

ABSTRACT

This project will look at the Customer Relationship Management (CRM) and the database marketing approach as a tool for CRM. The project will critically analyse both strengths and problems of implementing a database marketing approach in the form of Tesco Clubcards which Tesco Plc uses as a practical case study of creating CRM.

The application of the Tesco Clubcard, how it works and why it is so important will be focused. The study will also look at the application for database marketing for Tesco Plc via data warehousing technology.

The percentage of customer loyalty of turnovers and the number of the cardholders frequently using the card resulting from the effectiveness of the implementation of the database marketing approach, are evaluated.

The evaluation is to indicate the success of the Tesco Clubcard in utilizing customer database through the database marketing approach in order to gain CRM and a competitive advantage by increasing market share and profitability.

