

AN ANALYSIS ON THE CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES OF PROTIK CERAMICS LIMITED

Protik Ceramics Limited



Prepared by
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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



28th April, 2024



Internship/Project Report Approval Form

Student Name _____ ID No. _____

Major: _____ Year: _____

Mobile Phone: _____ Email: _____

INTERNSHIP/PROJECT INFORMATION

Internship

Organization: _____

Internship /Project Report Topic: _____

Term (Tick one): ☐ Spring 2023 ☐ Summer 2023 ☐ Fall 2023

SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

Signature: _____

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3. I understand that my research must be accurately referenced.
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LETTER OF TRANSMITTAL

01.02.2024

Kh. Wasif Alam Tamim, Cell: 01689764110, Email: wasif.alam.bba@ulab.edu.bd

Tabassum Islam

Lecturer

School of Business

University of Liberal Arts Bangladesh (ULAB)

688, Beribadh Road

Mohammadpur, Dhaka 1207.

Dear Sir,

Subject: Submission of Internship Proposal.

Please find attached herewith the proposal for an internship in partial fulfillment of the requirement for a Bachelor of Business Administration (BBA) at Protik Ceramics Limited (A Concern of Protik Group) from 1st of January 2024.

If you have any questions, please call me at 01689764110, you can reach me most easily at the following times: 10:00 am to 05:00 pm, Workdays: Saturday to Thursday.

Sincerely yours,

Kh. Wasif Alam Tamim

ID: 193011120

BBA Program

School of Business

University of Liberal Arts Bangladesh

ACKNOWLEDGEMENT

I want to start by saying that I am thankful to Allah for providing me with a life full of opportunities and possibilities in this world. And last, to my mother, who has always supported and helped me through every stage of my life and has always inspired and encouraged me to follow my dreams while also having my backing any challenging circumstance.

After that, I want to express my gratitude to Protik Group in their Ceramics Marketing department for letting me work with them; without their assistance, I could never have gotten the information and materials I needed to finish this report. I express my sincere gratitude to Mr. S.M Faruqi Hasan Sir, Chairman of Protik Group, for granting me to do my internship with his organization and for having faith in my competence to operate within his expansive industry. In addition, I would like to express my appreciation to Lieutenant Colonel Md. Abdullah Al Hassan Sir for his formal influence on my development. I am also appreciative to Mr. Md. Wahiduzzman Sir, Manager (Sales and Marketing) and Mr. Ahsan Jahir Bhaia Dy, Manager (Sales and Marketing), for giving me this chance and supervising me in the workplace not only as supervisors but as my guardians. Special thanks to my colleagues Mahmudul Haq Bhaia, who helped me tremendously as a mentor and as a brother by taking on the responsibility of bringing me to work along with him, Musa bhaia, Swarna apu, Subrata bhaia, Luna apu and Kaniz apu who also helped me grasp every aspect of the office's functioning, were tremendous contributors. Also, I am eternally grateful to Mamun Bhaia and Bashar bhaia from HR Admin department who took the responsibility to manage my paperwork and helping in the workaroud. Additionally, to the department head, Mr. Khandoker Hafizur Rahman Sir (DGM), and Mr. Ziaul Hoque Sir (DGM), who have allowed me to work under their supervision and who have led me both as my guardians and as a superior. Finally, my gratitude to Ismail bhai and Raju bhai (Office Assistants) who have provided me with lunch, snacks, and every necessary items, took care of me as their young brother. I would want to express my gratitude to every individual at Protik Ceramics Ltd. for accepting me for who I am and supporting me through everything.

In addition, I would want to express my sincere gratitude and respect to my supervisor, Tabassum Islam, Ma'am, a lecturer at the ULAB School of Business, for supporting me throughout the day and night to resolve both minor and major problems and to clear up any uncertainty I was having. Her insightful counsel, suggestions, and frequent conversations enabled me to clarify my goals for the internship and connect them to my academic aspirations.

Finally, I would like to express my gratitude to University of Liberal Arts of Bangladesh (ULAB), my university, for its unwavering support and for giving me the chance to apply my theoretical knowledge in the real world. Through this internship course, I was able to transfer my academic learning into real-world experience.

Sincerely,

Kh. Wasif Alam Tamim

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Part A:

Chap 1:

1.1 Motivation to do Internship:

This internship perfectly aligns with my profession of Sales and Marketing as I am doing Major in Marketing, providing an atmosphere in which I can test hypotheses and sharpen and refine basic skills. The company's prominent reputation will undoubtedly enhance my internship involvement, assisting my advancement and exposing me to top-tier industry practices that foster individual and professional development. I'm excited to take advantage of the various learning opportunities provided by this internship, and I hope to get experience in all aspects of marketing and sales within ceramic manufacturing, from product development to customer relationships. Furthermore, this internship provides a valuable opportunity to advance my professional development within the ceramic industry, potentially paving the path for future opportunities, mentorship, and collaborations with professional individuals. Finally, my motivation for doing my internship at Protik Ceramics originates from the industry's growth potential, alignment with my career goals, the company's exceptional reputation, many learning paths, and the possibility to build a good professional network. I started as a Sales and Marketing intern at Protik Ceramic on January 1st, 2024.

1.2 Internship Search Process

During my internship search, I deliberately utilized social medias', particularly Facebook and LinkedIn, to recognize a reasonable Promoting and Deals internship opportunity. It was on LinkedIn that I came over the opening at Protik Ceramics. Recognizing the platform's esteem, I meticulously made my application, including my resume and cover letter, to adjust with the company's desires.

In the blink of an eye after submitting my application, I was welcomed for a meeting, giving a valuable opportunity to showcase my skills and discuss how I may contribute to Protik Ceramics' showcasing my contributions towards the company.

1.3 Interview Experience

My internship experience at Protik Ceramics has been both rigorous and insightful, marked by a meticulous three-stage interview process. Initially, I submitted all required documents to the HR department, followed by an interview with the HR head. This initial stage provided an opportunity to showcase my qualifications and align my skills with the company's expectations. The subsequent interview with the Chairperson of Protik Group was a distinctive and impactful encounter. It allowed me to gain insights into the company's vision and values directly from a leadership perspective. Finally, upon successful appointment, I underwent an interview with the heads of the marketing department, including the DGM and AGM. This final interview provided a detailed understanding of the marketing expectations and objectives within Protik Ceramics. Overall, the multi-staged interview process not only ensured a comprehensive assessment of my capabilities but also reflected the company's commitment to selecting candidates aligned with its values and goals.

