

**BINUS INTERNATIONAL**  
**UNIVERSITAS BINA NUSANTARA**

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**Computer Science Major**  
**Multimedia Stream**  
**Sarjana Komputer Thesis**  
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**CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM**  
**FOR PRIMA GLASS**

**Eko Prabowo**

**08 THE - GROUP**

**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

## Preface

Prima Glass Customer Relationship Management System development started when the company requested an improvement for the current system. The company in general wants authors to build a computerized system that will handle all daily business activity. Moreover, this is necessary for them to have a competitive advantage and to improve their manual paper based system. The company itself has been established since two years ago and already did a good business by building trust as well as good service to their customers. Improvement in their system including the customer relationship feature will make them a major company among other SMEs. The system is designed specifically to meet the company's requirements and is not suitable to be used on any other company without any further alteration.

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This thesis is presented as an academic project based paper as the performance of significant and acceptable research and scholarly work, for obtaining Bachelor degree at Computer Science program, Education Level Strata-1. Also, the thesis is offering solution to the problem of Prima Glass. This thesis is primarily dedicated to me in completing my study in Bina Nusantara University as one of the prerequisites to graduate.

Jakarta, July 20<sup>th</sup>, 2007

Author

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