



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies-TC

**Topic: Intern in the marketing team of
Kasper infotech company**

**(Kasper Infotech Pvt.
Ltd.)**

By:

Amisha Diwaker

**A report submitted in partial
fulfillment of PGDM**

Programme

2022-2024



Under the Guidance of

Dr. Kishor Kumar

Company Guide

Vice President (Primary Research)

Prof. Gaurav Sarin

Faculty Guide

Delhi School of Business



DELHI SCHOOL OF BUSINESS

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DECLARATION

I hereby declare that this project report “**Intern in the marketing team of Kasper infotech company**” at Kasper Infotech Pvt. Ltd. is my own work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledge has been made in the text.

Signature:

Name: **Amisha Diwaker**

Roll no: **202210008**

Year: **2022-24**

Date: **17/06/2023**



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CERTIFICATE FROM COMPANY GUIDE

This is to certify that **Amisha Diwaker** with Enrollment No. **202210008**, a student of PGDM from Delhi School of Business-VIPS TC has done his summer training at 'Kasper Infotech Pvt. Ltd.', **Noida** from **17 April 2023 to 17 June 2023**.

The project work entitled "**Intern in the marketing team of Kasper infotech company**" embodies the original work done by **Amisha Diwaker** during his summer project training period.

For **KASPER INFOTECH PVT. LTD.**


DIRECTOR

Signature

Name: Mr.

Kishor Kumar

Designation:

Director



DELHI SCHOOL OF BUSINESS
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CERTIFICATE FROM FACULTY GUIDE

This is to certify that work entitled “**Intern in the marketing team of Kasper infotech company**” is a piece of work done by **Amisha Diwaker** under my guidance and supervision for the partial fulfillment of degree of PGDM at Delhi School of Business – VIPS TC.

To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

Signature

Name: **Prof. Gaurav Sarin**

Designation: **Prof. Delhi School of Business**

Date:



TO WHOM IT MAY CONCERN

This letter is to certify that **Amisha Diwaker** has completed her **Marketing Internship** program of two months with **Kasper Infotech Pvt. Ltd.** Her internship period was from the **17th of April 2023 to the 16th of June 2023**. She was working with the Marketing Team and was actively involved in the projects and tasks assigned to her.

During the span, we found her punctual and reliable person.

We wish her a bright future.

Kasper Infotech Pvt. Ltd.

Director

For KASPER INFOTECH PVT. LTD.


DIRECTOR

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Executive Summary

This executive summary outlines my enriching summer internship experience with Kasper Infotech's Marketing Team. As an integral member of the team, my primary responsibilities included report generation, analysis, WordPress website design, keyword research for the company website across various locations (USA, Canada, Dubai, Singapore), and social media reporting and tracking on platforms like Facebook, Instagram, and LinkedIn.

Background of the Internship: Kasper Infotech is a dynamic tech company with a global presence, catering to clients in the USA, Canada, Dubai, and Singapore. The focus of my internship was on enhancing the company's marketing strategies through comprehensive reporting, website optimization, and targeted social media activities.

Objectives of the Internship: The overarching objectives of my internship were to:

1. Enhance the efficiency of the company's client online presence through WordPress website design and optimization.
2. Conduct thorough keyword research to improve the company's website visibility in the target locations.
3. Analyse and generate insightful reports for the marketing team's decision-making process.
4. Implement social media reporting and tracking strategies to bolster the company's online engagement.

Methodology:

1. **WordPress Website Design:** Engaged in designing and optimizing the company's client website for an improved user experience and enhanced functionality.
2. **Keyword Research:** Conducted in-depth research to identify relevant keywords for the company's website, focusing on USA, Canada, Dubai, and Singapore markets. For their major services- CRM, ERP, Web development.
3. **Report Generation and Analysis:** Utilized analytical tools to compile and analyse marketing data, providing valuable insights for strategic decision-making.
4. **Social Media Reporting:** Tracked and reported on the company's social media performance on platforms like Facebook, Instagram, and LinkedIn.

Analysis of the Internship: Through diligent website design and optimization efforts, the company's online presence witnessed notable improvements. Keyword research led to increased visibility in target markets. Detailed report analysis contributed valuable insights for refining marketing strategies. Social media

reporting and tracking revealed positive engagement trends, aiding in the assessment of the company's digital marketing effectiveness.

Conclusion: The internship successfully achieved its objectives, contributing to the enhancement of Kasper Infotech's marketing initiatives. The implemented strategies resulted in improved website performance, enhanced keyword targeting, and strengthened social media presence across multiple platforms.

Learning:

1. In-depth understanding of website design principles and optimization techniques.
2. Proficiency in conducting keyword research for diverse geographical locations.
3. Hands-on experience in report generation and analysis for data-driven decision-making.
4. Insight into effective social media reporting and tracking strategies.

Suggestions: Continued emphasis on website optimization, targeted keyword research, and data-driven decision-making will further elevate Kasper Infotech's marketing efforts. Additionally, exploring innovative social media strategies to sustain and amplify positive engagement is recommended for ongoing success.

