ABSTRACT

Currently, buying and selling have increased because of many customer demand. In this case, the author investigate that has increase of shopping whether in the city or downtown but it still has problem to customer. Because sometimes customer cannot go to shop or own store and sometime they don’t have transportation, so that's why it is problem for the customer. Moreover, for seller, they are difficult to get new customer even though they have old customer in their hand. In another hand small business, they don’t have resource for advertise that is difficult to increase their sell.

To solve the problem and according to the research of Customer to Customer (C2C), Customer Relationship Management (CRM) and E-Market can make both seller and customer easy get more benefits. Nowadays many people have knowledge about using smart phone, internet like open website. Improving CRM system, it is easy for Cambo-Market to get new customer and promote.

Improving CRM on E-Market utilizing web technology and using waterfall methodology system development. This research is expected to help Cambo-Market improves to run the business to get more income, easy to promote and also to get new customer.

Keyword: E-market, C2C, CRM