



*‘An Analysis of the Customer  
Relationship Management of Bata Shoe  
Company Limited’*



**Prepared By**

**Ashiqur Rahman Ankon**

ID: 171-11-386

Program: BBA

Major: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship



*An Analysis of the Customer Relationship  
Management of Bata Shoe Company Limited*

**Submitted To**

**Professor Mohammed Masum Iqbal, PhD**

Faculty of Business and Entrepreneurship

Daffodil International University

**Submitted By**

**Ashiqur Rahman Ankon**

ID: 171-11-386

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Department of Business Administration

Faculty of Business & Entrepreneurship

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## Letter of Transmittal

02 December, 2020

Professor Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

**Subject: Submission of report entitled ‘An Analysis of the Customer Relationship Management of Bata Shoe Company limited’.**

Dear Sir

It is in reality an extraordinary delight for me to have the option to handover the consequence of my difficulty of the entry level position report on "An Analysis of the Customer Relationship Management of Bata Shoe Company Limited".

I attempted my level best for setting up this report. This data of this report is essentially founded on web data. I have given hundred percent for making this report meet up.

I, intensely trust that you will discover this report worth perusing. Kindly feel free for any question or explanation that you might want me to clarify. Expectation you will value my persevering and reason the minor blunders. Expressing gratitude to ward you for your collaboration.

Sincerely yours,

Ashiqur Rahman Ankon

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## Supervisor's certificate

This is to certify that the report entitled **An Analysis of the Customer Relationship Management of Bata Shoe Limited** is prepared by **Ashiqur Rahman Ankon, ID: 171-11-386** under my supervision as a requirement of Bachelor of Business Administration (BBA), Department of Business Administration, Daffodil International University.

The report is recommended for submission.

Thank you very much.

.....

Professor Mohammed Masum Iqbal  
Department of Business Administration  
Daffodil International University



## Acknowledgement

From the start, I offer my profound thanks and true gratitude to Almighty Allah for giving me adequate solidarity to make this report effectively.

I want to thank my supervisor Professor Dr Mohammed Masum Iqbal that he has help me enough to complete this internship report. I am grateful that he was always there to help me. I am very happy to have this opportunity to meet people who were very kind hearted though this report. I wouldn't be effective without the motivation and backing of my noteworthy instructor Professor Mohammed Masum Iqbal sir. You were consistently there for me, generally give me rules and suggest the most ideal way. I welcome the time and exertion that you went through in helping me with this report.

Despite the fact that I've not worked truly with Bata Company however gathered data from their some outlets and their representatives. It was an exceptional gone for learning and ace change.



## Executive Summary

This study of the Thesis report titled “**An Analysis of the Customer Relationship Management of Bata Shoe Limited.**” The main objective of this report is how Bata shoe Limited is managing their relationship with their customers. For the analysis, based on objectives this study used both qualitative and quantitative data sources. The study also collected information from internet. At last for the analysis the study collated data through questionnaire survey.

Bata Shoe Company is the market chief in the footwear business since its activity in Bangladesh. The name Bata accomplished such a situation in the clients mind that at whatever point they heard the name of Bata, footwear with great comes into their psyche. Bata has been serving its client with wide collection of items for around fifty years. They have faith in client relationship management (CRM) profoundly. They keep up a sound connection with the clients offering different proposals as indicated by the client's needs and needs. Bata has begun its activity in 1962 in Bangladesh. Bata Shoe Company (Bangladesh) Limited works at two assembling offices at present – one in Tongi and the other in Dhamrai.

Style could never be finished without a very much planned pair of shoes. This advertising knowledge has incited Bata to present some of fashioners' assortments for men, ladies and youngsters.

The purpose of this report is to analyze the customer relationship management of Bata Shoe Limited. It is also discussed how Bata shoe Limited is interacting with people of Bangladesh and spreading their business.

