MARKET ANALYSIS FOR DETERMINING THE REGIONAL MARKETING IN CV. KHANA MANDIRI APPROACH TO CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

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ABSTRACT

CV. Khana Mandiri is a company engaged in the service of printing and screen printing products in the city of Bandung. The company was founded by the owner Mr Eriyana in January 2005 located at Jl. Panghampaan, Gg H Umar No. 29 Pungkur Bandung. CV. Khana Mandiri serves printing envelopes, cards, stickers, book form, banners, screen clothes etc.

Based on the interview to Mr. Dedi Wahyudi as part of Marketing at CV. Khana Mandiri, the company currently has a desire to expand the company's product marketing area because of the company's turnover in CV. Khana Mandiri, which is sufficient to create a new branch and location of the Company's position CV. Khana Mandiri, which is still located in the Gang Haji Umar No. 29 Pungkur is not strategic and make the company's profits to decrease and make customers less know where CV. Khana Mandiri and make customers become loyal to the company wants to open a new branch in order to improve the broader marketing strategy and attract more customers. Thus the CV. Khana Mandiri will perform the opening of new branches so that the strategic position very well will impact on the company as seen from the number of customers and the level of purchase located in several areas of Bandung. But based on interviews with the Marketing Section, companies face difficulties to determine areas that have a high market share and potentially expand the marketing of the product so that it can open a new branch .

Based on the results of black box testing and beta testing of this research can be concluded that this system has helped the company in determining the market share of each region for the opening of new branches.

***Keywords**: Customer Relationship Management, Dynamic CRM, market share, segmentation geographic markets, opening new branches, black box testing.*

1. INTRODUCTION

CV. Khana Mandiri is a company engaged in the service of printing and convection. CV. Khana Mandiri offers printing services products, such as printing and screen printing envelopes, tire money, the book forms, business cards, banners up clothes and kameja. Competition in the printing business and convection current is very rapid growth so as to make companies have to compete with other businesses.

Based on the interview to Mr. Dedi Wahyudi as part of Marketing at CV. Khana Mandiri, the company currently has a desire to expand the company's product marketing area because of the company's turnover in CV. Khana Mandiri, which is sufficient to create a new branch and location of the Company's position CV. Khana Mandiri, which is still located in the Gang Haji Umar No. 29 Pungkur is not strategic and make the company's profits to decrease and make customers less know where CV. Khana Mandiri and make customers become loyal to the company wants to open a new branch in order to improve the broader marketing strategy and attract more customers. Thus the CV. Khana Mandiri will be opening a new branch sehimgga strategic position very well will impact on the company as seen from the number of customers and the level of purchase located in several areas of Bandung. But based on interviews with the Marketing Section, companies face difficulties to determine areas that have a high market share and potentially expand the marketing of the product so that it can open a new branch.

So it can be concluded that the Marketing section must specify the area of opening new branches strategically located easily accessed by customers and directly impact the company either through the number of consumers and the success of product marketing firms CV. Khana Mandiri. Hence the need for an analysis of the market share that the company CV. Khana Mandiri can be more easily and precisely determine areas that have high potential in opening new branches to make better marketing for the company's products.

So based on the problems that exist at present in the CV. Khana Mandiri, then it needs a system that can analyze the market share, against pelannggan service satisfaction, as well as the opening of a new branch approach to Customer Relationship Management (CRM).

1.1. Basic Concepts CRM

Customer relationship management or commonly known as Customer Relationship Management (CRM) is a process of obtaining, maintaining and improving customer relationships profitable for the purpose of creating value for customers, so customer satisfaction and maximize profits for the company obtained in order to gain a competitive advantage (comparative advantage), pay attention to product quality in order to provide excellent satisfaction for customers.

1.1. Type and Level CRM

The following are the types and levels of Customer Relationship Management.

1. Operational CRM, known as CRM "front office". Operational CRM is an area where there is a direct relationship with consumers. Automation of business processes involving integrated front office customer touch points, such as sales, marketing, and customer service, including integration between front office and back office, such as order management, and marketing automation. With the development of information and communication technology rapid, operational CRM and then also can be divided into two parts, namely e-CRM and m-CRM.
2. Collaborative CRM, is a form of an extension of the traditional CRM. Collaborative CRM deals with the relationship between the management of external stakeholders, such as suppliers, distributors, and resellers. The main applications of collaborative CRM is an enterprise portal based on extranet infrastructure and partner relationship management software (partner relationshiop management software) that provides access to consumers, resellers, and business partners over the Internet.
3. Analytical CRM CRM is known as "back office" or "strategic" CRM. Analytical CRM is usually associated with the use of data effectively, efficiently and strategically so as to enable appropriate decision making for management. Decision-making implemented after going through the process of analysis, modeling, and evaluation of the data stored in the database to generate a mutually beneficial relationship between the company and its customers. Examples of Analytical CRM is a business intelligence such as data warehousing, OLAP, and data mining.

