**Business-to-Business Customer Relationship Management -A Study on Diamond Consolation Product**

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**This report is submitted to the School of Business and Economics, United International University as a partial requirement for the fulfillment of Bachelor of Business Administration Degree.**

**Business-to-Business Customer Relationship Management -A Study on Diamond Consolation Product**

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**Date of Submission: May 4, 2019**

**Letter of Transmittal**

May 4, 2019

Dr. Kawsar Ahmmed

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**Subject: Report on “Business-to-Business Customer Relationship Management- A Study on Diamond Consolation Product”.**

Dear Sir,

I am very pleased and delighted to submit this report, as it is a report for my BBA Program. I have provided all the necessary information as per the requirements of the report. I would like to take this opportunity to thank you for the guidance and support you have provided me during this course of this report. Without your help, this report would have been impossible to complete. I have concentrated my best effort to achieve the objectives of the report and hope that my effort will serve the purpose.

I would really be grateful if you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about aspect of my report, I would gladly answer your queries. Thank your support and patience.

Thank You.

Sincerely Yours,

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Name: Mahinur Rahman Rafat

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Major in Marketing

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**Student’s Declaration**

I,Mahinur Rahman Rafat, declare that, the report named **“Business-to-Business Customer Relationship Management -A Study on Diamond Consolation Product”** is prepared by me, after completion of three month of internship at ” **Diamond consolation product”** as a part of my BBA program. It is my report and pursued under the supervision of **Dr. Kawsar Ahmmed,** **Associate Professor,** Marketing Department, United International University (UIU).

I further affirm that the work reported in this report is original and no misinformation has been submitted to anywhere for any purpose.

Sincerely Yours,

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**Letter of Authorization**

This is to clarify that this report on the topic **“Business-to-Business Customer Relationship Management -A Study on Diamond Consolation Product”** has been prepared by Mahinur Rahman Rafat, ID: 111 131 144 from United International University and which has only been prepared for the partial fulfillment for the degree of bachelor of business administration (BBA).

The report has been prepared under my guidance and supervision. This report supports the topic title and fulfills the entire requirements. I instructed her to prepare. Here by, I accept the report as the successful completion of the internship program. During the program she was sincere and attentive to her work and I wish her every success in life.

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Dr. Kawsar Ahmmed

Assistant Professor, Marketing Department

United International University

School of Business & Economics

**Acknowledgement**

The successful accomplishment of this report is the outcome of secondary source, especially those websites to improve the report. It’s difficult to me thank all of those people who have contributed something to this report.

First of all, I would like to thank my honorable academic supervisor Dr. Kawsar Ahmmed Sir, Assistant Professor, School of Business & Economics, United International University. I am thankful to him for his continuous support and supervision, suggestions and providing me with valuable information that was very much needed for the completion of this presentation.

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# Executive summary

Customer relationship is the activities to develop and maintain a trusting and long-term committed relationship with the target customers for mutual benefits. This report is based on business-to-business customer relationship at the Diamond Consolation Product Ltd. This study identified several areas which are important in building and maintaining the relationship at the business to business context. In the volatile business environment, having a sound customer base is important for any corporation. In this regard, relationship management plays its key role to manage a satisfied customer base. In this report, we describe the commercial and commercial trading system on the six pillars and the three key components of the client's system.

Chapter one includes background, purposes of the study, methodology, scope, and limitation of the study. Chapter two describes the company overview including features of the company, vision, mission, company objectives, and products marketed into the Bangladeshi market. Finally, findings and conclusion on the business-to-business customer relationship management at the diamond consolation product are given along with the success factors which depend on business-to-business customer relationship.

**Keywords**: Business-to-business, customer relationship, diamond consolation, commercial trading

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# Chapter-1: Introduction

# Introduction

The main purpose of this report is to deal with the client's interaction with the b2b of Diamond products and to identify the links related to the BBA and knowledge that originate from the BBA function in a region. In this report I share all the information related to the report.

## Origin of the report:

According to the report "**Success of Business to Business Client Diamond**" is designed to meet the requirements of the BBA program and gain experience from the market from the source of the data. This is a program that I need to know about entrepreneurship. In the business of commerce and business, the relationship between consumers and customers differs, sometimes without consideration. Where markets buy regular commodities, for example. Equipment, relationships can be easy; Businesses that buy are growing up as users. This study, however, did not attract these types of relationships but on the complexity where there is a need to understand the understanding of contractual contract between the trader and the seller. This report was produced under the supervision of Dr. Kawsar Ahmmed, Assistant Professor, School of Business & Economics, United International University.

