CHAPTER 1
INTRODUCTION

1.1 Research Background

Cambodia country is developing country that has many commercial are showing and growing day by day. One of those commercial on selling product by online is growing after other commercial step by step, this commercial it seems too young for Cambodia. As we know, there are many shop, store and company to sell the product and work in different kind of need. Actually for the company has website for promote their work and their place but for shop and store rarely has website to promote their product.

It has many accessories store in Phnom Penh city of Cambodia that sell some kind of accessories, actually in each store doesn’t have all kind of product. When customer want to buy the product they need go to direct shop and find the product at shop. If that shop doesn’t have the product they want, they will go to other shop or store to find it again.

Actually in Phnom Penh Cambodia has Handmade shop that sell accessories. It was run several year and has many customer to support their product. Even though they have customer in their hand but it still difficult for them to keep their old customer because of market competitor, it always happen for business owner. Day by day, the shop owner always think and fine the resolution to solve that problem.

The campaign conduct of handmade shop to get new customer, they create the brochure sent out brochure to schools, factories, on the street and the college is a handmade shop way to do this kind of promotion is certainly a huge waste the time and cost.

Of course the operational of Handmade shop still use traditional sell. The sell process of The Handmade shop it use direct sell to their customer. Actually at that shop it doesn’t have many staff to standby sell the product. Everyday many customers come to Handmade shop sometimes they need to wait to buy their
product because of Handmade use traditional sell. It make them waste to time and feel uncomfortable with the Handmade shop.

As the real situation one accessories shop in Cambodia “Handmade shop” that sell accessories still use traditional promotion, difficult to keep their customer and don’t know how to get new customer to their shop and also still use traditional sell to the customer. Refer to the main problem, the writer decide to implementation of System on Handmade shop for my final project talk about “Implementation of CRM system on Handmade shop” to build it to make easy for customer and help my country more develop than the past time.

1.2 Research Problem

For the issues that have been mentioned, it can be the formulation of the problem as follows:

1. How to build the handmade shop using online systems?
2. How does the apps of Handmade shop get new customer?
3. How to conduct a campaign products to the public?
4. How does the apps of Handmade shop can sell product as the Automation?

1.3 Scope and Delimitation

1.3.1 Scope

1. This application will allow to all customer use to find the product in Handmade shop through the internet.
2. Customer could search product of Handmade shop by category or product keyword.
3. All customer that use Handmade shop website can make a wish list for their favorite product.
4. All customer of Handmade shop can buy product and pay through the internet, such as PayPal, Visa, and Master Card.
5. All customer of Handmade shop can rate on product what they like, and they can know how many product view of each product.
6. To make easy for customer, they can contact to Handmade shop by E-mail.
7. When has new product arrive at Handmade shop, customer can get the information through the E-mail from Handmade shop.

8. On Handmade shop website show product that best sell to the customer to make them easy to get recommended.

9. Of each product on Handmade website has related product show to customer to make a recommended to them.

1.3.2 Delimitation

1. This application, the writer build with computer using internet connection, but the writer also build with trail in order to use offline.

2. This application, the writer build with some software such PHP Strom, MYSQL, and WAMP Server as a web server to run this application in offline or localhost.

3. This application, the writer build to allow all customer only buy the product through the internet.

4. In order to make easy to the customer pay their product, the writer build this application with PayPal method, that allow customer can pay such Credit Card, Visa Card or Master Card as their choice.

5. In other hand, the writer also build this application with shipping method to make easy to customer choose the place to ship their product. The way seller ship product to customer only by Bus.

1.4 Purpose of Research

The purpose of research is create a website that implementation of CRM is as follows:

1. Create the system figure out how to get new customer.

2. Create the system to know how to conduct a campaign product in the public.

3. Create the system that allows to sell as automation.

1.5 Method Research and Development System

1.5.1 Method Research

This research use quantitative method. Qualitative research is a type of scientific research. The research method used to help resolve problems
so that the results obtained in a more systematic and focused, then in this case the author uses research methods as follows:

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. Interview

Data collection technique to conduct a discussion directly with the Handmade 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 a 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 Research Outline

In this chapter will be describes about the background of the research, statement of problem, scope and delimitation, purpose of research, research methodology or systematic behavior of the theoretical and Time frame of system. And it’s also explain clearly the all the key point.

CHAPTER I INTRODUCTION

In this chapter will show about: Research Background, Research Problem, Scope and Delimitation, Method Research and Development system, and Time Frame

CHAPTER II LITERATURE REVIEW

In this chapter will describe about: E-commerce, Business to Customer, Customer Relationship Management, Website, Programming Language, Database, Unified Modeling Language, Tools, Waterfall Model, and Black Box Testing.

CHAPTER III SYSTEM ANALYSIS AND DESIGN

In this chapter will show about: System Analysis, Design Database, and Design Interface of system

CHAPTER IV IMPLEMENTATION AND TESTING

In this chapter will describe about: Menu Structure of apps Handmade shop, Data Dictionary, System Requirements, Implementation, and Testing

CHAPTER V CONCLUSION AND RECOMMENDED

In this chapter will show about: Conclusions, Recommended.