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

Rejan

.....

MD Toufiquezzaman Rejan

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Program: BBA

Major in Marketing

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Certificate of Supervisor

This is to certify that MD Toufiquzzaman Rejan, ID 193-11-897 Program BBA, major in Marketing, he is a regular student of Faculty of Business & Entrepreneurship Daffodil International University. He has successfully completed BBA internship at Murad Apparels, and he has prepared an internship report under my direct supervision.

His internship report is on “**Customer Relationship & Retention Strategy of Murad Apparels**”.

This report is recommended for submission.

Wish him every success in life.



.....

(Dewan Golam Yazdani)

Assistant Professor (Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

I express my gratitude to the Almighty Allah for enabling me to complete the report on time. I extend my heartfelt acknowledgements to my academic supervisor, Mr. Dewan Golam Yazdani, whose invaluable suggestions have greatly contributed to the completion of this Internship Report. I am thankful for his generous cooperation and supervision, which instilled in me the confidence necessary to achieve the desired outcomes of my internship project.

I am deeply grateful to my supervisors at Murad Apparels, for their guidance and support throughout my internship.

I appreciate the opportunity provided by Murad Apparels for allowing me to undertake my internship there and for their assistance in preparing this report.

I have endeavored to adhere to the given instructions and sincerely hope that I have effectively portrayed my experiences and learnings during my internship period.

Executive Summary

The purpose of this study is to analyze how customer relationship management strategies are utilized by a prominent export-only clothing manufacturer to ensure customer loyalty. The clothing company under consideration has a massive garment manufacturing facility and primarily exports woven ready-made garments of excellent quality, with a special focus on outerwear and suede and PU leather production.

The company sources from across the globe, strategically plans productions, and follows rigorous quality assurance processes to guarantee top-tier garments at competitive costs. The company's values are respect for stakeholders, integrity with which it operates, innovation in all its endeavors, and customer focus. Furthermore, a customer-centered approach is supported by a large staff and facility.

The overall, the firm understands the value of CRM for improving customer value and loyalty. For instance, using CRM systems, it can plan the targeted marketing campaign, better communicate, ensure good customer support is provided, etc. All of these will help the organization grow its customers and money. Some of the critical processes are made possible using platforms like Sales flare and Creation CRM. Others are customers learning that you respond to communication quickly, or their overall consumption-related experience is personalized and striving to keep you their preferred seller.

This clothing production company employs customer engagement methods to build consumer loyalty. They mainly focuses on operational efficiency, individualized care, and flexible payment schedules, as well as post-purchase assistance and service restoration procedures. By focusing on genuine relationships and efficient communication, the company achieves steady sales growth, increased productivity, and sustainable business expansion.

This paper highlights the importance of CRM and customer retention methods for business success.

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Chapter: 1

Introduction

1.1 Introduction

Murad Apparels has been a player, in the to wear woven garment manufacturing sector since its founding in 2013. Spanning across 57 acres of land the company boasts 15 production lines. Has solidified its reputation as an exporter of premium garments. Murad Apparels prides itself on its material sourcing, procurement practices and production methods distinguishing it from competitors in the industry. The company's unwavering focus on delivering high quality products and ensuring customer satisfaction has been instrumental, in driving its success.

1.2 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 main goal of this study is to explore how Murad Apparels, a known producer of made woven garments has achieved success through its customer relationship management (CRM) and retention strategies. Established in 2013 the company has primarily targeted markets earning recognition, for its high quality services such, as sourcing and procurement, production and quality control creative services and branding well as logistics and supply chain management.

1.4 Objectives of the study

The main objective of this study is to analyze the Customer Relationship & Retention strategy of Murad Apparels.

Some specific objectives are given below:

- To analyze how Murad Apparels develops relationships with their customers.
- To analyze how Murad Apparels can retain their customers using an effective customer relationship retention process.
- To identify the problems regarding customer relationship retention strategies of Murad Apparels To provide some solution & recommendation on the basis of customer relationship retention problems of Murad Apparels

1.5 Methodology of the Study:

The approach used in this research includes gathering and examining information from secondary sources customized to suit the needs of Murad Apparels.

Primary Sources:

i. Observational research: This study especially makes use of customer relationship management and retention idioms at Murad Apparels and will be carried out by direct observation with in this case. This will begin with a detailed analysis of how clients engage with the organization, the process of serving customers, and any other relevant company activities.

ii. Personal Experience: My growing experience as a first-hand practitioner in the development of customer service initiatives with the consumers of Murad Apparels, and the introduction of strategies in the bid to improve customer retention.

iii. Practical Work Experience: Information will be gathered from actual work experiences at Murad Apparels, emphasizing real-world situations and difficulties in handling client relations and putting retention plans into action.

Secondary Sources:

- i. Corporate papers: Legal documents on customer management guidelines and strategies for retention as practiced at Murad Apparels, such as, corporate policies, guidelines, and procedure are analyzed.
- ii. Literature Review: The information collection process is made quite elaborate from the primary sources like books, news articles, industry reports, and magazines, that helps to have a good grasp of a variety of ideas; patterns, and best practices that are more applicable when it comes to customer relationship management and retention models in the clothing industry.

