



Daffodil
International
University

**An Internship on
Customer Relationship & Retention in Textiles Industries
based on Badsha Textiles Ltd.**

PREPARED FOR

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Date of Submission: November 18, 2022



“Internship Report on Customer Relationship & Retention in Textiles Industries based on Badsha Textiles Ltd (BTL).”

Letter of Transmittal

Dewan Golam Yazdani

Assistant Professor
Department of Business Administration
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Subject: Submission of Internship Report on “Customer Relationship & Retention in Textiles Industries based on Badsha Textiles Ltd.

Honorable Sir,

With due respect, I am Mohibur Rahman, I submitting my internship report on “Customers Relationship & Retention in Textiles Industries based on Badsha Textiles Ltd (BTL).” for your kind consideration as a part of the requirement for completing the MBA program. I have tried my level best to complete this report with the necessary information.

I hope that the report will be acceptable to you.

Thank you

Sincerely,



Md: Mohibur Rahman
ID: 211-12-121
Program: MBA (E), Major in Marketing
Department of Business Administration
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Letter of Approval

This is to certify that Md. Mohibur Rahman, ID: 211-12-121 and program MBA (Executive), major in Marketing, he is a regular student of Faculty of Business & Entrepreneurship Daffodil International University. He has successfully completed his internship program at Badsha textile ltd, and he has prepared internship report under my direct supervision.

His internship report on “**Customer Relationship & Retention in Textiles Industries based on Badsha Textiles Ltd.**”

This report is recommended for submission.

I wish his every success in life.



Dewan Golam Yazdani
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Declaration

I am Md: Mohibur Rahman, the student of Department of Business Administration, bearing ID: 211-12-121, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “**Customer Relationship & Retention in Textiles Industries based on Badsha Textiles Ltd (BTL).**” has been authentically prepared by me. While preparing this internship report, I didn't violation any copyright act intentionally.

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



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Acknowledgement

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

Then I would like heartfelt thanks to my supervisor Dewan Golam Yazdani, whose guidelines and supervision helped me to successfully complete this report.

Without his help, it was difficult for me to complete this report. His excellent guideline helped me to understand the whole process easier.

Special thanks to Mr. Nuruddin Chowdhury AGM, Commercial department of Badsha textiles ltd. He encouraged and helped me to understand during my internship program



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Executive Summary

This internship report title is Customer Relationship & Retention in textiles industries based on Badsha Textiles Ltd. This internship report helped me to study the real scenario of how a textile company uses CRM processes for their business. Badsha textiles Ltd (BTL) is the leading textiles company in the textiles industry. Their mission is committed to delivering the highest level of product and service, BTL continuous improvement in their operational excellence in the Yarn market in Bangladesh and they want to be one of the pioneer companies in the world Yarn business.

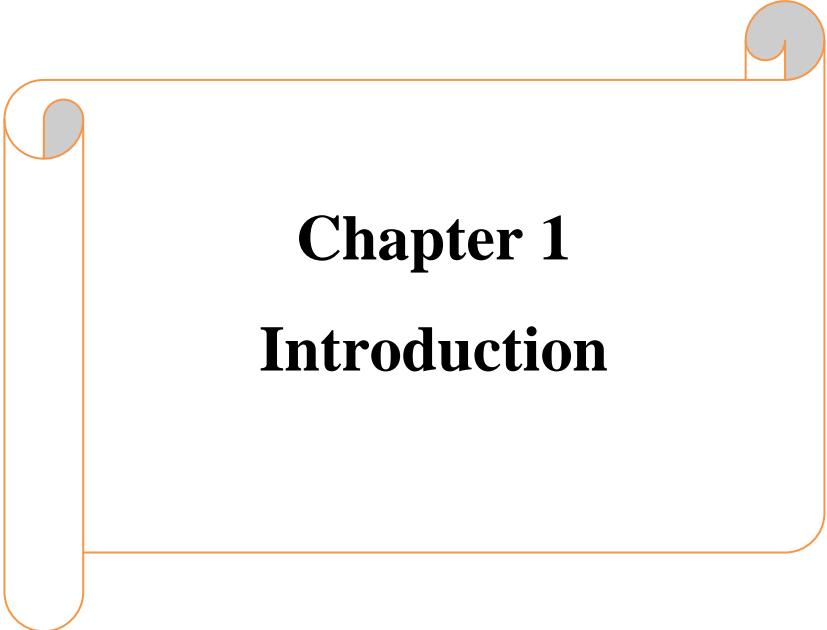
Customer relation management (CRM) is a business strategy to select and manage the most valuable customer relationships. CRM is a system that includes the strategies, software, and web-based capabilities that help an organization maximize profit and manage customer relationships and retention.