Company Description

Kasper Infotech Private Limited, established in 2016, stands as a premier software development company and digital marketing agency, dedicated to propelling its clients into the realm of success through cutting-edge technological solutions. The company is registered as a Non-govt entity and is headquartered in [Location]. Kasper Infotech caters to a diverse clientele worldwide, offering a spectrum of services, including mobile app development, web development, and innovative digital marketing strategies.

Vision: "To be the catalyst for our clients' digital evolution by providing exceptional software solutions and dynamic digital marketing strategies that transcend industry standards."

Mission: "Empowering businesses globally through technological innovation, we aim to fulfil our clients' digital aspirations by delivering reliable, efficient, and customized solutions. Our commitment is to pave the way for seamless digital transformations across the globe."

Company Values:

1. **Client-Centric Approach:** Kasper Infotech places clients at the forefront, tailoring solutions to meet their unique business needs. Transparent communication remains a cornerstone throughout the collaboration.
2. **Expertise:** Our seasoned team, equipped with years of experience and profound industry knowledge, consistently delivers high-performance software solutions and digital marketing strategies.
3. **Unyielding Determination:** Kasper Infotech thrives on pushing the boundaries, going beyond conventional strategies to achieve unparalleled success for our clients.
4. **Integrity:** The company upholds principles of reliability, agility, and transparency, fostering long-term relationships and building enduring brand value.
5. **Pioneering Spirit:** Embracing innovation is our ethos. Kasper Infotech employs advanced technologies, including the development of our CRM system, to set new benchmarks within the industry and redefine the landscape of digital solutions.

Current Focus: At present, Kasper Infotech is actively engaged in the development of its proprietary CRM system, a testament to our commitment to staying at the forefront of technological advancements. Our team passionately works towards transforming aspirations into reality, ensuring the delivery of core services with unparalleled accuracy, thereby enhancing the brand value of our clients.

In essence, Kasper Infotech is not just a software development company and digital marketing agency; it is a partner in the digital journey of businesses, dedicated to unlocking potential and fostering growth through innovative and customized solutions.

FOUNDER & CEO



KISHOR KUMAR



LAKSHMI MITTAL

Expand My Business has unveiled its forthcoming event, CODE New Delhi 2023. Positioned as India's premier Digital Convention, this event is scheduled for June 10th and 11th, 2023, to be held at Pragati Maidan, New Delhi. The inaugural ceremony showcased a grand digital services exhibition alongside numerous conferences.

Distinguished CXOs and founders headlined the event, presenting keynote addresses, moderating panel discussions, and engaging in rapid-fire sessions.



At the event, Kasper Infotech, a leading technology solutions provider, set up an impressive booth in the exhibition area. Their booth was strategically designed to attract attention and engage with potential clients effectively. Here's how they showcased their presence:

1. **Eye-catching Display:** Kasper Infotech's booth featured vibrant branding, large display screens showcasing their products and services, and interactive demos to grab the attention of passersby.
2. **Knowledgeable Staff:** The booth was staffed with knowledgeable representatives who were well-versed in Kasper Infotech's offerings. They engaged visitors in meaningful conversations, addressing their queries and highlighting the value proposition of Kasper's solutions.
3. **Demonstrations and Presentations:** Throughout the event, Kasper Infotech conducted live demonstrations and presentations at their booth.

These sessions provided attendees with deeper insights into their technology solutions, demonstrating how their products could address specific pain points and enhance business operations.

4. **Networking Opportunities:** Kasper Infotech actively facilitated networking opportunities at their booth. They encouraged visitors to exchange contact information, schedule follow-up meetings, and connect on professional networking platforms to continue the conversation beyond the event.

Networking with Potential Clients: Kasper Infotech leveraged various strategies to network with potential clients at the event:

1. **Pre-Event Outreach:** Prior to the event, Kasper Infotech identified key prospects and reached out to them through personalized emails, inviting them to visit their booth and learn more about their solutions.
2. **Engagement Activities:** During the event, Kasper's representatives engaged attendees in meaningful conversations, focusing on understanding their business needs and challenges. They tailored their messaging to resonate with the specific interests of each prospect, showcasing how Kasper's solutions could address their pain points.
3. **Follow-Up:** After the event, Kasper Infotech diligently followed up with leads, sending personalized follow-up emails, scheduling meetings, and nurturing relationships with potential clients to move them further down the sales funnel.

Job Description

Kasper infotech is excited to announce an opportunity for a motivated and talented Marketing Intern to join our dynamic team. This internship offers a unique chance to gain hands-on experience in various facets of marketing while working alongside industry professionals. As a Marketing Intern, you will play a crucial role in report making, report analysis, website design on WordPress, keyword research for our company website targeting locations such as the USA, Canada, Dubai, and Singapore, and social media reporting and tracking on platforms including Facebook, Instagram, and LinkedIn.

Key Responsibilities:

1. Report Making:

As a Marketing Intern, you will be responsible for compiling and creating comprehensive reports that summarize the performance of our marketing campaigns, website analytics, and social media engagement. You'll utilize various tools and platforms to gather relevant data and present it in visually appealing formats. For instance, you might create monthly reports detailing website traffic, conversion rates, and user demographics using tools like Google Analytics or HubSpot.

