DETERMINATION SYSTEM FOR OPENING NEW BRANCHES USE ANALYSIS MARKET SHARE WITH CUSTOMER RELATIONSHIP MANAGEMENT APPROACH IN CV CANTIK KREASI

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ABSTRACT

CV Cantik Kreasi is a boutique business company engaged in leasing kebaya, suits, and accessories of traditional clothing that is boustier and blouse with Adity Boutique brand. This boutique in addition to providing kebaya, suits, and accessories also provide clothing materials. Judging from the wishes of the company that will open a new branch if the turnover has exceeded Rp.650.000.000 million and in the period of 1 (one) year, but CV Cantik Kreasi has constraints when you want to open a new branch where Marketing Manager has constraints in determining Which city / kab region has high market share and potential for opening new branches.

Looking at the problems that have been exposed to the need for market segmentation analysis and market segmentation of customers CV Creative Creation using Customer Relationship Management (CRM) approach. The method that will be used to determine the area of the city / kab for the opening of this new branch is Simple Additive Weight (SAW.

Based on the results of blackbox testing, user acceptence test (UAT) and interviews can be concluded that this system has helped the Marketing Manager in determining the area of town / kab that has a high market share potential for the opening of new branches in order to attract new customers.

Keys : *Customer relationship Management*, Market Share Analysis, *Simple Additive Weight*

1. INTRODUCTION

The company engaged in leasing kebaya, suits, and accessories of traditional clothing boustier and blouse at this time already has 1184 customers where most of 891 customers of this company are all from the city of Bandung which of them existed from west bandung, bandung central, south bandung. The status of the customer is as follows: 24% Student, 16 Civil Servant, 15% Entrepreneur, 10% Housewife, 10% Private Employee, 8% Manager, 8% Employee, 4% Employee, 1% 1% doctor and 1% Psychologist. The advantages of this product is its original design, unique model, and beautiful sequin / decoration motif, so it becomes the main attraction for consumers.

Based on the results of SWOT analysis that has been done to all parties of the company concerned, the current strategy that should be done by the company is opening a new branch. From the results of the SWOT diagram also states that the company is in Quadrant 1 (one) which indicates that the company is growing rapidly in product sales. Based on the results of the distribution of questionnaires to several universities in Bandung including University Computer Indonesia, Padjadjaran University, Bandung Islamic University and the University of Education Indonesia stated that the need for a boutique shop that provides kebaya clothes, suits and accessories near the university in Bandung. Based on the results of interviews with the company stated that the company currently has customers aged over 20th and companies in the last 4 (five) years has always increased the turnover from 2012 to 2015. Seeing from the SWOT analysis results that have been applied, the Owner From the company will undertake a new branch opening strategy to expand the marketing area near the college, the modern market or close to the shopping center in order to overcome the obstacles already described. The opening of a new branch by the owner is looking for a city / kab area that has a high market share and potential for new branches open, but the marketing manager has difficulties in determining which area of town / kab has high market share and potential for branch opening new. This resulted in the company until now has not opened a new branch.

1.1 Customer Relationship Management

Customer relationship management (CRM) is a core business strategy that integrates internal processes and functions with all external networks to create and realize value for consumers profitably [1].

1.2 Phase CRM

Implementation of a good CRM concept is to organize the CRM process around the members and not just the internal functions of the company. There are three stages in CRM [2].

1. ***Acquire***, proses *acquiring a new relationship* is to get new customers that can be realized in various strategies..
2. ***Retain***, *retaining customer relationship* Is a phase in which organizations do strategies to retain customers by means of service improvement.
3. ***Expansion***, Is the time to foster good relationships that already exist with customers, by always hearing the wishes of customers and serve it well, the creation of customers who are loyal to the product / service organization.

1.3 Type and Leveling CRM

The following is the type and level of *Customer Relationship Management* [1].

1. Strategic CRM

Strategic CRM is a type of CRM that focuses on efforts to develop a customer-centric or customer-centric business culture.