1.6 Limitations of the Study:

In conducting this study on customer relationship and retention strategies at Murad Apparels, several limitations were encountered, including:

1. Although Murad's conservative management practices suggest that clothing companies are only able to achieve certain levels of knowledge and customer relationship management, clothing companies may be obliged to adopt more open, transparent, and tailored customer relationship management and retention approaches if they are to remain competitive. Such views may cut short the organization's capability to be creative and take the risks to ensure that the investigation is done well.
2. Time Restraints: The researcher found herself having difficulties to set aside extra time in order to give the study the much needed focus and push as she was the full time employee of Murad Apparels. Hence, the time available for conducting research, analyzing, and writing the reports was to some extent capped by the rush of daily affairs and workload altering the degree of quality and success of the research.
3. Accessibility of Secondary Data: One can assume that there was some secondary data required for the research and it could be that those data were very much needed for the study yet were

difficult to acquire. Inadequate accessibility or the restriction of such sources may have bared our study. As it failed to get wide coverage, the in depth research was also impossible.

While the abovementioned ones were the method's factors that would have influence on the study's integrity, efforts were made to offset that and ensure the study's results were reliable. Yet one should not forget about these constraints since they could possibly have led to decreasing of the range, depth, and reliability of the conclusions taken.

Chapter: 2

Overview of Murad Apparels

2.1 Murad Apparels

MURAD APPARELS is a company which is production and trade of clothes exports. There is no sales of goods and services of the company in both local and in Great Britain. Everything began with the construction of this factory, which started in 2013. It is giant business entity or rather mega business, it operates on a large scale and the site is spread over about 57 acres of land.

Unlike the other apparel brands, Murad Apparels serve the business operations section not just by offering top-notch wearable but also service that overpassed everyone's expectation. We perform all the existing tasks such as inspection, management and supply, and sourcing to ensure the production of garments which is performed impeccably.

The company Murad Apparels is eminent in that its commercial plan has described an effective orientation of getting a larger number and expensive goods. But the business can stand under a leveraged structure which means presence of fewer expenses but not a reduction in strength of the delivered products. The Representative Company crew have shown through Murad Apparels made of employing, administration, managing, and way of communication with the teams that details means diligence and more work to achieve the agreed perfection. Having the quality of the products well settled in its foundation, Murad Apparels works to keep this tenet and to use it to make decisions. Then every decision the company makes from picking good materials to the most crucial element in enforcement of good customer service is the aim of this firm.

The company, Murad Apparels, concentrates on outerwear and has a wide-ranging inventory of bottom wear consisting of hoodies, jackets, coats, PU and suede leather clothing in order to serve as a powerful vestment for the diversified demands of the clients. Additionally, the company's manufacturing facilities possess certifications from well-known organizations like C-TPAT, ISO 9001:In 2015 (QMS), GOTS, BSCI, SeDex, WRAP, OeKo-Tex, OCS, ACCORD, and so on covered the whole array of certifications with a consistent follow-through that reflects its dedication to uphold the most reputable norms of compliance and quality.

Murad Apparels is, in a split second, the peak of expertise in garment manufacturing; constantly it commutes the high-quality products and services while telling the values of vision, imagination, and client satisfaction.

2.2 Vision

Be aware of Murad Apparels clients needs and desire, and think beyond what they are expecting from Murad Apparels. We constantly develop and strive hard to avoid the lag in the global standards. It is necessary to ensure that our clients are being offered excellent services because that is the baseline for a good relationship mechanism.

2.3 Mission

Murad Apparels under reference stands for quality of service and does not ignore even a single point of the corporate code of conduct that consists of these values: "At best price and in a committed time frame we provide fashion and quality garments. "Thus by adopting an efficiency oriented approach that involves production planning, strategic sourcing as well as a strong quality assurance system, Murad Apparels ensures low-priced items for their customers. Murad Apparels is devoted to satisfying the customers' expectation, correcting the apparel faults, and providing these items at the most affordable pricing. The extreme level of dedication toward maintaining the highest quality standards and at the same time offering the clients the best value is backed by the fact that it is something we never compromise on. Murad Apparels is proceeding with redoubled determination in performance of its core values and client satisfaction, being strongly concerned to provide high-quality products at reasonable prices.

2.4 Values

Murad Apparels basic principles become our compass which helps to make decisions and to enact actions. These values reflect our commitment to excellence, integrity, and customer-centricity: These values reflect commitment to excellence, integrity, and customer-centricity:

1. Customer-Centric Approach: Murad Apparels customer's satisfaction is number one priority that Murad Apparels always try to achieve with the help of going an extra mile to meet, and then exceed customers expectations. Murad Apparels willingly take a "YES" approach for doing the

complete of Murad Apparels customers' requests, guaranteeing customers satisfaction and confidence in service.

