

## **ABSTRACT**

The primary objective of this research is to provide credible information on the topic "What important factors determine client satisfaction for Expat Management Group (EMG) when it comes to establishing stronger business relations with its clients?". To achieve a comprehensive understanding of this research, qualitative methods such as interviews and observations were used. Secondary data collection involved analyzing previously gathered data from various sources, such as systematic reviews, existing large-scale datasets, and documentary analysis. This dual approach ensured a comprehensive dataset that enriched the research findings. The study begins with an introduction to EMG, detailing its operational scope, service offerings, and the importance of client satisfaction in maintaining competitive advantage. It identifies a gap in the current business relations strategy, highlighting the need for a more structured approach to client engagement and satisfaction. This research contributes to the enhancement of EMG's business relations strategy by proposing actionable insights derived from client feedback and satisfaction survey accumulation. By implementing these recommendations, EMG can strengthen its position as a trusted partner in corporate immigration and relocation services, fostering sustainable client relationships and improving operational efficiency.

**Keywords:** Client satisfaction, Business relations, Client Relations