



CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES AT CEREBOS  
(MALAYSIA) SDN BHD

WAN ZAINORLIZA BINTI ZAINAL

2006127451

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA

NOVEMBER 2009



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, WAN ZAINORLIZA BINTI ZAINAL, (I/C Number: 851019-14-5046)

Hereby, declare that,

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

20 November 2009

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES IN CEREBOS (MALAYSIA) SDN BHD" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely

WAN ZAINORLIZA BINTI ZAINAL

2006127451

Bachelor of Business Administration (Hons) Marketing

## Table of Contents

Contents	Page
Acknowledgement	iv
List of Figures	v
List of Table	vi
Abstract	vii
Chapter 1: Introduction	1
1.1 Company Background	2
1.2 Issue Statement	12
Chapter 2: Literature Review	14
2.1 The Marketing and Relationship Marketing as the basic principles for Customer Relationship Management	14
2.2 The Definition of Customer Relationship Management	17
2.3 Customer Acquisition	18
2.4 Customer Development	20
2.5 Customer Retention	21
Chapter 3: Findings	23
3.1 Source of Information	23
3.2 Company Practices Relating to Issue	24
3.3 Gap Identification	28
Chapter 4: Conclusion and Recommendation	32
4.1 Conclusion	32
4.2 Recommendation	33
References	

## Abstract

Led by its flagship BRAND'S® Essence of Chicken, Cerebos Pacific Limited has empowered the world with its various range of products over 170 years. These milestones mark the start of Cerebos transformation from simply a food company towards a lifestyle business. This transformation requires Cerebos to add on several effort, campaign and strategy for sustainable growth. Those are including invest for growth, rebuilt its process and management infrastructure by adding professionalism and skill sets in several areas especially in Customer Relationship Management (CRM).

As a one of big organization, Cerebos (Malaysia) Sdn Bhd enables to gain much other basic benefit through the implementations of Customer Relationship Management such as helping company to identify their target market, manage marketing campaign with clear objectives, providing employees with the information needed and generate quality leads for the sales team. Customer Relationship Management also enables to make company realize that it can maximize the company's long-term profitability, formation of individualized relationships with the customer, reduce the dependency of the company on trade business and minimizing the tendency of customer to switching cost. It also can help maximize the share of customer's wallet on the company product and creating unique feeling toward company and product. Lastly, this Customer Relationship Management (CRM) can be one of the company strategy and also a competitive advantage in order to compete with well-establish competitors.