

Summary

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The purpose of this report is above others to show the experience what I have gained how to use marketing CRM and analyzing the organizational structure. Moreover, statistical knowledge of the understanding and engaging in the costumer experience, based on my own experiences during the time I was working with Zizzi.

Zizzi restaurants are unique in all aspects and ensure the best atmosphere by spreading kindness and professionalism in one word as they say: Zizziness!

Competitors can easily produce equivalent products and services because Italian restaurants are popular in the market.

On the other hand, Zizzi reacts quickly and very well to all the threats from competitors and in this case also to the external or internal factors. However external political factors have influenced the business situation since the restaurant cannot control political factors but must respond to them.

Therefore, Brexit influenced the company as well as made changes in the management regarding the suppliers with whom the contract had to be terminated.

However, instead of Italian suppliers they immediately entered new contracts with British companies and tried to get the materials even cheaper than the previous suppliers so that they could make a profit.

This report includes also above others about how to use CRM to not only use it for operational day to day work which gives particularly good analyses but also helps to support colleagues in their daily work.

To understand the key point I mention opportunity management, which is one of the most important in aim to use CRM in a professional way. This built-in functionality guides you through the entire business process from initial design to development.

Regarding Covid19 they had to take immediate action; however, Zizzi head office has developed a strategy on how to survive this tough time. Faced with fewer opportunities because of covid, they had to find something to keep the interest of the customers and keep their relationships as it was before the pandemic

Therefore, soon they announced they have made a contract with a company called coco di mama which made an extremely strong impact financially for the company since coco di mama prices are much lower than Zizzi prices.

The customers were satisfied with the quality of the food so the impact on this increased too with everything else that the management had planned.

This report contains an overview of these business strategies, and their process of what research is needed to be successful and how to maintain a good relationship with customers.