

# **TO ANALYZE THE IMPACT OF CRM ON CUSTOMER RETENTION – CASE OF LOCAL PIZZA CHAINS IN KARACHI**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
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of the MBA degree



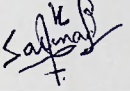
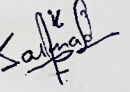
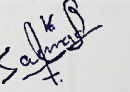
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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	12/oct/17	University	Chapter 1 and 2	
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#### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 12.7 that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## **Abstract**

**Purpose:** The study has performed with an objective to determine the influence of CRM on customer retention of local pizza chains operating in Karachi city.

**Research Methodology:** This research study is explanatory in nature employing primary quantitative data. The targeted population of current research study is employees at managerial positions of different local pizza chains which include Pizza Max, Pizza Point, and Broadway Pizza, 14<sup>th</sup> Street Pizza, New York Pizza, Pizza Inc. and California Pizza. This research study followed non-probabilistic convenient sampling technique. A total of 384 employees including managers and lower managers, both males and females, are targeted among them 250 were the respondents.

**Findings of the Research:** This study used survey technique as data collection process. The results of study revealed that there is positive and significant impact of referral management, target management and termination management on CRM performance of pizza chain operating in Karachi city. In this context, the marginal impact of targeting management is relatively more significant in comparison of other factors.

**Practical Implications:** this study helps to highlight key areas of improvement such as in win back management, expansion management customer's information management and production or service management to explore its positive contribution in CRM performance of firm.

**Keywords:** Target management, production or service management, expansion management, referrals management, termination management, win back management.

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