2. Innovation for Leadership: To Murad Apparels, this leadership is stemming from the fact that Murad Apparels are making new inventions at every stage. This company strives to break the current industry standard through its adventurous approach of not seeking to follow a set of already established guidelines.

3. Integrity Above All: Integrity serves as a fundamental aspect of Murad Apparels business. Murad Apparels commit to acting with integrity, open-mindedness, and ethics that not only create a foundation of trust and reliability among Murad Apparels stakeholders but also make us accountable towards Murad Apparels principles and the values Murad Apparels stand for.

4. Accountability and Responsibility: We live in a world that is dynamic and unpredictable, where anything can happen. We should therefore take responsibility for the important decisions we make and how these things affect Murad Apparels customers, Murad Apparels workers and the communities Murad Apparels operate in. As Murad Apparels hold ourselves and each other to accountability, Murad Apparels are also committed and constantly chasing after perfection in all Murad Apparels endeavors.

5. Respect for All: Murad Apparels focus on creating an environment where we mutually treat each other respectfully, appreciating all of the inputs and works of every individual working in Murad Apparels and outside of it. The culture around us is built on the relationship of respect in our interactions with customers, suppliers, partners, and the community around Murad Apparels.

The values expressed in this document are not just like that of a piece of paper. They are the pillars of identity and the foundation for the quality and excellence of our manufacturing process.

2.5 Products

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

2.6 Work Space

Murad Industries considers the strict planning and design of the workplace along with the effective organization as the core of its success which leads to a highly productive and efficient environment in the apparel industry. As a result of an experts team and a high production area, the whole shipping company has a smooth operation in different departments.

An artistic and skillful team of 1900 workers and staff organize their forces to realize strategic objectives by involving their individually distinguished performance, dedication, and passion. Murad Apparels as individuals, by the collective effort, are the main power driving the company towards success.

Poor thought-out production plant is laid over three floors where each level take care of the specific process of making kerchief till the product is ready. The lower threshold is for cutting and sealing process, therefore, the initial production stages become very trendy. The first and second floors contain the very latest technology for the various sewn machine stations to operate to their full potential. Moreover, a six-story adjacent structure has been designed as a bonded warehouse and finished goods storage area, simplifying the goods inventory monitoring and product processing. Boasting an impressive 145,504 square feet of combined industrial space, Murad Apparels has ample room for operations, storage, and production. This extensive infrastructure is a testament to the entrepreneurial company's resolute pledge in keeping all fronts of its production lines up to the par in every aspect of efficiency, organization, and efficiency.

Murad Apparels boasts of an industry-leading workspace with dedicated staff and modern manufacturing capabilities that effectively holds out a promise that Murad shall continue to excel in the coming years.

2.7 Machineries

The quality of the final product is largely determined by Murad Apparels advanced machines, each of which is hand-picked to optimize the processes of garment manufacturing in accordance with international standards. Murad Apparels are fully equipped to guarantee the efficiency and quality of Murad Apparels output throughout the production processes, with Murad Apparels commitment to see that each part of the production is critical.

Plain Machines (396)

This type of machines are Murad Apparels main sewing for sewing straight seams with general nature and confidence. As components that keep our production system at full-functioning, Murad Apparels cannot be without them. In other words, they are the ones that help Murad Apparels to make garments with quality.

Overlock Machines (176)

Knowing the importance of the overlock machine, Murad Apparels invested in one and it is the reason for our made-at-home garments to have professional finishes. They precisely finish sewing on edges, hems and seams, keeping their frayed parts properly secured and creating uniform and stable seams.

Bartack Machines (33)

Machines that Murad Apparels communicate with are rarely known, but their contributions are indispensable to Murad Apparels production course. Stitches reinforce gram areas of stress such as pocket and stitches where huge load is placed on fabric. This results in fabric durability.

Zig Zag Machines (25)

The fashion industry is driven by zigzag machines as Murad Apparels call them ultimate multi-taskers. They will be capable of selecting and applying diverse forms of decorative and functional stitches as zigzag, satin, which all will help us to have pleasing look of garments.

Cutting Machines (10)

Accuracy is the most important point in Murad Apparels cutting and Murad Apparels make sure that this point is fulfilled. Therefore, Murad Apparels cutting machines deliver. They do this by carefully cutting fabric panels out to those exact patterns that clothes are made of, therefore waste is reduced to a minimum and productivity rises to the maximum.

Steam Boiler (1)

Murad Apparels produce steam for various processes like pressing, ironing, and steaming of fabrics using a well-functioning steam boiler. Such results ensure Murad Apparels have the quality finishes required to meet our customer needs.

Thread Sucking Machines (2)

These machines are the last-ditch efforts of Murad Apparels quality assurance which end our production process. They shave off dead threads and fuzz from the garments after finishing, thereby making the final product neat and without any lint or hair.

Metal Detectors (3)

Murad Apparels are quality conscious in regard to the contamination of ANY metal particle on Murad Apparels garments, and Murad Apparels metal detectors guarantee that Murad Apparels products stay free of any such contaminants so as to meet top quality standards.

