

Chapter VII

Conclusion and Further Development

After having fieldwork study at “XYZ Company”, it can be analyzed that so far this company encounters some obstacles in doing daily business activities such as finding accurate information and making strategic decisions. It can be solved by analyzing current system, finding the imprecise and ineffective procedures and finally proposing the more effective and efficient system. Finally, all of the problems can be resolved through creating reliable customer database and managing customer relationship. However, this customer database can be integrated with other related database such as Enterprise Resource Planning database (ERP) and Supply Chain Management (SCM). Having reliable customer database will ease managerial staff when making relation with customer either maintaining the remaining customers or finding the new ones. As known that customers are the center point of the profit revenue thus how to satisfy what customer wants must be the main concerned immediately.