

EXECUTIVE SUMMARY

This project report is basically to understand the Customer Relationship management in the TRACO Cable Company Ltd. TRACO CABLE company Ltd is incorporated in the year 1960, the foundation stone of Irumpanam unit and started its operation in the year 1964 at the Irumpanam unit. TRACO, a premier government company manufacturer of high quality electric cables and has been in the forefront in meeting the needs of public sector undertaking in india like Railways, Electric boards of various states in the country and others for AAC/ACSR, power and signaling cables always playing its humble role in the process of nation building.

The project entitled “ A study on Customer Relationship Management in TRACO Cable Company Ltd. Irumpanam” is mainly focusing on to identify whether the firm is maintaining a satisfactory level of Customer Relationship.

The first part of this report deals with profile study of the organization covering specific topics like Industry profile, company profile, incorporation and history of the organization of TRACO. The second part of the report deals with the conceptual background and literature review of the organization and the third part of report includes the research methodology, Fourth part includes the data analysis and interpretation with the data collected from the organization, and the last part is findings suggestions and conclusion of the study undertaken for 45 days.

The goal of the Customer Relationship management is to manage firm's customers in such a way customers of the company are satisfied with the companies products and services.

The firm should maintain Customer Relationship in a level, which it should be adequate. Problems in Customer Relationship may decrease the profitability of the firm and inadequate Customer Relationship management will interrupt the operations of the industry. So the organizations should maintain proper Customer Relationship.