Being More Competitive Through Analyzing Business Process And Managing Customer Relationship Database

A THESIS

By

Anthony santoso (5303001007)

INDUSTRIAL ENGINEERING DEPARTMENT ENGINEERING FACULTY WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA 2004
Approval Sheet

This thesis entitled Being More Competitive through Analyzing Business Process and Managing Customer Relationship Database has been examined at December 12, 2004 and approved that:

Name: Anthony Santoso
Nrp: 5303001007

has accomplished partial fulfillment of the requirement for the Sarjana Teknik Degree in Industrial Department-Engineering Faculty by the following committee:

Surabaya, December 12, 2004

Advisor I

(Anastasia L. Maukar, ST., Msc)
N.I.K: 531.03.0564

Advisor II

(Sebastian R. Maukar, ST., MMT)
N.I.K:

Member,

(Kwa See Yong S.T., M.T.)
N.I.K: 531.97.0299

(Dian Retno S.T., M.T.)
N.I.K: 531.97.0298

Engineering Faculty,
Dean,

(M.Edi S., S.T., M.T.)
N.I.K: 531.98.0305

(Ir. Rasional Sitepu)
N.I.K: 511.89.0154

Industrial Engineering Department,
Head of Department,

(Dian Retno Sari Dewi, S.T., M.T.)
N.I.K: 531.97.0298
Foreword

Top Managements level have always used information to perform their tasks, so the subject of information system is nothing new. What is new is the ease with which accurate and current information can be obtained and communicated. The innovation that makes this capability possible is the computer which is called computer-based information system. Increasingly, organizations are becoming aware that information is a resource of strategic importance and the computer can cultivate that resource.

The task for creating a computer-based information system is similar to developers who build a house. The work of developers of computer-based information systems is guided by blueprints. The blueprints are example of methodologies that comprise recommended ways of doing things. The developers use an assortment of tools such as data modeling, process modeling, and database programming software.

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Abstract

The evolving of global economic trade fosters every company finding strategic ways in order to stand survive. “XYZ” Company, a service industry, is a system integrator concentrates on networking and hardware provider. As service industries having direct contact with their customer encourage them to think about what customers do really want and how to make customers satisfied and loyal. The company insists to increase the annual sales revenue. However, at this time, some obstacles in doing business activities have decreased the overall company performances. Thus the director assigns someone to examine the system and do some improvements.

Solving those problems is conducted through analyzing the current business process, proposing the new system and visualizing them by making flowchart, data, and process diagram. The endpoint solution is creating and managing customer relationship database as an Executive Information System device.

Having reliable customer database will ease managerial staff when making relation with customer either maintaining the remaining customers or finding the new ones. As known that customers are the center point of the profit revenue thus how to satisfy what customer wants must be the main concerned immediately. Actually, this customer database can be integrated with other related database such as Enterprise Resource Planning database (ERP) and Supply Chain Management database (SCM).
Table of Contents

