Abstract

This thesis discusses the aspects of the design and development of a new system called the System Transaction, Inventory, and Customer Relationship Management in general and CRM system only in particular, which aimed to assist PRIMA GLASS in improving their current system.

CRM System facilitates PRIMA GLASS in enhancing their computerized marketing strategic plan as one of thousand SMEs in Jakarta. This feature ensures customer data gathering, analysis, and presentation. The main system consist of three major subsystem that are integrated one another. The computerized Transaction System is responsible for handling every transaction a customer made by filling the form given and storing them in database for further use. The Inventory System responsible for managing stocks inside PRIMA GLASS warehouse. The Customer Relationship Management System makes use of stored data from transaction to perform analysis to determine customer’s loyalty and satisfaction.

The System provides improvement in time consumption efficiency with important information concerning customer’s data so that PRIMA GLASS can understand and anticipate what kind of marketing strategy they will use in the future.

By using the System, PRIMA GLASS can better maintain their daily business activity, which in advance will provide better service to customer and increasing profit.

Keywords

Customer Relationship Management, Data gathering, Analytical Results, Marketing Strategy, System improvement