## Background of the study:

Bangladesh's economic affairs are very stressful every day. Without adequate experience the experience is difficult sometimes possible. The whole world is moving because of the business relationship. The business market constantly changes with changing needs. In this famous knowledge, I know the real world. Thinking of this report is a personal report, I've got a good idea about "Success of Business to Business Relationship Diamond Insulation Products" and experience about the business to business of Diamond Insulation Products. It is important that good work in the business and entrepreneurship is part of every organization that the organization is doing. Success in the environment that has been significantly enhanced is built on many points; organizations that ignore the service value of their users are not in their presence.

## Purpose Statement:

As I make this report on the "Success of Business to Business Client Diamond Insulation" examines the impact of the structure of organizations, processes and personal skills and practices on business and business customers.

* To understand the b2b business volume.
* To evaluate b2b management and beta technology.
* For a b2b business transaction study.
* Identify ways and objectives for enhancing your ideas and skills.
* Learning conversations about real life.
* Identify and evaluate relevant content from the best performance from the customer
* Describe the process for the project.
* Detailed information on the site.
* Small sample sources for a few examples on their web site.

## Significance of the study

Customer relationship management (CRM) and business to business (B2B) are important for modern business success. Although they are two different types, they share some similarities. Links to CRM and B2B will benefit from all aspects of your business, including sales, ads, customer service, and support services. This article discusses the characteristics, similarities, B2B and CRM variants. It also searches for the CRM B2B links.

# Methodology

### Research Type:

As I make this report on the subject of "Success of Business to Business Client Diamond Insulation" and offer some suggestions on satisfying customers from their opinion. So it is the translator report. In this report all relevant information must be disclosed shortly after the disclosure of information.

### Data Type:

Study requires different information about the common policy, the Diamond marketing b2b business relations. The second-party information is used to edit this report.

### Secondary Data:

* Different web pages.
* Web site b2b business.
* The personal results of some accounts and historical reports.

## Data Presentation:

I will report via a temporary Microsoft office. Some of the analytics information we present with the Microsoft word.

## Scope of this report:

This report covers:

* All B2B businesses affiliated with Diamond business.
* Different business transactions based on the same kind of relationship with the customer.

# Limitation of this report:

I was faced with these problems while preparing this report:

* + Changes in workgroups and thoughts and operating systems.
  + Damage in the data required for the search.
  + The time provided for research is an important factor.
  + More technical and product information and prices for customer service.

# 

# Chapter-2

# Company Overview

# Introduction

The combinations described as the prevention of severe heat and exposure is less important. The purpose of keeping it clean is to keep the rooms well, to prevent it from reducing the heat loss to save energy. The magnificent Polystyrene is a magnificent gas source for a limited amount of cold water. The construction of buildings, the strength of specialists, the least of which has no harm to humans. Specialized Programs are the manufacturing industry of the polystyrene (EPS) manufacturing industry. He started his career in March 2010. At first there were many samples in their production, such as Writing, Inbox, Packaging, and the English Association, which was used for the Most High. Real estate and market demand for EPS product is required. EPS is currently being demanded for growth from agro, Fisheries and industrial products in Bangladesh. In the business market of the engineering industry, industry and industry, construction companies, agro-manufacturing industry and so on. In the export market, fish, freezer, vegetables, vegetables and EPS products and equipment are used .EPS is an adjacent to Expanded Polystyrene, which is the name of Styrofoam technology. EPS markets provide bubbles and construction ceiling for buildings, buildings, packages and industries. Initially there are many samples in its line, such as Writing Group, Cookies, Accessories, PowerPoint used for the Most High.

## Features of Diamond Insulation

* Raw material imported from Germany, Taiwan, and Malaysia.
* No.1 EPS product manufacturer in the country.
* A huge no. Of experience people in this line.
* Factory stands on a large suitable place.
* 24-hour electricity & water supply.
* 24 hour manufacturing.
* High quality & productivity machinery.
* Own Conveyance like Truck, Boat, Engine boat, Van etc. for urgent goods supply.
* Proper quality & quantity.

## Vision

There is a demand for domestic and export markets for EPS Products.  At present demand of EPS products has gone up due to growth of Agro based, Fisheries and Industrial related products in Bangladesh. Diamond Insulation wants to spread its product all over world.

