ABSTRACT

Nanamie Cake & Pastry is a Small and Medium Enterprises (SMEs) which is specialized in culinary field such as cakes & pastries. Business Processes in Nanamie Cake & Pastry including ordering, marketing, and service so that companies are required to be able to provide excellent service to its customers, therefore need a business strategy that can give satisfaction to the consumer. The objective of this E-CRM implementation is to assist companies in providing information services and related business enterprises in obtaining new customers, retain existing customers, and provide added value to customers online.

This research uses descriptive and action methods. While the approach method that used is a structured method and development method that used prototype method. Data collection methods used are observation, interview and documentation. The tool used is Flowmap, Diagram Context, Data Flow Diagram (DFD), data dictionary and database design using normalization and relation table. Software design process using PHP language programming and MYSQL database, with Adobe Dreamweaver CS3 and apache web server as the tools.

This research produced an E-CRM system in the form of a website that has several menus based on the needs of CRM business strategy. This website also has enough completeness of information so customers can be easily to get the information they needed. With this E-CRM applications design, it is expected to fulfill the information needs and services to customers which is still limited, so it can provide benefits for customers and companies.

Key words: E-CRM, web, Nanamie Cake & Pastry