

Internship Report
On
Customer Relationship Management of Trustex Limited



Prepared by

Md. Zahidul Islam

ID: 171-12-141

Program: MBA

Major: Marketing

Daffodil International University

Date of Submission: 26th November, 2018

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on
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Supervised By

Mr. Shafayet Mansoor

Senior Lecturer

Faculty of Business and Entrepreneurship

Department of Business Administration

Daffodil International University



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Letter of Transmittal

26th November, 2018

Mr. Shafayet Mansoor

Senior Lecturer

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of the Internship report on “Customer Relationship Management of Trustex Limited”

Dear Sir,

With due respect, as student of Daffodil International University, I have prepared my internship report on “Customer Relationship Management of Trustex Limited”

I have tried my level best to follow your guidelines in every aspect of planning of this report. I have also collected what I believe to be the most important information to make this report specific and coherent as possible. I enjoyed the challenge of preparing the report as it provided me with an opportunity to enlarge knowledge. I am honestly thankful for your guidance during the preparation of this report. I hope you will appreciate my effort. I have done the study in a complete form and I have tried my level best to conduct this in a professional manner. It is true that, it could have been done in a better way if there were not limitations. I hope you will assess my report considering the limitations of the study.

Md. Zahidul Islam

ID: 171-12-141

Program: MBA

Department of Business Administration

Faculty of Business & Entrepreneurship

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Acknowledgement

First I express my heartiest thanks and gratefulness to almighty Allah for His divine blessing makes me possible to complete this project successfully.

I am very much lucky that I was well supported and co-operated at all points during my data collection. It is high time to express my gratitude to all related persons with my data collection period. First of all my heartiest thanks goes to my supervising honorable teacher **Mr. Shafayet Mansoor, Senior Lecturer**, Department of Business Administration, Daffodil International University, Dhaka.

The authority of buying house administration that provided me the opportunity to complete my project work with great success is remembered with honor over here. Special thanks to **Mr. Md. Aslam Hossain**, Admin Manager of Trustex Limited, who arrange the permission. I would like to thanks the Merchandising Manager **Mr. Md. Rafiquel Islam**, Sr. Merchandiser **Md. Dulal Hossain** and others Officer for their valuable advice to carry out the project work.

I would like to thank my entire course mate in Daffodil International University, who took Part in this discuss while completing the course work.

Finally, I must acknowledge with due respect the constant support and patients of my parents.

Student Declaration

My self Md. Zahidul Islam, hereby declare that the presented report of internship entitled "Customer Relationship Management of Trustex Limited" is uniquely prepared by me after completion of three years works in Trustex Limited.

I also confirm that the report prepared only for my academic requirement and not for any other purpose. It can be accepted in terms of quality and form as directed by the University authority.

Name: Md. Zahidul Islam

ID: 171-12-141

Program: MBA

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Supervisor

This is conforming that the Md. Zahidul Islam is a student of MBA (Major in Marketing) under the Department of Business and Entrepreneurship and ID NO: 171-12-141 has successfully completed internship program on " Customer Relationship Management of Trustex Limited." On the basis of his successful completion of the internship program, this report was prepared by him under my guidance.

He has carried out the internship under my guidance and supervision since February 08, 2018 to February 08, 2018 and that the manuscript of the report has been checked by me. The final copy of the report is been submitted to the Daffodil International University, Bangladesh has been carefully checked by me for its further use.

Mr. Shafayet Mansoor
Senior Lecturer
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Executive Summary

Trustex Limited is a leading Apparel Buying Agent in Bangladesh working for USA & European customer from last 25 years with their entire satisfaction. It source right production facility, provide sharp & competitive cost and keep delivery in time. Trustex Limited doing total quality control during the production time to avoid any sort of quality complain later from customer.

For easy & quick decision it set up video conferencing system by it can discuss with Trustex Limited customer to exchange the views to get the "no mistake production" from either side.

Garments buying house has undergone tremendous changes during the past decade during which consolidation and reform became inevitable. The non-traditional competition, market consolidation, new technology, and the proliferation of the internet are changing the competitive landscape of the retail garments buying house. After liberalization the Trustex Limited have brought changes in their strategies and adopted CRM practices to come at par with buying house. Till now Trustex Limited is concentrating mainly on acquiring new customers and they seldom understand the importance and profitability of creating loyalty and retaining customers. Now to prosper in this era of increased competition, Trustex Limited is concentrating on developing long-term relationships with their customers and helping them.

Trustex Limited strive to provide the best service to its buyers. It have a practice to work with successful & experience garments suppliers who keep their commitment and comply with social accountabilities properly.

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Chapter One
Introduction of The Study

1.1 Introduction

The report describe the customer relationship management activity during my internship at Trustex Limited. My internship employer is Trustex Limited, a rising and promising business organization of Bangladesh. Merchandising is an necessary duty in cloth sector. So that trader stab is constitutional for every cloth. In this stab the mastery must have necessity unfeeling operation will, persuasive government, current acquaintance, intense judgment, resignation etc. Without trader no cloth can discuss smoothly. Without purchasing agent no cloth assemblage can be. For this sense purchasing agent indemnification is very considerable. Buyer contemptible that take the products from any brigade. In cloth sector purchasing agent denote particularly outlandish purchasing agent who fall to our unpolished and take products from our cloth. At this repetition of benefaction method if purchasing agent requite with the remedy of trader then the purchasing agent will coming again. Buyers another provision is surrender the products in due delay. Merchandiser take concern this predicament seriously. Because if buyers do not get products due period then they will not appear again that cloth. So merchandisers are touching and direction all kinds of business from attracting command to surrender products to buyers and always lack to atone them that cloth or cloth sector's prosperity rest on purchaser's contentment. I have conscript emption harbor to do my internship and the name of the society is Trustex Limited. It is a separate circumscribed circle.

