ABSTRACT

GOODS MARKETING INFORMATION SYSTEM IN FRISIAN FLAG INDONESIA BRANCH BANDUNG DEPARTEMENT DFC CONCEPT APPLIES CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

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PT Frisian Flag Indonesia is one of peripatetic company is area [by] the biggest milk producer in Indonesia even is a world of producing nutrition products guaranteed by its(the quality, and has commitment to give best service to all cutomer?client in Indonesia.

To realize it all PT Frisian Flag Indonesia makes new breakthrough that is with opening departement DFC functioning to extend marketing network which during the time has not been reached. Besides also PT Frisian Flag Indonesia wish to take care of good relationship with cutomer?client which has intertwined till now that is by the way of increasing quality of service to cutomer?client up to cutomer?client layer under.

Where system application of this Informasi Penjualan also can facilitate user in doing goods data processing and processing of sales transaction of goods.

Keyword : *DFC, Information system, Application*