1.4 Brief about organization

The official registration of Protik Ceramics Ltd. (PCL) in 2009 marked the start of a promising business that burst onto the scene of Bangladesh's ceramic manufacturing environment in 2009. Constructed in 2010 and opened for business in Walk 2011, the company's fabrication factory is located at Dautia Kalampur, Dhamrai Dhaka, 1350 Bangladesh. Constructed on a spacious 15-acre site, the factory boasts an impressive, secure area of 250,000 square feet, enabling the production of a variety of ceramic products designed for household use.

Protik Ceramics Ltd. (PCL) epitomizes a dedication to excellence and progress in its section as the most recent addition to the esteemed Protik Group, a private limited business with diverse linkages spanning Real Estate, Trading, and international Hotel Business. The company's unwavering commitment to quality and client satisfaction is upheld by its competent leadership, including the Chairman, Executive Director, (HR, Admin and Procurement director) and Marketing Director.

Protik Ceramics Constrained serves the needs of both individual consumers and large corporations with its diverse range of ceramic products. Careful attention to detail ensures that

the core product range meets the highest standards of durability, beauty, and utility, satisfying the demands of discerning customers.

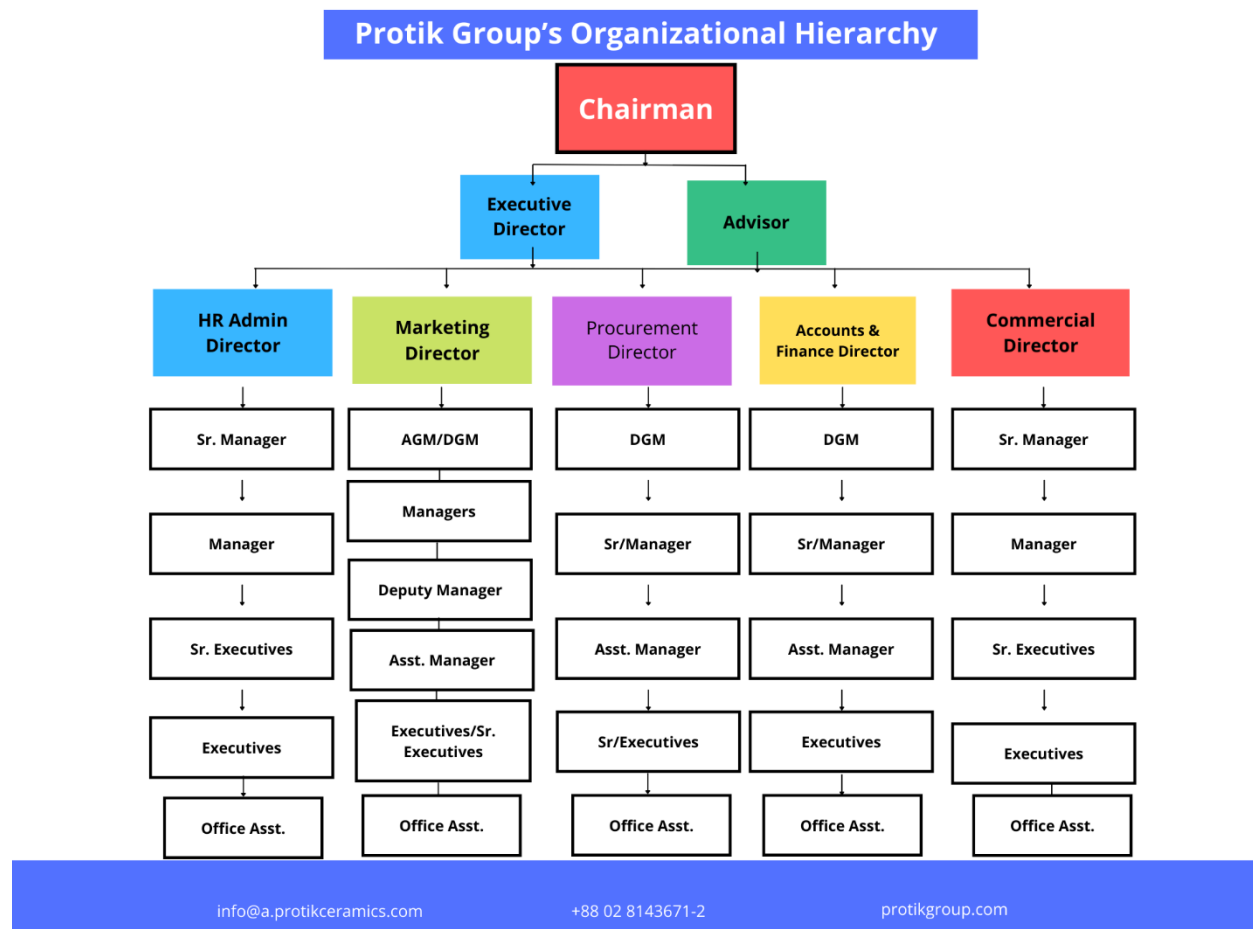
With the launch of "Protik Fine Ceramics" earlier this year, in January 2024, Protik Ceramics has recently expanded its influence inside the market. This underutilized path exemplifies the firm's dedication to research and development, promoting a new range of ceramic products designed to raise the bar for interior design and functionality. Despite being a newcomer, Protik Fine Ceramics has accomplished a lot in a short amount of time, becoming well-known and respected and forming partnerships with more than 65 local retailers.

Protik Ceramics has built great relationships within the home showcase, with an impressive program of 254 active merchants, in addition to its strong network of local merchants. In addition, the company's marketing operations team is firmly committed to fulfilling more than 80 orders for merchants every day. They use a systematic strategy to ensure constant exchanges and customer satisfaction.

Deputy General Manager (DGM), Assistant General (AGM), and Managers are all members of the showcasing group, which is responsible for driving the company's promotional activities and deals by capitalizing on showcase experiences and customer patterns to maintain a competitive edge.

In the ever-changing ceramic fabrication business, Protik Ceramics Ltd. is a paragon of excellence and innovation, poised to inspire growth and prosperity in Bangladesh's bustling commercial hub and beyond.