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## Chapter: 01

### Introduction

#### 1.1 Background

The Bata Shoe Organization was established in 1894 by Czech financial specialist Tomas Bata in the city of Zlin. He was from a shoemaker's family with a long legacy of eight ages and more than 300 years.

Since its establishing, Bata has been at the lead of advancement; not just in the creation and plan of new styles, yet in addition in the arrangement of plans of action that grant a fast reaction to the regularly changing needs and needs of our clients. Today the Bata Shoe Company is a mediocre focus organization surrounding activities in excess of 70 nations around the globe.

Bata has begun its activity in 1962 in Bangladesh. Bata Shoe Company (Bangladesh) Limited works at two assembling offices at present – one in Tongi and the other in Dhamrai.

Style could never be finished without a very much planned pair of shoes. This advertising knowledge has incited Bata to present some of fashioners' assortments for men, ladies and youngsters.

Since its foundation, Bata Shoe Company (Bangladesh) Ltd has endeavour towards one objective and that is consumer loyalty. With the vision of building an overall group of fulfilled clients and committed labourers the tradition of Tomas Bata proceeds with solid and unabated right up till today – the custom is sheltered.





## **1.2 Objectives of the study**

**The study has been carried out with the following objectives.**

- To explain Customer Relationship Management;
- To illustrate Customer Relationship Management of Bata Shoe Company Limited;
- To identify problems relating to Customer Relationship Management of Bata Shoe Company Limited;
- To make recommendations to improve the level of Customer Relationship Management of Bata Shoe Company limited;

## **1.3 Scope of the Study**

It was necessary to collect data from consumers but due to the pandemic situation the data of this report has been collected through some employees and some customers.

## **1.4 Limitation of the Study**

To prepare this paper we had to face many problems, including time and costs. In addition, we faced a lot of difficulties in finding the actual data from the websites. The officials also did not cooperate in providing data on their company for the settlement of their company.

## **1.5 Methodology of the Study**

To prepare this paper we had to face many problems, including time and costs. In addition, we faced a lot of difficulties in finding the actual data from the websites. The officials also did not cooperate in providing data on their company for the settlement of their company.



## Chapter: 02

# Overview of Bata Shoe Company Limited

## 2.1 Brief history of Bata Shoe Company

The Bata shoe company was established by the famous dealer Mr. Tomas Bata who blew the whistle on the shoe industry in 1894. The company was originally from slim, Czechoslovakia, now known as the Czech Republic. From that day on Bata Shoe Company has become the largest trading and marketing company in the world. The international market of Bata includes footwear, washing machines, woodworking machines, quality control centres, manufacturing facilities and research facilities.

Bata has developed a global oil pipeline by setting up approximately 6,300 sales outlets, 10,000 franchise and thousands of depots and dealers. More than 50,000 people are directly involved in the production and sales of more than 300 million pairs of shoes annually. The Bata footwear company manages sales in 55 countries, and operates 40 manufacturers in 26 countries. Bata is headquartered in Switzerland, formerly based in Toronto, Canada.

## 2.2 Bata Business

Bata footwear companies cooperate with all the advantages of industry of shoes. Across the globe, Bata serves customers from storefronts to office floors.

- ✓ Retailing
- ✓ Manufacturing
- ✓ Wholesaling
- ✓ Brands & Product Development
- ✓ Business units of Bata Shoe company
- ✓ Worldwide coverage of Bata



### **2.3 Bata Shoe Company Ltd (BD)**

The Bata Shoe Association began its operations in Bangladesh in 1962. The company merged in 1972. The company is affiliated with Bata Footwear Company, the largest footwear industry and industry.

According to the Bata Bangladesh website (2010) Currently, Bata Bangladesh operates 2 manufacturing facilities between Tongi and Dhamrai, with a production capacity of approximately 1,10,000 pairs of shoes daily. It has a modern aesthetic with state-of-the-art technology to complete 5 million square feet of leather every year. The plant has been designed with state-of-the-art technology to ensure the best possible environment for workers' driver's seats and the environment. The regional headquarters are located in Singapore.