Title Page ................................................................. i
Approval Sheet ............................................................ ii
Foreword ................................................................. iii
Acknowledgements ......................................................... iv
Abstract ........................................................................... v
Chapter I Introduction ...................................................... 1
  1.1 Background of the Study ............................................. 1
  1.2 Statement of the Problem ........................................... 2
  1.3 The Objectives of the Study ....................................... 2
  1.4 Limitation of the Study ............................................. 3
  1.5 The organizational of the Study .................................. 3
Chapter II Review of Related Literature .............................. 4
  II.1 Basic concept of System, Data, Information, Information System,
      Information Technology, Management Information System, and Decision
      Support System .......................................................... 4
  II.2 Players in the System ............................................... 5
  II.3 Information System Building Blocks ............................. 5
      II.3.1 Data Building Blocks .......................................... 6
      II.3.1.1 System Owners’ View of Data ............................ 6
      II.3.1.2 System Users’ View of Data ............................. 7
      II.3.1.3 System Designers’ View of Data ......................... 7
      II.3.1.4 System Builders’ View of Data .......................... 7
      II.3.2 Process Building Block ....................................... 7
      II.3.2.1 System Owners’ View of Process ......................... 7
      II.3.2.2 System Users’ View of Process ......................... 8
      II.3.2.3 System Designers’ View of Process .................... 8
      II.3.2.4 System Builders’ View of Process ..................... 8
II.3.3 Interface Building Blocks ........................................ 8
II.4 System Development Methodology .................................. 9
   II.4.1 Stage System Analysis ........................................ 9
      II.4.1.1 Preliminary Investigation Phase ....................... 10
      II.4.1.2 Problem Analysis ....................................... 11
      II.4.1.3 Requirement Analysis Phase ......................... 11
      II.4.1.4 Decision Analysis phase ............................... 11
   II.4.2 Stage System Design ........................................ 11
   II.4.3 Stage System Construction and Implementation .......... 12
II.5 Systems and Document Flowchart .................................. 12
II.6 Process Modeling .................................................. 13
II.7 Data Modeling and Database ...................................... 13
   II.7.1 Entity Relationship Diagram ............................... 14
   II.7.2 The Relational Model and Normalization ................. 16
   II.7.3 Data Dictionary ............................................. 17
II.8 Creating Customer Database Management System .............. 17
II.9 Managing Customer Relationship .................................. 17
Chapter III Research Methodologies .................................. 19
Chapter IV System Analysis ............................................ 21
   IV.1 Company Overview ............................................. 22
      IV.1.1 Company Profile ......................................... 21
      IV.1.2 Vision and Mission Statement ............................ 23
      IV.1.3 Organization Chart and Structure ....................... 24
      IV.1.4 Short Interview with Director ........................... 26
   IV.2 Analysis Study .................................................. 27
      IV.2.1 Preliminary Investigation ................................. 27
      IV.2.2 Problem Analysis ......................................... 29
      IV.2.3 Requirement Analysis ..................................... 30
List of Figures

Figure 2.1 Information System Building Blocks .......................................................... 6
Figure 2.2 System Flowchart and Document Flow Diagram Symbols .......................... 12
Figure 2.3 Data Flow Diagram Symbols .................................................................... 13
Figure 2.4 Normalization Steps .................................................................................. 16
Figure 3.1 Research Methodologies .......................................................................... 20
Figure 4.1 Company Philosophy ................................................................................ 23
Figure 4.2 Organization Chart and Structure .............................................................. 24
Figure 4.3 Flowchart of Processing Retail Order from Customer (Current System) ...... 31
Figure 4.4 Flowchart of Processing Project Order from Customer (Current System) ...... 32
Figure 4.5 Flowchart of Placing an Order to Vendor (Current System) ...................... 33
Figure 4.6 Flowchart of Receiving an Order from Vendor (Current System) ............. 34
Figure 4.7 Flowchart of Payment to Vendor (Current System) .................................. 35
Figure 4.8 Flowchart of Preparing Delivery Order (Current System) ......................... 36
Figure 4.9 Flowchart of Delivering Order to Customer (Current System) .................. 37
Figure 4.10 Flowchart of Receiving Payment from Customer (Current System) .......... 38
Figure 4.11 Document Flow Diagram of Placing an Order to Vendor (Current System) .......................................................... 39
Figure 4.12 Document Flow Diagram of Receiving an Order from Vendor and paying bill to Vendor (Current System) .......................................................... 40
Figure 4.13 Document Flow Diagram of Preparing Delivery Order (Current System) .......................................................... 41
Figure 4.14 Document Flow Diagram of Delivery Order and Receiving Payment from Customer (Current System) .......................................................... 42
Figure 4.15 Hierarchy Chart of Business Process-1 (Current System) ....................... 48
Figure 4.16 Hierarchy Chart of Business Process-2 (Current System) ....................... 49
List of Tables

Table B.3.1 Current Implementation Physical Data Store .......................53
Table B.4.1 Proposed Implementation Physical Data Store .....................79