

# Using the E-CRM Marketing Value to Smart Lady

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## Abstract:

Technologies which offer opportunities for business for new products and services for customers and can transform internal business processes. Danneels [2004] defined disruptive technologies as a technology that changes the base of competition by changing the performance metrics along which firms compete. Customer needs drive customers to seek certain benefits in the products they use and form the basis for customer choices between competing products.

## Keywords

E-commerce, Customer relationship management [CRM]

## 1. Introduction

The application of technology to support customer relationship management [CRM] is a key element of digital business. Building long-term relationships with customers is essential for any sustainable business. Using digital communications technologies to maximize sales to existing customers and encourage continued usage of online services. E-CRM cannot be separated from CRM, it needs to be integrated and seamlessly. However, many organizations do have specific e-CRM initiatives or staff responsible for e-CRM. Both CRM and e-CRM are not just about technology and database, it's not just a process or a way of doing things, it requires, in fact, a complete customer culture.

## 2. Related Work

Create an application for housewives to earn. Develop their lives by teaching careers. Develop economy by having the job and Buy required products for customers easily. Objectives are: To get extra income for housewives, To work at home, To knows as a company which work only housewives, To choose their interesting careers.

## Mission are:

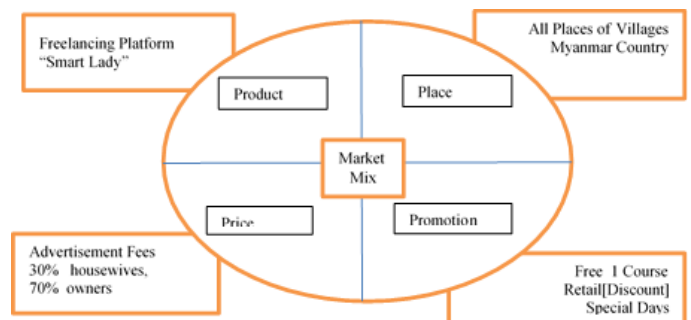
- To train handicraft and gain best quality from housewives' product.
- To yield new handicrafts, To maintain quality and design.

## Visions are:

- To support job all of the unemployed housewife in Myanmar
- To penetrate Asia
- To become International platform.

We can guarantee our platform will be the best to housewives, Join lady group fund, Easy learning for handicraft, Get money, fun and confidence, and solve most of their difficulties.

## 2.1. Marketing Plan



We use of Marketing Channel are Digital marketing, Direct marketing, Social media marketing, Advertisement and workshop.

### 2.1.1. Housewives Income



Minimum required duration: 15 minutes

## 2.2. Financial Projection

	½ year	1 year	1 ½ year	2 year	2 ½ year	3 year
Total Cost	\$ 11160	\$ 12060	\$ 13160	\$ 13561	\$ 16789	\$ 17356
Revenue	\$ 10364	\$ 11446	\$ 14249	\$ 15145	\$ 19989	\$ 22345
Net Profit	\$ [796]	\$ [614]	\$ <b>1089</b>	\$ 1584	\$ 3200	\$ 4989

Break-even Point is over 1 year and 2 month.

## 2.3. SWOT Analysis

**Strengths:** Get extra income for housewives, Instead other housewives without ordering customers, Get any design by ordering, Produce the design with limit, Control producing with patent to prevent imitate design, Be suitable prices and Do real patent.

**Weaknesses:** How do we attract housewives to work? When do we offer to teach? How do we control our business if competitors emanate?

**Opportunity:** Many housewives do have extra income, External origin takes a long time for producing a design, Our business have no limit time and place.

**Threats:** Lots of indirect competitors, Don't let to work housewives by their family, Give demand prices because of housewives for raw material, Need time to prepare their work, Need to take care of their family, Need to long-time for work.



## 3. Theory Analysis

There are two ways of perceiving succeed on a CRM project – **type one is delivering the project on time, budget and scope; and type two is getting some value from the project,**'

### 3.1. E-Customer Relationship Management

Electronic customer relationship management [e-CRM] is using digital communications technologies to maximize sales to existing customers and encourage continued usage of online services. Ultimately, e-CRM cannot be separated from CRM, it needs to be integrated and seamlessly. However, many organizations do have specific e-CRM

initiatives or staff responsible for e-CRM. Both CRM and e-CRM are not just about technology and database, it's not just a process or a way of doing things, it requires, in fact, a complete customer culture.

### 3.2. Benefit of e-CRM

1. Targeting more cost-effectively: Traditional targeting, for direct mail for instance, is often based on mailing lists compiled according to criteria.
2. Achieve mass customization of the marketing message [and possibly the product]. This tailoring process is described in a subsequent section. Technology makes it possible to send tailored emails at much lower costs than is possible with direct mail and also to provide tailored web pages to smaller groups of customer.
3. Increase depth, breadth, and nature of relationship. The nature of the Internet medium enables more information to be supplied to customers as required.
4. A learning relationship can be achieved using different tools throughout the customer life cycle.
5. Lower cost: Once personalization technology has been purchased, much of the targeting and communications can be implemented automatically.

Pappeers and Rogers [1999] were amongst the first commentators to explain how to use technology to build a one-to-one relationship. They suggested approach as a frame work for using the web effectively to form and build relationships. There are: Customer identification, Customer differentiation, Customer interactions, and Customization.

The practical framework designed to help marketers manage and improve the commercial value that they are organizations gain from digital marketing is called RACE. RACE is an evolution of the REAN [Reach Engage Activate Nurture] framework originally developed by Xavier Blanc and popularized by Steve Jackson in his book Cult of Analytics [Jackson, 2009]. It is intended to help create a simplified approach to reviewing the performance of online marketing and taking actions to improve its effectiveness.

RACE consists of four steps designed to help engage prospects, customers and fans with brands throughout the customer life cycle:

**Step1.** Reach- Built awareness on other sites and in offline media and drive to web presences.

**Step2.** Act- Engage audience with brand on its website or other online presence.

**Step3.** Convert- Achieve conversion to marketing goals such as new fans, leads, or sales on web presences and offline.

**Step4.** Engage- Build customer relationships through time to achieve retention goals.

### 3.3. CRM Challenges

The findings concluded that the most common difficulties were:

- **Creating a CRM strategy** – 18% of respondents reported problems relating to strategy, including inadequate deployment methodologies (40%), poorly defined business requirements (25%) and a lack of alignment on objectives (18%).
- **Re-architecting customer-facing processes** – over a quarter (27%) of the problems reported related to difficulties with business process management, including technical/integration difficulties in supporting company processes (48%) and poor business process design (31%).
- **Selecting technology** – a third of problems were related to technology deficiencies, such as perceived shortcomings in vendor solutions (30%), a lack of skills needed to implement the solution (23%) and system performance shortfalls (19%).
- **Implementing customer-centric behaviours** – 22% of problems reported related to ‘people’ issues, including slow user adoption (49%), poor change management and training (36%) and difficulties aligning culture with new ways of working (15%).

## 4. Conclusion

There are many housewives who do not have job in Myanmar. My paper aim to get job and income for them. We teach them a carrier especially. Our products have good quality and suitable price. We always maintain quality. We deliver the products to the whole country. We extend other business later.

We hope the future plan for use of the whole country [in Myanmar]. Export our products, produce new products and maintain the best quality. Extend the business based on producing foods.

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