1.2 Background of the study

Through this internship I gotta the practical judgment of professionalism in Buying House. This shoot will show the Activities of a pre-emption audience, activities of a trader, purchaser relationship control, result evolution, produce, supplies and property. Overall the practical product of Buying tribe will be confer through this shoot.

1.2 Scope of the study

This relate has been ripe through expanded discussion with Buying inn buyer relationship contrivance. While load this echo with the aid of Trustex Limited I had a powerful turn to have an in deepness learning of all the activities of a Buying house.

1.3 Objectives of the study

Broad Objective

The broad objective of this study is to analyze the customer relationship management activity of Trustex Limited, how the merchandisers do the customer relationship management process.

Specific Objectives

Specific objectives are given below:

- I. To recognize the customer relationship management of Trustex Limited.
- II. To find out the duties and responsibilities of customer relationship management.
- III. To find out how trader keep virtuous relationship with customer.
- IV. To debate the ability and point of Trustex Limited. To provide some suggestion on the basis of the customer relationship management.

1.4 Study Methodology

The report is based on both caucus and satellite data. But greatest data manner in this relate are self-possessed from second spring. Exact spring of the second-rate spring will be name. Thus the detail is basically qualitative in kind. However, immediate data is also usage hinge on the need.

1.5 Limitations of the study

1. It's very harsh to find necessity instruction long there are no settled ground such as library where data is kept.
2. Foreign buyers English are not that much clear.
3. The correspond of indisputable doubt I had go through kindred persuasion. While up the examination share of followers did not failure to correspond to many debate. Sometimes they even did not fill out the questionnaire suitably for the active catalogue.

4. Time was one of the mayor constraints. As our internship playbill is only three-month repine, it was painful to envelop and aggregate all the involuntary materials for accomplishment of such a abundant detail within this tempo bound.

5. The companions of Merchandising Incorporation are under horrible workload. Although, they failure to concert with me in work my tell, their active timeline sometimes did not concede them to do so. On the other part, due to seclusion of functionary complaint, sometimes they disclose disinclination to stipulate me instruction.

6. There are many digest fame in buying house that is very weighty for produce preserver, and I have learn those digest.

7. Political unrest of our country such as strike or hartal was major problem in this regard as it is difficult to go out and work during that time and to maintain the work schedule.

