FINAL YEAR PROJECT REPORT

BUSINESS MANAGEMENT WEBAPP USING FLUTTER

In fulfillment of the requirement
For degree of
BS (COMPUTER SCIENCES)

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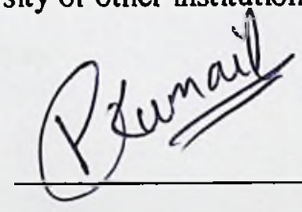
SPRING-2022

DECLARATION

We hereby declare that this project report is based on our original work except for citations and quotations which have been duly acknowledged. We also declare that it has not been previously and concurrently submitted for any other degree or award at Bahria University or other institutions.

Signature : 

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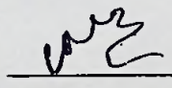
Signature : 

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ACKNOWLEDGEMENTS

We would like to thank everyone who had contributed to the successful completion of this project. We would like to express my gratitude to my research supervisor, Mr Talha Alum for his invaluable advice, guidance and his enormous patience throughout the development of the research.

In addition, We would also like to express my gratitude to our loving parent and friends who had helped and given me encouragement.

BUSINESS MANAGEMENT WEBAPP USING FLUTTER

ABSTRACT

The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king – the customer. In the past producers took their customers for granted, because at that time the customers were not demanding nor had alternative source of supply or suppliers. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, demanding customer, more emphasis on quality and value of purchase etc.All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customer. It demands building trust, a binding force and value added relationship with the customers.

The process of developing a cooperative and collaborative relationship between the buyer and seller is called customer relationship management shortly called CRM.

A CRM system gives everyone from sales, customer service, business development, recruiting, marketing, or any other line of business a better way to manage the external interactions and relationships that drive success. A CRM tool lets you store customer and prospect contact information, identify sales opportunities, record service issues, and manage marketing campaigns, all in one central location — and make information about every customer interaction available to anyone at your company who might need it. With visibility and easy access to data, it's easier to collaborate and increase productivity. Everyone in your company can see how customers have been communicated with, what they've bought, when they last purchased, what they paid, and so much more. CRM can help companies of all sizes drive business growth, and it can be especially beneficial to a small business, where teams often need to find ways to do more with less.

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