Here is Protik Group's Organizational Hierarchy-



Chap 2:

2.1 Job Position and responsibilities:

In my current internship at Protik Ceramics, a ceramic manufacturing company, I hold the position of a Marketing and Sales intern. My portion incorporates a combination of obligations that contribute to the general success of the company's sales operations. Here are the key viewpoints of my work position and obligations:

Showcasing Products: One of my first tasks for a few days when I joined Protik Ceramics was to take pictures and videos of the products and showcasing them in their best view for the clients.

Local and Corporate Deals: I am viably included in examining both local and corporate deals opportunities. This incorporates recognizing potential clients, understanding their needs, and showing our ceramic things to meet their necessities.

Corporate Client Management: A noteworthy portion of my part includes managing corporate clients. This incorporates building and keeping up connections, tending to client inquiries, and guaranteeing their fulfillment with our items and administrations. I had the opportunity to deal with 2 corporate clients.

Market Operations: Significant of my work revolved around marketing operations, such as producing Delivery Orders (D/O's), making invoices, and making financial transactions. This includes utilizing the company's in-house software to streamline and organize these forms effectively.

Documentation: I have handled documentation related to deals exchanges, guaranteeing precision and compliance with company arrangements. This incorporates keeping records of invoices, receipts, other important reports and keeping those documents arranged so that I can handover whichever document is needed by my superior.

Software Proficiency: Utilizing the company's in-house software and M/S office I have utilized both software's together to oversee different angles of deals operations. This incorporates creating logs, making analytics data, SWOT clients from different sectors and so on.

In summary, my part as a Showcasing and Deals assistant at Protik Ceramics is assorted, including the investigation of local and corporate deals, administration of corporate clients, and hands-on association in advertise operations. This incorporates the utilize of the company's in-house program to handle errands such as creating D/O's, making solicitations, and overseeing monetary exchanges, contributing to the by and large victory of the deals division.

2.2 Your Takeaway

My internship with Protik Ceramics has been a rewarding and diverse experience that has greatly advanced my professional growth. A crucial aspect of my educational journey is safeguarding underutilized program skills, as I engaged in various tasks that enhanced my proficiency using unique tools. While this practical experience did not only expand my creative talents it also helped me become more proficient in computers overall. In addition, the internship provided a

platform for me to further my computer skills by providing real-world exposure to their applications in a professional environment. Being a member of the Promoting and Deals group allowed me to expand my knowledge of practical deal procedures and get beneficial insights. The internship also promoted organization and fostering relationships, which enabled me to work well with coworkers and create enduring professional relationships. I delved into the intricacies of marketing inside a fabrication firm, gaining a thorough comprehension of the methods used in promotion. My real-world introductory skills improved because of the engagement, and I can now effectively share my ideas in a trade situation. In addition, the internship provided direct exposure to an office setting and imparted expertise on the day-to-day functions and dynamics of a corporate setting. Working directly with specialists across other domains allowed me to understand various tasks and their responsibilities individually, providing a comprehensive perspective on organizational cooperation. In summary, my internship with Protik Ceramics has included developing relationships, using sales techniques, and using specialized skills.

2.3 Relate your educational to internship roles.

My present internship at the ceramic fabrication business Protik Ceramics aligns with my educational background as an understudy pursuing a Bachelor of Business Administration (BBA) in Marketing. The internship provided a bridge between theory and practical application, acting as a sensible extension of my academic pursuits. This is how the elements of my internship connect to my instructional foundation:

Connection with BBA in Program: In particular, the internship supports my academic pursuit of a BBA in Demonstrating. It provided a practical chance to apply the marketing theories and techniques acquired in the classroom to real-world trade situations within the ceramic fabrication sector.

Effective Implementation of Promoting Standards: The internship enabled me to refine the theoretical knowledge I've acquired throughout my academic research. It fills the gap between principles learned from literature and the dynamic, real-world opportunities and obstacles that arise in the showcasing and deals arena.

Holistic View of Marketing and Sales: As a BBA Marketing student engaged in a marketing and sales internship, I gained a comprehensive understanding of the broader aspects of these disciplines. This exposure extends beyond classroom theories, enabling me to see the intricacies and complexities of marketing and sales operations within Protik Ceramics.

Integration of Classroom Learning: The internship serves as a platform to integrate classroom learning with practical experiences. This integration enhances my ability to comprehend and navigate the multifaceted aspects of marketing and sales in a corporate environment.

Development of Industry-Relevant Skills: My educational background equips me with a foundational understanding of marketing principles, and the internship provides an avenue to develop and refine specific skills essential in the ceramic manufacturing industry. These skills include market analysis, customer relationship management, and sales techniques.

Planning for Future Marketing Roles: The combination of academic learning and practical experience positions me well for future parts in showcasing. The internship acts as a steppingstone, planning me for the different challenges and obligations related with a career in promoting and deals.

Chap 3: Self Reflection

3.1 What I liked about my internship -

Throughout my internship at Protik Ceramics Limited, one standout feature was the incredibly supportive environment fostered by both the staff and management. I was pleasantly surprised by the level of cooperation and guidance extended to me, greatly enriching my learning journey. The welcoming work atmosphere at Protik Ceramics, characterized by its well-established processes and inclusive ethos, made each day enjoyable. Moreover, I highly appreciated the company's commitment to serving both its clients and employees, evident in every interaction.

I was particularly impressed by the strong work ethic exhibited by my colleagues. Their competence and dedication in efficiently and responsibly managing tasks were truly inspiring. During my time there, I observed a heartwarming tradition where team members often shared food and treats, fostering a sense of camaraderie that made me feel integral to the team. Notably,

unlike some of my peers who interned elsewhere, I had the privilege of having two supervisors—one from the local market and another from the corporate sector. This unique setup allowed me to explore both corporate strategies and local market dynamics. Additionally, having my dedicated workspace at Protik Ceramics contributed significantly to my comfort and productivity.

The team dynamic at Protik Ceramics was incredibly open-minded and supportive. From the Deputy General Manager to the executives, everyone was not only friendly but also enthusiastic about sharing knowledge and teaching new skills.

For all these reasons, I am deeply grateful to Protik Ceramics Limited for their exceptional support and for prioritizing not only my professional growth but also my job satisfaction and safety.

