

# **A STUDY AND IMPLEMENTATION OF WEB BASED MARKETING, ENHANCED WITH CUSTOMER RELATIONSHIP INFORMATION SYSTEM AND POINTS REWARD MANAGEMENT SYSTEM**

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## **ABSTRACT**

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This project addresses issues on the e-commerce application, which focuses on the development and design of a web-based points redemption center which enhanced with customer relationship management system. In this project, an in depth study on pints reward program and pyramid payment process will be carried out. The project sought solution in promoting the points reward program, and provide customer and businesses with support procedures and information for future development and marketing strategy, The basic functions of this project allows members and participating outlets to check and view their account and personal details with better rewards segments. The bonus points are to be updated at the back end system every month, depending on the volume of points.