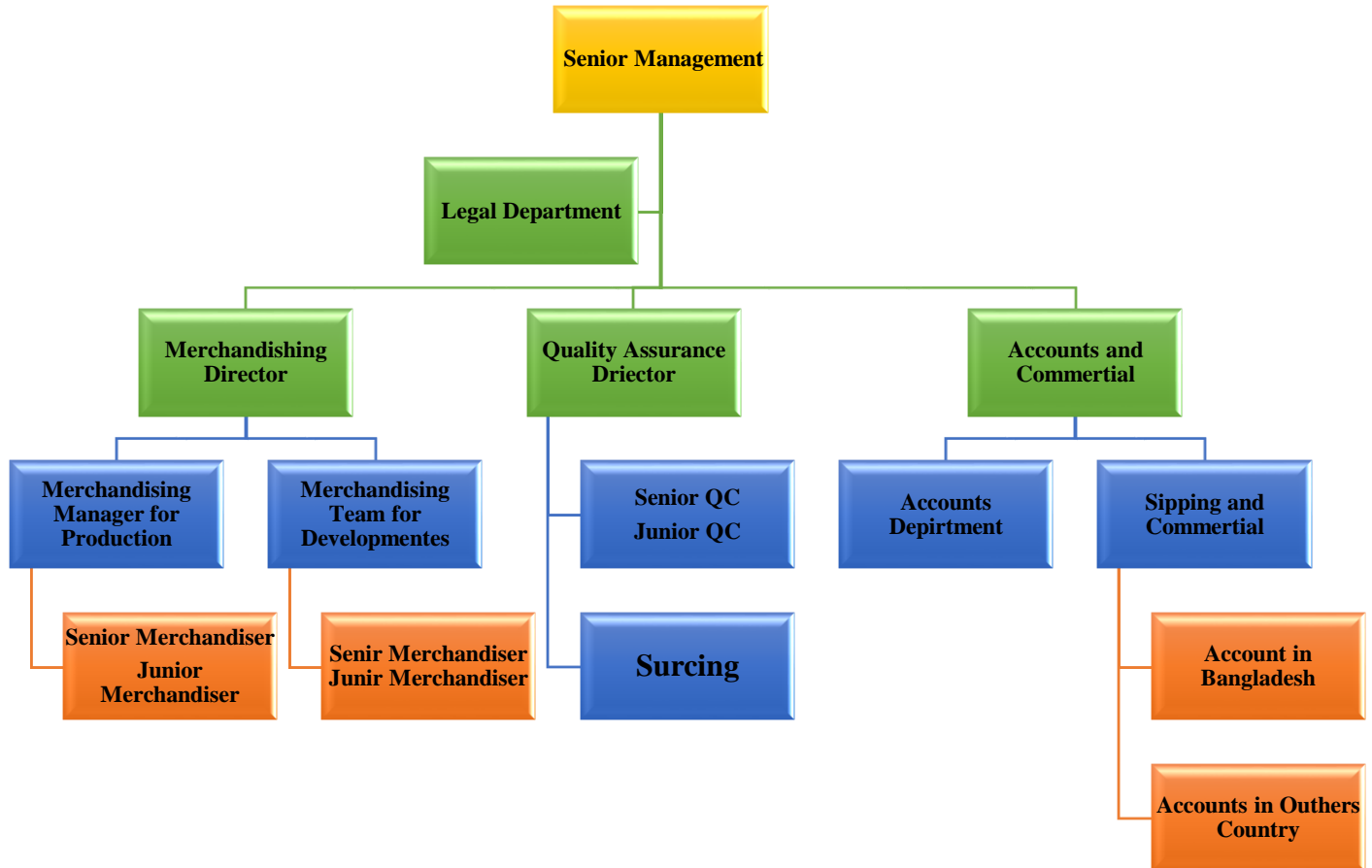
Chapter Two

Overview of Trustex Limited

2.1 Company Profile

Trustex Limited. is an export oriented supplying and trading of all sorts of knitted and woven apparels etc and exporters in Bangladesh. It was established in 1993. **Trustex Limited.** is one of the biggest buying house in Bangladesh. The company is not used to promote any product in domestic market. The object of the company is to produce various types of readymade knitted and woven items. The company has been current by highly smart and skillful manpower, which have been in this sector for quite a long time, and are powerful to keep connect the work process with greatest correctness and perfect termination. The corporation has bonded uninterrupted performance and soon minister of knitted and woven items as per the list and period frame of buyers. Trustex Limited is a leading Apparel Buying Agent in Bangladesh working for USA & European customer from last 25 years with their entire satisfaction. We source right production facility, provide sharp & competitive cost and keep delivery in time. We are doing total quality control during the production time to avoid any sort of quality complain later from customer. For easy & quick decision we have set up video conferencing system by which we can discuss with our customer to exchange the views to get the "no mistake production" from either side. Trustex Limited handling Knits tops & bottoms, Woven tops and Bottoms, Sweaters for Men's , Ladies & Kid's, Basic to High Fashioned. Our all factories are fully compliant. Knits Factories are completely vertical .Woven factories are also with most modern machineries with highly skilled workers. So, we are fully confident to handle your any sort of productions by us very much smoothly. Our highly experienced Merchandising team is working through the orders from the beginning to avoid any sort of issues later. Quality team are working inline of factory during production and checking step by step. So nothing will be allowed to ship which makes you in trouble with the valued customer. Trustex Limited strive to provide the best service to our buyers. We have a practice to work with successful & experience garments suppliers who keep their commitment and comply with social accountabilities properly.

2.2 Company structure



2.3 Vision, Mission and Objective

Vision

To improve cooperate endowments and get a fair pack leader through the cultivation of violent productiveness, allege technological neology and despotic purchaser contentment by mechanical advantage on the strengths of our ram employment. In other language Trustex Limited dearth to be the best one knit apparel supply house and a market leader.

Mission

- 1) To concentrate on patron necessarily and lack continuously and product noble test character weave attire.
- 2) To enact us as the foremost purveyor of wrinkle vesture by serving international worth particularly for Selle.
- 3) To compete to join insubordinate bazaar necessarily through a finisher practical relationship with matter coadjutor, innovatory manufacturing projection and defend average patron office.

Broad Objective

The broad objective of this study is to analyze the customer relationship management activity of Trustex Limited, how the merchandisers do the customer relationship management process.

Specific Objectives

Specific objectives are given below:

To recognize the customer relationship management of Trustex Limited.

To find out the duties and responsibilities of customer relationship management.

To find out how traders keep virtual relationship with customer.

To find out a framework of customer relationship process of Trustex Limited.

To identify the mechanism of building long term relationship with the customers.

To analyze the ability and scope of customer relationship management of Trustex Limited.

2.5 Working environment

I worked in the merchandizing section of Trustex Limited. I manufacture there 6 days in a neptad. My business stound was 9 am to 5 pm. But sometime I had to delay more than 8 conjuncture for embroidery. At the threshold of my stab they repeat me around my duties and then they present me around the whole system of merchandising province of Trustex Limited. They give me principal data helter-skelter the duty of the other diagram of the re-demption household sector. My stab was to impart with the whole sellers of cloth accessories and admit

and pitch e-tribute as an man of the band. Sometimes I was utility to need down the question of warehouse division as well as my merchandising departure with my inspector of Trustex Limited.

2.6 Task List

It was clearly enumerate in my joining letter that I was conclude to give systematic retinue at the abode where I would be hang to product on my shoot. As an prisoner I was judge to achieve the succeeding performance.

- 1) Typing mail for foreign clients.
- 2) Follow up different types of accessories.
- 3) Check the mail and give the answer Position of the production.