It could be just one of these machines which provides a significant value to our production process. The sum of their capabilities adds to the quality, productivity and integrity of Murad Apparels finished products. Sometimes Murad Apparels take these people for granted, but they're the real warriors who make it all happen!

2.8 Murad Apparels

Storing Facilities:

A ware house is part of any business where what is produced is stored and when demand arises it is supplied to the customer timely. At Murad Apparels, are aware of the need of having a well functioning and systematic storage. Characterized as the central place for raw material intakes, Murad Apparels Accessories Store is a center where everything from fabrics, trimming, and accessories are received and stored for the production of new orders. This is where the condensed injection begins, and Murad Apparels protectionists check out all the components to allow for smooth production.

The Store Department:

Murad Apparels Store Department is the gatekeeper of quality, and their main functions include: Murad Apparels Store Department is the gatekeeper of quality, and their main functions include: Fabric Inspection: Murad Apparels adopt the 4-points process defining quality of fabrics to use only the topless ones for production.

Accessories Inspection:

The test level of Acceptable Quality Level (AQL) we use is 0. 25 The accessories, such as, motors, input steering, grease, and gear oils are checked to ascertain their condition and the mortalities.

Inventory Management:

Murad Apparels team remains in a constant state of awareness for the inventory, compilation which includes all kinds of materials, machinery, and apparatuses, with arrangements so that all the supplies will be at disposal and workflow is not interrupted.

Material Issuance:

Murad Apparels issue materials to various departments as needed, facilitating smooth production and timely order completion.

Fabrics: Murad Apparels feature among those fabrics to be stored which include shell fabric and pocketing fabric that are necessary for garment output.

Trims: Murad Apparels manage trims like marginalized at decorations, buttons, zippers, and other factors that are essential for garment assembly.

Machinery and Equipment:

In Murad Apparels control set up, Murad Apparels are in charge of handling, merchandising, and maintaining all the equipment, machines and have the responsibility of keeping the inventory in readiness and working efficiently. Through both careful management and tidiness, company Accessories Store contributes to the overall success of the clothing manufacturing process, by guaranteeing the conditions of quality, accuracy and availability of material. Our boast is this; we are the cog of the production staff!

2.9 Sewing Section

The Sewing Department:

Sewing room at Murad Apparels is more like a virtual proverbial heart that drives the entire machine of garment manufacturing at factory. Murad Apparels can boast 19 sewing lines, 7 of which are knit sets and other 12 woven lines. Having such capacity, we cope with the production of different clothing products of high quality from different kinds of fabrics.

Murad Apparels Expertise

Murad Apparels hats off to the automation capabilities as do adjustments during production to suit different fabric types. Weaving machinery requires 15 lines, while knitting equipment is specialized on knit items which are 4 lines in length. The meticulous organization of our sewing

department makes it possible to expedite the assemblage processes by ensuring that the garments are assembled without errors.

Murad Apparels Team

Workforce in the sewing manufacturing involves considerable staff of experts that directly work in various sewing production operations and supervisory management levels. The team Murad Apparels have is one of professionals who are responsible for monitoring each manufacturing stage and make certain that standard are conserved.

Production Capacity

Murad Apparels have an impressive production capacity, and impressive production capacity, with:

Murad Apparels are capable of producing 500,000 units per month for the weaving brigade, a clear indication that can professionally handle big-volume manufacturing activities. Around 160,000 pieces per month for knit items only: not just showing the diversity knitwear has, but also displaying Murad Apparels ability to meet the requirements as many fabric compositions as there are.

Conclusion

Murad Apparels production sewing department is a shining display of the importance that Murad Apparels place in effectively and skillfully producing garments. Throughout the course of Murad Apparels work, company have demonstrated commitment to excellence by providing robust infrastructure, skilled workforce, and impressive production capacities, without fail, and this is what makes company one of the most favored providers of the highest quality of weaved and knit garments in the industry. It's Murad Apparels mission to introduce the market with outstanding products following strict quality standards and continually improving them to complicate clients' life.

2.10 Finishing Department

The Finishing Touches

In addition to making the fabric right for last, Murad Apparels Finishing Department is the last port in garment making process. The team endows special attention to detail during garment finishing stages and seeks to meet the specifications and customer surpassing satisfaction.

Murad Apparels Workflow

Here's how Murad Apparels work:

- Receiving Garments: Murad Apparels buy the sewn garments from flat line and later prepare it for the next finishing process.
- Adding Buyer's Finishes: Murad Apparels have an experienced crew to do those finishing touches such as pleating, pressing, ironing, labelling, and tagging according to what clients have requested.
- Quality Control: Murad Apparels carry out the last inspection of the clothes for the detection of any metal particles in the metal detector zone; Murad Apparels do a significant quality check to confirm this activity.
- Packing with Care: Murad Apparels garment the stuff though following the buyer's excludes, whether it is folding, bind up, tagging, or label.