### **2.4 Mission & Vision**

#### **Vision**

- To make incredible shoes reachable to everybody.

#### **Mission**

- To assist individuals with looking and feel well.
- To be the client's best option.
- To draw in and hold the best individuals.
- To remain the most famous footwear organization.

### **2.5 Environmental Mission**

To protect our customers and communities and protect us natural environment to support human development globally.

### **2.6 SWOT Analysis of Bata Shoe Company Ltd (BD)**

#### **Strengths:**

- ✓ High quality items.
- ✓ Strong brand picture.
- ✓ Vast product offerings.



- ✓ Strong and mass dissemination organization.
- ✓ Wide scope of related brands.
- ✓ Skilled supervisory group.
- ✓ Modern fabricating offices.
- ✓ Potential target market.
- ✓ Loyal clients.

#### **Weakness:**

- ✓ High cost.
- ✓ More accentuate on quality as opposed to plan.
- ✓ Lack of limited time exercises.
- ✓ Poor exertion to pull in new client.
- ✓ High cost structure.
- ✓ High import obligations.
- ✓ High authoritative expense.
- ✓ Vat and duty obstruction.

#### **Opportunities:**

- ✓ Wide assortment of items advertised.
- ✓ Better client assistance.
- ✓ Go up in trade.
- ✓ More feature on item quality and plan.
- ✓ Strong retail location organization.
- ✓ Neat and clean retail outlets.
- ✓ Trained and restrained sales rep.

#### **Threats:**

- ✓ "Apex" is viewed as the greatest danger.
- ✓ Potential new brands like Bay Emporium.
- ✓ Counterfeiting of Bata shoes in deserted areas.
- ✓ Consumer discernment with respect to excessive cost.
- ✓ High cost because of high creation cost.
- ✓ Disruption of viable flexibility.
- ✓ Switching new age to popular items.



## Chapter: 03

### Literature Review

#### 3.1 What is Customer Relationship Management?

Client relationship showcasing (CRM) is a business cycle in which customer connections, client devotion and brand esteem are worked through promoting techniques and exercises.

CRM permits organizations to grow long haul associations with set up and new clients while helping smooth corporate execution.

##### **CRM moreover:**

- CRM straightforwardly assess client esteem. For instance, a business that is really inspired by its clients is compensated with client and brand dedication. Since CRM is commonly favourable, piece of the pie suitability propels at a sound movement.
- Provides strategically pitching chances, where, in light of client endorsement, a business may pitch demonstrated promoting or brand methodologies to more than one customer.

#### 3.2 CRM strategy of Bata Shoe Company

There are incalculable elements that add to the general accomplishment of the association; consumer loyalty is one of them. At the point when you are selling items or administrations, it is imperative to remember this factor and consistently centre on improving it so as to make clients more faithful and fulfilled. It is hard to distinguish the clients' class of Bata Shoe Company. Bata contacts pretty much every social class individuals. Bata satisfies the footwear needs of the higher class and lower class at indeed the very same time. To remain nearer to the clients, Bata shoe organization attempts an appraisal of the clients at a normal span. They likewise structure a decent connection with clients by dazzling them. For instance when a client enters the stores 'Bata' in any shopping centre sales rep invite clients and when they left the store they state Thank You.



### **3.3 Bata fortifies Omni channel CRM technique**

Driving shoe brand Bata is fortifying its Omni channel CRM methodologies as it made empties to fresher worldwide market to remain in front of the advanced insurgency and stay purchaser prepared. IT benefits firm Capillary Technologies has been going about as Bata's CRM accomplice in six Asian nations including Singapore, Malaysia, Indonesia, Thailand, India and Bangladesh, and three African nations, Kenya, Zambia, and Zimbabwe. Fine has controlled Bata's devotion program for more than 2,000 stores in these business sectors.

