

## **ABSTRACT**

*PT XYZ is one of the BUMN company in Indonesia that provide services delivery letters and packages. Currently, PT XYZ is expanding their business by develop an e-commerce, named PQR. PQR is an online shop center with e-maketplace format that has motto “easy shopping at trusted place”. One of the key activities in e-commerce is how company can gain and maintain customer in any their business activities. For that, we need a strategy that associated with customer that is customer relationship management. In implementing customer relationship management, PT XYZ must have good planning for design. To know existing condition from the company, in this research use analysis SWOT and mapping the strategy to BMC, and build the Enterprise Architecture (EA). We need a framework to facilitate to design the EA. This research use TOGAF ADM as a framework starting from preliminary phase, architecture vision, business architecture, information system architecture that include data architecture and application architecture, and technology architecture.*

*Keywords : Enterprise Architecture, e-commerce, customer relationship management, TOGAF ADM*