3.2 What I didn't like about my internship -

While my internship experience at Protik Ceramics was largely rewarding, I encountered challenges, particularly when dealing with customer complaints. As part of the sole marketing team, I often found myself addressing issues raised by clients, necessitating careful handling and resolution. These moments, while demanding, provided valuable lessons in effective communication and problem-solving within the ceramic industry. Despite the occasional difficulty, I welcomed the opportunity to enhance my skills in addressing customer concerns and contributing to the maintenance of excellent service standards.

At times, I faced a heavy workload during my internship at Protik Ceramics, which didn't necessarily align with my learning objectives. However, I successfully managed to overcome these challenges.

Additionally, a notable challenge was the lack of assigned seating. This meant I had to find available seating wherever possible, which sometimes disrupted my workflow. While Protik Ceramics had a robust marketing team, there were shortcomings in utilizing technology effectively. For instance, frequent printer malfunctions resulted in delays in generating delivery orders and invoices, causing intermittent work interruptions.

Furthermore, the company's policy prohibiting traditional attire during events like Falgun and Pohela Boishakh was disappointing as it prevented employees from celebrating and honoring

Bengali culture. Despite these challenges, I remained committed to overcoming obstacles and making the most of my internship experience at Protik Ceramics.

Chap 4:

4.1 Personal Development Plan

During my internship at Protik Ceramics, I've devised a Personal Development Plan to optimize my learning and growth. As a BBA Marketing student engaged in marketing and sales activities, my plan includes skill enhancement in negotiation, market analysis, and customer relationship management. I aim to bridge academic knowledge with practical applications, fostering cross-functional collaboration and networking within the company. Project management and execution, coupled with regular feedback, will contribute to continuous improvement. Emphasizing professional etiquette and workplace dynamics, I also intend to document key learnings for future reference. This comprehensive plan ensures that my internship not only aligns with my academic background but also propels me toward becoming a well-rounded marketing and sales professional.

4.2 Skills that you are willing to learn in future

I was particularly motivated by the opportunity to develop my abilities to work with sophisticated clients and strengthen my ability to effectively connect with them. This involves being aware of their specific requirements, establishing trusting relationships, and tailoring promotion strategies to meet their goals. Additionally, I am quick to get into the learning of new marketing operations and tactics, learning in-depth details about the forms and strategies that support successful showcasing efforts. I have identified a potential area for improvement in Protik Ceramics' branding efforts, and if given the chance, I attempt to suggest and carry out a thorough branding strategy. This entails creating a distinctive brand identity, establishing a trustworthy brand message, and using various media platforms to increase the company's observability and advertising proximity. By obtaining these skills, I want to significantly contribute to the growth of the business and build a solid foundation for my future career in displaying.

Part B – Research

Chap 1

1.1 Research Title: “An Analysis on the Customer Relationship Management Practices of Protik Ceramics Limited”

Realizing how important client happiness is to the business performance of ceramic manufacturing companies such as Protik Ceramics Limited led to the decision to study this subject. This study intends to address noted changes in customer feedback and offer practical suggestions for boosting satisfaction and retention with an emphasis on evaluating and improving CRM procedures. The study uses a qualitative approach with surveys and interviews to close a knowledge gap about customer satisfaction in Bangladesh's ceramic manufacturing sector and boost the competitiveness of the participating companies.

1.2 Research Context/Background of the study

By analyzing customer happiness, retention, and technology usage, this study evaluates and improves Protik Ceramics' CRM procedures. Customer-facing staff members and customers are included in the target demographic. Surveys, interviews, and focus groups will all be part of the mixed-methods approach utilized to ensure a comprehensive evaluation. Practical recommendations to improve CRM strategies will be guided by the results.

Bangladesh's economy is significantly impacted by the ceramic manufacturing sector, which creates jobs and generates income. Firms such as Protik Ceramics, which manufacture superior ceramic goods and guarantee client pleasure all through the manufacturing process, are essential players in this industry.

Because ceramic manufacturing processes are difficult and expensive, organizations in this industry place a high priority on customer satisfaction. In a competitive market, Protik Ceramics's success is largely dependent on its satisfied clients, who are more inclined to form long-term collaborations with the company.

Customer satisfaction in Bangladesh's ceramic manufacturing business has received little attention, despite its significance. Most of the research has focused on different service sectors or more general subjects. Consequently, the purpose of this study is to close this gap by examining the elements that particularly affect customer satisfaction in ceramic manufacturing firms like Protik Ceramics. To assist companies in improving their products and services and gaining a competitive advantage in the market, the study looks for the major variables that impact satisfaction.

This study originated from my observations, while working at Protik Ceramics, of a shift in consumer feedback from satisfaction to dissatisfaction. Inspired to find the fundamental causes, I held conversations in the marketing division and started my investigation. With this study project, we hope to better understand Protik Ceramics' difficulties and efficiently respond to consumer complaints.

I hope to bring Protik Ceramics useful information from our research so that the company may address consumer concerns, perform better, and ultimately give its devoted customers a better experience.

1.3 Problem Statement

The problem at hand is the need for a complete review and improvement of Protik Ceramics Limited's Customer Relationship Management (CRM) processes. The current framework should be reviewed, with an emphasis on customer happiness, retention methods, and effective technology utilization. This issue is vital to the business's long-term performance since it directly impacts the company's relationship with its clientele. Through consideration of staff and customer viewpoints, the study aims to solve shortcomings in current CRM systems. A thorough examination of Protik Ceramics' CRM strategy will be provided by the study using a mixed-methods approach, which will include focus groups, interviews, and surveys. Producing helpful recommendations that may be put into practice to increase the efficacy of the business's CRM initiatives is the aim.

1.4 Research Question: *"How do the Customer Relationship Management (CRM) practices of Protik Ceramics Limited impact customer satisfaction, retention, and technology utilization within the context of the ceramic manufacturing industry in Bangladesh?"*

Developing research questions helps us to better understand how dealers, consumers, and staff members see Protik Ceramics' customer satisfaction program. Consequently, I conducted interviews with a selected group of customers using google form survey, interviewed 5 dealers of Protik Ceramics and lastly, interviewed 4 employees to enhance my comprehension of the research topic.