I am doing my internship report in BTL as a Commercial executive. The report will deal with the Customer relationships and retention process of BTL.

Lastly, I have discussed some problems of BTL and tried to give a Recommendation, I can say that BTL, has some limitations. I hope this paper fulfills the requirement of the report.

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Chapter 1

Introduction

1.1 Introduction of the study

Customer's relation management (CRM) is a business strategy to select and manage the most valuable customer relationships. It defines the customer-centric business process and provides the best customer value's is a system that includes the strategies, software, and web-based capabilities that help an organization maximize profit and manage customer relationships. In 21 centuries, most of the company is focused on customer centric business and also in textiles industries are involved using CRM processes. In the Bangladesh market we see some of the textile's industries. They are menially manufacturing all kinds of yarn. Bangladesh has more than 4000 garments and Denim companies. Yarn is a main raw material for them and they have lots of opportunities to collect yarn from local or international markets. For that local company uses CRM process and trying to create good customer's relationship and maximize profit for that now a day's textiles market is very complicated.

1.2 Background of the study

The main purpose of the study is I want to know about the real scenario of textile industries and how CRM affects all kinds of internal and external operations. The study is also a requirement of the internship program of the MBA curriculum of Daffodil International University.

The study has following purpose:

1. Developed relationships with clients and customers.
2. Find out how the company deals with regular clients and potential clients.
3. Understand the importance of the CRM process of textiles industries.
4. Understand how companies retain their customers day by day.

1.3 Objective of study

The main objective of this study is to analyze Customer Relationship Management concept of Badsha textiles ltd.

Some specific objective

- To analyze how Badsha textiles ltd develop relationship with their customers
- To analyze how Badsha textiles ltd can retain their customers using an effective customers relationship management process.

- To describe the customers relationship management benefit of Badsha textiles ltd.
- To provide some recommendations for Badsha textiles ltd to develop more effectively business extension.

1.4 Scope of the study

The main intention of the study is to understand the CRM process and find out how BTL uses this process and expands its business. The report covers using CRM processes and also analysis of BTL CRM processes. The study is only related to the business policies of Badsha Textiles Ltd.

1.5 Methodology of the study

The data collected from primary and secondary sources.

Primary source:

1. Observing BTL and other organization activities.
2. Gathering some information by personal experience.
3. Some data collected from practical work experience.

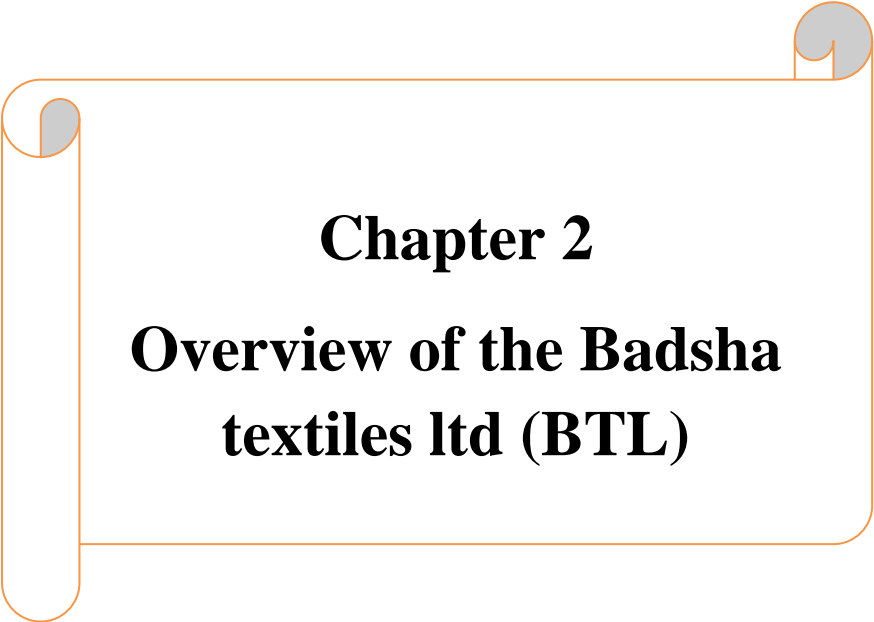
Secondary data:

1. Legal documents of Badsha Textiles Ltd.
2. Some data collects from books, news, reports and magazines

1.6 Limitation of the study

When we have tried to do something, we face some limitations. In this study, I have faced some limitations are

1. The management process of BTL is so conservative.
2. I have been a Full-time permanent employee in this company since 2018; I have lots of responsibilities to fulfill every day. And for that, I did not get enough time to do this report effectively.
3. Some of the secondary data is not accessible.



