



**EFFECTIVENESS OF CUSTOMER RELATIONSHIP
MANAGEMENT (CRM) TOWARDS ENHANCING
CUSTOMER LOYALTY IN EPIC EVOLUTION (M) SDN BHD,
JOHOR**

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“DECLARATION OF ORIGINAL WORK”

I, Lily Suryana Bte Roslaili (I/C Number 880621-23-5186)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees
- This research paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguish by quotation marks and sources of my information have been specially acknowledged.

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LETTER OF SUBMISSION

25th APRIL 2011

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **‘A STUDY ON EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TOWARDS ENHANCING CUSTOMER LOYALTY IN EPIC EVOLUTION (M) SDN BHD’** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely.

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ABSTRACT

Customer relationship management (CRM) is the overall process of building and maintaining profitability customers' relationship by delivering superior customer value and satisfaction. CRM will give many advantages to the company and the main advantage is to enhance customer loyalty in the company. Besides that, CRM indirectly will increase profitability in company.

This study conducted focusing on the **“Effectiveness of Customer Relationship Management (CRM) Towards Enhancing Customer Loyalty in Epic Evolution (M) Sdn Bhd, Johor”**. The main objectives of this study are (1) to determine the level of effectiveness of CRM towards customer loyalty in Epic Evolution, (2) to identify the factors that contribute to the effectiveness of CRM in Epic Evolution Sdn Bhd (Johor), (3) to analyze the alternative to improve the customer relationship with Epic Evolution and their customers.

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