2. Report Analysis:

In addition to report creation, you'll analyze the data to identify trends, patterns, and areas for improvement. For example, you might analyze website traffic data to determine which marketing channels are driving the most conversions and adjust our strategies accordingly. You'll play a crucial role in extracting actionable insights from the data to optimize our marketing efforts and achieve our business goals.

3. Website Design on WordPress:

Our company website is a vital touchpoint for engaging with customers and showcasing our products and services. As a Marketing Intern, you'll collaborate with the marketing team to design and update the website using WordPress. This might involve creating new landing pages, updating existing content, and optimizing the site for SEO. Your creativity and attention to detail will be key in ensuring that our website effectively communicates our brand message and drives conversions.

4. Keyword Research for Company Website:

Search engine optimization (SEO) plays a crucial role in driving organic traffic to our website. As part of your role, you'll conduct keyword

research to identify relevant and high-traffic keywords for optimizing our website's content. For example, you might use tools like SEMrush or Ahrefs to identify keywords that our target audience is searching for and integrate them strategically into our website copy. Your efforts will help improve our search engine visibility and attract more qualified leads.

5. **Social Media Reporting and Tracking:**

Social media is an essential channel for engaging with our audience and building brand awareness. As a Marketing Intern, you'll be responsible for monitoring and tracking our company's social media accounts on platforms such as Facebook, Instagram, and LinkedIn. You'll generate regular reports on key performance metrics, such as engagement rates, reach, and follower growth. Based on these insights, you'll identify opportunities for content optimization and audience engagement to enhance our social media presence.

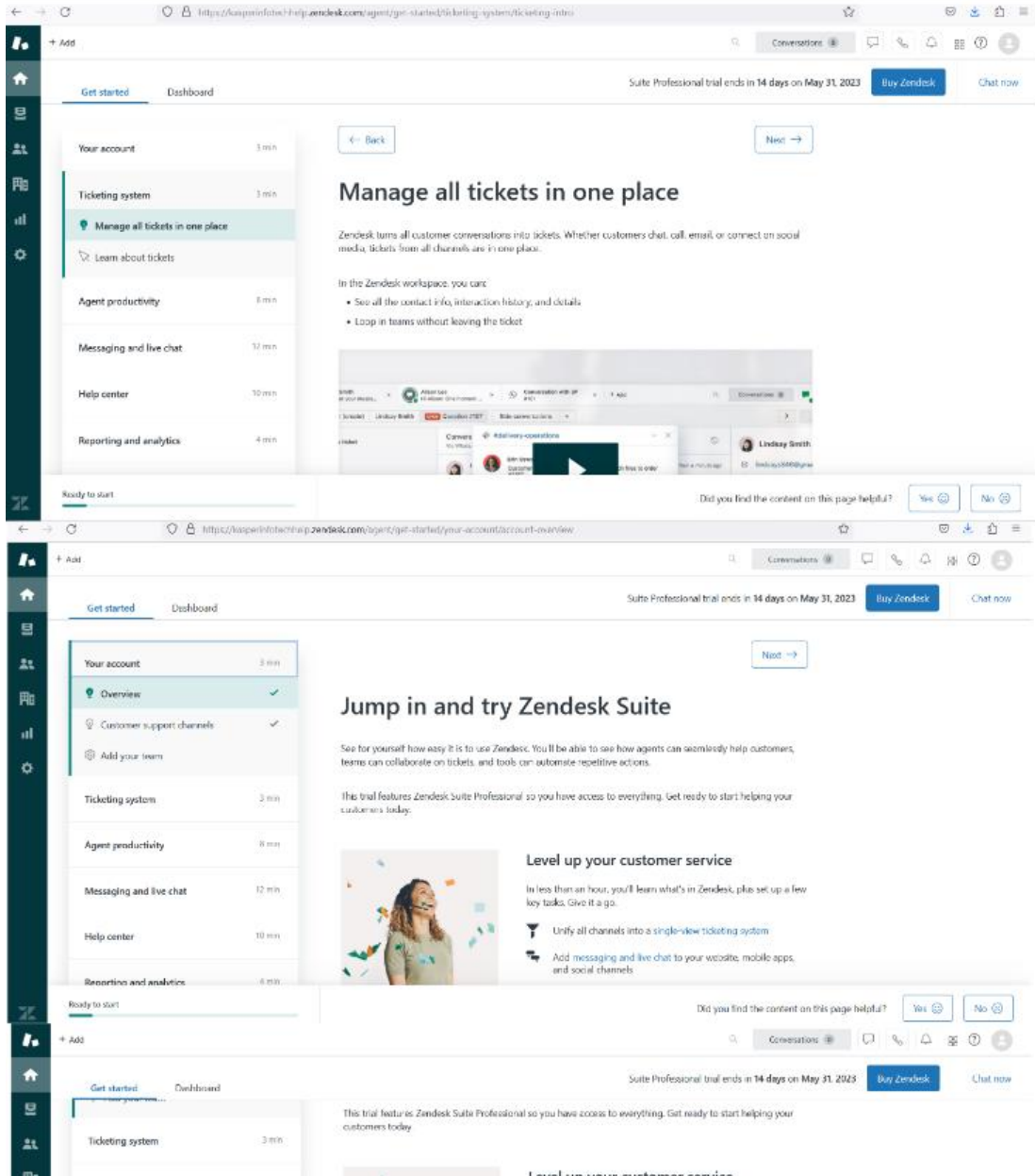
Requirements:

