CHAPTER I
INTRODUCTION

1.1 Research background

Nowadays, has many store is growing because of customer need. In this case we also know that many customer has difficulty to find the product what they want that required all customer go direct to the shop to buy. But the way customer buy product directly from the shop they always meet some difficulty because need of customer is different. Some customer doesn’t buy only one product; they need many products in different shop. In fact, one shop doesn’t have all kind of product that fulfill of customer need. So customer need to find the product what they need in other shop. The way they do like make them feel uncomfortable, boring and also waste time.

Actually, people always need many things to support and make them more beauty. In order, most of them want to buy product or something they need but they don’t have much time go direct to the shop because some they busy with study, work and etc. To get the product they want, they also ask someone like friends, sibling, co-worker that have relationship with them to buy the product. When they get the product they feel don’t like or it doesn’t fit with them, because people don’t have the same feeling. They want return it back to the seller but they can’t accept that make customer lose confidence, waste money. They already buy product but they can’t use it or keep it in one place, they don’t know how to get money from product they buy beside through it or keep it.

Generally, when new customer wants to buy the product, but they don’t know clearly about the shop. They just buy it without think about price and the quality of product good or doesn’t good that make them waste time and also waste money.

Of course, sometime customer goes to shop to buy the product. It doesn’t mean they will buy it but we can say they just window shopping. So when they enter to shop they always see product they like and they want but they don’t have enough money to
buy it yet or they think, they will buy it later. Some customer they are seriously before they buy they need to think and know it clearly first. In this way they just look around the product they like but they don’t get it and back home. Some kind of customer they need to ask more information about the product such as price, quality and compare with each other. That need customer spend much time ask to know form one shop to other shop.

1.2 Problem Formulation

As the research background that have been mentioned, it will be formulation of the problem as below:

1. How does the customer can buy from many sellers?
2. How does the customer can become the both buyer and seller?
3. How does the customer can get good seller and passion product?
4. How does the shop can get new customer?

1.3 Scope and Delimitation

1.3.1 Scope

1. Cambo-Market can be use both sellers and buyers.
2. Cambo-Market allow user could search product by product name, product keyword, product categories, and location.
3. Cambo-Market can show the best sell product to customer.
4. User can subscribe author that they like and they can get new feed product.
5. User can get recommend from product by categories and stage of life.
6. All user that use Cambo-Market website can make wishlist for their favorite product.
7. User can rate on product and they review about rate of each product.
8. User can chat with author.
9. User can feedback to Cambo Market Team by message.
10. User can view their order history.
11. Author can set shipping price.
12. Author can add, edit product, delete product.

1.3.2 Delimitation
1. This application is build using computer that has connection to the internet, but the writer also build trail in order to use offline.
2. This application, the writer using with some software such PHP storm, MySQL, and using MAMP Pro as web server for Cambo Market Website.
3. This system allows all customer to sell and buy the product from this application through the internet.
4. In order to make easy to the customer pay product, the writer will allow the customer pay with PayPal also credit card, visa card, Master card as their choice.

1.4 Purpose of Research
The purpose of research to create a system that improving of CRM system on E-Market is as follow:
1. Create the system that can allow customer by from many sellers.
2. Create the system that allow customer become both buyer and seller.
3. Create the system that allow customer can get good seller and passion product.
4. Create the system that can get new customer.

1.5 Method Research and Development System
1.5.1. Method Research
This research uses quantitative method. Qualitative research is a type of scientific research.

a. Observation
Data collection techniques by conducting research and direct observation of the problems taken and worked on business process activities.
b. **Study Literature**

At this stage of the study of literature, study literature and data collect relating to the construction of the system. The data collection is done in several ways including seeking references in the library or on the internet.

c. **Study Literature**

Data collection technique to conduct a discussion directly with the Cambo-Market shop with regard the need of website.

1.5.2. **Method development system**

Design and Development system used in this research is by using a waterfall methodology that includes:

a. **Analysis**

Analyze problems that occur in the company. Additionally analyze needs hardware and software as well as related components of E-commerce implementation.

b. **Design**

Designing a system based on the results of the analysis conducted, the design includes: interface design, database design, and soon to be used.

c. **Coding**

Implement the design stage to perform coding using IDEs and other tools related to the implementation.

d. **Testing**

Testing of the system that has been created.

e. **Implementation**

Is the last stage to publish the application system has been created and tested and appropriated expected.
1.6 Timeframe

Table 1. 1 Time Schedule

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1.7 Research Outline

In the cheater will be describe about the background of research, statement of problem, scope and delimitation, purpose of research, research methodology or systematic behavior of the theoretical and timeframe of system. And it also explains clearly all the key point.