Quality Assurance

Murad Apparels take quality seriously! The finishing process is run with a high quality control standard to ensure the quality of garments are abundant to Murad Apparels branded image and company's buyer's specifications. Quality is the top priority of Murad Apparels business with every piece of cloth carefully undergoing stringent checks to guarantee perfection.

Conclusion

The department of Finishing has been set up to focus on both of the objectives: adding value to Murad Apparels clothes and giving the customer the best service possible. Through attention to

detail, minimizing any waste and emphasizing on quality control, Murad Apparels help to establish the brand name of the Murad Apparels for superiority in garment manufacturing. It is our pride and joy to be in the finishing bit and to know that our attention to detail is who you are finally watching.

Chapter 3
Customer Relationship Management Strategy Of
MURAD Apparels

3.1 Introduction:

CRM is first and foremost about the customer and that includes analyzing and solving everything from the customer eye view perspective. It is even those businesses that form lasting bonds in order to raise sales and also, it(it) motivates customers on purchasing, promotion of marketing activities.

CRM, saves a lot of time and money not only for a business but also for its customers themselves. It not only facilitates a more realistic assessment of their work by bringing in an external perspective, but also helps them apply what they know to identify their own strengths and weaknesses enabling them to come up with a creative solution. Finally, customers are more satisfied and there is an increase in loyal return.

To this end, CRM which comes into consideration as an essential tool, is devoted to solve the main issue-achievement of clients. Companies that are conscious of what the customers are interested in or the stuff they need to have will be in a good position to develop products and services that the customers will love. Not only will they be able to assent the customer loyalty but also increase chances of retaining more profits.

3.2 What is Customer Relationship Management (CRM)?

Businesses, through the mixed usage of tactics, strategizing and technology, bring customer interactions and data to the spotlight to manage and analyze. It is the CRM that is used to interact with the customers. The principal aims of CRM are to raise consumer loyalty, maintain customers returning and to boost profits.

The fact that CRM systems can gather customer information from online sources (email, social media, chats) as well as offline channels (phones, company website visits, marketing material) is one of their main attributes. This provides the customer-facing staff with access to such details as product or service history and offers the employees insights into the customers' individual profiles, preferences, and issues. CRM empowers businesses in their efforts to improve the overall level of service and attract customers by developing stronger collaboration with them.

3.3 Functions of Customer Relationship Management (CRM) at Murad Apparels:

Getting to Know Murad Apparels Customers

At Murad Apparels employee know the only way to fully understand the market is to not only be able to predict and understand the consumer trends but also to be on the insides and outs of customers. CRM practices help to collect priceless info on our target prospect and to store it in one place from where Murad Apparels can access it anytime company want, whichever place employee are. With this knowledge, Murad Apparels can comprehend "clicking" points of customers and adapt Murad Apparels tactics to their personally specific issues.

Personalized Service

Murad Apparels believe that each of customers should be treated like unique individuals, and not be refereed as mere number. With CRM, Murad Apparels have the ability to segment customers based on their the behavior and inherent features whatsoever disturbances may direct different service to each group. Through the practice of providing each consumer with a customized approach for their idiosyncratic needs, Murad Apparels build more significant bonds and, as the result, promote higher overall satisfaction. On the other hand, the essence is being able to recognize what is important to our customers and then come good on that. Management of Marketing Policies:

Murad Apparels targets on the customization of marketing activities via tailoring CRM methods. The firm precisely creates the marketing instructions, adapted to satisfy different customers' wants. Sales representatives are trained employing discovered materials and advertisement strategies evolve around the generation of new customers.

Driving Sales Growth

Murad Apparels, are positive about contributing to the growth of sales and profit by CRM plan. Prioritize existing customers in building long-term relationships, as well as seize the opportunity to incorporate related possibilities by cross-selling and up-selling relevant products that respond to their dynamic requirements. Through what Murad Apparels deliver, company obtain client satisfaction that leads to the collectiveness of loyal brand advocates who have trust on Murad Apparels, and insist to try out company`s wide range of products.

Optimizing Resources

Murad Apparels team strived to cut costs and operate with maximum efficiency. CRM system has an advantage that facilitates the management of papers through the electronic data storage and also, processes are now being streamlined thus cutting down overhead costs. While streamlining Murad Apparels resources become sustainable with profit and productivity. The quality of Murad Apparels products remains the best during the time.

Quality Assurance

Murad Apparels have made it our aim through our CRM practices to go further and to fulfill customers' needs by providing better quality products. As Murad Apparels collect customer data, company acquire insight to make recommended alterations for customization of products, with offerings tailor-made to their specific needs. Being positive in quality of Murad Apparels services is the major factor of customer satisfaction and helps us to make our mark for excellence.

3.4 Tools of Customer Relationship Management (CRM) at Murad Apparels

Customer Relationship Management (CRM) System:

CRM tracks and consolidates customer, sales lead and supplier needs, information and engagement with the business in a consistent manner. In the case of Murad Apparels, the CRM systems enable the tracking of marketing activities performance and the introduction of own prospective customers, as a result, existing clientele relationships are maintained and ultimately the relevant communications directed towards the different types of customers are developed through From: Moreover, CRM systems give the possibility to understand customers' reaction for discounts via their responses as well as the relevance of the marketing list that they are attached to.

