

STUDYING THE CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
BUSINESS-TO-BUSINESS (B2B) STRATEGIES BETWEEN COMPANIES

BY

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ABSTRACT

This research is prepared for the Faculty of Information Technology and Quantitative Sciences which studying the Customer Relationship Management (CRM) Business - To-Business (B2B) strategies between 100 compames from overseas. The country that I have chosen is from United States of America, United Kingdom and a few countries from Canada, India, Australia and Sweden. The CRM (B2B) for those companies is involving both online and offline activities.

This research is also studied the profitability of the compames generally which I have shown in Chapter 5.1 also show the revenue for each company in the table.

The other things that I have study and identify is the challenges between 100 compames in overall. A few of the company have the strength and it also found in this research in Chapter 5.