

## **ABSTRACT**

Many years ago, the ordering process and product marketing at Distro Lou Belle is still done manually. Marketing info products still using brochures and word of mouth, while ordering the product the customer must immediately come into place, to make a purchase. With this application, it is expected to facilitate these distributions in the marketing of products and simplify the customer as well as in ordering products. Other than that Customer Relationship Management System is applicable to this application can help the customer, to always feel close to and feel comfortable in doing transactions on the distributions Lou Belle.

Keywords : Process and Product Marketing, CRM, Lou Belle

## **ABSTRAK**

Beberapa tahun lalu, proses pemesanan dan pemasaran produk di Distro Lou Belle masih dilakukan secara manual. Pemasaran info produk masih menggunakan brosur dan dari mulut ke mulut, sedangkan pemesanan produknya customer harus langsung datang ke tempatnya, untuk melakukan pembelian . Dengan adanya aplikasi ini, diharapkan dapat mempermudah Distro ini dalam pemasaran produk dan mempermudah customer juga dalam pemesanan produk. Selain daripada itu sistem Customer Relationship Management yang diterapkan pada aplikasi ini dapat membantu customer, agar selalu merasa dekat dan merasa nyaman dalam melakukan transaksi di Distro Lou Belle.

Keywords : Pemesanan dan Pemasaran Produk, CRM, Lou Belle

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