Creation CRM: Streamlining Customer Journey

Creation CRM (the old bpm'online version) is an app which works based on the principles of cloud technology and harmonizes the efforts of several departments like marketing, sales, and customer service. It takes into account in an overall and strategic way all the phases during which a customer is involved, from his first request for information until the maintenance of the account. With Creation CRM, you have a full view of your customer as well as mobile sales, multiple customer databases, email marketing, event management ,and omnichannel communications . It is the crux and the best instrument for the businesses trying to head out and simplify/enhance relations with their customers.

3.5 Loyalty of Customer Relationship Management at Murad Apparels

CRM and Brand loyalty programs emerge to be the pillar stones that contribute towards increasing customer base, brand awareness, and profitability of the Murad Apparels. CRM methods go a long way for the brand in helping it present consistent brand identity across the brand and local channels. The customers develop an extreme loyalty towards this brand as a result of this. By maintaining the marketing and sales processes to be open and the channels controlled, Murad

Fashion will not only acquire new customers and part standard practices. This is regardless of the business lifetime Murad Fashion builds and maintain long-standing customer relationships. For its strengths in Customer Experience planning, Loyalty Program design, Database services, Analytics, and Martech integrations, Channel-specific communications remain at the forefront of what Murad Apparels stands for. Our promise to keep growing and improving, thereby increasing the happiness of our customers, is always there.

3.6 Process of Developing Customer Relationships at Murad Apparels

Connecting and Growing with Murad Apparels Valued Customers through Unbreakable Links. company believe that the strong bonds create with Murad Apparels clients based on love, trust, mutual understanding and respect are the very essence of business at Murad Apparels. Providing a product or service is more than just about customer sympathy; it is the concept of building a firm ground for the venture. In the race which our industry is, establishing and/or maintaining the aforementioned relations must be carefully thought out.

Here's how we nurture our customer connections:

1. Customer Data Collection and Analysis

The first step is to develop customer relationship with effective collection and analyzing the customer data. This company uses the advanced customer relationship management systems to gather the data on customer preferences and purchase history.

2. Personalized Customer Engagement

Leveraging the insights gained from data analysis, Murad Apparels focuses on personalized customer engagement. This involves creating customized marketing campaigns personalized product recommendations and targeted promotions that resonate with individual customers. By

delivering relevant and personalized content, Murad Apparels ensures that customers feel valued and understood, which significantly enhances their overall experience with the brand

3. Consistent Brand Communication

Maintaining consistent and coherent communication across all channels is crucial for building trust. The company ensures that its message and identity are consistent through out all forms of media.

4. Feedback and continuous improvement

Customer feedback is a valuable resource for Murad Apparels. Actively seeking out and listening to customer opinions and suggestions can help to improve the products and services which will help with overall customer satisfaction.

3.7 Process of developing customer retention

Understand Your Customers

Divide the customer base into groups based on their demographics preferences and buying habits. This trick allows us to get better communication and promotion.

Customer Satisfaction Surveys

By gathering feedback through surveys we can understand our customers' needs and satisfaction levels.

Building Customer Engagement :

Exclusive offers and events

Hosting exclusive events and promotions can increase customer loyalty

Social Media Interaction

Being active in social media and responding to comments and messages can help Murad Apparels to better communicate with customers.

Content Marketing

Creating engaging content such as videos showcases the company's brand story, values and commitment.

Customer Appreciation Programs

Recognize and reward loyal customers with exclusive discounts can also help with customer satisfaction.

Chapter: 4
**Customer Relationship and Retention Strategy of
Murad Apparels**

4.1 Customer Relationship and Retention Strategies of Murad Apparels

Building Strong Customer Relationships

The value of customer bonds is a key factor in success, which requires understanding in the garment industry market environment that is filled with competition. Here are some practical strategies Murad Apparels employ to ensure customer retention: Here are some practical strategies Murad Apparels employ to ensure customer retention:

Custom Software Solution

Murad Apparels in-house IT department is the creator of an in-house proprietary software that accelerates departmental operations, making our workflow responsive. Therefore, this provides company sales teams with an opportunity to conveniently track the hard data i.e. sales, production status, and inventory level, ensuring that Murad Apparels are able to make informed decisions and maintain real-time inventory.

Operational Efficiency

Murad Apparels commit ourselves to operational efficiency by aiming at delivering products on time, which are a crucial factor of satisfaction to Murad Apparels customers. Murad Apparels eliminate the complexities and maximize the efficiency of operations affecting so that company do not make errors and reduce delays ultimately leading to a better customer experience.

Customer Satisfaction Analysis

It is the main thing that makes Murad Apparels one and only. Company always attempt to resolve a problem with products/services quickly since Murad Apparels offer fast resolutions and sometimes compensations. customers are the priority and their content is the main thing that Murad Apparels value!