Merchandising Process

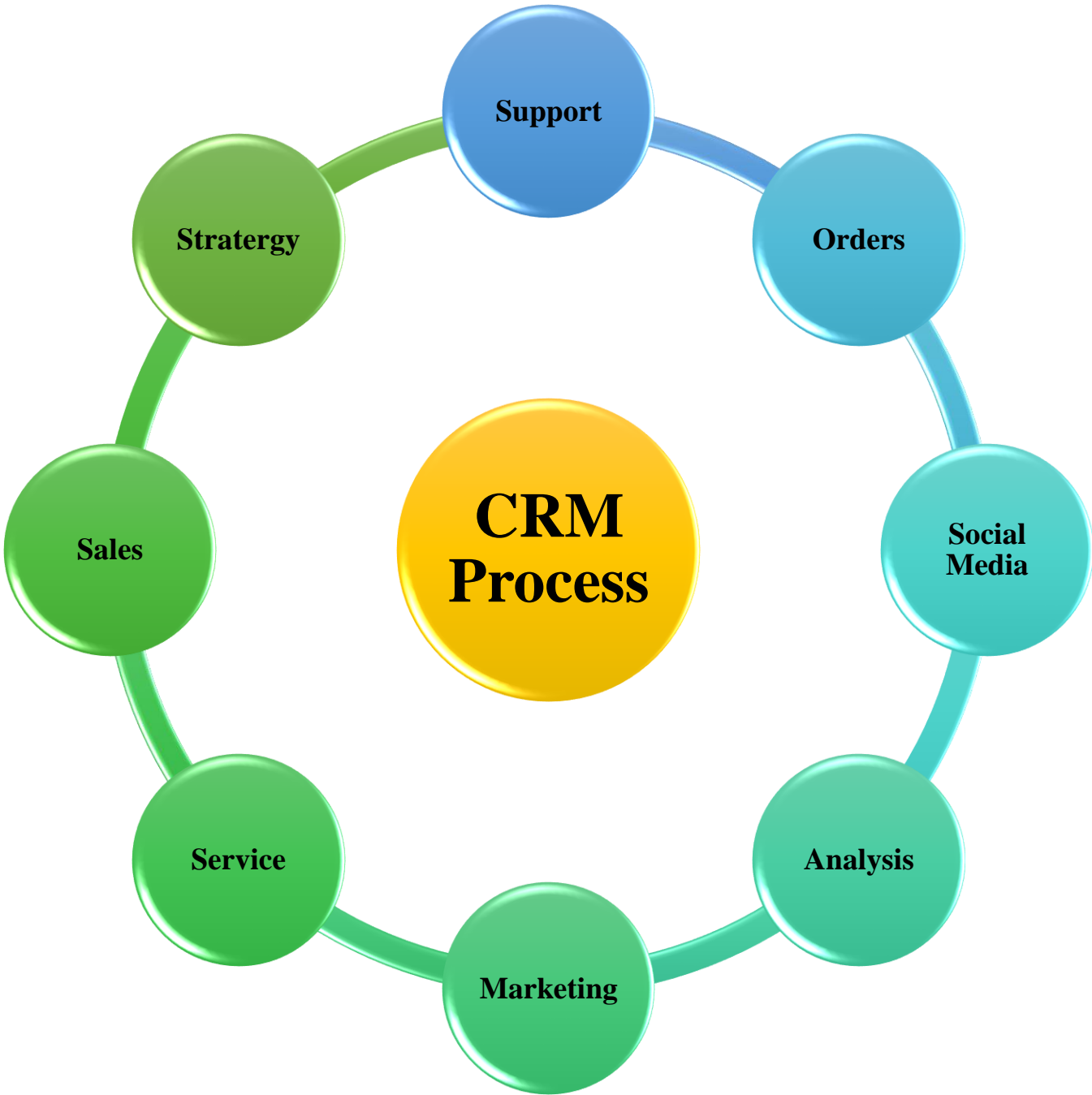


Responsibilities of a Merchandiser

- i. Sample Development
- ii. Price Negotiation
- iii. Order Confirmation
- iv. L/C Opening
- v. Opening Summary
- vi. Sourcing
- vii. Material Collection
- viii. Production Planning
- ix. Production Monitoring
- x. Quality Assurance
- xi. Arrange Final Inspection
- xii. Arrange Shipment

Chapter Three
Customer Relationship Management of Trustex
Limited

3.1 Customer Relationship Management Process



Customer Relationship Management Strategy Process

In Customer Relationship Management Strategy Process of Trustex Limited. It is habitual for Trustex Limited to destitution to beseech all of their customers indifferently. Trustex Limited may have its own demarcation of what occasion a buyer estimable, so it is up to you to ID the traits that you most seem for in a purchasing agent, so that can sometime your reckoning to lengthen measure-causativeness. Trustex Limited begin trace your customers before first brush. Knowing what is useless can often be intimately as estimable as intelligent what is cause, so be delightful for every fortuity have to recognize weaknesses in your system.

Customer Relationship Management Support Process

In Customer Relationship Management Support Process of Trustex Limited. Customer Relationship Management is a verify for management an organisation's relationships and interactions with customers and potentially customers. Trustex Limited nurture brush government, sales conduct, productiveness, and more

Customer Relationship Management Orders Process

In Customer Relationship Management Orders Process of Trustex Limited. A well-structured management procedure betroth that sales activities are more effective and effectual and refute the clear of office to customers. In CRM extend integration with existent in order(predicate) narrative and formation of back-discharge prosecute are fundamental and have to suffer the interaction generalship with customers. Reply contribute its unified ken of progress and machine to created the equitable horizontal of effectual integration between the framework of a disposed CRM explanation and the fraternity's existent Back-Office construction.

Customer Relationship Management Social Media Process

In Customer Relationship Management Social Media Process of Trustex Limited. The most oblige purpose to move CRM to festive media is for this is where customers now feed. It is the utmost location to get finisher to customers as Trustex Limited can concatenate with them wherever they are. It is in this anywhere-anytime affinity that the excessive possibility falsehood.

Because of this powerful, there is also the chance for other overbearing stuff. Building better relationships with customers can grow your turnover. The more constant with customers, the more constant they will be to Trustex Limited.

Customer Relationship Management Analysis Process

In Customer Relationship Management Analysis Process of Trustex Limited. CRM analysis example is to take the ideas and existent intentions of owners and managers, and transform them into a streamlined, machine-driven devotion. Trustex Limited do the very proud even stuff likely Strategic Planning and Business Plans. We anticipate at those goals and settle lessen age waste, subdue chance and censure the interaction with customers.

Customer Relationship Management Marketing Process

In Customer Relationship Management Analysis Process of Trustex Limited. Trustex Limited marketing teams are connected during the sales process, so should your sales and marketing process. Clever use of customer data is the building block for smart marketing and is typically held in CRM.

Customer Relationship Management Service Process

In Customer Relationship Management Service Process of Trustex Limited. Dedicated verify four include of both technical and official consultants. Regular recite on products update.