1.1. Stages In CRM

CRM cycle consists of a process Acquire - Retain - Expansion, each phase of the cycle can be explained as follows:

1. Acquire, the process of acquiring a new relationship is to get a new customer that can be realized in a variety of strategies. Keywords associated with this phase is differentiation, innovation, and comfort (convenience).
2. Retain, retaining customer relationship is the phase where the organization is pursuing a strategy to retain customers by improving service. Customer retaintion become an important strategy for the company because the customer of choice for more and more are created by many service provider organizations (competitors). Keywords associated with this phase is adaptabiliy, listening, and Responship.
3. Expansion, is the time to establish a good relationship that has existed with the customer, always listen to customers and serve them better, create loyal customers with the product / service organization. Some keywords are associated with this phase is loyalty, reduce costs, and customer service

1. RESEARCH CONTENTS

2.1. Stages In CRM

In a system that will be built later manggunakan types of Analytical CRM. Analytical CRM with disistem process presents the results of an analysis of the complaint entered by the patient to the system and later Director, Head of Public and Officer administrators can take the appropriate steps to improve the quality of care the patient complained.

Based on the background of the problem, which was built CRM system is an attempt to improve the quality of service based on client complaints and monitoring services have been corrected if it is appropriate to the patient's expectations or not, then from the stage will be taken focused on Phase Relationship. The following is an analysis of the Framework of Dynamic CRM:

1. Acquire Phase

Acquire, the process of acquiring a new relationship is to get a new customer that can be realized in a variety of strategies. Keywords associated with this phase is differentiation, innovation, and comfort (convenience)

2. Phase Retention

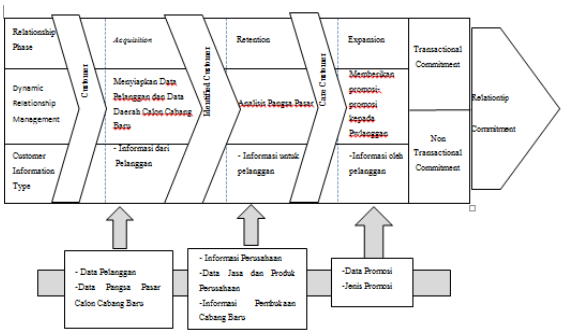
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with this phase is adaptabiliy, listening, and Responship.

3. Expansion Phase

Expansion, is the time to establish a good relationship that has existed with the customer, always listen to customers and serve them better, create loyal customers with the product / service organization. Some keywords are associated with this phase is loyalty, reduce costs, and customer service.

The ideal company performs CRM is a company that wants to optimize profits by organizing CRM processes around the customer and not just on the internal functions of the company to forge closer ties with its customers and harmony. Thus the added value of CRM can be optimized in effecting and mengefesiensikan cost to acquire new customers and retain existing customers so that costs and marketing efforts are not in vain.



1. Dynamic Framework CRM

1. Acquire Phase

Acquire, the process of acquiring a new relationship is to get new customers that can be realized in a variety of strategies. Keywords associated with this phase is differentiation, innovation, and kenyamananm (convenience). Acquire is a stage that is at the stage of acquisition on the part of the relationship that is used to attract potential customers CV. Khana Mandiri to conduct transactions with CV. Khana Mandiri.

As for the facilities built by CV. Khana Mandiri are as follows:

a. Innovation with the opening of new branches so that CV. Khana Mandiri can market a product with an extensive and gain new customers.

b. Displays information on the opening of new branches of the system.

2. Enhance Stage

Enchance stage is a process where the company establish a good relationship with the customer. At this stage of the business strategy undertaken by the company is the sale to the customer, which are:

a. Promotions for this customer is committed to the promotion of potential customers.

Example: CV. Khana Mandiri will provide a discount of 10% with a minimum of 2 million transactions in a single transaction, as well as other bonuses.

b. Promotions for this customer is committed to the promotion of considerable potential customers.

Example: CV. Khana Mandiri will provide a discount of 5% with a minimum of 1.5 million transactions in a single transaction, as well as other bonuses.

