

Chapter I

Introduction

I.1 Background of the Study

Few years ago, either entrepreneur or common people talked about the Indonesian's economics future. Some people worried about the vocation and tight competition when looking for a job. The other side, entrepreneur as an owner also worried about his business life in the future. It happened because government stated that Indonesia would participate in a new economics global policy. The situation, in which will permitted all companies around the world doing some business freely and fairly is called free trade area. Surely, facing a free trade area will have an elaborate challenge in global market trading because there will be strict business competition. Hence, it fosters many companies find a new strategy that enables to survive in the real competition. This strategy should be taken immediately not only by manufacturing industry but also by service industry.

Talking about the strategy, certainly, it is a subjective opinion. However, the bottom line concerned is how to integrate all departments as a unity system. As a way to realize that objectives, analysis of business process should be taken as a wholly action done by middle-top management. Business process comprises business rules, business procedures, company's strengths, company's weaknesses, company's opportunities, company's threats and so on. By analyzing the business process, it can be known the performance of the company. For this reason, it is important for the organization to comprehend its business process thoroughly. Hence, it will be more helpful for the top-management when making a strategic or long-term decision.

Foremost for service industries having a direct contact with their customer, therefore they have to think about what customers do really want and how to make customers satisfied and loyal. In this case, management should give further attention by managing customer relationship either finding a new customer or maintaining the remaining loyal one.

“XYZ” Company, a service industry, is a system integrator, concentrates on networking and hardware provider. As a service industry, which almost all of the transaction with the customer always do directly face to face, encourages the company considers how to make a value relation with customer. Because nobody doubts that customer is a worthy value for company and consequently, it needs a strategic planning to increase customer satisfaction and eventually to get the better ROI (Rate of Investment). On the other hand, “XYZ” Company so far does not have database program to facilitate its daily business. Regarding that fact, top management always meet some obstacles either asking summary reports or making a strategic decision.

In fact, creating a good relationship with customer involves complex action because it is similar to comprehend an unpredicted behavior of the customer. Regarding of that challenge, the research will be conducted.

I.2. Statement of the Problem

The issues that will be discussed are how to analyze and comprehend business process and make customer relationship database program in the “XYZ” Company.

I.3. The Objectives of the Study

1. Analyzing the current business process.
2. Giving a solution for the utmost company’s problem by creating customer relationship databases as a way to integrate data and as a helpful tool when making summary reports.
3. Managing Customer relationship database.

I.4. Limitation of the Study

In this term, discussion will be focused only on a database relating with how to handle customers either finding a new one or maintaining the remaining customers. Besides that, this program works only for single user.

I.5. The Organizational of the Study

Chapter I : Introduction

This chapter explains about the background of the study, statement of the problem, the objectives of the study, and limitation of the study.

Chapter II : Review of Related Literature

This chapter describes the related theory about general system analyst, database, and customer relationship management.

Chapter III : Research of Methodology

This chapter views and explains the logical diagram while conducting this research.

Chapter IV : System Analysis

This chapter gives detail information about the study of existing system, and the proposed system using brief statement and visualization diagram.

Chapter V : System Design

This chapter will discuss the system's data modeling and related business rules.

Chapter VI : Implementation

This chapter encompasses the documentation of database software implementation and some guided points about managing customer relationship database.

Chapter VII : Conclusion and Further Implementation

This chapter comprises the summarizing point of the study.