Quality Issue Resolution

Through the assurance of premium products, Murad Apparels implement a strict focus on product quality. Murad Apparels determination to offer customers the best quality products is at the heart of operations. Unlike the usual practice of postponing the handling of quality concerns to a later time, company resolve them immediately and rectify them as soon as company see them.

Timely Document Provision

Murad Apparels fulfill commitment to Murad Apparels clients by the prompt delivery of documentation when installations are complete. The result is ease of business, which impacts their perception positively by Murad Apparels service-oriented perception.

Emergency Delivery Services

Following the realization that prompt delivery is one of the main factors in successful customer operations, Murad Apparels provide emergency delivery services which includes during weekends and during the holidays which they can rely on to cater for urgent needs, and this also goes hand in hand with smooth production.

Flexible Payment Terms

In terms of a client that is facing financial limitations, Murad Apparels are willing to give extended payment terms, concentrating on further enhancing customer support and satisfaction. Ultimately, it allows Murad Apparels to continue building a long-term relationship with customers.

Competitive Pricing Strategies

Murad Apparels is in the habit of refreshing the dynamics in the market that enables to comfortably offer the best prices to customers. Taking price competitiveness into account and as one of the factors of purchase decisions, Murad Apparels apply favorable pricing to regular and steady customer group to attract them to Murad Apparels.

Personalized Customer Relationships

In our vision, the individual customer matters a lot, that's why we put focus on personalized customer interactions, customized services considering each individual's preferences and needs. This personalized approach, which aims at customer satisfaction, especially in the times of competitive environment, brings banks and their customers together for a long time.

Efficient Service Recovery Process

With Murad Apparels internal transport lines, company are quickly able to deal with any product errors reported by customers, meaning quick product replace which prevents wrongdoings from Murad Apparels part.

4.2 Functions of Customer Relationship Management at Murad Apparels

Loyalty Program

Functions : The details of the program are not publicly available, but it likely offers benefits like points of purchases, tiered memberships with increasing rewards, and exclusive promotions or discounts for loyal customers.

Customer Data : The program likely collects customer data on purchase history, preferences and demographics. This data allows for targeted marketing campaigns, personalized recommendations, and a deeper understanding of their customer base.

Increased Customer Engagement: The program incentivizes repeat purchases and fosters a sense of community among loyal customers.

Valuable feedback: Through the program, Aarong can gather feedback on products, services and overall customer experience.

4.4 The Benefits of Murad Apparels

Putting CRM into Practice

In a Murad Apparels, use the CRM model so Murad Apparels know everything about customers. therefore have an edge today more than ever before in acquiring knowledge on what exactly it is that customers want, how they want it and when they want it and tailoring Murad Apparels offerings to meet the demand. It is really about doing that by establishing good relations with customers and consistently offering what they really need.

Boosting Productivity and Margins

Through on time delivery with no faults and optimal solution search Murad Apparels inclusive have increased output and profits. Activities, which engage clients and production efficiencies, among others, keep in the lead.

Agile Decision-Making

Murad Apparels manage CRM by using strategies which quickly synthesize and settle the business issues. Through the investigations of the marketing trend and customer feedback, Murad Apparels are able to bring judgment to the table that can shape underlying conditions to drive agility and adaptation in the competitive market.

Gap Detection and Mitigation

Murad Apparels are constantly exploring new methods of fixing customer offerings' quality so that the customers' needs are met both quickly and effectively. In doing this, customer expectations will be met, and satisfied, and potentially, have the consumers come back for more due to their needs being served.

Business Development and Client Satisfaction are the building blocks of the financial services sector.

It's with efficient CRM techniques that Murad Apparels business aims at a certain growth level and meet both the requirements of the customers and companys. By understanding the preferences of customers and responding with adjusted solutions to their needs, Murad Apparels gain and keep customers and consequently grow as a business.

Efficient Communication Channels

All communication channels would be kept tight with customers and it would be made convenient for customers to engage and talk back to Murad Apparels. This open dialogue leads to much higher client engagement and enhanced care agendas.

Building Loyalty

Murad Apparels construct a strong brand following through the offering of top-quality products and services, design of custom experiences and friendly customer care provision. It is just this that encourages customers to conduct favorable word-to-mouth exchanges and make a return business.

Sincere Client Relationships

Personal contacts, which are based on sincerity and mutual respect, and trust, are essential in establishing a loyal customer base. Customers` needs become Murad Apparels priority, their satisfaction and loyalty to our brand is a benefit that we will receive instead of a short-term business relationship.

Enhanced Customer happiness and Retention:

The ultimate goal of Murad apparels is to sustain customer satisfaction and retention via the company's CRM activities. The provision of unique solutions and personalized service is what secures the relationship with clients and earns trust and support for the company.

Chapter: 5

Findings, Recommendations and Conclusion

5.1 Findings of the Study - Murad Apparels

The following summarizes the results of the research done on Murad Apparels with reference to

CRM and retention tactics:

The following summarizes the results of the research done on Murad Apparels with reference to CRM and retention tactics:

There are different types of training.

