

**CUSTOMER RELATIONSHIP MANAGEMENT
FROM MODENAS AS A BUYER'S PERSPECTIVE
IN A B2B RELATIONSHIP**

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UNIVERSITI UTARA MALAYSIA

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IN A B2B RELATIONSHIP**

By

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ABSTRACT

The company needs an achievement for business continuously in order to sure the satisfaction of customer every day. This is targeting refer to the group whether individual or organizations. One approach to implement this called Customer Relationship (CRM). The focus in relationship between sellers and buyers is focusing on revenue of benefits to each other and the result is in long-term connection for creating the value. The purpose of this research is to gain the knowledge on how CRM used in B2B situation. In order to gain the purpose, the research question focusing on supplier selection process and benefit from using the development of CRM. The use of research question as a guide, the literature review will look into result in framework concept as followed by collected data. While, in qualitative collected data, the large manufacturer national motorcycle was conduct by interview with high employee and documentation. The observation from this buyer of company overall gives change to look how they look at protruding current supplier by using CRM. The finding in this research shows that through CRM it will bring benefits to both supplier and buyers and not enough also to sure and make lasting the health relationship. This research also shows that when large size global company starting the relation, the complicated process will follow.

ABSTRAK

Setiap hari syarikat memerlukan pencapaian yang terus-menerus bagi memastikan kepuasan pelanggan samada kumpulan sasaran yang merupakan individu atau sesebuah organisasi. Kaedah untuk melaksanakannya dipanggil Pengurusan Perhubungan Pelanggan atau *Customer Relationship Management* (CRM). CRM melibatkan penjual dan pembeli yang memfokuskan terhadap penghasilan manfaat kepada kedua-dua belah pihak dan keputusannya dalam jangka panjang untuk penggabungan yang bernilai. Tujuan kajian ini adalah untuk menghasilkan kefahaman tentang bagaimana CRM digunakan di sekitar B2B. Soalan penyelidikan memfokuskan terhadap proses pemilihan pembekal dan manfaat dari penggunaan pembangunan CRM. Panduan soalan digunakan dan literatur yang jitu dalam konsep rangka kerja dilihat serta keputusannya adalah berpandukan kepada data yang telah dikumpul. Pengumpulan data secara kualitatif melibatkan kajian kes terhadap salah satu pengeluar motorsikal nasional terbesar. Pengumpulan data ini dilakukan melalui temuduga dengan dua orang pegawai dan melalui dokumentasi. Pemerhatian keseluruhan daripada pembeli telah memberi peluang untuk melihat bagaimana mereka memilih pembekal serta memulakan hubungan, dan bagaimana mereka melihat pembekal semasa serta penonjolan daripada CRM. Hasil kajian menunjukkan CRM dapat menghasilkan beberapa manfaat kepada kedua-dua pembeli dan pembekal serta memastikan perhubungan yang sihat berkekalan. Kajian ini juga menunjukkan apabila syarikat bersaiz besar dan global memulakan hubungan, proses yang rumit akan dilalui.

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DEDICATION

This project is especially dedicated to only my lovely mother, Mahyum binti Ismail. Thank you for encouraging, caring, and daring me to dreams. You are the source of my soul power. I will not succeed through all of the journeys of my life without your support. Further than words, I will not able to mention how much your sacrifice that you had so far and maybe more. Thanks Mom... I love you, very much. This one is for you...

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LIST OF ABBREVIATIONS

CRM	Customer Relationship Management
QC	Quality and Cost
4M	Manpower, Machine, Material and Method
MC	Measureable Cost
DQCM	Design Quality Conforming Meeting
PPCM	Production Preparation Conformation Meeting
PQCM	Production Quality Confirmation Meeting
LOI	Letter of Intent
LOA	Letter of Agreement or Appointment
PPA	Principle Failure Agreement
QCD	Quality Control Division

CHAPTER 1: THE INTRODUCTION

1.0 Introduction

This chapter will introduce the idea of customer relationship management and how it has evolved during the past years. It will further discuss how the concept has and is used by organizations in business to business environments. The chapter will end with the purpose and research questions, and finally the limitations of the thesis.

1.1 Background

According to Payne and Frow (2006) Customer Relationship Management (CRM) has become more and more important over the last decade due to the emerging global markets. Even if the term CRM is relatively new it has its roots in relationship marketing which has been used as a tool for improving long run profitability by focusing on managing current customer relationships rather than winning new ones (Popovich & Injazz, 2003). Publications on the significance of relationship marketing can be traced back to the 1970s while its origin can be seen in ancient times, but it was not until the 1990s relationship marketing became a topic of great interest (Payne & Frow, 2006). Today, it is a necessary for organizations to bring high value to its customers by improved communication and personalized products and services (Popovich & Injazz, 2003). This can be accomplished by CRM strategies which seek to give quality service delivered with passion rather than exclusively focusing on price (Steward, 2005).

The concept CRM used widely and many authors define the term differently, therefore SCN Education (2001) has divided the concept into six main parts presented below:

- customer needs
- partnership
- increasing profits
- loyalty

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the thesis is for
internal user
only

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Interviews

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