- Currently enrolled in a bachelor's or master's degree program in Marketing, Business Administration, or a related field.
- Strong analytical skills with the ability to interpret data and draw actionable conclusions.
- Proficiency in Microsoft Excel and PowerPoint for report creation and analysis.
- Familiarity with WordPress for website design and content management.
- Knowledge of SEO best practices and experience with keyword research tools.
- Excellent written and verbal communication skills.
- Detail-oriented with a strong emphasis on accuracy in report making and analysis.
- Ability to work independently and collaboratively in a fast-paced environment.

Benefits:

- Hands-on experience in various aspects of marketing, including report making, website design, keyword research, and social media analytics.
- Opportunity to work closely with experienced marketing professionals and gain insights into industry best practices.
- Flexible work schedule and potential for remote work arrangements.
- Potential for growth and advancement within the company based on performance and capabilities.

Zendesk CRM system



Keyword Research Sheet

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A1 | fx crm -singapore

	A	B	C	D	E	F	G
1	crm -singapore						
2	Keyword	Avg. monthly search volume	Competition	Competition (index)	Top of page bid (low range)	Top of page bid (high range)	
3	salesforce+	50000	Low	13	199.72	737.5	
4	crm	5000	Medium	41	212.82	1641.42	
5	crm software	5000	Medium	49	328.23	20443.81	
6	nyse crm	5000	Low	0	68.52	230.33	
7	salesforce pricing	5000	Low	6	216.91	1637.08	
8	crmstock	5000	Low	0	80.22	280.76	
9	crmzoho	5000	Medium	39	271.75	3360.1	
10	salesforce shares	5000	Low	0			
11	salesforcestock	5000	Low	0	92.19	547.98	
12	customer relationship management	500	Low	24	159.61	1735.3	
13							
14							
15	CRM- Canada						
16	Keyword	Avg. monthly search volume	Competition	Competition (index)	Top of page bid (low range)	Top of page bid (high range)	
17	crm	50000	Medium	37	240.65	1535.02	
18	salesforce+	50000	Low	20	375.71	2983.57	
19	crmstock	50000	Low	0	84.31	601.38	
20	salesforcestock	50000	Low	0	50.75	157.36	
21	customer relationship management	5000	Low	26	274.21	2663.15	
22	crm software	5000	Medium	54	306.13	2182.26	
23	microsoft dynamics	5000	Low	28	186.63	780.89	
24	dynamics 365	5000	Low	29	162.22	828.36	

Website 1

mattressregion.

Home About Us Inflate All Categories Contact Us Privacy Policy

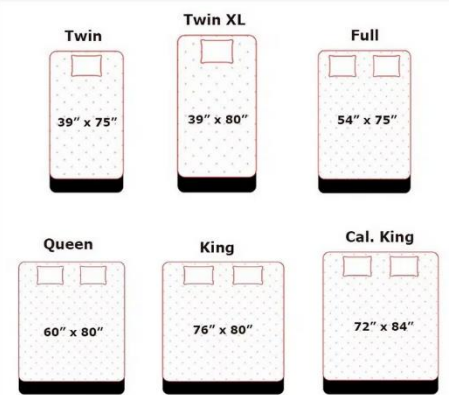


Air Mattress Sizes With Dimensions

What's more frustrating than not being able to figure out the right size air mattress that suits your purpose the best?

One needs to consider many essential factors while choosing an air mattress, and the size still remains the most crucial factors of all.

[Read More →](#)



INFLATE AN AIR MATTRESS WITH AIR COMPRESSOR?

How To Inflate an Air Mattress With Air Compressor? 4 Easy Steps

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[Read More](#)

CAN YOU WASH AN AIR MATTRESS? BUT HOW?

Can You Wash an Air Mattress? How To Do That?

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CAN YOU LEAVE AN AIR MATTRESS PLUGGED IN?

Can You Leave an Air Mattress Plugged In? Know The Truth

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WHY DO AIR MATTRESSES HAVE BUMPS?

Why Do Air Mattresses Have Bumps? 5 Shocking Reasons

OCTOBER 8, 2023

WHY IS MY AIR MATTRESS MAKING POPPING NOISES?

