



St. Clements University

MBA Program

Hong Kong

E-Commerce Solutions on CRM, e-Marketing

Assignment (2008)

Develop a Business Plan for developing a CRM or e-Marketing System for your organization.

Your Business Plan should include the following sections:

- Executive Summary
- Project Objective
- Business Capabilities
- Benefits
- Deliverables & Dependencies
- Costs
- Financial Appraisal
- Timescales & Milestones
- Success Criteria
- Risks

Requirement: 2000-3000 words.

Hints

Follows the 8-Steps models of Creating a CRM Business Case in the class notes.

The article “E-CRM FROM A SUPPLY CHAIN MANAGEMENT PERSPECTIVE” by David F. Ross is also a good background reference on CRM.

Due Date: June 13, 2008