2. Operational CRM

Operational CRM is a type of CRM that focuses more on automating the ways companies deal with customers.

3. Analytical CRM

Analytical CRM is a CRM system capable of empowering customer, partner and internal company information so as to provide important information for decision makers and provide added value to the company and its customers and partners.

4. Collaborative CRM

Collaborative CRM is a system in CRM that allows companies to work closely together with partners outside the company such as suppliers, distribution partners, transport partners and delivery services, partners in sales promotion activities, or partners in ATM payment systems (Banking, credit cards, shopping cards, debit cards, etc.).

1.4 Architecture CRM

CRM architecture or framework is a customer and organizational perspective in the application of CRM. CRM architecture design is not limited to work and communication issues, but also support CRM focus. CRM architecture is divided into 2 types namely Front CRM and Dynamic CRM [1].

1.5 Dynamic CRM

To define the CRM feature appropriately, as a foundation for developing Software Requirement Specification (SRS), a framework is required as a reference. CH Park & YG Kim proposed a CRM Framework called "A framework of dynamic CRM". This framework describes a series of stages on CRM development / implementation. The most important substantive is the information obtained from the customer so that the output obtained in the form of

Relationship Commitment, the model can be seen in Figure 1. Information that became the focus of attention is information about customers, information for customers and information by customers.

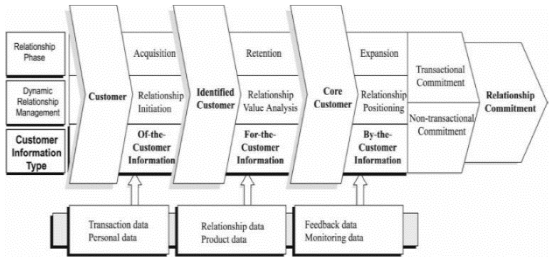


Figure 1. Framework Dynamic CRM

1.6 Market Share

Market Share can be interpreted as part of a market that is controlled by a company, or a percentage of a company's sales of the total sales of its biggest competitors at a certain time and place [3].

1.7 Market Target Customer

Marketing activities should be directed to the targeted target market, so that it can successfully achieve the expected goals. Target marketing is accomplished by three main steps as shown in [4].



Figure 2. Phase Target Marketing

1. Market Segmentation

Market segmentation are two broad variable groups to segment the consumer market. Some researchers attempt to define segments by looking at descriptive characteristics: geographic, demographic, and psychographic.

Whatever type of segmentation scheme we use, the key is to customize the marketing program to recognize customer differences. The main segmentation variables are as follows [5]:

a. Geographical segmentation, which is to divide the market into various geographical units such as country, state, region, district, city, or the environment..
b. Demographic segmentation, which divides the market into groups based on variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, and social class.

2. Market Targeting

After the market segment is evaluated, the next step is to select the target segment or target market. In choosing an optimal target market [5].

3. Positioning

Positioning is the act of designing the bids and image of the organization so that it occupies a differentiated position (among competitors) in the minds of its target customers. Kotler views position as a creative exercise done on existing products. Positioning begins with a product, an item, service, organization, agency, or even person. [5].

1.8 Decision Support Systems

Decision support systems are used as a tool for decision makers to broaden the capabilities of decision-makers, but not to replace judgments of decision makers [6].

1.8.1 Simple Additive Weighting (SAW)

The SAW method is often also known as the weighted summing method. The basic concept of the SAW method is to find the weighted sum of performance ratings on each alternative on all attributes. [7].