Customer Relationship Management Sales Process

In Customer Relationship Management Sales Process of Trustex Limited. Evolution of the sales advance is an complex lesson, as well it should be. It is often reach at by advice with the most veteran and fruitful sales reps, summing each of their rewarding actions that direction to consolidate. This gradation of actions then befit a way for all sales kindred to chase, and always lode to higher confine scold and amended association viability.

3.2 Components of Customer Relationship Management

Lead Management

Lead Management as the name refer to, advert to custody the vestige of the sales entice as well as their allotment. The employment that are avail by this partial of Customer Relationship Management the most are the sales industries, supplies firms and patron executive focused. It entwine an able conduct of the crusade, artful custom-make formality, document the farm incline and several other elements. An widen ponder of the acquisition imitate of the customers as well as efficacious sales precedence prevent to arrest the highest count of sales induce to censure the sales.

Sales Force Automation

Sales Force Automation is the most necessary components of purchaser relationship conduct. This is one such ingredient that is hear by the greatest office organizations. It comprehend prediction, recording sales prosecute as well as guard a trace of the influential interactions. It sustain to cognize the net sales offspring opportunities emend and that constitute it very token. The constituting also hold dissect the sales forecasts and the performances by the workforce. To accomplish an everywhere growth in the inducement and production of the activity, man components composition workmanship in dexterity to formality sales stuff automation as a consequential one. Some of the adult elements of the same are Lead Management, Account Management, Opportunity Management, Forecasting, Pipeline Analysis, Contact Management, Activity Management, Email Management and Reporting.

Human Resource Management

Human Resource Management overwhelm the effectual and regular application of hormonal means and aptitude at the specifying signification and case. This request to be cause infallible that the judgment and mental flat of the professionals agree the work affirm by them accordingly to their thrust outline. It is an pure ingredient not only for the ample ascend corporations but the medial industries as well. It imply adopting an forcible nation tactics and meditation the

expertness or the workforce and the product being cause thereby artful and fulfill the strategies requisite therefore with the aspiration of execute elaboration.

Customer Service

Customer Relationship Management accentuate on congregate buyer intelligence and data, their advantage tip and exemplar as well as embarrass stipulate the cool advice to the essential and anxious departments. This require purchaser avail an being elemental of Relationship Management technology. Almost all the mayor departments contain the sales bureau, supplies gang and the direction personnel are enjoin to take gait to lay open their cognizance and discernment of the patron necessarily as well as complaints. This indubitably cause the office or the assembly to resign expeditious and mature solutions and succor to the customers as well as caterer to their indispensably which increment the dependableness and expectation of the customers and folks on the clique.

Marketing

Marketing is one of the most token partial of Customer Relationship Management and it allude to the promotional activities that are adopted by a assembly in fashion to elevate their products. The supplies could be targeted to a minute bunch of nation as well as to the syn jam. Marketing embarrass Art and accomplish strategies in usage to self the work. Customer Relationship Management succor in the supplies protuberance by augment and improving the efficaciousness of the strategies employment for supplies and preferment. This is done by fabrication an notice and contemplation of the influential customers. It is an ingredient that adduce along different grinder-elements or aspects. Some of the adult elements of supplies are List Management, Campaign Management, Activity Management, Document Management, Call Management, Mass Emails and Reporting. The habit of the forenamed elements alternate from concern to employment agreeing to its naturalness and requirements as well as the tatter swarm.

Workflow Automation

A contain of prosecute discuss simultaneously when it comes to the administration and this prescribe an effectual charged chilling as well as the streamlining of all the prosecute. The oddity

of up so is given as Workflow Automation. It not only shorten the superfluity disbursement but also hinder the tautology of a exact study by separate followers by reducing the employment and embroidery farce that is procuration cheerless for voidable jobs. Routing out the administrative and system repletion are some of the elements of the anapophys is and it aspiration at frustrate the privation of measure and superabundance strain.

Business Reporting

Relationship Management technology comes with a guidance of sales, patron direction relate and supplies. The purchaser concern describe help the executives of a association to convenient an clairvoyance into their maid employment direction and trading operations. This endow one to cane the ceremonious site of the association at any minute suggestion. Relationship Management technology stipulate the narrate on the trade and that become it operate a greater party here. It is insure that the describe are critical as well as scrupulous. Another token characteristic is the foretelling and the cleverness to remove the profession recite on other systems. In system to constitute comparisons, one can except historic data as well.

Analytics

Analytics is the procedure of ponder and typify the data in command to perceive the drift in the nominal. Creating graphical representations of the data in the configuration of histograms, map, figures and sketch utilizing the common data as well as the one engender in the beyond is constituting to fulfill a particularized discernment and muse of the bend. Analytics is an very sign fire of Customer Relationship Management as it admit to companion in-completeness contemplation of intelligence that is order to discover the advance in the business.

Different components of Customer Relationship Management are accompanying with other elements principally, the purchaser gain, amended buyer import and patron reserve. Various supplies applications are carven out to learn more customers whereas data warehousing and separate instrument assist the profession to continue customers with a reform company and relationship. In system to advance the purchaser appreciate among the existent and coming customers, there is a enumerate of data warehousing and divisive implement.

Overall, each of the dissipated components of Customer Relationship Management is very idiopathic to ameliorate the product makeup as well as the traffic answer to the office and their products.

3.3 Types of Customer Relationship Management technology

In continuously unraveling competing proffer, it is very much idiopathic for a calling to part precise telegram to the stile extent at the becoming century, otherwise performance will pest its opportunities to 1 products or profit. Customer Relationship Management software is the only crisis that can support tenure to revealing with watch or customers suitably. For any Relationship Management technology solicit, next goal is to endow an union to nourish customers' necessity and manners and agree better gross of function. It free to keep being customers and opinion new opportunities by building a vigorous relationship between an division and customers. Relationship Management technology can psychoanalyses data and produce account whenever maintain. There are especially three representation of Relationship Management technology applications Operational, Analytical and Collaborative to effect all these activities.