3. Retain Stage

Retain stage is the implementation of the frameworck dynamic Retention CRM. The stage has a goal to provide information from the company to the customers so that established good relationships with customers and can retain customers. Below is an explanation of the features of the retain phase:

a. company information

Features corporate information functions so customers know the profile of the company. The company information including, the history of the company. company profile which can be determined by the customer in order to build the confidence of customers to the company.

b Information services and products company

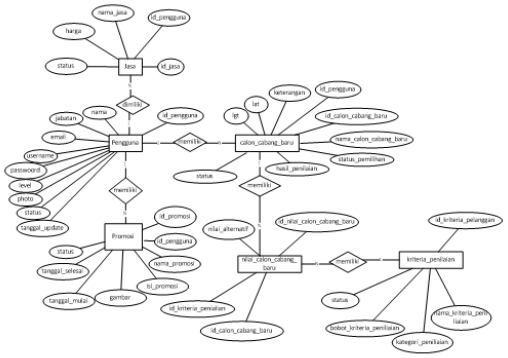
This feature is information on the types of services that exist in the CV. Khana Mandiri.

c.Showing information opening of new branches.

This feature is information that will be opening a new branch in the system view.

2.2. Analysis Database

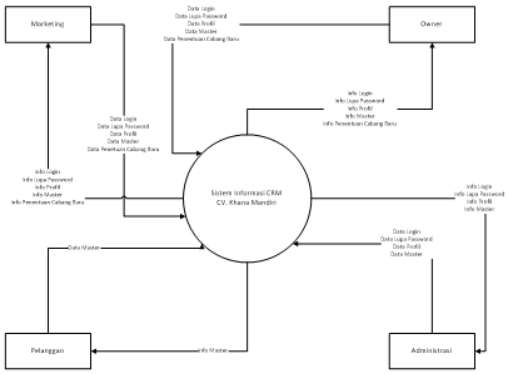
In the development of a CRM system requires a database design, modeling which will be used in the design of this database menggunanan Entity Relational Diagram (ERD).



2. ERD Diagram

2.3. Context Diagram

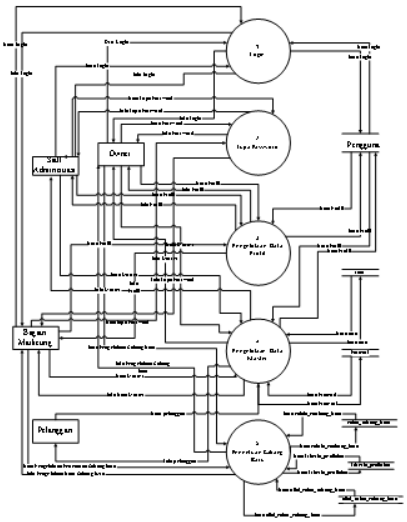
Diagram context is a tool for structural analysts, this approach tries to describe the system in general or overall. Diagram context of development of information system of Customer Relationship Management CV. Khana Mandiri.



3. Context Diagram

2.4. Data Flow Diagram (DFD*)*

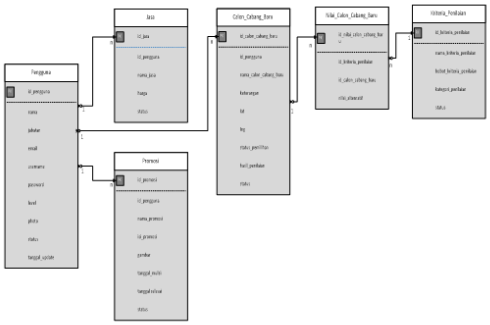
Data flow diagrams show how to decipher the data flow process - a process that occurs in the system to process more detail.



4. DFD Level 1

2.5. Relation Scheme

A file that consists of several groups of elements that repeatedly need to be reorganized. The process of organizing files showing entities and relationships that function to access a data item such that the database is easily modified..

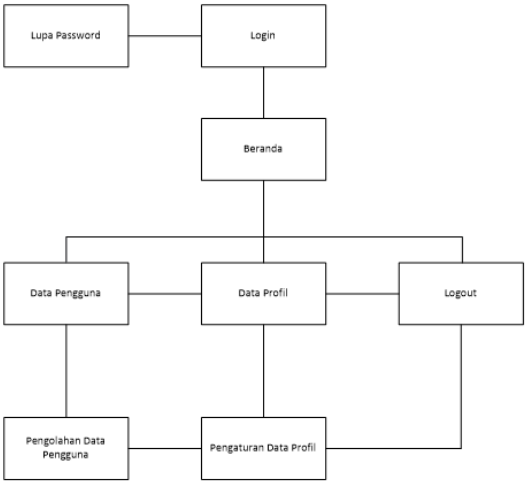


5. Relation Scheme

2.6. Menu Structure Design

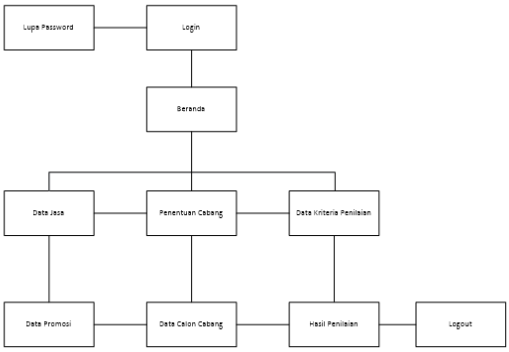
The design of the menu structure is designed to provide the functions that will be used preformance information system that will be built. Jmlah many menu structure to be designed in accordance with the number of associated users or users who have access rights.