SAW method recognizes the existence of 2 (two) attributes namely benefit criteria (benefit) and cost criteria (cost). The fundamental difference between these two criteria is in the selection of criteria when making a decision.The completion step in using it is :

1. Determine the alternative that is Ai.
2. Determining the criteria that will be used as a reference in decision making, namely Cj.
3. Provide an alternative match rating rating on each criterion.
4. Determine the weight of preferences or importance level (W) of each criterion.
5. Create a match rating table of each alternative on each criteria.
6. $N = [N^1 \ N^2 \ N^3 \ \cdots \ N^j]$ mat formed from the match rating table of each alternative on each criterion. The value of X of each alternative (Ai) on each criterion (Cj) has been determined, where, i = 1,2, ... m and j = 1,2, ... n..
7. Perform normalized decision matrix X by calculating the value of the rated performance rating (rij) of the alternative Ai on criterion Cj..

$$X = \begin{bmatrix} x_{11} & x_{12} & \cdots & x_{1j} \\ \vdots & & & \vdots \\ x_{i1} & x_{i2} & \cdots & x_{ij} \end{bmatrix}$$

$$r_{ij} = \begin{cases} \dfrac{x_{ij}}{Max_i(x_{ij})} & \text{If “k” is a bennefit criteria} \\ \dfrac{Min_i(x_{ij})}{x_{ij}} & \text{If “j” is a cost criteria} \end{cases}$$

Information :

a. It says the profit criteria if the value x_{ij} provides benefits for decision makers, Otherwise the cost criteria when x_{ij} incurring costs for decision makers.

b. If in the form of profit criteria then the value x_{ij} divided by value $Max_i(x_{ij})$ Of each column, while for cost criteria, value $Min_i(x_{ij})$ Of each column divided by value x_{ij} .

8. The result of normalized performance rating (rij) values form a normalized matrix (R)

$$R = \begin{bmatrix} r_{11} & r_{12} & \cdots & r_{1j} \\ \vdots & & & \vdots \\ r_{i1} & r_{i2} & \cdots & r_{ij} \end{bmatrix}$$

9. The final result of the preference value (Vi) is derived from the sum of the matrix elements of the normalized matrix row (R) with the corresponding weight of preference (W) of the matrix column element W.

$$V_i = \sum_{j=1}^{n} w_j r_{ij}$$

A larger value if Vi indicates the the alternative Ai is alternative.

2. CONTENT

2.2 Problem Analysis

Problem analysis is an assumption of the problem to be described in the procedure. From the results obtained got a problem where Marketing Manager at CV Cantik Kreasi has difficulty in determining area of town / kab which have high market share potential for the opening of new branch in order to attract new customer.

2.2.1 Analysis Framework CRM

It is illustrated that the CRM phase in a framework is a series of processes consisting of Aquitition, Retention, and Expansion. Then the process or activity that is in the stage of the Framework of Dynamic CRM is as follows:

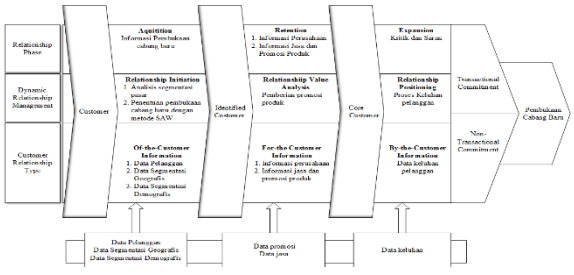


Figure 3. Framework Dynamic CRM

2.2.1.1 Phase Acquisition

Acquisition, is a phase to get new customers with various strategies in order to conduct transactions in CV Cantik Kreasi.

The facilities built by CV Cantik Kreasi to attract new customers are as follows:

a. Open a new branch so that CV Cantik Kreasi gets new customers.
b. Displays new system opening information on the system.