Chapter 2

Overview of the Badsha textiles ltd (BTL)

2.1 Company profile and background

Badsha Textiles Ltd (BTL) started their business in 2004. BTL is a sister concern of Badsha group of Industries. MD. Badsha Mia, owner of Badsha group of Industries. In 1977 he started a yarn wholesale business and gradually he became the traditional owner of yarn mattresses. Badsha Mia started his business with the yarn but he first developed export-oriented garments factories to the industries. He founded pioneer sweater limited in 2000. After that 2004 he founded two spinning companies one is Badsha Textiles Ltd (BT) and other is Kamal Yarn Limited (KYL). Now BTL and KYL is the biggest yarn manufacturer company in Bangladesh. Report of BTMA in the year 2020 BTL produces the highest volume (160 ton per day) of yarn in Bangladesh. Last five years BTL can win first prize. At present the annual turnover of the Badsha group of industries is 30-40 core US dollars. Now at present 28 thousand employees are working with this group.

2.2 Aspiration and vision

Badsha textiles Ltd (BTL) company vision is to be the most admired and trusted organization through excelling in everything we do, following ethical business practices and adding value to our client.

2.3 Mission Statement of Badsha textiles ltd.

Badsha textiles ltd's mission is committed to delivering the highest level of product and service. We are continuously improving our operational excellence for our valuable clients.

2.4 Values

Badsha textiles ltd is committed to providing the best quality products and services. They are focused on two core values: Integrity and Customer satisfaction.

2.5 Quality policy

Badsha textiles ltd is totally committed to customer delight through continual improvement of quality and service.

2.6 Community services

Badsha textiles ltd (BTL) regularly contributes personal and monetary help to people. BTL also makes a significant contribution to build the road and mosque in the village.

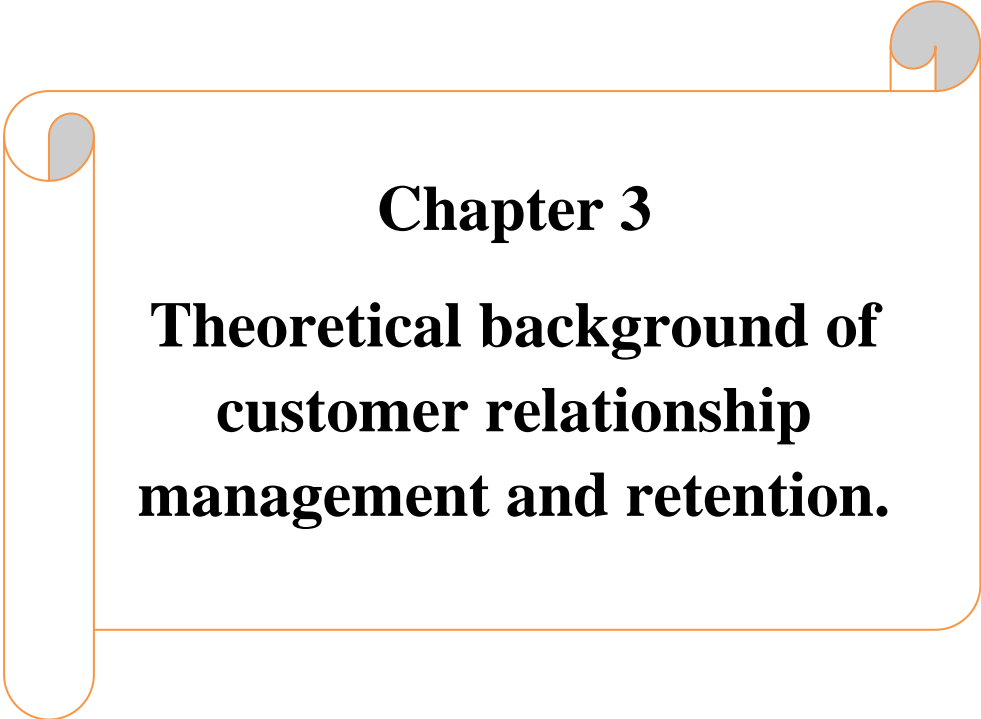
2.7 Achievement of Badsha textiles ltd

Badsha textiles ltd (BTL) is the highest manufacturer of textiles in Bangladesh. Since 2004 BTL has developed their business day by day. For that there can be achieved highest yarn Manufacturer Company in Bangladesh last five years report by Bangladesh textiles mills association (BTMA).