## Mission

Specialized Programs are the manufacturing industry of the polystyrene (EPS) manufacturing industry. He started working in March 2010. First of all, there were many samples in their production, such as Writing Articles, Inbox, Extensions, and Articles, which were used for the Most High. There is a demand for domestic and export markets for EPS Products.  At present demand of EPS products has gone up due to growth of Agro based, Fisheries and Industrial related products in Bangladesh.

## Company objectives

* + Spread its product all over world.
  + Ensuring Superior quality & productivity machinery.
  + Growing’s of Agro based, Fisheries and Industrial related products in Bangladesh.
  + Highly Educated manpower for office management & Communication.

## Diamond Insulation Products

Meaning of EPS is Expandable Polystyrene. This is well known in our country by 'foam'. For saving product quality it has huge ability. So now a day in packaging sector it is so popular. A product of EPS is very comfortable, tiny, protective & portable. So the whole world became fan of EPS products. But Bangladesh has no available manufacturer due of demand our market. By the grace of Allah we are the one organization that we have high ability to production this type of products.

* Insulation Board (Worksheet).
* Pipe Insulation.
* EPS Fish Box.
* MBX Box
* EPS Helmet Liner.
* EPS TV Buffer
* EPS Refrigerator Buffer
* Various type of Battery lid.
* All products’ packaging item such as Wall clock, Digital Clock, Water pump etc.
* Diamond branded Net, Barbed wire, Hexagonal wire etc.
* Bitumen supplier like as 85/25 or 80/100 Grade Bitumen.

Initially there are several products in its production line, such as Insulation Board, Fish box, Packaging item, Pipe Insulation that is widely used for Insulation purpose.

# Chapter -3

# Findings & Conclusion

## Customer Relationship Management

One of the areas where traditional CRM schemes can be misleading is that they do not focus on access to human resource management. The maintenance of normal rooms is good for sensitive data but for customers to enjoy and participate, focusing on humanity such as tone and tone sound. The customer's problem with a powerful memory idea is good for generating this additional customer information model so you know immediately how customers feel about your business and business. The factual understanding of each customer's significance is important to a successful relationship.

## Business relationship with another business

Getting a customer holds good-looking employees when they help customers. Continue to focus on the customer, talk to them with compassion, and pay what you say you will do. CRM software can help you here, but you will find real security through the memory you have with your customers.

## Business based relationship

Business entrepreneurship in business can be exciting and often why the customer is in the first place. But, often more often, when the "merchant" entrepreneurial client emerges from revenue from their business. To avoid this, focus on customer management and no one-way management. Much of your employees as much as you can for each customer to make sure your product is located throughout the organization.

## 3 keys to improve b2b customer relationship

* **Upgrading When My Partner Requires:** Building Materials, Applicable Pages, and Online Articles for Customers may be able to find them before they come to advertising or support organizations and questions.
* **Participating with customers:** Building a B2B customer is as much as a conversation and a new position, so deal with dialogue as a conversation, a good ending and email emails that summarize the important things that are about them, and try to include some ideas to something discussed.
* **True and Upfront:** Teach your customers to help them make real expectations. This will ensure that the customer has this effect from the deal. When the two parties leave the transaction with ideas of opinion, support for the team will be easier to work.

## The success factors which depend on business-to-business customer relationship:

* **Time move:** With time and effort, easy to trade and how much time it considers to be the ultimate driver of safety in both B2C and B2B. Opportunity to reduce prices, Time and Climate are the major connectivity.
* **Upgrading:** It is enhanced by recognizing the customer. Focusing on their needs and interests, whether on the goals of life or business goals, and then describing experiences in some situations. In a B2B relationship, this knowledge may require more people than just a buyer. It is important to the bottom of the License in the customer's business environment as well as how they work.
* **Peace:** The truth has already relied, which is the source of all relationships. The process of trust and order becomes important. It relies on reliable, reliable, and reliable relationships with both parties.
* **Resolution:** Service error and retrieval customer retention and proposals. Failure to solve problems quickly and relies is greater. In the B2B mode this is especially true when it involves a large customer. In this world, reports of development, times and updates are much more, complex and complex. But the purpose of Resolution is compatible with both. Service error is correct in the statement: fixing something good and the customer can think about you more than they did before making a mistake at first. This also means informing the team what happened, how it was resolved and how it would be reduced in the future.
* **Publish:** In the case of B2B purchases, custom sales or customary applications are required, where companies are being tested to place themselves in good light. We have often recognized that this was lost in the way his promise was made at the beginning and was unable to send. This has an important impact on relationships. The principle I think is important but an important part of a successful partnership.
* **Deeply compassionate:** Finally, at your peers and shows them you will see the world from your vision. Take into account the things that are most relevant to the challenges, problems, and fears. Whenever it is, it can judge body temperature and mental health to think properly. Compassion also affects the customer and, more importantly, at the customer level - it is important to understand how decisions are based on two factors.

