ABSTRACT

This system development project presents the analysis and design of customer relationship management (CRM) .The CRM is the infrastructure that enables the delineation of and increase in customer value , and the core means by which to motivate valuable customers to remain loyal-indeed , to buy again . It is about more than simply managing customers and monitoring their behavior . CRM has the potential to change a customer's relationship with a company and in crease revenues in the bargain, which is much more than a standalone project accounted for by a single organization . It's a business philosophy that affects the company-at-large.

The CRM promises to help companies get to know their customers well enough to understand which ones to keep and which ones they should be willing to lose and why—and how not to overspend in the meantime. CRM also means automating many of the business process and accompanying analysis and saving precious time in the bargain . In addition to , it is used to plan production and design new products of company in the future .

The Asefa company want to bring the CRM system in order to use in keeping data of customers and creating summary reports. It is used to analyze satisfaction of several customers and decision making of marketing .

In addition, The customer information is used to develop products of company. In the future, Asefa company will crate standard products which it is will be copyright of the company.