- 2012-2013 years BTL can achieve (silver award) from national export award textiles sector.
- 2013-2014 years BTL can achieve (gold award) from national export award textiles sector.
- Since 2017 BTL has been the highest yarn manufacturer company in Bangladesh.

2.8 Social initiatives

Badsha textiles ltd (BTL) is a trusted and successful organization. BTL management develops a good business policy and they always focus their ethical and legal business. Their factory always maintains harmful water and environment. They are committed to the green factory. BTL developed some of road, bridge, and masque in rural area.

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Chapter 3
**Theoretical background of
customer relationship
management and retention.**

3.1 Concept of Customer Relationship Management

Customer Relationship Management (CRM) is focused on customers-based business strategy. In 21 centuries, all company and organization are focus what kind of product and services want to a customer for that they are always researching customers' needs. CRM is a process to develop customer relationships and fulfill their needs. CRM will be performed with three combination people, process and technology. And this combination provides to understanding about customer need, to support business strategy, build a long-term relationship with the customers, and retain their customers day by day.

CRM increases customer's lifetime, reducing cost and improving efficiency. CRM is identifying new customers, acquiring and retaining customers, CRM manage and coordinate customer's interaction multiple channel and department. CRM helps organizations maximize the value of every customer's interaction and superior corporate performance. CRM also a disciplined approach to developing and maintaining profitable customer's relationship.

CRM is a discipline as well as a set of software and technology which focuses on automating improving business processes with developing good customer relationships in the area of sales, marketing, customer services and support. CRM maintains multiple channels of communication with the customers face to face, online, call center and website.

3.2 Measurement framework and buildings block of customer relationship management.

CRM Measurement Frameworks

A company measures its CRM activities depending on who is measuring and what kind of activities are measured. But four common measurement frameworks suggest many experiences and expert people and also suggest some literature. Now we can describe why these four measurement frameworks are important.

- **Brand-building:** the main purpose of brand building is to easily identify which company product he is buying. Brand building creating brand loyalty, brand value, brand awareness etc. A company carefully manages brand name, symbol, slogan, and color for brand building. Because this combination easily captures customers' minds.

- **Customer's equity building:** Customers equity building means total customer lifetime value of every client of a particular brand. In short, more loyal customers provide higher customer equity. A company building customer's equity management focuses on customer's attraction and retention. When increasing attraction and retention, increasing customer buying decisions and customer satisfaction. When increasing customer satisfaction also increases customer loyalty. So, more customer loyalty is high customer equity.
- **Leading indicator measurement:** Leading indicators measurement provides current business and economic data to the company and this data assemble future movement. Leading indicators also help the company to predict and forecast future investment, events, and business market.
- **Customers facing operation:** in this concept a company focuses various operational methods.
 - **Marketing operation:** A company manages marketing operations for reaching customers, responds to customer's percentage, identifies buying customer's percentage and identifies new customer's acquisition percentage.
 - **Sales force operation:** Sales force operation used for focusing on developing sales activities, measuring individual sales staff member's performance, monitoring sales performance of product, reviewing the sales impact.
 - **Services centric operation:** A company uses services centric operations to focus on increasing use of phone technology to handle customer phone calls and providing customer's services.
 - **Field services operations:** field services operations are focused on post sales activities, including providing warranty and services contract management, scheduling of sales agents, providing inside services tracing problem and resolution management.
 - **Wed site operations:** A company develops websites for various purposes like, Share company mission vision. Company's activities, operation process, contact method, also including marketing, sales and support.

Building blocks of customer relationship management

There are 8 building blocks of customer relationship management (CRM) process according to research done by Gartner. This block will optimize the chances of successful business result.

- **CRM Vision:** CRM provide to their customers a clear vision and strategy because they create a picture of what they want to achieve to be its target customers.

- **CRM Strategy:** CRM strategy focuses on customer base and develops their strategy with valuable asset. It must be set their implementation and operational objectives for achieving its goal.
- **Customers Experience:** Customers experience when customers interact with seller play a key role in shaping their perception of the seller. It's providing a valuable customers relationship. Good customers experience provides satisfaction, trust and long-term loyalty. And also, bad customer experience provides opposite effect.
- **Organizational Collaboration:** Many companies understand that CRM is a customer's centric process and technology. They fail to realize that it is a cross-functional initiative that requires collaboration. CRM process means that individual, team, or whole management is more focused on the needs and wants of the customers.
- **Process:** A company must focus on the cross-functional process to improve efficiency and reduce overall cost. Management not only focuses on customers' life cycle but also provides an analytical and planning process for a better understanding of customers. It helps to meet customers' expectations and support customers' values and contributes to designee customers' experiences.
- **Information:** A successful CRM process must collect the right data about the sales process and customer interaction. The right information and right data are fundamental to successful CRM strategies. It provides effective interaction with the customers.
- **Technology:** CRM is all about technology. A company must be managing all kinds of data and information. IT department analysis this data and they serve the customer's centric goal.
- **Metrics:** Metrics is the most important block of eight building blocks. Other building blocks depend on their success in the performance of metrics. CRM performance will succeed if management performance will good. Organizations must set CRM objectives and monitor all level of indicators. Metrics focus on internal and external processes and link operation to strategy and corporate financial benefits.

3.3 Benefits of Customer Relationship Management

If a company uses a CRM process in their organization they will be benefited. Here I discuss what kind of benefits they will have.

- When a company uses the CRM process properly, they can increase their business. They can connect with their customers which automatically increases their sales and revenue.

- Using the CRM process properly, management can know all types of costs and easily analyze internal and external costing. CRM process helps management to decrease overall less effective cost.
- Uses CRM process a company can develop the standard working structure for their production and operational site and easily produce more products that automatically increase their productivity and margins.
- Using the CRM process many companies can take faster right managerial decisions for their business.
- Using the CRM process companies know what kind of product customers want. So, that there can be increased their market share.
- Through uses CRM process companies can find out why customers are dissatisfied, that they can easily increase customer satisfaction.
- Using the CRM process a company can easily survey customers and find out product and service quality errors. After that management can improve their product and services quality.
- Using CRM process management knows the market situation and they can provide good offerings to customers.
- Using CRM Process Company can produce better quality products with reduced prices.
- A promotion strategy is important for business. An attractive promotion strategy makes new customers and increases sales. Using CRM strategy, a company can improve their promotion strategy.
- Using a CRM strategy, a company Increases its customer satisfaction and retention.

3.4 Customer relationship process

Customer's relationship is the foundation of the business. A good customer's relationship provides more benefits to the business improve customer's loyalty, increase customer's life time value, reduce customers churn and greater stability. Now in the competitive market it's a very difficult to developing customer's relationship. Here I mentioned some point of customer relationship process.

- **Get to know your customers:** At the first time you get to know which your customers are. Talks to your target customers and know about their interest and concern. Keep some details to further communicate with him.
- **Research your customers:** when you select your target customers then carefully research your customers for identifying actual customers and their needs.

- **Create customers' profile:** After customer's research you must be creating every customer's profile and their need. A customer's profile will be available customer phone number, mail and email address.
- **Introduce yourself to the customers:** Customers like to talk to direct company representatives. So, as a representative introduce yourself directly to the customers and give the contact number or email address for further communication.
- **Communicate with the customers:** It's an important to stay communicate your customers after initial meeting. You should use many communication methods for connecting with the customer as possible. Actively engaging customers to your business and focus your product and services right way it's an important component to building relationship.
- **Understand customer's psychology:** Customers' psychology relates to customer satisfaction. Customers want actual products and services valued, listened and solve their problems. When customers get everything then the customer will be satisfied. Customer psychology can be analyzed and understand their satisfaction and their emotion then the seller will better understand how to serve them.
- **Personalize customer's relationships:** A company always wants to be happy and satisfied with their customers, it's very important for business. So, connect with the customer's personal level and trying to understand their filling and emotion and understand what they want then a seller will properly serve them.
- **Responds to customer right way:** It is one of the most important steps to building relationships with your customers. When customers analyze the seller provides importance him them and serves immediately then customers build long time relationship with the seller.
- **Create customers value:** Creating customer value means providing useful products and services to customers. That customers consider important their time, energy and money. Creating customer's value means more benefits with acceptable price.
- **Set consistent quality controls:** Customers will do business every time with your company if you strictly control standard quality products. And it will be given the opportunity to create a positive image with your customers.
- **Implement services recovery process:** Properly services recovery process is key factor to build customers relationship. First of all, when customers need services recovery services provider say heartfelt apology to customers and take ownership to the problem and solve the problem properly.
- **Choose the right communication channels:** Using right communication channels to Interact right customers. First of all, research your customers which channels they are using like, television, radio, newspaper, online newspaper or social media like, twitter, Facebook, LinkedIn etc.

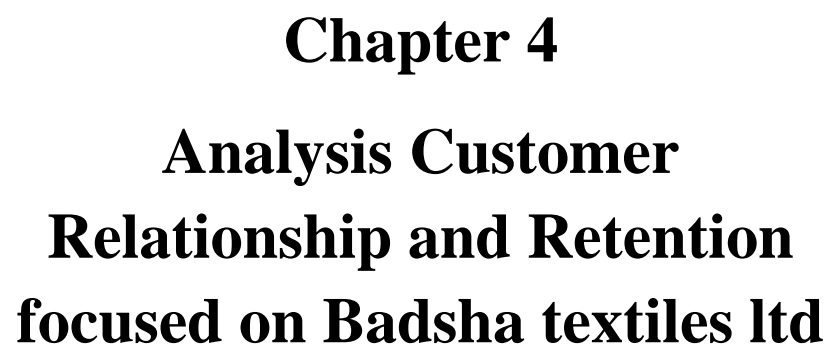
When you find the right Platform, you can easily interact them and build more customers relationship.

3.5 Customers Retention process

Customer's retention means engaging existing customers and convinces him to continue to buy your product. Customer retention is a major factor of your business. Because more retention is more profit. Now I can discuss some point how to retain your customers.

- **Collect and analysis customers' feedback:** when customers buy your product you must be collect and analysis customers feedback. If customers satisfied you increase to continue buy your product or customer dissatisfied you can solve product quality and services.
- **Analysis customer's satisfactions:** A good business man always thinking customers satisfaction. Because customers satisfaction impacts your business profit. So, you always thinking about your customers satisfaction and how can increase.
- **Implement CRM software tools:** Implement CRM software tools in your business it can be easily interact your potential customers and existing customers. You can easily connect existing customers and understand their needs. You can easily collect your product and service feedback. And it's help to develop your product and services quality.
- **Developing real relationship:** Business is all about relationships. You must be maintaining real relationship to your customers. When customers feel you always concern about him, he can be happy. And for this customer like to buy your product regularly.
- **Be honest with the customers all time:** Honesty is the best way to develop business and relationship. You must be honest your customers. Always try to provide best product and best services. Because if customers measure you are a dishonest person your business will be down.
- **Always acknowledge mistakes, problems and delays:** Sometimes un-expecting creates some problems when the service provider delivers the product or services. Or Customers find some problem with the product. That time no need to judge or blame customers just say to heartfelt apology to your customers, and solve the matters.
- **Appreciate loyal customers:** Happy customers are the best customers. A business company or organization must appreciate its loyal customers. Because loyal customers are buying more product and provide best feedback about product. Company can arrange yearly loyalty program with provide best lunch or dinner and some gift.

- **Rewarding you customers:** Reward is one of the best ways to retain your customers. You can research which customers regularly buy your product. You can provide purchase point regular basis which purchase point use to buy extra product or you can provide monthly some gift to your customers.
- **Say thank you to your customers:** Always say thank you to your customers that can be feel good impact on your customers' mind.



Chapter 4
Analysis Customer
Relationship and Retention
focused on Badsha textiles ltd

4.1 Analysis

In Chapter 3, I discuss the Theoretical background of CRM and discuss how a company or business organization can be uses Customer Relationships process and how can retain their customers. Now in this chapter, I will discuss practically a company how can use Customer relationships process and retain their customers. Here I can analyze which processes are focused on Badsha textiles ltd (BTL) for Developing Customers Relationship and Retention of their business.

- **BTL use own software:** BTL has its own IT department. IT department create their own software to maintain all department work. This software linkup with the factory and Head office, for that the Sales team easily Check available processing and finished goods. Management regularly checks sales data, inventory, and available raw material.
- **Focuses on smooth operation:** BTL always focuses on smooth operation because smooth operation reduces time and creates good feeling for customers. Customers always want to perfectly deliver their products on time. And BTL 100% maintains on-time delivery of the product to customers.
- **Analysis of Customer satisfaction:** BTL always focused on customer satisfaction. When BTL provides goods or services that time mistakenly creates any problem product or service, BTL as soon as possible solve it. And provide proper goods or services and sometimes they are ready to provide compensation.
- **Solving quality issue immediately:** BTL always focuses on its product quality. If they can face any quality problem issues, they can solve them immediately. Because BTL believes if they maintain good quality products, they can be sales more goods.
- **Provide all documents to client:** After goods delivery, BTL immediately provides all kinds of documents to the client. Because BTL gives priority to its client and they want all kinds of exports facilities to be enjoyed by clients. BTL know that if clients enjoyed all facilities there buy the more products to us.
- **Provided emergency delivery:** BTL always fulfill customers' demand. BTL provides emergency delivery to the customers like, during the Eid vacation, during any emergency situation, during Friday or Saturday deliver the goods without LC, because BTL knows after bank opening days customers must be provided LC. BTL wants customers to maintain their production without any hassle. And this process is helping BTL to maintain good customer's relation and retain.
- **Provided time extends for payment if legal issue:** BTL always supports its customers. BTL thinks customer support good effect the customer