With the objective of giving a joined CRM stage over the entirety of its business sectors, Bata will start its strategy for the Philippines and Vietnam in the second 50% of 2020.

We need to unite outstanding items, and top tier retail innovation to understand our enthusiasm for consumer loyalty and convey an uncommon client experience. To improve our image client connections, we feel it is essential for us to discover approaches to walk and talk with our buyers over the different channels and contact focuses they use in their purchasing venture. The commitment needed to be reliable, associated and perfect," said Roberto Longo, President, and Asia Pacific, at Bata.

Capillary has helped us accomplish this, having been our confided in accomplice across six nations in Asia. There was no uncertainty about depending on Capillary's aptitude and inventive innovation to take us ahead in Philippines and Vietnam," he included.

### **3.4 Customer service**

#### **➤ Personalized administration**

Individual and excitement deals partners are include who acknowledge consumer loyalties. In numerous nations client care goes past the store with home conveyances, orders made conceivable by means of indexes, the web or even call places.

#### **➤ Guaranteed consumer loyalty**



In any Bata store on the planets they fix, trade or discount any items with absconds. They likewise trade or discount on unused stock if one's brain confirmation of procurement is required for discounts.

➤ **Bata Gift Voucher**

Bata blessing voucher like money coupons that can be utilized by clients to make acquisition of Bata from chose Bata stores. Blessing vouchers are accessible in three denominators-Tk.1000 and Tk. 2000.

➤ **Customer Service Centre**

Bata shoe organization (Bangladesh) Ltd has a client care focus and the differentiation address.

### **3.5 Their Guidance**

- ✓ Bata shoes are fabricated with the most extreme consideration. Severe quality control is constantly kept up. They give numerous offices:
- ✓ In instance of any issue just return the pair of shoes inside 30 days of procurement.
- ✓ The buy must be supported by the money reminder.
- ✓ The shoes must be gotten back to the store from where it was buy.
- ✓ Adjustment will be engaged uniquely against assembling absconds.
- ✓ It must be discover that shoes have been properly utilized.
- ✓ No money discount will be appropriate.
- ✓ Factory second or shoes bought at limited cost are excluded from this assurance.
- ✓ They offer free fix administration if there is minor deformity.
- ✓ Customer must presence the money notice for and repayment. They require evidence of procurement is for exchange.

### **3.6 Problems relating with Customer Relationship Management of Bata Shoe**

In spite of the fact that Bata has been effective to make a famous brand picture among clients however they are confronting numerous issues in taking care of relationship with clients. Clients switch off their image to another serious brand on account of certain reasons.



There are a few purposes behind what individuals are exchanging their item:

- ✓ The shoe that they made is helpless model.
- ✓ The most recent model of their item isn't accessible in all showrooms.
- ✓ They don't make most recent model so effectively contrast with different brands.
- ✓ The cost of most recent model shoe is high.
- ✓ The nature of their item isn't in the same class as it prior.
- ✓ In country region there are no showrooms of their organization.
- ✓ They need more salesmen in their showrooms.
- ✓ They don't give enough information in their online stage.

Bata needs to confront some different troubles that make issues to deal with CRM for them:

### **3.7 Environmental issues**

#### **Economical issues**

- ✓ Seasonal Issues: Sports is more energized in summer.
- ✓ Increasing purchaser power makes the clients to take a gander at marked shoes.
- ✓ Not focusing on the ladies and child fragments.
- ✓ Huge purchaser market.

#### **Social issues**

- ✓ Change in the way of life of the individuals (purchaser).
- ✓ Increase of design patterns.
- ✓ Advertising, exposure and media.
- ✓ Changes in client conduct.

#### **Innovative elements**

- ✓ Increase in contending innovation improvement.
- ✓ Up-ward move in advancement and assembling development.

Competitors– The contenders for Bata Bangladesh in the market are Apex, Bay, Jenny's and Orion. These days there are numerous neighbourhoods and worldwide items are showing up in the market and it is establishing serious climate in the footwear organization. Clients are devouring them as substitute items.





