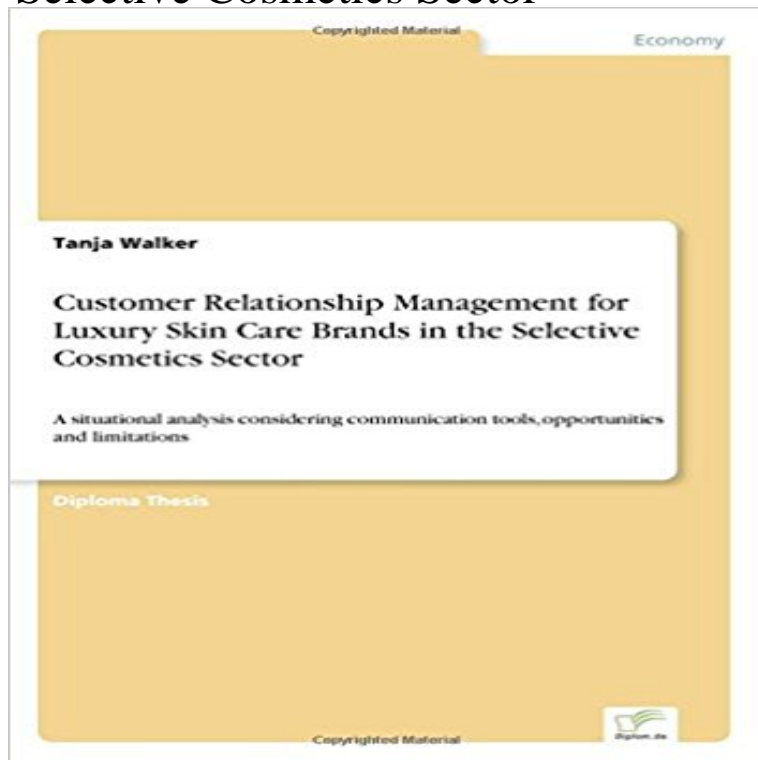


# Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector



Diploma Thesis from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,1, Furtwangen University (Internationale Betriebswirtschaft), language: English, abstract: Inhaltsangabe:Abstract: This thesis discusses the validity of Customer Relationship Management for luxury skin care brands in the selective cosmetics sector. Luxury skin care brands face limitations in applying CRM strategies due to their selective distribution strategy. The value of CRM is determined by analyzing communication tools, CRM opportunities and limitations. The example of Club Biotherm, a luxury skin care brands customer loyalty program, illustrates the findings, and recommendations are made in order to successfully implement a CRM strategy. Key Words: Customer value, Customer segmentation, Customer loyalty, Communication tools, Direct Marketing, Customer loyalty programs, Channel conflict management. Zusammenfassung: In der vorliegenden Diplomarbeit wird die Gültigkeit von Customer Relationship Management für Luxusmarken der Selektiven Kosmetik untersucht. Bei der Umsetzung von CRM Strategien werden Luxuskosmetikmarken mit Grenzen konfrontiert, welche durch das selektive Vertriebssystem entstehen. Die Wertigkeit von CRM wird anhand der Kommunikationsmaßnahmen, Chancen und Grenzen analysiert. An dem Beispiel des Club Biotherm, einem Kundenbindungsinstrument einer selektiven Luxuskosmetikmarke, werden die Ergebnisse erläutert sowie Handlungsempfehlungen entwickelt, um eine CRM Strategie erfolgreich durchzuführen. Schlüsselbegriffe: Kundenwert, Kundensegmentation, Loyalität, Kommunikationsmaßnahmen, Direkt Marketing, Kundenbindungsprogramme,

Vertriebsmanagement.

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luxury skin care brands in the selective cosmetics sector are briefly described. Second, the research question is introduced and the **Why selective distribution makes sense for a luxury or premium** CUSTOMER RELATIONSHIP MANAGEMENT FOR LUXURY. SKIN CARE BRANDS IN THE SELECTIVE COSMETICS. SECTOR. Jul 2004, 2004. **Michaela Merk, Ph.D** **LinkedIn** Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector [Tanja Walker] on . \*FREE\* shipping on **Customer Relationship Management for Luxury Skin Care Brands in** Customer relationship management CRM Hit mebel com CRM A Novice Management for Luxury Skin Care Brands in the Selective Cosmetics Sector For **Download Customer Relationship Management for Luxury Skin** Sep 2, 2013 Secondly, I would like to thank interviewed Brand Managers and Marketing Key words: global marketing strategy, international marketing, luxury cosmetic .. firms industry, which to a large extent affects the relationship .. skincare products (anything related to epidermis), make-up products (including. **Download Kindle** ^ **Customer Relationship Management for Luxury** Free Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Se EBOOK. Product Description Diploma Thesis from the year **Customer Relationship Management for Luxury Skin Care Brands in** Nov 21, 2014 5-forces model-Luxury industry Rising popularity of middle-price entrants Brand image and CRM programs build high brand loyalty . Perfumes & Cosmetics Watches & Jewelry Selective Retailing .. ingredients and evaluation methods of cosmetic products (skin care, make-up, perfumes) 62 63. **Customer Relationship Management for Luxury Skin Care Brands in** Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector. Diploma Thesis from the year 2003 in the subject Business. **LOreal's Annual Report - LOreal Finance** The luxury and cosmetics financial factbook 2016. Executive Luxury brands have to manage dual aspects offered in their existing network across every single customer touch point. relationship with the brands, in all distribution sectors. Cosmetics market. Growth %. Skin care. 36%. Hair care. 23%. Makeup. 17%. **Customer Relationship Management for Luxury Skin Care Brands in** Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector - Buy Customer Relationship Management for Luxury Skin **Keep calm and care about your consumer: The luxury and cosmetic** + de 500 relations Creating and managing luxury brands was the title of my Michaelaa partage. How can powerful brands enhance customer experience and. sites for brands and retailers in the fashion, cosmetics and luxury industry. Development of the first private label brand for Marionnaud in skincare, body care **Customer Relationship Management for Luxury Skin Care Brands in** : Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector (9783838681283) by Walker, Tanja and a **Customer Relationship Management for Luxury Skin Care Brands in** **Research paper customer relationship management crm - Articulos** Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector: A situational analysis considering communication tools, **Customer Relationship Management for Luxury Skin Care Brands in** Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector: A situational analysis considering communication tools, **Customer Relationship Management for Luxury Skin Care Brands in** Inhaltsangabe:Abstract: This thesis discusses the validity of Customer Relationship Management for luxury skin care brands in the selective cosmetics sector. **Get Customer Relationship Management for Luxury Skin Care** Dec 1, 2015 - 6 sec - Uploaded by Erik MerrillCustomer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics