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| **Project Title** | Designing a strategy for customer relationship management and preparation of comprehensive report covering all aspects of CRM strategy | | | |
| **Project Description** | Students are required to develop a new strategy for customer relationship management; get approved that by course instructor and then preparation of it is required. For the sake of preparing CRM strategy, the business details, customer nature, target market segmentation, customer complaint treatment and implementation of CRM strategy should be covered. The thorough consequences are to be submitted as written plan (prerequisites of valid report format are given in point 6 of “tasks”), followed by a class presentation on due date. | | | |
| **Learning Outcomes** | 1. Exposit thorough knowledge of CRM by self-developed plan 2. Inquire all disciplines crucial for the CRM 3. Data collection of both data types i.e. primary & secondary, for the sake of investigation and analysis 4. Interpretation of results following the self-recommendations 5. Written plan development succeeding presentation of the whole learning to the invigilator and class | | | |
| **Time Duration** | 4 weeks (30 days) | | | |
| **Size and composition of team** | 3 to 5 members in each group | | | |
| **Tasks** | **Description** | **Timeline** | **Learning outcome/s** | **Evidence** |
| 1. Team Management and field selection | In the pre-stage of the project, students will be required to form their groups, select a business type of their choice for which CRM plan is to be made and get it approved from the course instructor. | 2 days | LO#1 | Cover page enlisted with brand name and group members’ name & roll number, signed by course instructor with date |
| 1. Development of background assessment and methodology design | * Conduct preliminary work by preparing a questionnaire covering topics mentioned in project description to get data from the target audience and market analysers * Do literature review about the CRM and its selected business type to see its national and international progress( consult the required authorities and agencies and study annual reports to analyse statistic data and get aid of research material available online to explore the available research ) * The discussion should break in from wider range of context to your defined area * Provide reference to avoid plagiarism * The methodology of your study should cover: brief description of CRM, data sources, details of data collection from each source, data collection instrument, data collection procedure (word limit- 1000) | 5 days | LO#1, 2, 3 | Sample questionnaire, reference of sites surfed, annual reports |
| 1. Data collection | * Consultancy with the required authorities * Net surfing * Visit of target market | **1 week** | **LO# 2, 3** | Firm documents, photos, videos, survey forms, manuals, visiting cards, references, bibliographies, record of on-going observations of teachers |
| 1. Data analysis | * Examine the data and personal visit to justify the actual working of production department and its worth in the firm | **3 days** | **LO# 3** | Report , presentation |
| 1. Interpretation of results and provision of recommendation | * Present outcomes of collected data and history of all visit with its summary aligned with the disciplines of CRM, and give valid self-recommendations about any lacking or further improvements in the business | **4 days** | **LO# 4, 5** |  |
| 1. Plan development and presentation finalization | The plan should be written using the format of a business/professional plan. The format of the plan should be as follows:   * Title Page * Executive summary * Table of contents * List of figures * Acknowledgement & Dedication * Background of the study * Vision & Mission * Goals & Objectives of CRM plan * Business Introduction * Description of the business * Target market * Segmentation of target market * Competitive advantages * The CRM Strategy * Strategies for Building Relationship Management * Nature of Business * Size of Market Share * Nature of Product/service * Volume of Sales * Socio-Economic Status * Life Style of People * Competitors Strength * Customer Complaint Treatment * Positive encouragement of complaint * Careful handling * Full investigation * CRM Implementation * Training of Employees * Business Modification Processes * IT Adoption * References * Appendices (survey questionnaires and figures etc.)   **Formatting of the document**  Font Size (12)  Heading (14 + Bold)  Sub-Heading (12 + Bold)  Font Style (Times New Roman)  Line Spacing (1.5)  Alignment (Justified)  Spelling and Grammatical Accuracy  Referencing (in text and end list) | **1 week** | **LO# 5** |  |
| **Evaluation Criteria and Rubrics** | | | | |
| **Learning outcomes** | **Grading descriptors** | | | |
| Note: Each member of the group should be fully devoted in the project completion. Every single group member is required to participate in the presentation. Presentation should cover all the main areas of the project. The quality of work, contribution and presentation skills of the students will be assessed in the presentation. And individual marking will be done depending upon the participation and progress of each student. | | | | |