2.6.1 Menu Structure Staff Administration



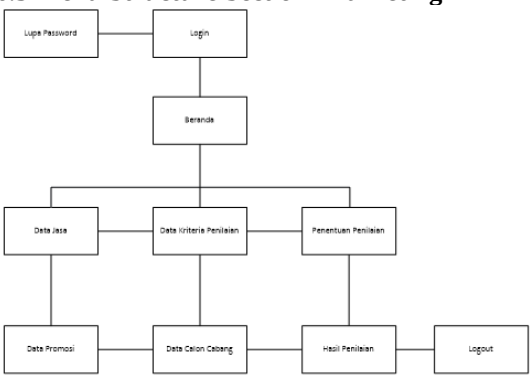
6. Menu Structure Staff Administration

2.6.2 Menu Structure Owner



7. Menu Structure Owner

2.6.3 Menu Structure Section Marketing



7. Menu Structure Marketing

3.1 Implementation interface

Implementation of interface is done by each display from the CRM system built by coding in the form of program files. Display interface implementation that is built is divided into three, namely for the visitors, managers and admin.

3.1.1. Implementation Interface Administration Staff

Table 1. Implementation of administrative staff interface

No.	Menu	Description	File Name
1	Login	The Page used by the user to be entered into the system.	login.php
2	Home	The main page after a successful entry into the system.	index.php
3	User Data	The page is used to manage user data CV. Khana Mandiri are using the system.	data-pengguna.php
4	Profil Data	The page is used to manage user profile data.	data-profil.php
5	Add User Data	The page is used to add users.	tambah-data-pengguna.php
6	Logout	The page the user used to be out of the system.	logout.php

3.1.2. Interface Implementation Section Marketing

Table 2. Interface Implementation Section Marketing

No.	Menu	Decriptioni	File Name
1	Login	The Page used by the user to be able to enter into the system.	login.php
2	Home	The main page after a successful entry into the system.	index.php
3	Data Services	The page is used to manage data services.	data-jasa.php
4	Data Promotion	The page is used to manage data sale	data-promosi.php
5	Candidate Data New Branch	The page the user used to process data of new branches.	data-calon-cabang.php
6	Data Assessment Criteria	The Page are used to process data assessment criteria	data-kriteria.php
7	Determination Rating New Branch Opening	The page is used to determine the prospective assessment of new branches.	penentuan-penilaian.php
8	Results Assessment of New Branch	The page is used to view the results of the assessment of new branch	data-calon-cabang.php
9	Logout	The page the user used to be out of the system.	logout.php

3.1..3. Implementation Interface Owner

Table 3. Implementation Interface owner

No.	Menu	Description	File Name
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4.1. Testing Systems

Black box testing focuses on functional to the terms software built. Testing of CRM information system in CV. Khana Mandiri

Table 6. Scenarios black box testing

Materials Testing	Detail Testing	Types of Tests
Login	Login user	*Black Box*
Forgot the password	Forgotten user password	*Black Box*
Data processing profile	Adding profile data	*Black Box*
	Change profile data	
	Looking for profile data	
Data processing Master	Add data services	*Black Box*
	Searching for data services	
	Changing the data services	
	Adding promotional data	
	Looking for promotional data	
	Changing the data sale	
Determination of New Branch	Adding Data prospective new branch	*Black Box*
	Searching Data prospective new branch	
	To nominate a new branch	

5. CONCLUSION

5.1. Conclusion

Based on the results obtained in this thesis, it can be concluded as follows:

The information system market share of the new branches were built this help the company simplify the process of opening new branches and determine the opening of new branches, marketing strategies and product promotion process with an easier way with a system that is already built.

5.2. Suggestion

In order for a system built to work better, adding a few things should be done as follows:

1. ditambahnya facilities such as selling online menu on Information Systems Customer Relationship Management CV. Khana Mandiri.
2. The addition of the complaints facility online customer complaints on Information Systems Customer Relationship Management CV. Khana Mandiri.
3. Creating a page display for customers more attractive because the display for customer use is still modest

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