

Customer Relationship Management System, the Failure and Usefulness Towards Sales and Marketing, A Study of Saudi Arabia Business Environment

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ABSTRACT

Chapter one: Introduction.

The first chapter is an introduction chapter to the whole research, in chapter one the researcher is describing how is he going to conduct this research, why is he going to conduct this research and the limitation of this research.

Chapter two: Literature review.

The second chapter is general study about Customer Relationship Management. The second chapter contains a history of CRM and a definition of CRM strategy and CRM system; the second chapter also contains a study of CRM critical success factors and the failure of CRM as well as a general study of Saudi Arabia business environment.

Chapter three: Research methodologies

The third chapter describes the research methodologies which the researcher is going use to collect data and information about the topic in order to complete the research. The third chapter also contains a description of what type of analysis the research is going to use to analyze the gathered data and information.

Chapter four: Data gathering and analysis

The forth chapter is the analysis of the gathered data of surveys and interviews. The forth chapter contain a detail analysis of the survey and the testing of hypotheses. The forth chapter contain the results of hypotheses testing.

Chapter five: Recommendation and conclusion

The fifth chapter contains the findings of the research and a recommendations given by the researcher, the fifth chapter is a conclusion to the whole research.