Based on interviews with the owner, the opening of new branches is limited only to cities / regencies in West Java Province. At this stage further analysis is needed to determine the potential area for accurate opening of new branches. Here are the stages of market share analysis for the opening of new branches:

2.2.1.1.1 Analysis of Market Share

The purpose of market share analysis is to know the market potential / customers in each region of services offered by CV Cantik Kreasi. To know the market share, then done 3 stages of analysis of Market Segmentation, Market Targeting (Target Market Determination) and Positioning (Determination of Market Position):

1. Market Segmentation

a. Geographical market segmentation analysis
Geographical market segmentation is dividing the market into different geographic units, such as country, state, region, district, city, or neighborhood. For research in CV Cantik Kreasi, geographical area will be divided into cities and districts in West Java:
1) Segmentation by City / District.
This segmentation is grouped by city and district to know the market share based on specified cities and districts.
2) Segmentation by Higher Education
This segmentation is classified based on the number of universities in West Java.
3) Segmentation based on shopping Center
This segmentation is classified based on the number of shopping centers in West Java.
4) Segmentation based on Modern Market
This segmentation is classified based on the many modern markets in West Java.

b. Demographic Market Segmentation Analysis
Demographic segmentation divides the market into groups based on variables, such as age, gender, family size, family life cycle, employment income, education, religion, race, generation, and nationality. For research in CV Cantik Kreasi will be divided into several groups based on Age and Gender:
1) Segmentation by Age group
For segmentation based on age needed because kebaya users and suits in CV Cantik Kreasi itself is only for adults only. Then will be taken sample at age 20 years and above.
2) Segmentation by Sex
For segmentation based on gender in need because of consumer CV Creative Creations in general many of the female customers.

2. Case Analysis

Table 1. Analysis of Market Share

Kota/Kab	Penduduk Wanita, Usia ≥ 20th (PPIU)	Total Seluruh Penduduk (TSP)	Nilai = (PPIU / TSP) * 100%
Kab.Bogor	1.357.232	13.364.418	10.155%
Kab.Sukabumi	690.234	13.364.418	5.164%
Kab.Cianjur	622.846	13.364.418	4.660%
Kab.Garut	683.832	13.364.418	5.116%
Kab.Tasikmalaya	529.157	13.364.418	3.959%

Table 2. Result Analysis of Market Share

No	Urutan rekomendasi daerah pemasaran berdasarkan Kota/Kab	Nilai Pangsa Pasar
1.	Kab. Bogor	10.155%
2.	Kab. Sukabumi	5.164%
3.	Kab. Garut	5.116%
4.	Kab. Cianjur	4.660%
5.	Kab. Tasikmalaya	3.959%

3. Conclusion Market Segmentation For New Branch Opening

The conclusion of market segmentation analysis to get recommendation of determination of opening new branch area to five cities / regencies that exist in West Java is as follows:

1. Kab. Bogor ranked first
2. Kab. Sukabumi ranked second
3. Kab. Garut ranked third
4. Kab. Cianjur ranked fourth
5. Kab. Tasikmalaya ranked fifth

Next will be made an alternative selection of cities / districts based on the results already in the can, where the City / District to be selected is Kab. Bogor, Kab, Sukabumi, Kab.Karut from the election results will be determined which areas have high potential for the opening of new branches using the method SAW (*Simple Additive Weight*).

4. Market Targeting

In the Market Targeting stage will be conducted a market opportunity recommendation that has been done in the segmentation stage by the Marketing

Manager. In the process of receiving customers who have registered, the company will consider the acceptance by referring to the needs of the company include the number of consumers in a city / regency, the number of women aged 20th and above, the number of universities in West Java, the number of modern markets in West Java and the number of Shopping Centers in West java. To facilitate the company in considering the acceptance of consumers based on the needs of the above companies, it is necessary to hold a decision-making system. The method used is Simple Additive Weigthing (SAW) method..

