## PROJECT REPORT

## IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM FOR PAK-LINK

NAME: MR. SYED TOUSEEF ALI

**ENROLLMENT:** 03-298141-012

NAME: MR. SHAWAZ BALUCH

**ENROLLMENT: 03-298141-016** 

SEMESTER: FALL-2014, MS (PM)-II



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# MS (PROJECT MANAGEMENT) BAHRIA UNIVERSITY LAHORE CAMPUS

**SUBMITTED TO:** 

MR. AHSAN MAQBOOL

**SUBMITION DATE:** MARCH 13<sup>TH</sup>, 2015

#### Certificate

It is certified that M.Phil/MS Project Report Titled "IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM FOR PAK-LINK" by MS(PM)-II Students has been examined by us. We undertake the follows:

- a. Project Report has significant new work/knowledge as compared already published or are under consideration to be published elsewhere. No equation, diagram, table, paragraph or section has been copied verbatim from previous work unless it is placed under quotation marks and duly referenced.
- b. The work presented is original and own work of the author (i.e. there is no plagiarism). No ideas, processes, results or words of others have been presented as Author own work.
- c. There is no fabrication of data or results which have been compiled/ analyzed.
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Mr. Ahsan Maqbool

Mr. Fareed Zafar

## IMPLEMENTATION OF CRM SYSTEM FOR PAK-LINK

Dynamics of PMO and EPM

Management Sciences Department

Bahria University Lahore, Pakistan

Implementation of CRM System for Pak-Link		
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"Planning is an unnatural process; it is mu	ich more fun to do some	ething. The nicest thing
about not planning is that failure comes as a by a period of worry and depu	a complete surprise, rati ression" – Sir John Harv	her than being preceded vev Johnes
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- 1. Project Charter Template
- 2. Project Scope Statement Template
- 3. Network Diagram
- 4. EPM Reports
- 5. EPM Dashboards
- 6. EPM Milestones List