1.5 Survey Research Questions for Customers:

- a) Have you heard about Protik Ceramics Ltd?
- b) How would you rate the responsiveness of Protik Ceramics' customer service team?
(Scaling: Very Poor – Very Good)
- c) Do you find Protik Ceramics' communication channels (website, social media, etc.) effective in addressing your inquiries or concerns? (Yes or no)
- d) How satisfied are you with the quality of Protik Ceramics' products?
- e) How would you rate the user-friendliness of Protik Ceramics' website/mobile app for browsing and purchasing products? [Scaling: Very Poor - Very Good]
- f) What improvements or changes would you like to see from Protik Ceramics in the future to better meet your needs as a customer?

1.6 Research Objectives:

1. Evaluate the effectiveness of Protik Ceramics' Current customer relationship management (CRM) strategies by analyzing customer satisfaction levels, retention rates and feedback.
2. Identify potential areas for improvement in Protik Ceramics' CRM processes through a comprehensive analysis of customer interactions, communication channels and the utilization of technology in CRM practices.

1.7 Potential contributions or Significance of the study:

It is anticipated that the study will provide insightful information on how well-performing the present customer relationship management (CRM) techniques are. The goal of the study is to provide a better knowledge of consumer preferences and establish effective retention strategies by assessing customer satisfaction, retention rates, and feedback. Comprehensive analysis of customer interactions, communication channels, and technology utilization will contribute to optimizing CRM processes. The outcome includes strategic improvements, employee training, and the integration of technology, ultimately providing Protik Ceramics with a competitive advantage by fostering stronger customer relationships and ensuring a customer-centric approach in the market.

Chapter 2: Type of Research (e.g., narrative, descriptive, explorative, etc.)

The type of research conducted at Protik Ceramics is “Explorative” type research paper. This design incorporates qualitative and quantitative methodology to exploratively assess the current Customer Relationship Management (CRM) strategies. While quantitative data offers a limited measurable understanding of satisfaction, qualitative data will bring a broader understanding obtained through interviews or open-ended questions, providing insights of customer satisfaction.

The research has a cross-sectional approach with surveys and interviews, aiming to provide a snapshot evaluation of CRM practices at a specific point in time. It is pragmatic in nature, emphasizing practical applications that align with Protik Ceramics' business goals.

2.1 Research design (e.g., Qualitative, quantitative, mixed)

Here, a "Mixed" design approach is being employed for the research design. For this metrics design research, interviews with customers, dealers, and staff members were conducted.

Qualitative research includes staff focus groups, dealer in-depth interviews, online and offline consumer surveys, and customer touchpoint observational studies. This study evaluates CRM operations and suggests improvements using practical research methods.

2.2 Appropriate methods for sampling, data collection, and analysis

The sampling technique and sample size for the examination of Protik Ceramics' Customer Relationship Management (CRM) practices will be carefully chosen based on customer survey responses and the number of employees in customer-facing jobs. Customers will be classified using stratified sampling based on characteristics such as purchasing history, ensuring that the sample is diverse and representative. Purposive sampling will also be used to choose staff in customer service and sales jobs, ensuring a more tailored representation of employee viewpoints. The data collection methods encompass a multifaceted approach, including customer surveys (both online and offline) to quantify satisfaction levels and preferences, retention rate calculations from sales records, scrutiny of feedback and complaints from customer service records, in-depth interviews and focus group discussions with customers for qualitative insights, employee perspectives gathered through interviews and surveys, technological utilization assessments. The data analysis will take a mixed-methods approach, integrating quantitative indicators like retention rates, satisfaction levels, and sales figures with qualitative insights gleaned from interviews, focus group discussions, and content analysis. This integrated methodology ensures a thorough understanding of Protik Ceramics' CRM practices by employing both quantitative and qualitative methods for robust primary data collection and analysis, which are supplemented by secondary data from various sources to provide a comprehensive backdrop for CRM practice analysis.

Chapter 3: Findings and Discussion

During my research, I conducted interviews with five dealers of Protik Ceramics. While Protik Ceramics primarily operates in the local market, it also serves corporate clients and engages in exports. However, owing to constraints, I collected my data solely from the local market. I conducted an online poll to gather insights from customers, and successfully obtained over 30 responses. Finally, I conducted interviews with six individuals from the office to gather their perspectives.

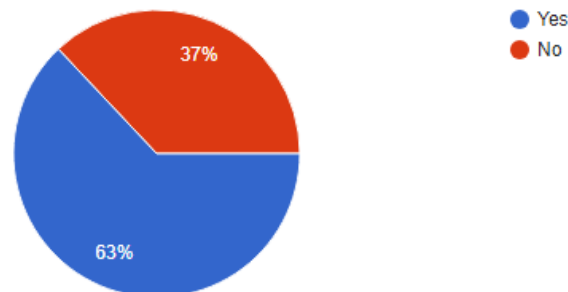
3.1 Findings and discussion of Customer's Survey

Based on the responds I've got in this limited time, here are the results-

Questions	Response
Gender	77.3% respondents are male, and 22.7% respondents are female.
Age	9.1% respondents are aged between 18-24, 63.6% respondents are aged between 25-34. And 22.7% respondents are aged between 35-44.
Geographic Location	81.8% respondents are based on Dhaka and 18.2% respondents are based outside of Dhaka.

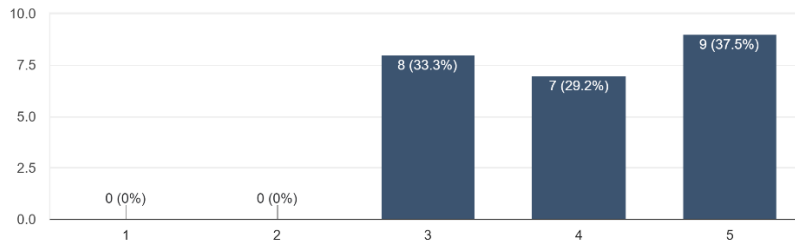
Have you heard about Protik Ceramics Ltd?

27 responses



Based on the survey question "Are you familiar with Protik Ceramics Ltd?", it's evident that over one-third of respondents are unaware of the brand. I believe this is primarily due to insufficient branding and advertising efforts.