## Chapter: 04

### Research Analysis

#### 4.1 Research approach

This research is based on both secondary and primary data. The author was conducted by both qualitative and quantitative research here. For quantitative analysis, the secondary data of customer relationship strategy are collected from Bata's website. Then the data were analyzed.

#### 4.2 Financial figures

Consolidated	(Tk. Cr)				
Particulars	FY 2012	FY 2014	FY 2016	FY 2018	FY 2020
Total Income from Operations	1,842.45	2,065.17	2,694.00	2,425.37	2,504.34
Expenses	1,567.46	1,743.33	2,359.10	2,154.74	2,225.75
Earnings Before Other Income, Interest, Tax and Depreciation (Operating Profit)	275.00	321.85	334.90	270.63	278.58
Depreciation	51.40	59.20	79.23	75.27	65.04
Finance Costs	1.03	1.30	1.76	1.72	4.03

#### 4.3 Profitability analysis



<b>Consolidated</b>	<b>(%)</b>				
Particulars	FY 2012	FY 2013	FY 2015	FY 2016	FY 2017
Operating Profit Margin Ratio	14.93	15.58	12.43	11.16	11.12
Net Profit Margin Ratio	9.34	9.24	8.58	9.01	6.35

## Chapter: 05

# Problems, Recommendation and Conclusion

## Problems



- Bata only prefers their own design which is why many times like customers they don't get the product.
- It goes without saying that there is no advertisement of Bata product in the market.
- Do not drain a CRM marketing fool to create a new customer. Sometimes sellers are not at the point of conversation. It creates problems sometimes.
- Bata's showrooms are only city-centric.
- Bata only serves products for a particular customer because Bata Product Price is very high.
- Bata has no online service and no home service.
- As the buyer is the one who starts with the customer, performance is not always based on expectations. Sometimes they create low-cost products. Because they do not manage well with guests.
- Bata has own pattern designer. For this reason they rely on the majority of customers for customer relationships. Thus, it takes a very long time to follow up with customers.
- There are no well-managed consumer products available in companies. Management cannot understand the emergency to develop new capabilities and control the relationship between customers.
- The staff spent very little time doing all the work that was done. Despite the interest to learn more about the consumer, it fails. As a result, consumer perceptions cannot be fully realized that impact consumer's management control.
- The random process is later to support user queries and there is no importance of non-compliant commands to get more satisfied customers. Thus, the relationship between customer management stresses is hampered.

## Recommendations

- In addition to the Bata old model, new design products should be brought to the market. Bring more design, colour, and design combination to be competitive



- By giving more ads, Bata can show the quality of their products to the customers. I think more ads should be given.
- The more you talk to the customer about the Bata product, the more you need to talk to them and create a medium or environment.
- To merge with the local companies and to expand more segmentation.
- Bata should set a reasonable price and produce the product for everyone so that these customers can buy this product.
- Bata online service and free home delivery service should be introduced. I think this will make Bata's relationship with customers better.
- Bata has great brand mindfulness yet their back of limited time movement causes huge numbers of the new contribution unnoticed. To defeat these trouble Bata can present brochures (Direct mail), Newspaper include with respect to their fresh introductions and value markdown plot.
- Should build awareness among the potential users of this type of footwear produce.

## **Conclusion**



Bata shoe is the market chief in the footwear business shoes its situation in Bangladesh. The name Bata accomplish such a situation in the client's mind that at whatever point they heard name of Bata, footwear with top notch comes into their brain. Bata has been filling in as client with wide collection of items for around fifty years and doing effectively.

The discoveries of this investigation is that Bata shoe organization is in better situation in the market position than the contenders aside from serving clients exceptional classy and in vogue shoes. Bata has a steadfast client's bunch who purchase Bata just for their quality. They don't have to experience any significant updates however a couple of changes to a great extent can develop their present position and secure them as the market chief in times to come.

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