

# **A STUDY AND IMPLEMENTATION OF ONLINE MOTORCYCLE HELMET RETAILING SYSTEM FOR SENG MOTOR WITH CUSTOMER RELATIONSHIP MANAGEMENT**

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## **ABSTRACT**

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This project is based on the topic of Customer Relationship Management (CRM) concept. This system was developed for Seng Motor to better enlarge their market share. This project will able the company to have better relationship with their customers. The customers can also buy their desired helmet by online shopping and get more valuable information from this project.

The authors manage to interview the manager of the company and understand the real situation of the company. Different knowledge in business has been gained by the authors while doing the research. This aids the authors to learn from the daily operation and the ways they maintain their relationship with the customers.

Besides that, the authors also gained a lot of knowledge in developing system. The author had experienced a lot from the most basic planning and designing stage until the system evaluation. Lastly, the authors really feel appreciated because the author can learn a lot valuable knowledge and experience in this project.