Calculation of SAW is a weighted sum method. The basic concept of SAW (Simple Additive Weight) method is to find the weighted sum of performance ratings on each alternative on all criteria. Here are the stages for the calculation of decision support system with the method of SAW (Simple Additive Weight), with 3 (three) cities / regencies in the province of West Java.

a. The equation formula used for the calculation of SAW (Simple Additive Weight) in the ambl of the formula number (4) :

$$V_i = \sum_{j=1}^{n} w_j r_{ij}$$

Information :

V_i = rank for each alternative
W_j = weighted value of each criterion
r_{ij} = normalized performance rating value

b. Provide data to be analyzed
The data used is the original data for the analysis of opening new branches but as an example calculation applied to SAW (Simple Additive Weight) method which analyzed 3 (three) potential city / kab in West Java. Below is the original data as a sample calculation method SAW (*Simple Additive Weight).*

Table 3. Data to be analyzed

No	Kota/Kab di Jawa Barat	Perguruan Tinggi	Pusat Perbelanjaan	Pasar Modern
1.	Kab. Bogor	5	1	8
2.	Kab. Sukabumi	4	6	10
3.	Kab. Garut	10	7	19

c. Convert data into matrix form X
After getting the data to be analyzed then made into the form matrix X below example matrix equation and X matrix result by using original data based on formula number (1).

$$X = \begin{bmatrix} X11 & X21 & X31 \\ X12 & X22 & X32 \\ X13 & X23 & X33 \end{bmatrix}$$

The result of matrix equation X with inputted original data.

$$X = \begin{bmatrix} 5 & 1 & 8 \\ 4 & 6 & 10 \\ 10 & 7 & 19 \end{bmatrix}$$

d. Specifies the criterion of the weights (W)
Before doing the calculation is determined in advance criteria and weights that will be used in the ranking calculation. Appropriate interview with the owner and Marketing Manager the value of weight that is in the table below is the value of weight with the desire of the owner.

Table 4. Weighting Criteria

No	Kriteria	Bobot
1.	Perguruan Tinggi	50%
2.	Pusat Perbelanjaan	25%
3.	Pasar Modern	25%

Result from the above table W = [0.50 0.25 0.25]
Information:
W =0.50for the weight of the number of collages
W =0.25for the weight of the number of shopping centers
W =0.25for the weight of many modern markets

e. Normalize the matrix X into a matrix R based on the equation of the formula number (3) :

$$r_{ij} = \begin{cases} \dfrac{X_{ij}}{Max\ X_{ij}} & \text{Jika j adalah atribut keuntungan } (benefit) \\ \dfrac{Min\ X_{ij}}{X_{ij}} & \text{Jika j adalah atribut biaya } (cost) \end{cases}$$

Information :

r_{ij} =normalized performance value
X_{ij} =attribute value owned by criteria.
$Max\ X_{ij}$ =the largest value of each criterion.
$Min\ X_{ij}$ =the smallest value each criterion.
Benefit =if the greatest value is best.
Cost =if the smallest value is best.

Table 5. Determination of Cost and Benefit

No	Kriteria	Cost	Benefit
1.	Perguruan Tinggi		√
2.	Pusat Perbelanjaan		√
3.	Pasar Modern		√

f. Normalize the decision matrix (X)
1) For the number of universities included in the attributes of benefits (benefits), because the greater the value is considered the better..

So :

$R_{11} = \frac{5}{Max\ (5;4;10)} = \frac{5}{10} = 0.5$

Value 0.5 for the calculation of Kab. Bogor

$R_{21} = \frac{4}{Max\ (5;4;10)} = \frac{4}{10} = 0.4$

Value 0,4 for the calculation of Kab. Sukabumi

$R_{31} = \frac{10}{Max\ (5;4;10)} = \frac{10}{10} = 1$

Value 1 for the calculation Kab. Garut

So the conclusion of the above calculation with the criteria of the number of universities the highest value is found in Kab. Garut with value 1.

2) For the amount of shopping center included in the attribute of profit (benefit), because the greater the value is considered the better. So:

$R_{21} = \frac{2}{Max\ (2;6;7)} = \frac{2}{7} = 0.285$

Value 0.285 for the calculation of Kab.Bogor

$R_{22} = \frac{6}{Max\ (2;6;7)} = \frac{6}{7} = 0.857$

Value 0.857 for the calculation of Kab. Sukabumi

$R_{23} = \frac{7}{Max\ (2;6;7)} = \frac{7}{7} = 1$

Value 1 for the calculation Kab. Garut

Then the conclusion of the above calculation with the criteria of many shopping centers the highest value found in Kab. Garut with value 1.

