

Web Based Printing Press Management System (WBPPMS)

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Abstract: Web Customers are very essential to start any business so, Web based Printing Press Management System(WBPPMS) is a technology for managing your company's relationships with each customer and maintaining their goal. Their goal should be simple and unique as well as it should fulfill customers' needs. A WBPPMS plays important role in a businessman's life as it stays connected to customers, streamlines processes, and improves profitability. In this Web based printing press management system(WBPPMS), we are trying to implement different options for customers and trying to fulfill their needs according. This will easily help customers to order their products from the company. It is the best web for a printing solution.

Key Word: Intrathecal; Bupivacaine; Buprenorphine; Nalbuphine; Postoperative

I.INTRODUCTION

Recycling Since the 1990s people started using the term Customer Relationship Management (CRM). CRM directly contributes to customer benefits and the growth of businesses. Information Technology plays a very critical role in identifying, acquiring, and retaining customers, thereby managing a healthy relationship with them. The invention of printing in the western world is credited to Johannes Gutenberg. The printing industry is a very required step in our day-to-day life.

Starting from newspapers, magazines, and books, and ordering food when we go to restaurants. Seeing we get to know the printing The industry is very useful for our life, but as technology developed so we also decided to make online software for people so by sitting at home, they can order as per their requirements.

In this report, we have included all the things which we are going to import into our project. We are trying our best to get what customers need. The company has every type of product like brochures, postcards, flyers, mugs, coasters, magnets, posters, signs, banners, etc. In this customer gets an overview of what the company is publishing. We provide the lowest prices which are affordable to common people as well. They just can get what quality or ratings through different comments. Next-day delivery on some products is applicable. Customers can get payment options as well as a reminder for their pending payments as well. Customers can design their products online or upload selected images or an entire design. In addition to small photo prints, we provide a variety of cards, calendars, and photo gifts as well.

II.LITERATURE REVIEW

CRM has become one of the dynamic technologies of today's generation. Specifically, and within the overall concept of marketing, entrepreneurial marketing is one of the areas with the greatest projection both at the business level and at the research level. Beckford said that service firms have become more important. Customers specialize in the elements more than a tangible products. Thus, customer interaction is vital and provides more experience. Buttle state that CRM is being considered as a foundation of business strategy. It incorporates internal processes also as purposes in addition to external networks. Chen and Popovich argued that CRM is a complicated application that mines customer data and can be retrieved from all forms.

From the below 3 papers we took reference:

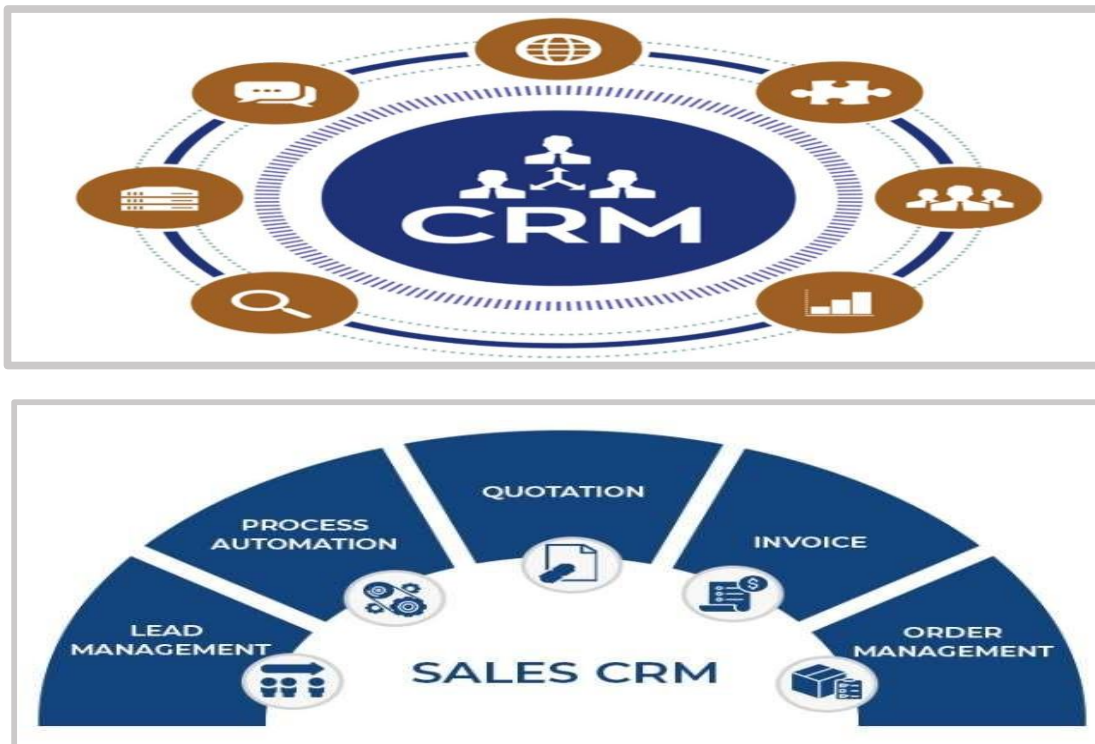
1. https://www.researchgate.net/publication/363634167_A_Literature_Review_on_Customer_Relationship_Management
2. <https://d-nb.info/1186316926/34>
3. <https://link.springer.com/article/10.1007/s11365-022-00800-x>

