



Influence of CRM Strategies used by Synthetic Hair Manufacturers-Kenya

By Abizer Alibhai

LAP Lambert Academic Publishing Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 220x150x6 mm. This item is printed on demand - Print on Demand Neuware - Kenya is the economic hub to east and Central Africa and any player interested in this region, must appreciate the strategic location of Kenya in trade. The hair industry has played on the fear of looking ugly as much as on the pleasure of looking beautiful, drawing on the new science of psychology to convince women that an inferiority complex could be cured by a change of hair. Even then, ruthlessness and outright quackery lurked behind the façade. Beauty is everything to a woman no matter the cost and demand for hair solutions will keep rising as much as we can afford them. As the competitive environment becomes more turbulent, the most important issue the sellers face is no longer to provide excellent, good quality products or services, but also to keep loyal customers who will contribute long-term profit to organizations. 108 pp. Englisch.



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