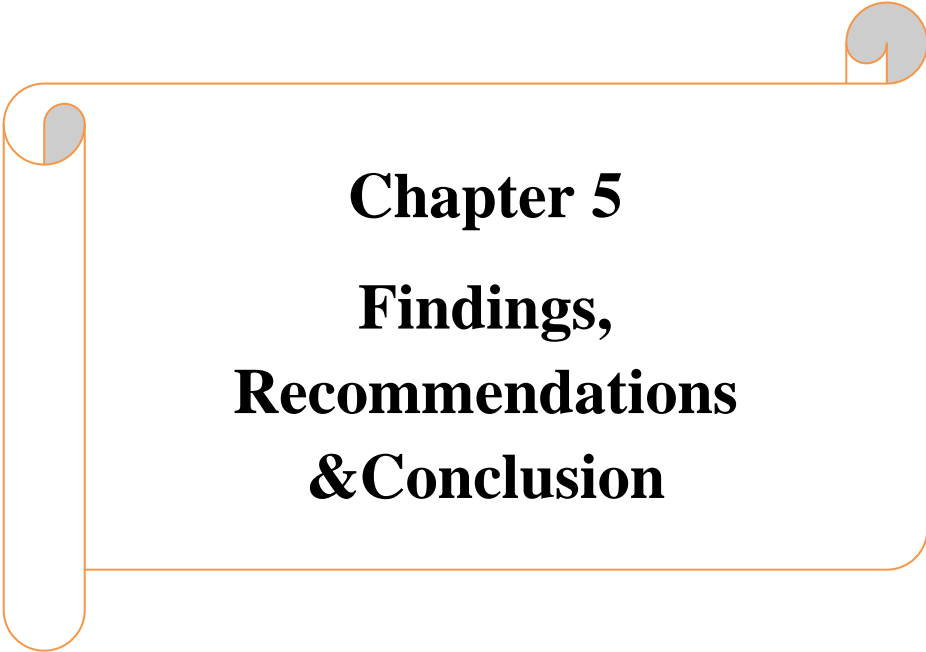
development and retention. During the transaction period sometimes, customer failed to release payment, that time if the customer wants to sometime extend for payment BTL gives time. And this process can make customers happy. For these facilities, many customers purchase products again and again.

- **Provide best product rate regular customers:** BTL regularly analysis market product prices and own product prices then they select the best price and provide them to regular and potential customers. BTL know if they did not fix the best price customer not buy the product. Sometimes BTL gives some price facilities for his regular and loyal customers.
- **Personalize customer relationships:** BTL creates personalized customer relationships and fulfills demand from person to person. In textile industries personalize relationship is very effective. So, BTL properly uses this method and gain extra benefit from other company.
- **Quick services recovery process:** BTL has its own transportation for that when customers claim any product problem, then BTL immediately retakes product from customers and provides the new product with compensation.
- **Provide after sales services:** After-sales services are the best way to develop customer relationships and retention. BTL follows this process seriously. When customers complain BTL tries to solve it immediately. If product quality is poor BTL return all product and provide a new quality product with compensation.

4.2 The benefits that Badsha Textiles Ltd (BTL) get from using The CRM framework and building blocks

- BTL increase their sales and revenue using proper CRM processes in their business.
- BTL increasing their productivity and margins effectively Using CRM process in their business.
- Uses CRM process BTL management to take the quick right decisions. And they can properly implement this decision in their business.
- Using the CRM process BTL easily identifies product or services gap, and then they take recover immediately.
- BTL can develop their business day by day and satisfy their valuable client using CRM process.
- Using the CRM process BTL can understand which method or media should be used in their business. Now BTL uses proper communication channels for connecting their valuable client.
- Using the CRM process BTL easily divided their customer group, and find out the loyal customer base, and make a loyal customer group for their business.

- BTL improve their customer relationship and retention process, also they can make a real relationship with their valuable customers by using the CRM process.
- Using CRM process BTL increase customer satisfaction and retention in their business.
- Using the CRM process BTL improved their business share in the market and expands their business day by day.