At the bellow some technology based information are given from the UK b2b business perspective:

* **Business to business customer relationship in the technology sector:**

Many technology companies sell them through the partners so they offer customers' experience through many customers have a lot of challenge for the organizations we have searched for. Not surprisingly, those who sell and pay attention directly have the highest power and therefore have a larger number of CEEs. All of the British trade shows have grown steadily in the development, reflecting the needed feedback in response to what can be the details of specific needs. The UK had a little impact on their US counterparts, mainly because of the rise in the soil in the customer's reputation, and perhaps the economy's scale was economically. Throughout the globe, design with a very high level of action has harmonious levels, emphasizing the importance of the compatibility and support that are relevant to the support whenever the goods and services are submitted. In the UK, business technology is the first and all decision makers and consultants, highlight the importance of technology for

In contrast, in the United States, the part is in the middle. This may be due to the expansion of business technology for a large group, with increased growth in the products and services of space, which can show less compassion, time and effort than other sectors.

* **Business to business customer relationship in the banking sector:**

Climate change has changed, non-accurate databases, and new European standards that promote improving the quality and development of technology are operating financially to increase the focus of the customer. Customers need to receive appropriate samples at the same time, so the economy has grown, while customers are well aware that they are being protected. Technologies for moving cars across banking, insurance and investment companies. Customers think they have received samples produced and they are able to access them in the way they want. Improving information and research makes this possible and most people are more likely to get involved in business acquisition.

The law affects the group. While trusting the customers and the government, it also adds to the cost of working.

Banking has small branches in both the United States and the United Kingdom, with the best views in the LDS column.

* **Business to business customer relationship in the telecom sector:**

The statistics of telecom companies have grown rapidly, with a steady and effective experience associated with IT related services such as information services and cloud service. Key developments in the sector include commitment and IP services (based on: B2B communications markets: World Trade Center Research and 2018 - 2026, Important Information Provider) .Community Provides a combination of 'instant / different' communication tools, such as email, and 'one way' / different methods, such as IM, reduces the time and effort for the last user. At present, IP-based VPN and VoIP IP (VoIP) voice increases at work, allowing telecom organizations to deliver new skills.

Although innovation has broken down these companies, the most important services provided by respondents have already come into existence and have been dedicated to telecom communications: national communications and the mobile phone in the US market. As companies continue to focus on innovation, the customer's past experience. It is described as the worst in both the United States and the United Kingdom, businesses below B2B average, in each of the six Pillars, in both countries.

# Suggestion & Recommendation

Now bankruptcy companies are very worried and all banks are running to ensure that banking services are the best service in this marketplace.

* Working with vendors who provide solutions to their problems, speak with this language, and provide support and guidance with a long time
* Customers want customers to comment on how to develop relationships with suggestions, suggestions and ways.
* Providers provide comprehensive guidelines, procedures and principles that ensure that each customer is just and fair.
* Good customer service does not mean high-quality marketing practices, which are considered as bad and unacceptable.
* Most customers will pay the highest contract price to get the highest customer service position.

# Conclusion

According to the report "Success of Business to Business Client Diamond" is designed to meet the requirements of the BBA program and gain experience from the market from the source of the data. This is a program that I need to know about entrepreneurship. In the business of commerce and business, the relationship between consumers and customers differs, sometimes without consideration. Where markets buy regular commodities, for example. Equipment, relationships can be easy; Businesses that buy are growing up as users. This research, however, does not attract these types of relationships but also to the complexity where there is a need to understand contract contractors between the business, the customer and the seller.

As adults grow older they can start gambling with customers at the market. This can lead to emotional conflicts. Customers are aware that there is a need for investors or investors who deserve the need. Changes in industry thinking and organization organizations may be inconvenient to seek immediate steps for changes in consumer work. Experts may also gain additional knowledge and may help customers in their operating system and business prices.

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