

RELATIONSHIP MARKETING AS A STRATEGY
IN BOOSTING SALES : A STUDY ON
EYE ON EGYPT (M) SDN BHD

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EXECUTIVE SUMMARY

Building long-term relationships with customer is one of the important tasks facing businesses today. The long-term future will be uncertain unless organizations can retain their business. Customer relationship is at the heart of retaining loyalty and is everyone's responsibility. In maintaining the existing one and luring other prospect into our business premise require so many efforts. EOE will have to take these efforts to their current system. By this, it is hoped that customers who constitute profit to the company felt appreciated.

This report is designed to determine the nature of services offered by the staffs of EOE, whether this is the reason for prospects to create long-term relationships with the company. If the services provided are the same with other similar companies, what other features do customers look into? The researcher would also like to focus on the staff attitude. This is vital to the research as it is one of the variables in boosting sales. Lastly, the researcher suggests few recommendations that later would benefit the customers, company and the staffs as well.

From the findings, it can be summarized that customers are actually happy and satisfied with the services offered by EOE and said that their expectations are all met. This factor was contributing so much in building relationship marketing as well as increasing sales. The problem is besides the current services offered, customers wish to have some other services such as provide ongoing customer service and longer business hour that can give significant to them.

The staff also plays an important role in making EOE marketing efforts a success. Therefore, it is highly recommended that they must be educated, trained and supervised enough so customers will not make much complaint about them. Customer and staff relationship should be beyond this. It must be a relationship where they confident in each other and build trust.

To put everything in a nutshell, customers are important and they vary due to their needs and characteristics. EOE should understand these needs and invest some efforts in delivering satisfaction to them. It may have to be through relationship marketing as EOE felt the need of having long-term relationships with customers. Even though it's a winning strategy, the services offered to the customers should be re-evaluated, as it is what customers look into in maintaining good relationships.

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