3) For the Number Then the conclusion of the above calculation with the criteria of the number of shopping centers the highest value found in Kab. Garut with value 1. So:

$R_{31} = \frac{8}{Max\ (8;10;19)} = \frac{8}{19} = 0.421$

Value 0.421 for calculation of Kab. Bogor

$R_{32} = \frac{10}{Max\ (8;10;19)} = \frac{10}{19} = 0.526$

Value 0,526 for calculation Kab. Sukabumi

$R_{33} = \frac{19}{Max\ (8;10;19)} = \frac{19}{19} = 1$

Value 1 for calculation Kab. Garut

Then the conclusion of the above calculation with the criteria of many shopping centers the highest value found in Kab. Garut with value 1.

After the calculation is done by normalizing the decision X matrix, it will get the matrix R. Below is the Matrix R.

$$X = \begin{bmatrix} 0.5 & 0.285 & 0.421 \\ 0.4 & 0.857 & 0.526 \\ 1 & 1 & 1 \end{bmatrix}$$

g. Perform the ranking process

At this stage after obtaining the matrix R it will be calculated ranking with equation formula based on the formula number (4).

$$V_i = \sum_{j=1}^{n} w_j r_{ij}$$

Information :

V_i = rank for each alternative

W_j = weighted value of each criterion

r_{ij} = normalized performance rating value

So :

V_1 =(0.50)(0.5) + (0.25)(0.285) + (0.25)(0.421)
= 0.25 + 0.071 + 0.105
= 0.426

Result 0.426 is rank for Kab.Bogor

V_2 = 0.50)(0.4) + (0.25)(0.857) + (0.25)(0.526)
= 0.2 + 0.214 + 0.131
= 0.545

Result 0,545 is rank for Kab.Sukabumi

V_3 = (0.50)(1) + (0.25)(1) + (0.25)(1)
= 0.50 + 0.25 + 0.25
= 1

Result 1 is rank for Kab. Garut

Then the conclusion of the calculation of final results ranking Kab. Garut is superior to other roads with a value of 1 (one).

h. Best alternative value

Tabel 6. Alternative Value

No	Kota/Kab di Jawa Barat	Perguruan Tinggi	Pusat Perbelanjaan	Pasar Modern	Hasil Akhir
V_1	Kab Bogor	0.5	0.285	0.421	0.426
V_2	Kab.Sukabumi	0.4	0.857	0.526	0.545
V_3	Kab.Garut	1	1	1	1

i. Conclusion

Tabel 7. Results of recommendations for opening new branches

No	Kota/ Kab di Jawa Barat	Perguruan Tinggi	Pusat Perbelanjaan	Pasar Modern	Hasil Akhir
1	Kab. Garut	1	1	1	1
2	Kab. Sukabumi	0.4	0.857	0.526	0.545
3	Kab. Bogor	0.5	0.285	0.421	0.426

5. Positioning

Based on the results of the analysis that has been done then the owner will be given a recommendation to determine the opening area of a new branch based on the target market of CV Cantik Kreas as follows:

a. Kab Garut rank I Stars 3
b. Kab Sukabumi rank II Stars 2
c. Kab Bogor rank III Stars 1



Figure 4. Map of Analysis and Rank Results

2.2.1.2 Retention Phase

Retention phase on frameworck dynamic CRM has a purpose to provide information from the company to the consumer in order to establish a good relationship with consumers and can retain customers. The following is an explanation of the features that exist in the retention stage :

a. Information Company
b. Information Services Company
c. Informastion Promotion Product

At this stage there is a Relationship Value Analysis..

2.2.1.3 Expansion Phase

Expansion stage is the last phase phase of dynamic CRM, which is used to maintain customer loyalty to CV Cantik Kreasi. Facilities that will be built at the expansion stage to do critical information suggestions given CV Cantik Kreasi at a certain moment.