From these papers, we took the concept of CRM and developed a different software for printing industries. It may be very helpful and customers' requirements are fulfilled. It has assumed practical importance. The main aim is marketing online sites is a very easy way for marketing as everyone is a tip informed through mobile. Mainly CRM was invented to understand customers' drivers and customer profitability, it can better tailor their offerings to maximize the overall value of their customer portfolio.

III.METHODOLOGY

In methodology, we use it to find out customers' needs and behaviors to improve stronger relationships with each other. In methods, we should always manage attitude towards customers their job should be time to time complete. Because nowadays everything should be faster for people so maintaining records and everyone's other work should be done accordingly. The change towards a customer-focused strategy is resulting in a strong demand by companies for CRM methodologies and solutions capable of allowing them to expand their resources by using a model that is closer to their business requirements and demands and, consequently, the gradual move far away from the traditional information technology infrastructure and the corresponding implementation methodologies.

However, while academics debate the subtitles of varied definitions, the practitioners have developed a wealth of applicative papers analyzing the concrete challenges and opportunities of implementing the systems (Bouvier et al. 2001). CRM in some firms is taken into account as a technology solution, considering individual databases and sales department automation tools and sales and marketing functions to improve targeting efforts. Peppers and Rogers (1999) argued that other organizations view CRM as a tool, which has been particularly designed for one-to-one customer communications, which is that the function of sales, call centers, or marketing departments. Accordingly, Frow and Payne (2004) added that CRM stresses two-way communication from the customer to the supplier to create the customer over time. Twoway communication has been enhanced greatly by advances in technology particularly the Web.



In the printing industry, there's often a long sales cycle, which ranges anywhere from some days, to even some years. you've got accounts that will be with you for a long time, and it's essential to take care of these long-term, long-standing relationships. To manage these relationships, you would like to have an accessible, electronic thanks to keep track of them. this is often where a CRM becomes very useful.

Software/Hardware used:

a. Software Requirement

- Windows (or Higher Config.) required
- Active Internet Connection

b. Hardware Requirement

- Core i3 Processor
- 4GB RAM required
- Microsoft SQL Server
- Microsoft XML Core Services 4.0

IV.APPLICATIONS

- a) Marketing
- b) Telecommunication
- c) Customer Relationship Management
- d) Business Management
- e) Integrations
- f) Data Analysis
- g) Sales Tracking

V.CONCLUSION

After reviewing the foremost recent literature on the impact of the use of customer relationship management strategy and systems in the field of entrepreneurial marketing, the overall conclusion is that effectively a good efficient use of these tools appears in these studies as a strong link between business management and company results. The second important conclusion is that this is often because the use of CRM favors the adaptation of entrepreneurial marketing efforts to the most effective and relevant needs and focuses of action in the environment of the company's customers.

CRM strategies and practices which will help them grow and retain customers. The present study investigated the influence of three CRM practices namely attitude towards clients, knowledgeability of employees, and efficiency of banking services on the service quality. The findings of the study provide evidence that knowledgeability of the workers and the attitude of employees towards customers are the main factors that enhance service quality perceptions among the customers. The the attitude of bank employees is directly related to customer satisfaction. The more the more positive and helpful attitude of the employees is towards the customer, the more satisfied customer will be. The main contribution of this study has been to identify these dimensions, as a result of the points of interest raised by previous studies, and therefore covering the gap in the literature as no previous study has been found that followed the parameters used in the present investigation.

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