ABSTRACT

GOODS MARKETING AND ORDER SYSTEM USING CUSTOMER RELATIONSHIP MANAGEMENT METHOD BASED ON WEB AT PT YOSHINDO INDONESIA TECHNOLOGY JAKARTA

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PT Yoshindo Indonesia Technology is a company that distributed the product such as machinery and mechanical and electrical equipment. PT Yoshindo who have had customers both inside and outside the city are still applying manual procedures in selling and promoting its products. Customers use the fax or telephone to order goods, in addition to promoting goods is still carried out from the mouth to mouth. Customer relationship occurs only when a customer ordering goods, the company do not knows the situation further if consumers prefer products that are sold, or having certain kriterian related products after the goods ordered and delivered to the place of consumers.

Goods marketing and order system with Customer Relationship Management Method used to save time and simplify the company and customers in making each transaction, information between companies and customers can walk better. Customers can order goods online, after the goods delivered to customer, they are able to give a response on the items purchased as a feedback to the company. The method used in the development of marketing and reservations systems of this item is a Customer Relationship Management.

Based on web application built is expected to become a media campaign and increase sales more broadly.

Keywords: Customer Relationship Management, transaction, marketing, reservations