

Research on solutions for managing business activities based on the CRM system approach and application to tea enterprises in Thai Nguyen province.

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Abstract: This study proposes a management solution for business operations based on a Customer Relationship Management (CRM) system approach, applied specifically to tea enterprises in Thai Nguyen province. By integrating CRM principles into operational management, the research addresses the fragmented business processes and limited customer-centric strategies currently hindering the competitiveness of local tea firms. The methodology combines theoretical analysis of CRM frameworks with empirical surveys of enterprise practices and customer behavior in the region. Findings indicate that a tailored CRM system enhances customer data integration, optimizes sales and marketing workflows, and improves service quality. The proposed solution outlines a phased implementation model, including technological infrastructure, personnel training, and process reengineering, adapted to the scale and resources of small and medium-sized tea enterprises. This approach not only strengthens customer loyalty and market responsiveness but also provides a replicable management model for agricultural product businesses in similar contexts. The study contributes to bridging the gap between CRM theory and practical application in Vietnam's tea industry.

Keywords: CRM, business management, tea enterprise, Thai Nguyen