Why Is My Air Mattress Making Popping Noise? 10 Reasons

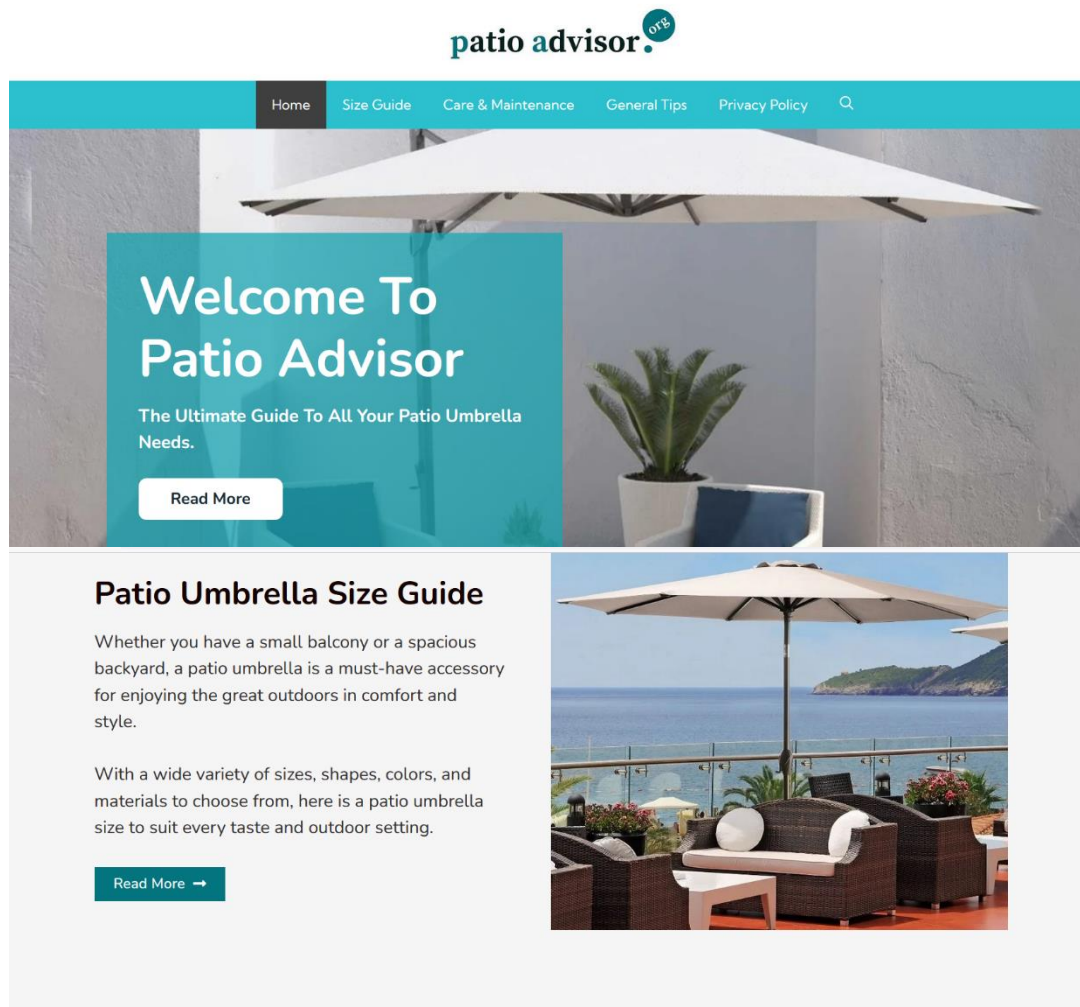
OCTOBER 6, 2023

CAN YOU STACK AIR MATTRESSES?

Can You Stack Air Mattresses? - 5 Best Tips(2023 Guide)

OCTOBER 3, 2023

Website 2



The image shows the top portion of the Patio Advisor website. At the top center is the logo "patio advisor" with a small "073" in a teal circle. Below the logo is a teal navigation bar with links for "Home", "Size Guide", "Care & Maintenance", "General Tips", "Privacy Policy", and a search icon. The main content area features a large background image of a white patio umbrella on a balcony. A teal overlay on the left contains the text "Welcome To Patio Advisor" and "The Ultimate Guide To All Your Patio Umbrella Needs." with a "Read More" button. Below this is a section titled "Patio Umbrella Size Guide" with two paragraphs of text and a "Read More" button. To the right of the text is a photograph of a patio set with a large umbrella overlooking the ocean.

patio advisor⁰⁷³

Home Size Guide Care & Maintenance General Tips Privacy Policy

Welcome To Patio Advisor

The Ultimate Guide To All Your Patio Umbrella Needs.

