

1.2020

2. Managing the process of forming a customer base by the seller in the market

3. There are many ways to achieve entrepreneurial success. But the main basis of any success is the ability to competently draw up a plan of affairs, assess the real situation and respond flexibly to the changes taking place. Every entrepreneur should take all this into account, because the company's success will depend largely on good governance.

When it comes to the development of the service sector, then you should be especially careful about solving the issues of winning and retaining customers. The key point in achieving entrepreneurial success for service providers, distributors, retailers should be the choice of the most effective management approaches that allow not only to catch key global and local trends in consumer expectations and behavior, but also to form precisely strategies for organizing competent promising relationships with their consumers (buyers, clients, etc.)

In almost any business, new customer acquisition is the foundation of growth. But it is even more important for the company's success to solve this problem as profitably as possible. Failure to maximize ROI is often due to marketing or sales initiatives not targeting the most active and receptive customer group. Companies tend to reach out to a wider audience, spending more money just "for confidence."

One of the most important tools for acquiring high-value customers often goes unnoticed: your own customer base.

The client base today is the "golden asset" of any business and is one of the effective management tools in companies, where peasant farming is no exception. However, in order for this tool to be effective, it is necessary to know the specifics of not only the formation of a customer base to attract potential customers, but also how to work with the customer base to achieve the goal - customer retention. And in order to achieve a positive result, in this matter it is possible only with a constant study of the aspects of forming a customer database, taking into account all kinds of changes taking place in the agricultural industry.

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