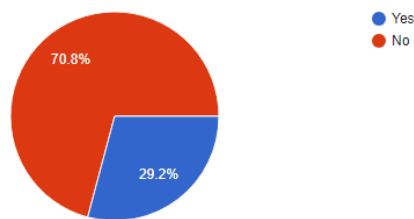
How would you rate the responsiveness of Protik Ceramics' customer service team?
24 responses



1 = Very poor – 5 = Very Good

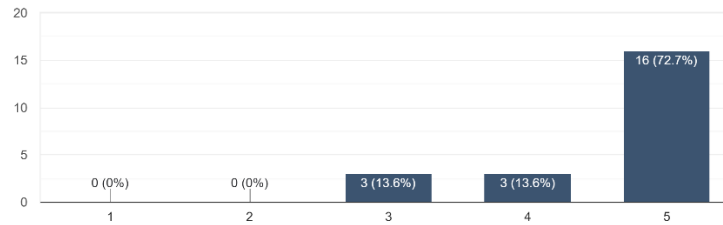
Based on the survey question "How would you rate the responsiveness of Protik Ceramics Customer Service team?" We observe a mixed response: approximately 33.3% of respondents rated it as average, while 37.5% deemed it very good. This indicates a balanced ratio. I believe enhancing the service team's capabilities could lead to significant improvement.

Do you find Protik Ceramics' communication channels (website, social media, etc.) effective in addressing your inquiries or concerns?
24 responses



Based on the survey question "Do you find Protik Ceramics' communication channels (website, social media, etc.) effective in addressing your inquiries or concerns?" It's apparent that 29.2% of respondents are dissatisfied with the communication channels, while 70.8% find them satisfactory. I suggest increasing social media communication to enhance overall effectiveness.

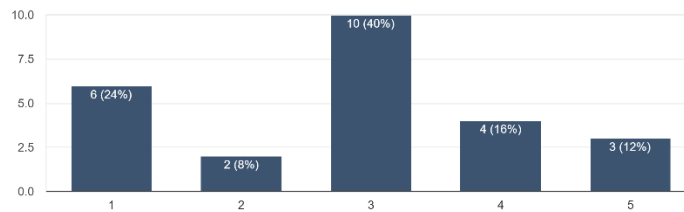
How satisfied are you with the quality of Protik Ceramics' products?
22 responses



1 = Very Dissatisfied – 5 = Very Satisfied

Regarding the survey question "How satisfied are you with the quality of Protik Ceramics' products?" It's evident that 72.7% of respondents are very satisfied, with an additional 13.6% expressing satisfaction.

How would you rate the user-friendliness of Protik Ceramics' website/mobile app for browsing and purchasing products?
25 responses



1 = Very poor – 5 = Very Good

From the survey question "How would you rate the user-friendliness of Protik Ceramics' website/mobile app for browsing and purchasing products?" It's apparent that the majority rated it as average, while 24% rated it as very poor. This could be attributed to the absence of a mobile app and the average quality of the website. I recommend enhancing the website to ensure customers can easily view and navigate through the products.

What improvements or changes would you like to see from Protik Ceramics in the future to better meet your needs as a customer?

27 responses

I love the quality of protik ceramics but it is less recognized due to more competitors
Protik should promote them more online
I have never heard about protik ceramics
Should bring more professional customer service
Never heard about protik ceramics ltd
should do more social marketing
good products but less recognition
should have online shop
bring more experienced people

Finally, "What improvements, if any, would you suggest for Protik Ceramics to enhance their customer experience?" This short-answer question reveals that respondents appreciate Protik Ceramics' products but recommend increasing their online presence and implementing a professional customer service approach.

3.2 Findings and discussion of Dealers' interviews

How did you come to know about Protik Ceramics? And how would you rate your overall satisfaction with Protik Ceramics' products/services on a scale from 1 to 10? - Examining

Protik Ceramics Limited's customer relationship management (CRM) practices, conducted through interviews with a selected group of customers and five dealers, has revealed valuable insights into the company's operations. Dealers predominantly learned about Protik Ceramics through word of mouth, highlighting the importance of a positive reputation and networking in the industry. Additionally, the research indicates a generally positive perception of Protik Ceramics' products and services, with an average satisfaction rating of 8 out of 10 among customers and dealers.

Which specific factors contribute most to your satisfaction or dissatisfaction with Protik Ceramics' customer service? - Factors contributing to satisfaction with Protik Ceramics'

customer service include product quality, timely delivery, and effective feedback handling.

However, dissatisfaction primarily stems from limitations on credit limits, suggesting an area for

improvement in the company's dealer relationships. Despite this, dealers expressed confidence in Protik Ceramics' ability to address and resolve customer complaints and feedback, reflecting positively on the company's customer service practices.

How frequently do you engage with Protik Ceramics, and what channels do you prefer for communication (e.g., online, in-store, phone)? - Regarding communication preferences, dealers predominantly engage with Protik Ceramics by phone, indicating a preference for direct and immediate interaction. However, dealers have reported that Protik Ceramics needs to conduct more promotional activities and branding efforts. Increasing branding efforts and promotional activities could enhance customer engagement and satisfaction, further solidifying Protik Ceramics' position in the market.

In your opinion, how effective is Protik Ceramics in addressing and resolving customer complaints and feedback? - In their opinion, Protik Ceramics is quite effective in addressing and resolving customer complaints and feedback. They promptly attend to issues such as broken or undelivered products by utilizing their in-house software, IOM, ensuring swift resolution and delivery of the products to the customers.

Can you share your preferences regarding communication frequency and content from Protik Ceramics (e.g., promotions, product updates)? Addition to that, how would you rate the accessibility and user-friendliness of Protik Ceramics' online platforms - The lack of adequate online platforms raises concerns regarding accessibility and user-friendliness. This highlights the necessity for investing in digital infrastructure to enhance the overall customer experience. These actions are in line with dealers' suggestions for Protik Ceramics to boost branding and promotional activities, as well as to address feedback regarding credit limits.

Lastly how long have you been as a dealer with Protik Ceramics and suggest improvements, if any, would you suggest for Protik Ceramics to enhance their customer experience? - Despite these areas for improvement, dealers have maintained long-term partnerships with Protik Ceramics, with four out of five dealers having been in a dealership contract for over five years. Reliability, high product quality, and dedication are just a few of the factors that make Protik Ceramics a great choice for a manufacturer distributor; these attributes highlight the company's advantages and stellar standing in the sector. Protik Ceramics may enhance its customer relationship management procedures and sustain its competitive advantage

in the market by addressing the identified areas for development, such as improving branding efforts, investing in digital infrastructure, and attending to dealer feedback.