Read More

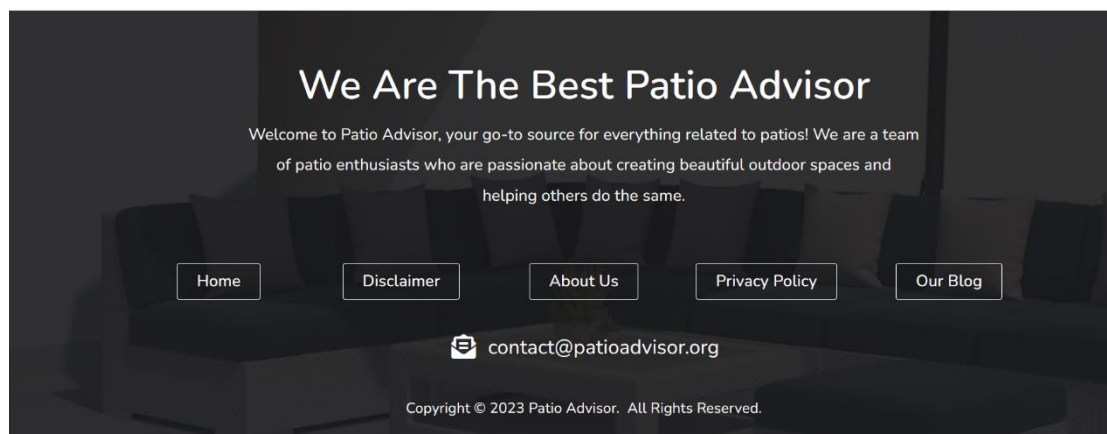
Patio Umbrella Size Guide

Whether you have a small balcony or a spacious backyard, a patio umbrella is a must-have accessory for enjoying the great outdoors in comfort and style.

With a wide variety of sizes, shapes, colors, and materials to choose from, here is a patio umbrella size to suit every taste and outdoor setting.

Read More →

Patio Umbrella Solutions



The image shows the footer section of the website. It has a dark background with a faint image of a patio set. The text "We Are The Best Patio Advisor" is centered in white. Below it is a paragraph: "Welcome to Patio Advisor, your go-to source for everything related to patios! We are a team of patio enthusiasts who are passionate about creating beautiful outdoor spaces and helping others do the same." At the bottom, there are five buttons: "Home", "Disclaimer", "About Us", "Privacy Policy", and "Our Blog". Below the buttons is an email icon and the address "contact@patioadvisor.org". At the very bottom, it says "Copyright © 2023 Patio Advisor. All Rights Reserved."

We Are The Best Patio Advisor

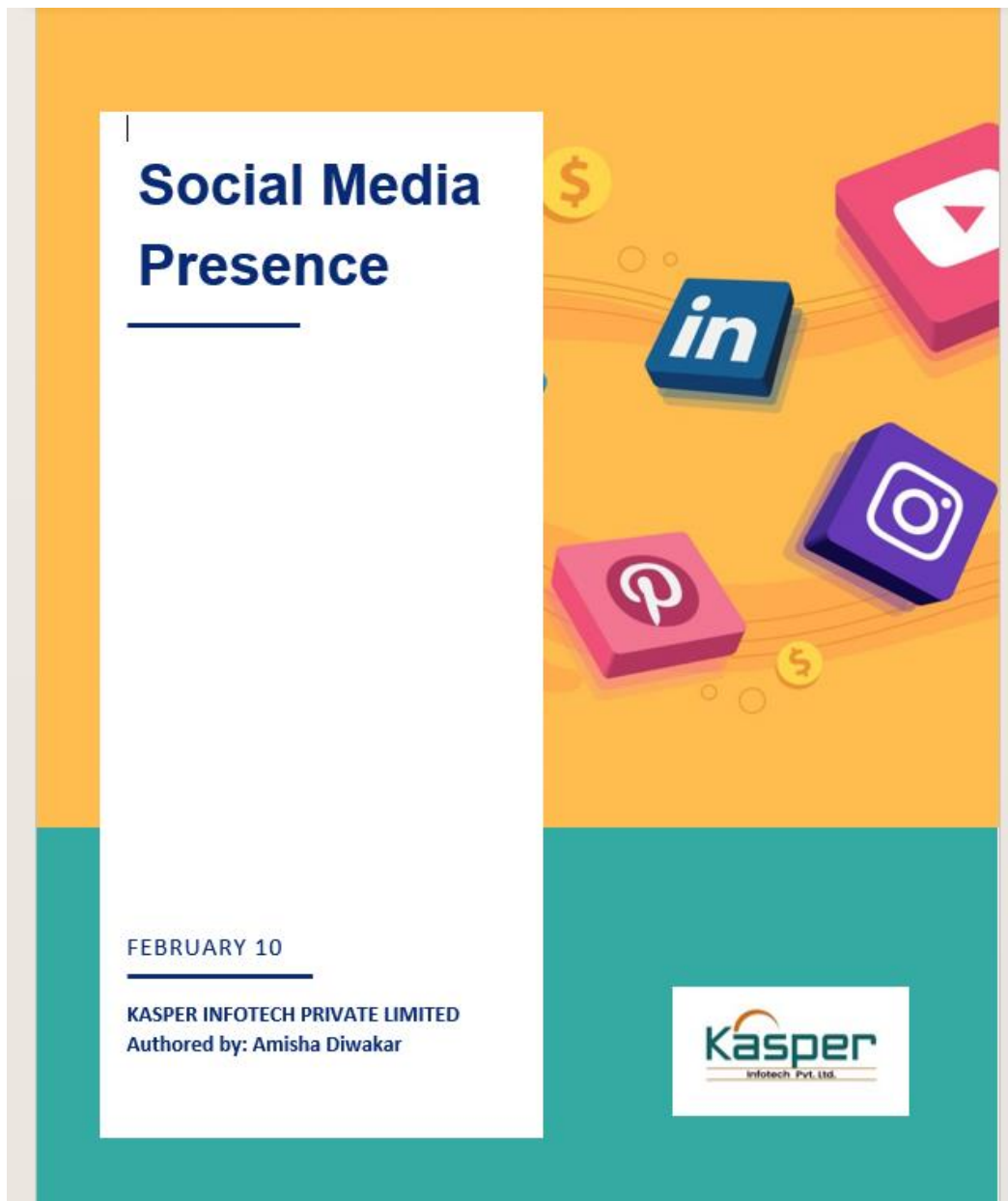
Welcome to Patio Advisor, your go-to source for everything related to patios! We are a team of patio enthusiasts who are passionate about creating beautiful outdoor spaces and helping others do the same.

