

Completing customer management work at Thai Nguyen Cosmetics Store, Thai Nguyen City.

Do Thi Thuan

Abstract: In the fiercely competitive context of the cosmetics retail industry, this topic focuses on perfecting and enhancing the effectiveness of customer management at a cosmetics store in Thai Nguyen. The objective is to identify limiting factors in the current customer management process and develop a new management strategy based on a comprehensive approach, combining theoretical research and empirical study. Through analyzing customer data and evaluating the effectiveness of existing management tools, the topic aims to contribute to the sustainable development of the local cosmetics store while providing practical solutions useful for business organizations in the retail industry.

Keywords: Customer management, Cosmetics, Thai Nguyen, Marketing strategy, Digital