



**Green University of Bangladesh**  
**Department of Computer Science and Engineering (CSE)**

**Faculty of Sciences and Engineering**  
**Semester: (Fall, Year:2024), B.Sc. in CSE (Day)**

**LAB PROJECT PROPOSAL**

**Course Title: Database Lab**

**Course Code: CSE 210 Section: 231 D1**

**Student Details**

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**Submission Date : 16/10/2024**

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**[For Teachers use only: Don't Write Anything inside this box]**

Project Proposal Status	
Marks: .....	Signature: .....
Comments: .....	Date: .....

## **1. TITLE OF THE PROJECT PROPOSAL**

Customer Relationship Management (CRM) System

## **2. PROBLEM DOMAIN & MOTIVATIONS**

The CRM System addresses the challenge of managing customer interactions and data efficiently. It aims to enhance customer satisfaction, streamline communication, and improve sales processes. By consolidating customer information, the system empowers businesses to build stronger relationships, tailor marketing strategies, and ultimately drive growth and retention in a competitive market.

## **3. OBJECTIVES/AIMS**

The primary objective of the CRM System is to centralize customer data to enhance accessibility and usability for all stakeholders. Key aims include improving customer interaction tracking, enabling personalized marketing strategies, and facilitating efficient communication between sales, marketing, and support teams. The system also seeks to automate routine tasks, streamline workflows, and generate insightful analytics for better decision-making. Additionally, it aims to foster stronger customer relationships through timely follow-ups and targeted engagement efforts. Ultimately, the CRM System is designed to boost customer satisfaction and loyalty, drive sales performance, and support overall business growth in a competitive environment.

## **4. TOOLS & TECHNOLOGIES**

The CRM System utilizes a combination of tools and technologies, 1.including relational databases like MySQL or PostgreSQL for data storage, 2. front-end frameworks such as React or Angular for user interface development. 3.It also employs APIs for integration with existing applications, 4.cloud services for scalability, 5.data analytics tools like Tableau for generating actionable insights from customer data.

## **5. CONCLUSION**

In conclusion, the CRM System serves as a vital tool for businesses aiming to enhance customer engagement and streamline operations. By consolidating customer information and automating processes, it enables organizations to provide personalized experiences, improve communication, and make data-driven decisions. Ultimately, the implementation of this system not only boosts customer satisfaction and loyalty but also drives overall business growth in an increasingly competitive landscape. Investing in a robust CRM solution positions businesses to adapt to changing market dynamics and fosters long-term success.