| **Learning Outcome # 1**  Exposition of thorough knowledge of Brand management , its functioning and worth for the organizations, consumer, corporate world and society | Grading range (50-100%)  **Description**   * Fail (less than 50%)   This is an unsatisfactory standard indicating inadequate knowledge and understanding of work done. The group work, report and presentation depict insufficient evidence of academic ability and failure of developing skills due to disappointment of assigned objectives.   * Satisfactory (50-64%)   This is a satisfactory standard indicating an adequate knowledge and understanding of work done. The group work, report and presentation depict sufficient evidence of academic ability and satisfactory chances of developing skills due to achievement of most parts of assigned objectives. The context of study is less organized manner.   * Good (65-74%)   This is a very good progress rate which depicts high knowledge and understanding of work done. It demonstrates high level of relationship between the organized contexts and the evidences provided. The required all objectives are fully covered here.   * Excellent (75-79%)   It shows the context of study has been developed in well organised manner with strong arguments and supported evidences, the production process is analysed in detail and the working of whole production department is studied deeply by practically imposing all the theoretical knowledge gained in the class lectures.   * Outstanding (80-90%)   This is exceptional level of study where the marvellous fulfilment of required objectives is done. The practical implementation of all theoretical knowledge gained in the class and its demonstration via report writing and presentation shows keen observation by students, their comprehensive knowledge, speciality of objective achievement and thorough understanding of every discipline. | | | |
| **Learning Outcome # 2**  Inquiry of all disciplines crucial for the Customer Relationship Management and their practical implementation | Grading range (50-100%)   * Fail (less than 50%) * Satisfactory (50-64%) * Good (65-74%) * Excellent (75-79%) * Outstanding (80-90%) | | | |
| **Learning Outcome # 3**  Field specification, business selection, designing a proper CRM strategy for it, its importance, required data collection of both data types i.e. primary & secondary, for the sake of investigation and analysis | Grading range (50-100%)   * Fail (less than 50%) * Satisfactory (50-64%) * Good (65-74%) * Excellent (75-79%) * Outstanding (80-90%) | | | |
| **Learning Outcome # 4**  Interpretation of results following the self-recommendations | Grading range (50-100%)   * Fail (less than 50%) * Satisfactory (50-64%) * Good (65-74%) * Excellent (75-79%) * Outstanding (80-90%) | | | |
| **Learning Outcome # 5**  Written plan development succeeding presentation of the whole learning to the invigilator and class | Grading range (50-100%)   * Fail (less than 50%) * Satisfactory (50-64%) * Good (65-74%) * Excellent (75-79%) * Outstanding (80-90%) | | | |
| **Evaluation criteria of participation in the project** | **No Contribution Acceptable Excellent**   1. (2) (3) | | | |
| **Description**  **No contribution** – (The individual has not provided any help in completing the assignment and has not performed his assigned roles.)  **Acceptable** – (The individual has participated in the project and has tried to perform his assigned role to some extent.)  **Excellent** –(The individual has fully participated in the project, performed his/her assigned task very diligently and contributed quality work in the project.)  **Note:** The failure to contribute to the project will result in the failure to get any marks in the project as well. | | | |
| **Project submission guidelines** | **When to submit:**  The project should be submitted after 30 days from the day when it is assigned till 04:00 pm. No late submission is acceptable. Only submission on due date is essential otherwise failure from the project will occur resulting zero grades.  **How to submit:**  The project is to be submitted as a “professional business plan” in hard form. It should have cover page signed by the course instructed at the time of approving field of work, the faculty specific assignment cover sheet (available at university bookshop) is to be completed and attached in front of the final project and all appendices should be clipped with it.  **Where to submit:**  The project is submit able only at students’ office on above mentioned date and time | | | |
| **Special Instructions/other information if any** | **Customer Relationship Management, Getting it Right. By Judith W. Kincaid**  **International Edition**   * Record of all work done from the day 1st of project start-up up till the completion of project should be kept saved to be provided as evidence if needed * Project submitted without reference material will not be considered neither presentation of such project will be conducted * All members should be present on final presentation, the absent member will be considered failed from the complete project * While visiting the firm, students must make sure appropriation of followings before presenting themselves in front of executives:   + 1. Formal Dressing     2. Clear Communication     3. Punctuality and devotion     4. Thorough preparation of contents to be discussed     5. Avoid nonprofessional attitude and conversation, be formal during whole visit | | | |