Chapter 5
Findings,
Recommendations
& Conclusion

5.1 Findings

In this report I analysis theoretically how a company using customer relationship and retention process and practically how Badsha textiles ltd (BTL) can implement customer's relationship and retention process in their business. Actually, I find this report that

- BTL focus on many theoretical processes of the CRM concept, and use own concept which matches their business and affects more importance.
- BTL maintain good customer relationship through its smooth operation process. Many companies want to deliver his product on time and BTL has maintained it seriously. For this process many new and existing customers want to buy BTL product. I see that, this process are helped BTL to build Customer relationship and retention easily.
- BTL retains and builds customers relationship by focusing on customer satisfaction process. Because they believe if customers satisfy, they can expand their business. For that, they produce a good quality product, provide on-time delivery and provide after-sales services. They believe that after-sales services created a long-term business relationship and retain existing customers.
- BTL build customer relationship and retain by focusing on its product quality. They produce the best quality product. They always believe that quality is the best way to satisfy customers. For that, they always carefully maintain the quality issue.
- BTL increases its relationship with new and existing customers by providing emergency delivery. Sometimes foreign shipments many companies need emergency yarn. BTL always supports its client and provides emergency delivery. For this emergency service, companies are very satisfied and they are continuing their business with BTL.
- BTL increase customer relationship and retention by providing special product rate. BTL these facilities provide both new and existing customers. But these facilities provide only top management and it's depending on the customer to the customer. BTL provides this benefit for developing their business and increasing more customers.
- BTL has maintained a quick recovery process. After product delivery, if a customer complains about a product defect or quality issue, BTL immediately returns the product and provides a new product. These facilities increase good relationship with customers.
- BTL maintain customer relationship and retain process by providing more value to its customers. They believe that the maximum number of customers are wanted more value from the seller. For that BTL carefully handle customers' needs.

- BTL build customer relationship and retain them by showing honesty. In the yarn market yarn rate changed very first. Most of the company changes their rate when the market rate changes and they have canceled the previous contracts. But BTL doesn't cancel their contract within two weeks. This process helped increase better relationships with their customers.
- BTL provides all types of legal documents to their customers for getting special export facilities. These facilities motivated customers to buy more products.
- Sometimes I see that BTL provide time extent facilities for their customers. Even provide partial payment facilities. BTL provides these special facilities for increases better customer relationships with their new and existing customers.

This all finding is helped the BTL increase customers relationship and retain existing customers and increase their revenue and business growth.

5.2 Recommendations

I have found Badsha Textiles Ltd are using and maintain many positive things in their company and get positive benefits. Here I have discussed some specific problem about Badsha textiles ltd (BTL) strategy.

1. **Product Category:** BTL is a market leader in the textiles industry. They are manufacturing the highest yarn in par day. But BTL manufactures only 5-6 types of yarn. I think it can be a problem for BTL's strategy because we see that in the textile market the other textile company manufactures more than 10 types of yarn. We see in 21-century cloth fashion market are very first to change. For that cloth manufacturing companies are manufacturing various types of products and they develop new cloth designs every day for that they need many types of yarn. So, my opinion is that BTL should increase its yarn category otherwise it will affect its business market in the future.
2. **Advance payment method:** I see that sometimes when new customers start a business with BTL they take advance payment before product delivery for safety issues. I think this process is creating bad effects on their business. Because Bangladesh's garments sector's maximum companies are small and middle categories. They can open back-to-back LC against master LC. With these processes, a company can facilitate some days to release back-to-back payments when they can receive master LC payment. In this situation, most of the companies did not possible to provide advance payment. For that many new small and mid-level companies are not starting a business with BTL.

- 3. Promotional process:** BTL's promotional process is very weak. BTL does not seriously focus on this site. For that many companies properly did not know BTL and their product. BTL have thinking they have many loyal customers, and for that, they are not seriously focused on its promotional site. But when loyal customers leave BTL have faced serious problems because it affects their sales.
- 4. Cancel delivery schedule:** BTL has an internal audit team. This team is serious concern about bank maturity and payment issue. This team always monitors particular customers whose customers delay release maturity and payment. If pending on maturity payment they are canceling the next delivery schedule on these customers, for those customers can face production and shipment problems. It's a good process but sometimes it can be harmful to many small and mid-customers. So, BTL should ease this process to continue business with every customer.

So, I think these four problems BTL should be solved. If BTL solves the mentioned problem, it can easily build its market and develops new relationships, and retain its old customers.

5.3 Conclusion

We know in present market customer relationship management (CRM) is a very good impact to business. For that all type of company are focus on develop this site. If Badsha textiles ltd (BTL) develop their likings they are leading long time these industries. This study identifies the CRM process and retains the customers that can good effect the BTL market share. I want to mention that here I learned how developed CRM process and how to retain old customers in existing business. I can build relation person to person and how to work professional environment with every day new challenge. I got to chance to implement my theoretical knowledge of marketing I learnt over last 2 years in my MBA program from my respected faculty member of Daffodil International University. I can analysis all CRM process of Badsha Textiles Limited (BTL) for that I can find out actual scenario of professional company and haw they can develop CRM process in their business.