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contact@patioadvisor.org

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Report Analysis



Analysis of Job

1. **Role Overview:** As a member of the marketing team at Kasper Infotech, my role in evaluating the performance of our CRM system project offered valuable insights into market research and product analysis within the realm of software development and digital solutions. Here's a detailed breakdown of my contributions and analysis:
2. **Understanding User Preferences:** This project allowed me to delve into the intricate landscape of user preferences within the digital realm. Through thorough data collection and analysis, I gained a profound understanding of the features and functionalities that resonate most with our target audience. It became evident that user experience and intuitiveness are pivotal factors driving user satisfaction and adoption.
3. **Competitive Analysis:** Conducting a comparative analysis of our CRM system with competitor offerings provided invaluable insights into the competitive landscape. Identifying areas where our product excelled and areas where it fell short in comparison to competitors enabled us to strategize effectively for differentiation and market positioning.
4. **Identifying Strengths and Weaknesses:** Analysing user feedback and performance metrics shed light on the strengths and weaknesses of our CRM system. While positive feedback highlighted the system's robust functionality and ease of use, areas of improvement such as customization options and integration capabilities were identified. Recognizing these aspects empowered us to prioritize enhancements and refine our product offering.
5. **Regional Market Insights:** The project underscored the significance of regional market nuances in software adoption and utilization. By analyzing user engagement and feedback across different geographical regions, we gained insights into localized preferences and requirements. This insight informed our approach to tailoring marketing strategies and product features to better resonate with diverse market segments.
6. **Collaboration and Decision-Making:** Throughout the project, collaboration with cross-functional teams was paramount. Engaging in discussions, data analysis sessions, and decision-making processes provided firsthand experience in aligning research findings with strategic business objectives. This collaborative approach fostered a holistic understanding of the market landscape and facilitated informed decision-making.
7. **Actionable Recommendations:** Based on our analysis, I contributed to the development of actionable recommendations aimed at optimizing the performance and market positioning of our CRM system. These recommendations were grounded in user insights and aimed to drive user adoption, retention, and overall customer satisfaction.

In conclusion, my role within the marketing team at Kasper Infotech offered a multifaceted experience in data analysis, user behaviour insights, and strategic

decision-making within the realm of software development. It provided me with a comprehensive understanding of the complexities involved in evaluating product performance and devising strategies to drive market success in the digital arena.

Learning Outcomes

My tenure at Kasper Infotech has been instrumental in honing essential skills vital for navigating the dynamic landscape of software development and digital marketing. Here's a comprehensive overview of the key learning outcomes from my internship:

1. **Effective Communication:** One of the pivotal learnings from my internship was mastering the art of presenting research findings to clients and stakeholders. I developed strong communication skills, enabling me to convey complex ideas in a clear and compelling manner. Whether through written reports, presentations, or verbal explanations, effective communication proved crucial in ensuring that insights were comprehended and acted upon by relevant parties.
2. **Proficiency in Research Methodologies:** Throughout my internship, I gained proficiency in various research methodologies, including survey design, data collection, and statistical analysis. Engaging in diverse projects exposed me to a wide array of industries and markets, thereby broadening my understanding of sector dynamics, trends, and challenges. This immersive experience not only deepened my research acumen but also facilitated enhanced communication and teamwork skills through interaction with potential clients and understanding their unique requirements.
3. **Time Management and Prioritization:** Managing multiple projects concurrently provided invaluable lessons in time management and prioritization. Balancing competing demands necessitated adept prioritization of tasks and effective deadline management. Learning to allocate resources efficiently ensured the timely delivery of research projects while maintaining quality standards. Additionally, navigating through challenges such as adapting to the work culture further strengthened my resilience and adaptability.
4. **Client Relationship Management:** Interacting with clients and understanding their needs was a significant aspect of my internship experience. Learning to cater to client expectations, manage their needs, and build robust relationships was paramount. This involved active listening, responsive communication, and agile adaptation of research strategies to align with client objectives. Strengthening client relationships proved instrumental in fostering long-term partnerships and driving mutual success.

In conclusion, my internship at Kasper Infotech has been immensely rewarding, providing hands-on experience in the realms of software development and digital marketing. The exposure to diverse projects, coupled with the development of essential professional skills, has significantly contributed to both my personal and professional growth. I am grateful for the opportunity to have been part of such a

dynamic and innovative team, and I am excited to leverage these learnings in my future endeavours.