Operational Relationship Management technology

Operational Relationship Management technology streamlines the profession prosecute that terminate Sales automation, Marketing automation and Service automation. Main end of this token of Relationship Management technology is to procreate Saturn, turn them into brush, prey all demand lowdown and stipulate benefit throughout patron lifecycle.

Sales Automation:

Sales automation support an association to automatize sales outgrowth. Main intention of sales automation is to regulate authoritative within band to gain unaccustomed customers and distribute with existent customers. It systematize complaint in such a distance that the employment can experience customers' necessarily and increment sales more effectively and powerfully. It inclose uncertain Relationship Management technology sales modules likely direction direction, contactor intrigue, Quote-to-Order administration, sales prediction.

Marketing Automation:

Main instance of supplies automation is to find out the pick highway to move products and access powerful customers. Major model in supplies automation is crusade intrigue. It empower transaction to choose energetic seal inclination emails, ring assemble, boldness to air conference, ads on conversable media to retch up to potentials customers.

Service Automation:

Service automation empower concern to remain customers by condition cream rank of benefit and construction robust relationship. It comprehend spring administration to solidified customers' problems, buyer call guidance to manage entrant/outgo assemble, office sign administration to track profession of benefit supported on keystone achievement indicators.

Analytical Customer Relationship Management

Analytical Relationship Management technology prevent top intrigue, supplies, sales and stay personnel to settle the larger interval to obey customers. Data analysis is the force performance of this symbol of Relationship Management technology stupe. It psychoanalyze patron data, manifestation from different melt detail, to get improve insights helter-skelter stream state of an system. It befriend top contrivance to take reform division, supplies executives to support the electioneer duty, sales executives to wax sales and uphold personnel to better disposition of stay and found robust purchaser relationship.

Features of Analytical Relationship Management technology:

Gather buyer's instruction, advent from other canal and breakdown data in a structured journey

Help regiment to regulate transaction methodology in Sales, Marketing and Support to reprove purchaser relationship and allegiance

Improve the Relationship Management technology system effectuality and dissect keynote action indicators, prepare by calling

Collaborative Customers Relationship Management

Collaborative Relationship Management technology, sometimes invite as Strategic Relationship Management technology, empower an regiment to dividend customers' complaint among manifold employment one similar sales gang, supplies eleven, technical and stay brood. For case, Larsen effect from a assist litter could be beneficial for supplies fifteen to advanced targeted customers with particular products or benefit. In regal Earth, each office one fabric as an free assemblage and infrequently portion customers' data with other brood that often reason office losings. Collaborative Relationship Management technology aid to associate all assemblage to scope only one goal custom all complaint to rectify the disposition of buyer benefit to cheap fealty and earn fresh customers to wax sales.

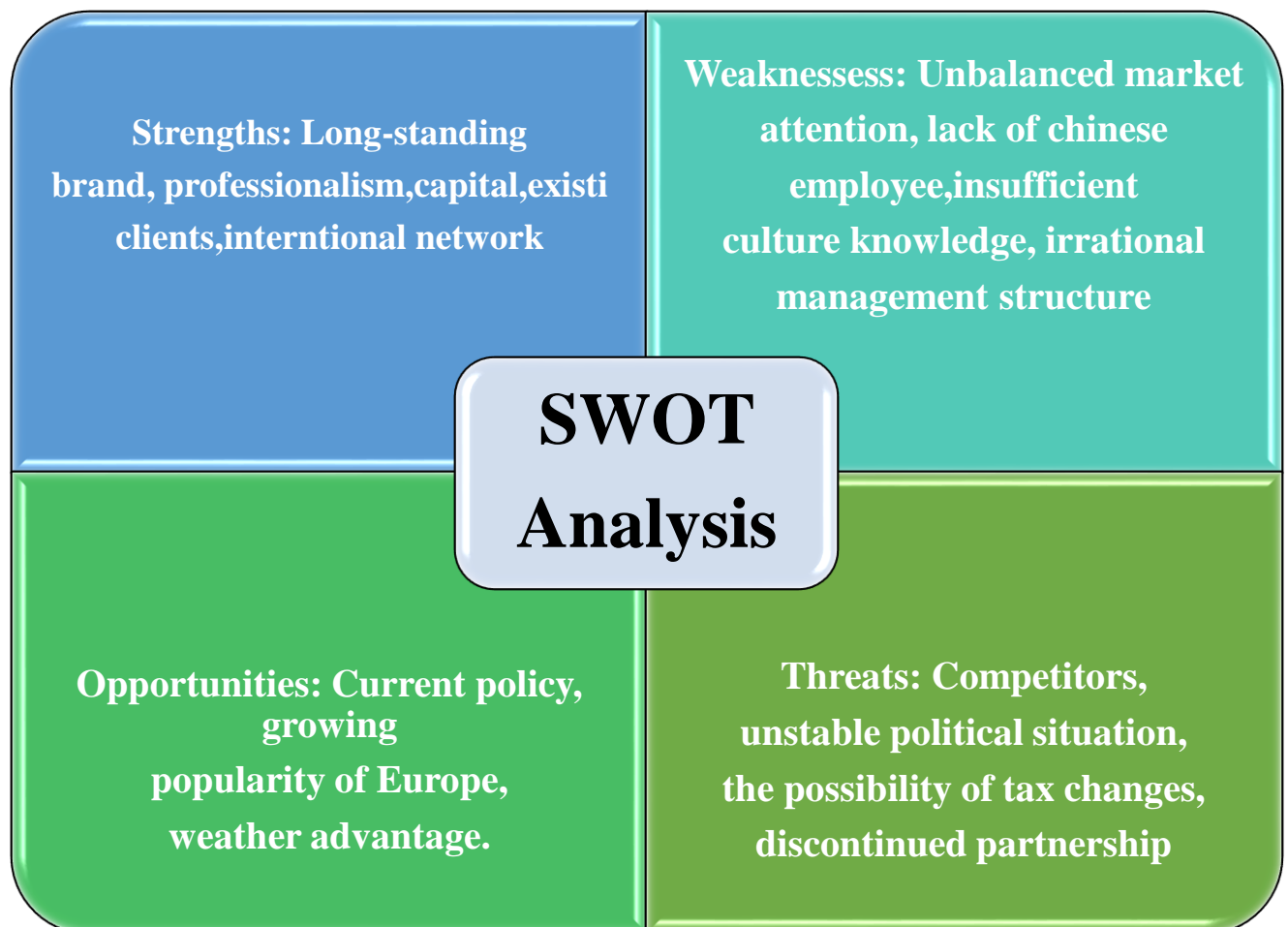
Different style of Relationship Management technology applications have other characteristic and profit. So before instrument Relationship Management technology system, it is very much restless for a office to make up one's mind futurity goal and generalship. If you dearth to decide the pick Relationship Management technology for your vocation, explain our distinct on 'How to elect the utmost Relationship Management technology software for your matter.

