ABSTRACT

Cambodia is one of developing country among Asian Community. It really face with many problems such as: Traffic Jam, Security, Technology, etc. Of course, there are many shops in Cambodia that sell clothes, shoes, accessories and other daily products, but most shops use traditional way to reserve service to their customer as sell, promotion, and pay. That is why it makes them cannot increase income, waste time and cost. Furthermore, customers who live far from the shop or the city also difficult to find and buy product. As the Handmade shop, it has shop, products and some customers in their hand but they still care about their old customer, they afraid lose them one day because of the market competitor.

Refer to the problem and also as the research Customer Relationship Management and E-commerce can solve those problem and make easy both customer and seller. Implementation of CRM system is a process of Handmade shop to promote, sell, get and keep customer to make them more income.

Implementation of CRM and E-commerce using B2C at Handmade shop utilizing web technologies, and system development using the waterfall method. This research is expected to help Handmade shop to improve the business, increase income, to promote product easily, keep and get new customer.

Keywords: E-commerce, B2C, CRM.