

**Concept of customer relationship management** means it is a business philosophy, set of strategies, programs and systems which focuses on identifying and building loyalty with a retailer's most valued customers. So customer relationship management enable a retailer to set strategies or programs that can help the retailer to identify his most valued customers. So CRM enables retailers to develop a base of loyal customers and increase its share of wallet, the percentage of customers purchases made from the retailer. It can be maintained through high customer contact, good services that can lead to long term relationship. So the primary aim of customer relationship management to a retailer is to develop a base of loyal customers.

**Aim of customer relationship management-** Since it is a business strategy to attract and retain its valued customer, a retailer will focus through its customer relationship programs to reach its valued customer that can lead to customer satisfaction, customer retention and customer loyalty as well as to create customer database. Then the aim of customer relationship management is to create customer loyalty. This customer loyalty indicates that how much a customer is devoted to a particular company's products or services. Then the next aim of customer relationship management is to create customer database. CRM helps him reduce cost of sales, it increases the relationship with customers, it results in increasing sales, better communication with customers, as well as customer database. So customer relationship management help a retailer to keep a relationship with its customers that can result in customer retention as well as loyalty and to increase their sales as well as profitability. So retaining customers as well as attracting customers is also possible with the help of customer relationship management.