RETAIL MARKETING STRATEGIES AND CUSTOMER RELATIONSHIP MANAGEMENT

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ABSTRACT

Retailing is one of the largest industries in India and one of the biggest sources of employment in the country. CRM is surrounded by confusion since its inception. The concept, technologies and understanding of CRM are still in the nascent stage in the twin cities of Hyderabad and Secunderabad. Therefore, the study on Retail Marketing strategies and Customer Relationship Management is based in analyzing the strategies of the retailers and their implementation of CRM.

KEYWORDS: Retailing, Customer Relationship Management, Marketing strategies, implementation.

References

1. Professor V. Kasturi Rangan, Harvard Business School, in a discussion on April 4, 2005 at the India Business Conference at HBS.