

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.

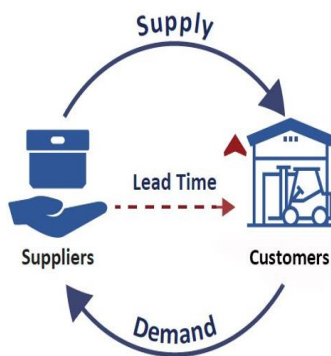
(a) Understanding end customers



- (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.



(____ / 5 MARKS)