FEASIBILITY STUDY GRINGGING LOMBOK FRIED CHICKEN BUSINESS DEVELOPMENT BASED ENTERPRISE RESOURCE PLANNING

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ABSTRACT

The purpose of this study is to conserve and use the time as well as possible when viewed from the aspect of Information Technology Enterprise Resource Planning (ERP) in maximizing the performance of the factors in the Enterprise Resource Planning (ERP) itself includes among other supply chain (supplier), customer information database (customer data) and marketing intelligence (competitors) contained in the Gringging Lombok Fried Chicken.

This study uses a feasibility study to analyze various aspects of the business. In this study using the determination of the informant, the informant where research is of Pak Maolana, he is founder and owner of Gringging Lombok Fried Chicken, informants also study the other is from the supplier and the customer. The collection of data is to use interview, observation and documentation.

Variables examined in this study is the organizational aspects and technological aspects. The analytical tool used in this research is to use the database and Visual Basic .NET 2010.

The results of this study indicate that in organization and technology aspects in Gringging Lombok Fried Chicken is feasible to be developed or development is feasible.

Keywords: Feasibility Studies, Organizational Aspects, Technological Aspects

INTRODUCTION

Food sector is one of the business sectors that can run continuously, because of the food sector is one of the basic needs of everyday people.

In development in Indonesia itself, this sector has great potential and are very promising and also the background by population growth in Indonesia, especially in East Java itself is increasingly growing from year to year.

It is also an influence on the development of information technology is very good at the moment, particularly in the field of Enterprise Resource Planning (ERP), where Enterprise Resource Planning (ERP) is also very supportive and also greatly help business Gringging Lombok Fried Chicken in integrating and automate business processes Gringging Lombok Fried