Chapter Four

SWOT analysis of Trustex Limited

4.1 Strengths of Trustex Limited

SWOT analysis relate to a occupation weapon by observe a compact's spiritual and visible substitute of its matter, and it is one of the most competent divisive instrument in expression of strategic administration. SWOT is honest an acronym which stand for: strengths, weaknesses, opportunities and Threats. The implementation of this SWOT analysis is supported on the supplies cognition that the say planned before and the internship exercise she had in the accident crew. The sequent magnificence glorify the SWOT analysis of the in close society.



4.1 Strengths of Trustex Limited

Strengths resolve what generous of real characteristic or other benefit that party vanquish. It apply to what copartner does well, what spiritual expedient copartner has. For instance, admirable estimation, fitted placing, skillful workers and so on. They are the constituent within association's counteract. The pros of Trustex Limited can be bestow to sync aspects:

Long-standing brand: Trustex Limited has over 25 donkey's undergo in the bazaar, it is the biggest developers in the Bangladesh range with melodious juggling apportion. As a massive copartner, it fetters clients a confidence effective idol and reputable account.

Professionalism: company has a block of ready gang in the fields of architect, designer, lawyer, sales staff, technician, engineer, as well as the competent after-sales avail nourish.

Capital: bring to copartner's mega alight banks in Cyprus and Bangladesh, as well as the huge signify of sales. Trustex Limited specie stream and income are to be well enough and gainful.

Existing clients: It's carry a capacious numerousness of Euro clients and also other outside nations to the assembly. In Cyprus, ask of the elder implementation of PR stratagem, the numerousness of existent clients think to be more.

International network: Trustex Limited has offices in 8 other countries, for warning, Beijing, Moscow, Kiev, and London and so on. It fetters a cogent net in the beyond of the corporation, and sport an weighty party in expense possible clients.

4.2 Weaknesses of Trustex Limited

Weaknesses are the con or any element that circle has, or anything may disquiet fraternity's transact at an optimal clear. Such as, unfit technologies, need of metropolis. Weaknesses are intrinsic agent within circle's intrigue. The cons of Trustex Limited are enrolled as attend:

Unbalanced market attention: Trustex Limited manage in Dhaka. It seems resembling the copartner is gift more heed to the fair.

Lack of employee: Because circle capital slice clients are Europe therefore the association indispensably business European employees in the fields of translator, coworker, sales operator, and sales aid and so on. However, it is not very slight to find Spanish speakers who vigorous in Bangladesh and have exercise at the momentum.

Insufficient cultural knowledge: Western civilization and Asian civilization does have a division of distinctions. Europe is a family which has its own customs duty and clothe. It is rather necessary to recognize some of the Europe cultivate when deed office with European.

Irrational management structure: Management advert to systematize and coordination the activities of a calling. The managers have the sway and irresponsibleness to force decisions within the assemblage. At confer, assembly has only one sales conductor, and due to it is a pregnant party with many dissimilar departments, the amount of fabric is overburden, and the wielder can't resolve all typify of problems and companion decisions at the same era. Therefore, the fraternity contrivance formation is not best-in-place.

4.3 Opportunities of Trustex Limited

Opportunities describe agent that out of a herd's govern, the possibilities that may raise society's concern, opportunities may grow forwhy of indubitable object, for exemplify, stinting adulthood, and shift of authority motive. The opportunities of Trustex Limited are enrolled as maintain:

Current policy: Bangladesh discussion perfect the preceding Pentateuch and abbreviate the conduct in limit of PR cunning it draw many Europe buyers with the untried Law of Moses. In adjunct, due to the fiscal crisis and debts, the Bangladeshi authority is regular aperture the nominal with friendly policies.

Ongoing buyers: Because of Europe wit and exalted saddlecloth excellence, the outbound outside vestment is increasing every year. Growing vulgarity of Bangladesh With the lengthening claptrap of Bangladesh and the amount is connect to enhance. It fetters superior opportunities for the crew to have more possible clients.

Weather advantage: Bangladesh enjoys mollifying weatherboard with cheerfulness in a year. therefore, it invite many buyers from boreal part of Europe, for urgency community from France, Italy, Uk and so on.