Suggestions

1. **Leverage Digital Marketing Channels:** Harness the power of digital marketing channels and social media platforms to effectively reach our target audience. Engage with local influencers or industry experts to create buzz and generate interest in our CRM system. By strategically utilizing platforms like LinkedIn, Twitter, and industry-specific forums, we can amplify our brand presence and engage with potential clients in a meaningful way.
2. **Implement Consumer Feedback Mechanism:** Establishing a robust consumer feedback mechanism is essential for continuously monitoring perceptions and preferences regarding our CRM system. Consider implementing an online feedback portal or conducting regular surveys to gather direct insights from users. This feedback loop will enable us to identify areas for improvement and tailor our offerings to better meet client needs.
3. **Organize Promotional Events:** Organizing promotional events or hosting webinars can be instrumental in increasing visibility and awareness of our CRM system among our target audience. Offering product demonstrations and hands-on sessions will provide prospective clients with an opportunity to experience the functionality and benefits of our system firsthand, ultimately driving trial and adoption.
4. **Develop Targeted Marketing Campaigns:** Craft targeted marketing campaigns that highlight the unique selling points of our CRM system. Emphasize key features such as scalability, customization options, and integration capabilities that differentiate our product from competitors. Tailoring messaging to address pain points and showcase tangible benefits will resonate with our target audience and drive engagement.
5. **Monitor Competitor Activities and Market Trends:** Stay vigilant of competitor activities and market trends to identify emerging opportunities or threats in the industry. Utilize competitive analysis tools and market research to track competitor movements and gauge market sentiment. By staying informed and agile, we can adapt our strategies accordingly and maintain a competitive edge in the market.

Incorporating these suggestions into our marketing strategy will not only enhance our visibility and market presence but also ensure that our CRM system remains aligned with client needs and preferences. By prioritizing consumer feedback, leveraging digital channels effectively, and staying attuned to market dynamics, we can position Kasper Infotech as a leader in the CRM solutions space.

Appendix

Appendix A: Project Details

- Project Title: Evaluation of CRM System Performance
- Duration: 2 week
- Project Objectives: To assess the performance and user satisfaction of Kasper Infotech's CRM system, identify areas for improvement, and develop strategies to enhance market positioning.

Appendix B: Methodology

- Data Collection Methods: Secondary Research by analysing different reports available online.
- Sample Size: 8 reports
- Target Audience: Clients, Prospective Clients, Industry Experts
- Tools Used: Survey Software, Statistical Analysis Software, Market Research Reports,

Appendix C: Keyword Research

- Semrush



Appendix D: Promotional Event Details

- Details of promotional events organized, including dates, venues, and activities conducted to promote the CRM system.

Appendix E: Competitive Analysis Report

- Summary of findings from the competitive analysis conducted to evaluate competitor offerings and identify market trends.

Appendix F: Marketing Campaign Materials

- Samples of marketing collateral developed, including advertisements, social media posts, and email campaigns promoting the CRM system and marketing services.

Appendix G: Feedback Analysis Report

- Detailed analysis of user feedback gathered through surveys and interviews, highlighting key insights and areas for improvement.

Appendix H: Market Research Reports

- Copies of relevant market research reports used to inform decision-making and strategy development for the CRM system.

Appendix I: Client Detail

- Proposal: Korsabella- women's wear
- Truly-Mingle App: Meeting notes, Strategy.



Appendix J: References

- https://www.zoho.com/crm/lp/best-crm-zoho.html?network=g&device=c&keyword=top%20crm%20solution&campaignid=18617520624&creative=684998895267&matchtype=e&adposition=&placement=&adgroup=145363287351&gclid=CjwKCAiA2pyuBhBKEiwApLaIO1JU6TVIyU2R3FmVi7-XxKi6hPrqmbYnaydYP24IHj-FZhpEUnP0eRoCPekQAvD_BwE
- <https://www.zendesk.com/in/sell/crm/#>
- <https://www.g2.com/categories/crm>
- <https://zapier.com/blog/best-crm-app/>
- <https://www.zoho.com/>
- <https://www.zendesk.com/in/#>
- <https://answers.microsoft.com/en-us/windows/forum/all/disk-usage-100-fixed-defender-is-the-problem/a31d82b6-68a0-49e5-ae8a-2f74780e38c5>
- <https://superuser.com/questions/714831/windows-defender-100-disk-usage>
- <https://www.dell.com/support/kbdoc/en-in/000128249/windows-defender-resolving-high-hard-disk-drive-and-cpu-usage-during-scans>
- <https://www.cnet.com/tech/services-and-software/best-online-dating-apps/>
- <https://www.top10.com/dating>
- <https://chicagoreader.com/reader-partners/best-dating-sites-for-real-relationships/>
- <https://play.google.com/store/apps/details?id=com.truylmingle>
- https://resource.letstranzact.com/erp-free?utm_source=google&utm_medium=ppc&utm_term=online%20erp%20software&utm_campaign=ERP_v2&utm_adgroup=ERP_BOFU_v2&utm_network=g&device=c&utm_ad=684357211123&gad_source=1&gclid=CjwKCAiA2pyuBhBKEiwApLaIOy2sLqkgLzG_yth_SJqOjpF-JO2TPT8qM72YSZIM9W-xsAAIdY8h6hoCJ04QAvD