

REPUBLIC OF COTE D'IVOIRE



UNION - DISCIPLINE - WORK



Ministère de l'Enseignement
Supérieur et de la
Recherche Scientifique

MINISTRY OF TRANSPORT



Institut National Polytechnique
Félix HOUPHOUËT-BOIGNY



FINAL THESIS

To obtain Advanced vocational diploma in Business and
Business Administration, specializing in Management and Commerce

TOPIC

DEVELOPING A CUSTOMER RETENTION STRATEGY BASED ON EXPERIENTIAL MARKETING: THE CASE OF DHL INTERNATIONAL CI.

Presented by : **COULIBALY GNINNIKAN ANGE DESIRE ARMEL**

Internship period: March 20 to June 18, 2025

FRAMING TEACHER

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National Customer Manager at
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ACADEMIC YEAR 2024-2025