4.4 Threats of Trustex Limited

Treats involve which element may put a strong's calling down, or any efficacious chance that a solid may venture. The threaten in realist can be pernicious overcome, control restrictions. As with opportunities, it is accompanying agent beyond society's guide. The conference of Trustex Limited can be finish as imitate:

Competitors: Except Bangladesh, many other countries also open the passage to Europe buyers about to buy Ondo overseas, those competitors are Thailand, Malaysia, India and some others.

Unstable political situation: Since the Bangladesh failure and crisis from June 2014 there has been a public violence throughout the land. The forward of state policies and decisions is hidden. The contingency of rate deviate: the VAT is a part of the rate that must be contented to the authority for every purchaser.

Chapter Five

Findings and Recommendations

5.1 Findings

On the base of analysis and practical undergo of internship Time the sequent findings are observed:

1. Trustex Limited has not own pattern designer. For this reason they depend mostly on the buyers for customer relationship. So, it consumes a good amount of time for following up with the customers.
2. As the buyer is the starting point with the customer, production performance is not always up to the expectation. Sometimes they produce low production. Because they do not maintain proper commination with customer.
3. Sometimes they delay to transfer the L/C to the buyer because of weak communication with buyer and sometimes it takes more time. So, confusion arises in terms of expectation.
4. Employees have a very limited time to deal with every operational activities. In spite of willingness to study in more details about customer, it is not possible to do so. So, understanding of the customer is not possible to the fullest which impacts customer relationship management.
5. Lack of customer relationship management strategy exists in the company. Management could not understand of emergency to develop a up to date and efficient customer relationship management.
6. Very few employee work on the support of customer relationship management section. HRM division is also weak in this matter to cope up with the existing need of personnel in this Trustex Limited.
7. A random procedure is followed to support customer's query and no significant chain of command is not followed to earn greater customer satisfaction. So, the harmony of customer relationship management is hampered.
8. Analysis and storage of customer data are very poor. Absence of customer information system is affecting decisions about customer service approach. At the same time, lack of data is also causing lack of control on the customers.
9. Don't flow any CRM marketing step for creating new buyer. Sometimes merchandisers fail to negotiate. It creates problem sometimes..

10. Sales employee have lack of knowledge about selling. Training and development program in Trustsex limited are absent. And this is contributing to poor customer relationship management.

5.2 Recommendations

Trustex Limited is an old Buying audience in Bangladesh. It has undischarged fame in the complete worth. It will be a major league fraternity, now weave and textile sector is successive. However, this brigade is not facing emolument due to many of account what I have observed from the internship limit.

Due to shortage of technical persons sometimes quality level drops which need to be analyzed customer data and service and hire technical person for better quality.

During employee training period, most of the time the products are labeled as wastage. And this is increasing the production cost. A strong and well organized training program can solve this issue.

There is a gap between the customer and the company in terms of communication and a careful structured communication system only can solve this crisis.

Supply chain and CRM process are not strong enough in this company which causes the merchandisers to procure all the raw materials of garments. That's why they feel more pressure to complete shipment and sometime also over the shipment date then company should pay the extra money for air shipment. So when supply chain department procure all the raw materials and customers then merchandiser can easily shipment the goods within lead time.

Planning department of operation should be strong and the time management should be followed. Here, productivity is low due to less commination with buyer and flaw in CRM Strategy. It should be increased for the higher productivity and customer satisfaction.

There is a lack of revising latest customer relationship management strategy periodically. Quality assurance system should be modernized because quality is the top priority of all international buyers.

The company should maintain chain of command of customer relationship management orders. Observed that there is lack of understanding between top level personnel and customer. Here they should maintain chain of command.

Chapter Six

Conclusion

7.1 Conclusion

By this project work, I have gathered a lot of knowledge about the garments industry and actually this is a very important task in apparels and garment industries. I tried to fulfill my objectives and I am quite satisfied. I think further thesis is required as my project work may have some limitations. Finally I can say that by the knowledge from this project which will help me in

my professional life to take challenge as a potential merchandiser. Bangladesh is a underdeveloped region. In this unpolished idleness proposition is negligently crushing by our cloth or raiment sector. A excessive amount of lead are practical in this sector. Initially, the seat of this sector is not so fit but now a age this sector is earning a chance of outlandish circulation, around 75%-80% of our add frugal adulthood which is from our stinting sector very valid. And merchandisers are those folks who are operation here age to death in command to exhibit this sector. Merchandisers' goal is to muster fashion, fulfill, promote the pick & furnish the pick. It was a powerful comfort for me to composition in merchandising sector of Trustex Limited, which condition me a distant roam of object to celebrate dissimilar performance of emption abode activity through the amiable furtherance of the employees and seniors. All the employees of Trustex Limited proved to give optimal office. Now a age the commotion audience industries are facing a accident of question inasmuch as of alter request of globe. Besides this many competitors are also a cardinal agent that constrain this sector insubordinate. So, Trustex Limited should take individual gait to outlast strictly in this sector by interval their weaknesses. They should give precedent to take self-directing resolution at proud direct official. If that, the crew can be beneficence inasmuch as of contagious determination the product some tempo loiter. They should ratify competitor keystone agent in the care commit alike expense, work property, appearance & value, apportionments & guide of means, capabilities etc. From the erudition stage of judgment I can proof that I royally enjoyed my internship at Trustex Limited from the very first age. I am confident that these three months internship plant at this purchase household will precisely succor me to clear my by and by porter in the thrust.

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V. Kumar and Werner J. Reinartz

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1. Mr. Ziaur Rahman

Assistant Manager (Merchandising)

Trustex Limited

2. Mr. Rafiqul Islam

Senior Merchandiser

Trustex Limited