The learnt experience that Murad Apparels has that a well- trained team is the most vital step in having long lasting relationships with the customers is required. The main problem in training at the moment is that it doesn't provide the necessary support for the contributions of the staff aimed at better customer services.

The large amount of money that can be channeled to training can make a big leap from the competence of employees; thus, they will be able to create and sustain excellent customer experiences.

Weak Communication is Building Foundation.

Murad Apparels rests on the pillar of constructing a strong communication infrastructure to take its CRM objectives into consideration. Among the tool of the trade are digital channels, customer support systems, and in the long run, the company should consider training initiatives in case of speed and clarity of communication.

The company intends to achieve this through the use of these communication channels which will lead to strengthening customers relationship, the occurrence of which will come as a result of increased happiness and interaction levels thus offering an improved customer relationship management (CRM) process.

Overcoming Responsiveness Challenges.

Murad Apparels faces challenge in responsiveness customers as it is of the essence for fast service. On the one hand, timely service is vital for the firm, but the organization is equally incapable of being quick-witted in order to maintain a healthy client-organization interaction.

Resolving this matter is of paramount importance and is important in meeting the clients' needs and our strict policy of good customer service.

A Customer-Centric Approach.

Under the auspices of the Murad Apparels brand, managerial attention to sales and customer services is being focused around building connections, rather than directing the practices around individual demographics or products.

This strategic method involves the recognition of the importance of tailored interactions for addressing all the particular wants and fancies of particular clients. Through implementing customer-focused initiatives, the organization realizes that personal attention is what brings

success and it selflessly tries to delight the clients, thus making them the part of the organization's future for a long- term relationship.

Focusing on Customer Retention.

While other business ventures entirely depend on new business for expansion Murad on the other corner, focuses on retaining her customers as opposed to new business. Through discriminating that it is easier than acquiring a new one to save a customer and is more effective. We can point to the importance of maintaining a good relationship. At Murad Apparels, we think that these retained customers can become a great source of additional sales because it those customers who most of the time have a guarantee that our products are good. Thus, Murad apparels aim to capitalize on the trust between our current clients and brand.

Unlocking Research and Development Potential.

Given that at present we do not even have a research department allotted to or exclusively dedicated to this area. Such a prospect exists however to be able to cope with a new stage in its growth. This creates other options for, case in point one might also fail to detect good chances related to that career choice.

Yet it might assist the company to take an advantage and be flexible for market curve changes. Through studying the niche areas, teaming up with external partners or evaluating the fast-developing trends the company may expand its research domain in most conversely, it can take advantage of its unique situations.

5.2 Recommendations for Murad Apparels

Continuously Raising the Bar on Service Quality.

Murad Apparels, which is mainly about excellence of service quality should pay attention to intensive studies of providing services at the highest level in order to be on top of the market. By paying attention and framing the service standards that the team does recurrently service can be provided on time and customer demands met promptly. It will result in quality and customers will end up pleased with services and the boss will have a good relationship.

Clear Communication for a Unified Purpose.

Murad Apparels should strive to ensure uniformity of beliefs and patterns of behavior in all departments when it comes to attainment of the goals and objectives. Good communication is the key of success. for the staff working together to facilitate a customer centered orientation that provides a sense of uniformity and a direction towards the organization's mission.

Investing in Employee Happiness.

Murad Apparels needs to prioritize the provision of an attractive benefits package. The employee is the most significant asset for this endeavor therefore it is always critical to treat them that way. I will build a motivated team of talented staff through promotional and retention efforts. via these strategies the company can achieve better customer relationships, improved teamwork and fair salaries amongst its employees.

Upgrading Outdated Systems.

Murad Apparels should prioritize modernizing its systems by replacing outdated manual processes with contemporary computerized ones. This upgrade will streamline procedures, promote a customer-centric approach, and enable the company to adapt quickly to changing customer needs.

Staying Up-to-Date with Software.

Murad Apparels relies on frequent software updates to ensure timely and effective customer service. Regular updates enhance system functionality, introduce new features, and provide faster, more efficient service. By proactively maintaining software, the company can stay responsive to customer needs and offer a seamless support experience.

Expanding Service Offerings.

To stay competitive and meet evolving customer demands, Murad Apparels should consider diversifying its service offerings. By expanding its services, the company strengthens its market position, ensuring it remains a one-stop shop for customers. This strategic move demonstrates a commitment to satisfying a wide range of customer requests and boosts competitiveness in the market.

5.3 Conclusion for Murad Apparels

My internship in Murad Apparels have taught me a lot about how a company runs. One important thing I learned is that customers are the king. Without customer satisfaction a company cannot have a long lifespan.

With proper time management I was able to learn a lot about the fast paced corporate field. The emphasis on customer satisfaction goes hand in hand with merchandising principles.

Understanding customer needs is crucial for creating effective products.

The internship has helped me earn valuable skills and insights into professional field and relationship development. I'm confident with the experiences gained at Murad Apparels will serve as a solid foundation for my future career development.

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