3.3 Findings and discussion of Employee's interviews

An analysis of the organization and procedures of Protik Ceramics Limited's marketing department provides an important context for understanding the company's customer relationship management (CRM) initiatives. With more than thirty skilled workers, the department is organized into teams that specialize in corporate campaigns, export marketing, and local marketing. Support staff members make sure everything runs well and that customers are contacted. Interviews conducted with representatives from both local and corporate marketing teams shed light on their experiences and perspectives on various aspects of customer service, CRM effectiveness, employee roles, and technological utilization.

Since when did you join Protik Ceramics and in what role position did you start from and what's your current role position? - Mr. Mahmud, who joined Protik Ceramics a year ago, is from the local market who holds the position of Senior Executive. His primary responsibilities include checking delivery orders, verifying invoices, monitoring the progress of executives, and visiting dealers to collect orders. Mrs. Swarna, the second employee I interviewed from the local market, serves as an Executive. Her role involves creating delivery orders based on dealer requirements and handling money transactions.

Transitioning to the corporate sector, Mr. Ahsan holds the position of Deputy Manager. He is responsible for overseeing the progress of Senior Executives, attending meetings with corporate clients, and managing related activities. Mr. Roman serves as an Assistant Manager. His primary responsibility revolves around designing logos tailored to the needs of corporate clients.

How do you perceive the effectiveness of Protik Ceramics in building and maintaining customer relationships? - From the local marketing team's viewpoint, positive customer service encounters with dealers are predominant, attributed to their familiarity with market dynamics and close relationships with local partners. Conversely, the corporate marketing team faces challenges due to low brand awareness, making it difficult to attract clients. This discrepancy underscores the need for a more cohesive approach to customer service and relationship management across different market segments.

To streamline its dealership process, how does Protik Ceramics, being a manufacturing company primarily engaging with dealers, establish its dealership network? - Regarding the

establishment of Protik Ceramics' dealership network, the company primarily targets dealers through direct engagement in ceramics markets and offering incentives. While this approach may yield results in expanding the network, it also highlights the importance of maintaining strong relationships with existing dealers and continuously assessing the effectiveness of recruitment strategies.

How do you perceive the impact of technological utilization on customer interactions and CRM strategies? - A notable finding from the interviews is the lack of formal CRM practices or training within Protik Ceramics, as highlighted by both local and corporate employees. This represents a significant opportunity for the company to invest in structured CRM initiatives and provide comprehensive training to employees, enabling them to effectively manage customer relationships and enhance overall satisfaction. Furthermore, the limited utilization of technology beyond internal software suggests untapped potential for leveraging digital tools to streamline customer interactions and enhance CRM strategies. Investing in technology-driven solutions can facilitate better communication, data management, and customer engagement, ultimately leading to improved customer experiences and loyalty.

Can you share specific instances where customer feedback has influenced changes or improvements in Protik Ceramics' operations? - From the corporate team's perspective, there was a minor incident where a customer complained about not receiving the desired logo design. This issue arose due to a shortfall in Protik's Factory decals team, leading the client to reject the entire order. In response, Protik Ceramics hired additional professional decals to collaborate and ensure such mistakes are not repeated in the future.

What strategies do you believe Protik Ceramics should prioritize to enhance customer loyalty and retention? - Protik Ceramics should conduct training sessions for newcomers to enhance their CRM practices. Additionally, they should foster an office culture that promotes recognition of employees' achievements and rewards outstanding performance with incentives. The results emphasize the significance of coordinating internal procedures and available resources with the overall objective of efficient customer relationship management. Protik Ceramics can boost its market position and cultivate enduring customer relationships by filling in the gaps in its CRM procedures, providing workers with the skills and tools they need, and utilizing technology to improve interactions.

Chapter 4: Recommendations

Several recommendations may be made to improve Protik Ceramics Limited's customer relationship management tactics and overall efficacy based on the information acquired from the company's marketing department representatives' interviews and the analysis of its CRM practices:

Implement Formal CRM Practices and Training:

A new CRM training program should be introduced for the newly joined employees, this can be done once in every year which should cover communication techniques, managing customers feedback and address accordingly and lastly handling conflicts to maintain peaceful environments.

Enhance Brand Awareness and Recognition:

Invest in branding campaigns and promotional activities to target both Corporate, local and Export clients. Promotional activities like social media marketing, SEO marketing, Billboards can be strategically placed all over Dhaka, since Dhaka is the biggest capital. Hold strategic collaborations with other competitors like Fair, Expo's. The mentioned strategies can help to boost recognition drastically.

Optimize Dealership Network Recruitment:

To broaden the network with local dealers, Protik Ceramics can diversify their method of reaching. This can include the proper utilizing of digital platforms, holding expos/fairs to attract new dealers, introducing referral programs which will not only bring new dealers but will keep the previous dealers happy.

Leverage Technology for CRM Enhancement:

In this new era where technology is everything that makes our life easier and more convenient, Protik Ceramics should invest in technology collaborating with the IT department to expand, implementing solutions like customer self-service portals, where customers/dealers can use Protik Ceramic's apps to make their purchases by themselves which not only saves a lot of time

but this can also be used as a data analytics tool to gain deeper understanding what the customers wants the most.

Foster Collaboration Between Local and Corporate Teams:

Knowing that Protik Ceramic's local and corporate marketing teams share a workspace, they should collaborate to bring in more different ideas to improve the customer experience rather than competing with one another. To create their CRM goals, provide fresh, stylish, and useful designs, and work on cross-functional projects, both teams need to come together strategically.

Respond Proactively to Customer Feedback:

To improve their CRM strategy, making a dedicated team to address customer's feedback is a must for Protik Ceramics. This team should consist of dedicated people answering phone calls, responding to social media, sending out regular surveys to existing and new customers. This feedback should be analyzed by specific staff members and address the feedback accordingly in a timely manner.

