ABSTRACT

Information Technology has played a very important role in the business at the moment. It touches most business process and many companies have relied on it heavily to establish their business. The use of IT can leverage the competitive advantage.

In IT retail industry, many new entrants coming up to participate in the competition in the same field. The entry of the new players has made the rivalry even tighter. Company needs good business strategy to preserve the customers from being taken away by these new players. IT is a powerful tool when used properly with the right strategy will help company run and reach the specific goals.

Technology can be software or hardware, but generally both are used at the right combination. But technology alone is not enough, no matter how expensive and sophisticated, it is merely a tool. Without correct concepts, strategy and direction, those technologies will just be a waste of money and resources. Human factor still take an important part which influence the success of a plan.

The Thesis will analyze internal business process of PT. MD and external competition environment. The results are then used to develop an approach to achieve a competitive advantage. Appropriate technology is then selected based on chosen approach to support the strategy.

Keyword : Customer Relationship Management, Sales Automation