

## ASSIGNMENT

Search from internet, one (1) company successful in managing CRM and SRM.

Study the company CRM program and SRM activities.

Discuss about the CRM program and SRM activities in a group of two.

(a) Understanding end customers



(i) The variety of \_\_\_\_\_.

(ii) The quantity and \_\_\_\_\_.

(iii) The product \_\_\_\_\_ desired.

(iv) The level of \_\_\_\_\_.

(v) \_\_\_\_\_.

(vi) \_\_\_\_\_ (other relevant answer)

(\_\_\_\_ / 5 MARKS)

(b) Understanding supply chain partner requirement.



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(\_\_\_\_ / 5 MARKS)