Invest in Employee Development and Empowerment:

Employees have a significant influence on the direction of a company; thus, it is critical to look after their mental health. As previously mentioned regarding the CRM program's training, employees who are performing better in addressing the CRM strategy should be rewarded. This not only helps to get recognition but also inspires others to perform better. Other examples of this include introducing special incentive programs that encourage employees to work toward them. Additionally, frequent incremental promotions to deserving candidates can also be given. Given that Protik Ceramics currently forbids employees from celebrating national holidays in the workplace, the company needs to honor holidays like Pohela falgun, boishakh etc, which will improve staff morale while also influencing the company's culture.

Regular Monitoring and Evaluation of CRM Initiatives:

Routine monitoring should be set up by the Assistant managers/Managers to guarantee the efficacy of CRM initiatives. Managers can track the progress of the employees by seeing the analytic reports from sales results, customer retention rates and customer satisfaction metrics.

KPIs or Key performance indicators should be measured properly and work towards the shortcomings accordingly.

I believe these suggestions will help drastically not only in improving Protik Ceramic's CRM process but will bring a great outcome for the company's better future.

Chapter 5: Conclusion

As a result of our research and the marketing team's feedback, we were able to draw several important conclusions about Protik Ceramics' CRM procedures, which we will use moving forward. There is a lot of space for improvement in Protik Ceramics' brand recognition, formal CRM processes, technology adoption, communication between local and corporate staff, and handling customer concerns and sustaining relationships with local dealers.

We propose a multi-faceted strategy to optimize CRM efficacy. Included in this are the following: investing in the empowerment and development of employees, improving brand awareness, streamlining dealer recruitment, utilizing technology to enhance customer interactions, establishing regular monitoring and evaluation of CRM initiatives, and fostering collaboration between local and corporate teams.

These suggestions will help Protik Ceramics strengthen its customer relationship management (CRM) foundation, increase customer happiness and loyalty, and succeed in the long run in the ceramics business, which is quite competitive. In the long run, Protik Ceramics will be able to grow and lead its industry by putting the requirements of its customers first and making smart investments in technology, employee training, and brand building.

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Appendix

Internship Proposal Form

Name:	Kh. Wasif Alam Tamim
ID:	193011120
Semester (Spring/Summer/Fall)	Spring 2024
Department:	ULAB School Of Business (Marketing)
Supervisor's Name (Faculty):	Tabassum Islam
Organization Name:	Protik Ceramics Limited
Internship Title:	An Analysis on the Customer Relationship Management Practices of Protik Ceramics Limited.

Student's signature & date

Supervisor's signature & date

(Submit your Research Proposal to your Supervisor for approval)

Organization Acceptance letter

Symbol of Excellence



Protik Ceramics Limited
(A Concern of Protik Group)

Ref: PCL/Admin/Internship/Mktg/2023/
Date: December 10, 2023

NOTICE ON INTERNSHIP

Reference:

A. Applicant Kh. Wasif Alam Tamim's prayer for Internship dated 10 December 2023.

01. **General:** In light of the reference Mr. Kh. Wasif Alam Tamim of University of Liberal Arts Bangladesh (ULAB) of Bachelor of Business Administration (BBA) Program (Major in Marketing)), ID # 193011120 will undergo Internship in Marketing Department, Protik Ceramics Limited.

02. **Duration:** Duration of Internship 12 weeks, w.e.f January 01, 2024. Daily Internship period would be 10:00am to 5:00pm (except Friday).

03. **Superior / Guide:**
a) Superior: Mr. Md. Wahiduzzaman, Manager (Sales & Marketing), Local Marketing.
b) Guide: Mr. Md. Ahsan Jahir, Dy. Manager (Sales & Marketing), Corporate Marketing.

04. **Topic Selection:**
Topic of Internship paper (Thesis): The candidate must confirm the topic of internship in consultation with supervisor / guide within 03 (three) days of joining.

05. **Internship Program:** Supervisor / Guide will bring out daily /weekly program separately.

06. **Submission of Paper:** The candidate should submit the internship paper to the supervisor at the end of 11 week.

07. **Dress Code:** The candidate should put on formal dress (trunk in full shirt and shoe) during training period. Any kind of half / t-shirt and sandal will not be allowed during training hour.

08. **Remuneration:** Tk. 6,000/- (six thousand) only per month.

09. **Defense of the Paper:** The candidate will defend the internship paper through presentation by 12th week and take the completion Certificate / Clearance.


Lt. Col. Md. Abdullah Al Hassan (Retd.)
Director (HR, Admin & Procurement)
For Chairman

Copy to:
01) Executive Director, PG
02) Director Finance, PG
03) Director (Marketing), PCL
04) AGM (Marketing), PCL
05) Dy. Manager (Marketing), PCL
06) Office Copy.

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E-mail : info@protikceramics.com, info@protikgroup.com, Web : www.protikceramics.com www.protikgroup.com

Interview Questions for dealers:

- a) How did you come to know about Protik Ceramics? And how would you rate your overall satisfaction with Protik Ceramics' products/services on a scale from 1 to 10?
- b) Which specific factors contribute most to your satisfaction or dissatisfaction with Protik Ceramics' customer service?
- c) How frequently do you engage with Protik Ceramics, and what channels do you prefer for communication (e.g., online, in-store, phone)?
- d) In your opinion, how effective is Protik Ceramics in addressing and resolving customer complaints and feedback?
- e) Can you share your preferences regarding communication frequency and content from Protik Ceramics (e.g., promotions, product updates)? Addition to that, how would you rate the accessibility and user-friendliness of Protik Ceramics' online platforms or mobile applications/payments?
- f) Lastly how long have you been as a dealer with Protik Ceramics and suggest improvements, if any, would you suggest for Protik Ceramics to enhance their customer experience?

Research Questions for office employees:

- a) Since when did you join Protik Ceramics and in what role position did you start from and what's your current role position?
- b) How do you perceive the effectiveness of Protik Ceramics in building and maintaining customer relationships?
- c) To streamline its dealership process, how does Protik Ceramics, being a manufacturing company primarily engaging with dealers, establish its dealership network?
- d) How do you perceive the impact of technological utilization on customer interactions and CRM strategies?
- e) Can you share specific instances where customer feedback has influenced changes or improvements in Protik Ceramics' operations?
- f) What strategies do you believe Protik Ceramics should prioritize to enhance customer loyalty and retention?

Originality Report

Kh. Wasif Alam Tamim_193011120_BUS499, Internship Part B

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