2.3 Testing System

Testing the system is the most important thing that aims to find errors or deficiencies in information systems tested. Testing the system intended to determine the performance of information systems that have been made in accordance with the purpose of designing information systems. Testing this system using black box testing. Black box testing focuses on software functional requirements, User Acceptance Test (UAT) and end user acceptance.

2.3.1 Functional Testing

Functional testing scenario in CRM information system in CV Cantik Kreasi done so that input and output on the system as expected. In the functional testing will be described steps - stages as follows:

Kasus dan Hasil Uji (Data Benar)			
Data Masukkan	**Harapan**	**Pengamatan**	**Kesimpulan**
Contoh masukan Nama : Faizal Alfarisi Jabatan : Owner Email : Owner@gmail.com	Jika edit data profil diisi dengan benar muncul pesan “Data Profil berhasil diperbarui”.	Data tersimpan dan muncul pesan “Data Profil berhasil diperbarui”.	[√] diterima [ ] ditolak
Kasus dan Hasil Uji (Data Kosong)			
Data Masukkan	**Harapan**	**Pengamatan**	**Kesimpulan**
Contoh masukan Nama : Jabatan : Owner Email : Owner@gmail.com	Jika kolom pada edit data profil ada yang tidak diisi muncul pesan “Kolom tidak boleh kosong. Silahkan ulangi lagi.”	Data tidak tersimpan dan muncul pesan kesalahan “Kolom tidak boleh kosong. Silahkan ulangi lagi.”.	[√] diterima [ ] ditolak

2.3.2 *User Acceptence Test* (UAT)

UAT can be regarded as a test to find a new defect not found by the developer. The application testing process will involve company representatives made by the Marketing Manager at CV Cantik Kreasi.

No	**Kasus Uji**		**Berhasil/ Gagal**	**Diuji Oleh**	**Tanggal Uji**
1	**Nama Uji**	Pengujian Menambah Data Lokasi Calon Cabang	Berhasil	Lani	31/07/2017
	Prosedur Uji	Prosedur menambah data lokasi calon cabang dilakukan oleh *Manager Marketing* Nama Lokasi : Kab. Bogor Keterangan : - Nilai : 0.999 Status : Aktif			
	Hasil yang Diharapkan	Sistem akan menampilkan pesan "Data lokasi calon cabang telah berhasil ditambahkan. "			

2.3.3 User Acceptance Testing

In this type of testing, the software will be submitted to the user to see if the software meets user expectations and works as expected. Users will conduct an assessment of the system using interview methods addressed to Owner / Managing Director, General Manager, Marketing Manager, Manager Store. So the question given becomes clear and directed.

Question	Answer
What do you think about the look of this CRM information system?	It looks good and the color of the theme of the website in accordance with the company logo
How do you think about using the language used in this CRM information system?	Language is very easy to understand
How do you feel about managing information - information related to your company with a website - based CRM information system ?	Very helpful especially in information in doing promotion, service and information of opening new branch
How do you feel about the ease of using this CRM information system as a whole?	Easy to operate because of understandable language
Do you have a suggestion criticism of this application for this application can be better again?	In the future hope this system can make buying and selling online

3. CLOSING

In this chapter, conclusions can be drawn from the discussion of previous chapters, as well as suggestions for improvement and further development of the system.

3.1 Conclusion

After doing the analysis, design, and testing. Then the conclusion can be obtained as follows:

This Customer Relationship Management Information System can assist Marketing Manager in CV Cantik Kreasi in determining the area of town / kab which has a high market share potential for the opening of new branch in order to attract new customers.

3.2 Suggestion

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

1. There is an addition of online sales menu facility on Customer Relationship Management Information System at CV Cantik Kreasi.
2. An increase in market share analysis of competitors in Customer Relationship Management Information System in CV Cantik Kreasi.

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