**ABSTRACT**

Selling and debt collecting are very important processes in a company. If the system of those processes has some weaknesses then it could affect other processes negatively and get the company loss money. It could also make differences in administrative reports between two or more departments.

PT. Ciomas Adisatwa Poultry Processing is an industrial company which has complicated processes. The company has already known a computer system and had a quite good one, but the implementation of information technology is not maximized yet.

In this study, researcher analyze the existing system of selling and debt collecting processes, map the current Data Flow Diagrams and Entity Relationship Diagrams to a model using Power Designer. After that, researcher will design a new model of company’s system. To ensure that the new model is a better one, researcher use a simulation tool named EXTEND.

From this study, it could be seen that the business process and information system performance within the process of selling and debt collecting can be increased by designing a better model of the system, in which some manual processes are replaced by computerization. It is called Business Process Reengineering (BPR).

**Keyword:** selling, debt collecting, process, information system, analyze, design, model, performance, computerization, BPR.