

**EFFECTIVENESS OF CUSTOMER RELATIONSHIP
MANAGEMENT TO BUILD ORGANIZATION IMAGE
A CASE STUDY OF MAKRO CASH & CARRY RETAIL
STORE KARACHI PAKISTAN**

BY

**SHOAIB AYAZ
31384**

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5		Cubtal	Ch - 4	Shahid
6		Cubtal	Ch - 5	Shahid
7	30-10-14	Cubtal	Ch - 6	Shahid

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Candidate's Name: Shahid Ayaaz Registration No. 31384
Thesis Title: _____

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Supervisor's Signature: [Signature] Date: _____

Name: Sobia Shjad

Head Of Department Signature _____ Date: _____

ABSTRACT

In the past, it was unpopular and unaccepted concept because companies thought it was more important to gain new customers than retain the existing ones. However, in this present decade, companies have gained better understanding of the importance of positive organization image in the eye of customers. Organization image becomes so important to every Organization in the present day. This report analyze the literature on customer relationship management (CRM) that how customer relationship management has a significant effect to build organizational image. The result shows that CRM has significant impact on building organization image. The purpose of this research paper is to analyze the effectiveness of customer relationship management to build organization image in retail industry (Makro retail store) at Karachi.

KEYWORDS – Organization image and Customer relationship management.

PAPER TYPE - Research Paper

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