

SUMMARY

Subject matter of the dissertation: Customer relationship management in order to strengthen the economic security of the company (on the example of Fantaziya LLC¹).

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Customer organisation: Fantaziya LLC (Pyatigorsk, Russia)

Topicality of the research. The actual problem of modern enterprises is the development of a customer-oriented approach. Customer relationship management is based on improving the quality of service and accounting of the customer's individual characteristics. Modern CRM² systems allow to combine high-quality mass service and individual approach to customers, which leads to increase of activity efficiency and strengthening the economic security of firms. The demand for products on the market, high customer loyalty and good relations with them are important aspects of ensuring corporate economic security.

Objective: research of opportunities for customer relationships management in order to strengthen the economic security of the enterprise.

Tasks: 1) to characterize the economic security system of the enterprise and threats to economic security arising from customers; 2) to research modern approaches to customer relationship management; 3) to evaluate the activity of Fantaziya LLC and its economic security systems; 4) to analyze the relationship between the enterprise and the customers and threats to economic security caused by them; 5) to identify opportunities to strengthen the economic security of Fantaziya LLC in order to improve customer relationships; 6) to develop a concept for implementing a CRM system with the aim to optimize customer relationship management.

¹ Limited liability company.

² Customer Relationship Management.

Theoretical significance of the research: ideas about the development of client-oriented technologies and the introduction of CRM systems in the activities of modern firms can be applied to solve issues of corporate economic security strengthening.

Practical significance of the study: the developed recommendations for customer relationship management can be applied with the purpose to strengthen the economic security of Fantaziya LLC and similar trading companies.

Results of the research:

1) the system of economic security of the enterprise and threats to economic security arising from customers are characterized;

2) modern approaches to customer relationship management are investigated;

3) the activity of Fantaziya LLC and its economic security system are assessed;

4) the relationship of the enterprise with the customers and threats to economic security arising from them are analyzed;

5) the possibilities of strengthening the economic security of Fantaziya LLC with the aim of improving customer relationships are identified;

6) the concept for implementing a CRM system is developed in order to optimize customer relationship management.

Recommendations to Fantaziya LLC for the development of customer relationships: 1) the expansion of the influence sphere: access to new markets (opening branches in the cities of CMW); access to the markets of new countries and regions (the development of the Internet commerce, the opening of branches in the regions, the registration of the trademark and the development of the franchise "Teas and herbs of the Caucasus"); coverage of new types of goods and services; 2) the involvement of new consumers in existing markets (holidaymakers, vacationers on the CMS, children, youth, large wholesale customers, etc.); 3) the increase in the frequency of use of goods and services by existing consumers, an increase in the "average check" (due to additional advertising, attracting experts, introducing certificates for future purchases); 4) the satisfaction of new customer needs by expanding the assortment group;) the implementation of the CRM program "Bitrix24.CRM", which will allow receiving up-to-date information about customers and establish communications with them.