



**BINA PURI CONSTRUCTION SDN BHD:  
THE ISSUE OF CUSTOMER RELATIONSHIP  
MANAGEMENT (CRM)**

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## ABSTRACT

This study is conducted as a partial fulfillment to complete the Bachelor of Business Administration with Honors in Marketing program. The researcher have chose **Bina Puri Construction Sdn Bhd** as the topic due to certain issues concerning Bina Puri's Customer Relationship Management (CRM). As we know, Customer Relationship Management (CRM) is one of the important areas a company needs to focus on. The objective of this study is to monitor an effective Customer Relationship Management (CRM), which can change the reputation of the company among its customers. To do so, the researcher needs to firstly look at the problems that occur in Bina Puri Construction Sdn Bhd. This also can help them find the solution to solve the lacking of the company's CRM. The motive of the study is to show the importance to the company in maintaining a long-term relationship with their customers in order to satisfy them with a good attendance and good product. By showing a good performance to their customers, it will satisfy them and that can increase the company's profit. For these reasons, the researcher conducted the study and gave the recommendations for Bina Puri Construction Sdn Bhd to adopt and implement a good CRM so that the company can improve its performance well.