

ABSTRACT

ANALYSIS AND DESIGN OF ENTERPRISE ARCHITECTURE PT TJIMINDI SUBUR IN OUTBOUND LOGISTIC FUNCTION, MARKETING AND SALES FUNCTIONS, AND SERVICE FUNCTIONS USING TOGAF ADM

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PT Tjimindi Subur is the oldest company in the Cimindi city area of Cimahi, West Bandung. The company's strategic goal is increasing economic growth in the textile sector and this company prioritizes customer satisfaction then to achieve the company's target, good marketing and product sales are needed and also provide satisfying customer service. So the need for information technology that supports all existing activities in the company to achieved the target.

The design of enterprise architecture in the company aims to harmonize the company's business strategy with information technology. In this study, enterprise architecture design is done using the TOGAF ADM method because it strongly supports the alignment between technology and business. This research was conducted by interviewing one of the employees of PT Tjimindi Subur regarding the problems that existed in the company and the company's future targets. The results obtained from this study include blueprint in making the IT roadmap contained in the Odoo application using warehouse management module, marketing management module, sales management modelue and customer relationship management.

Keywords : PT Tjimindi Subur, enterprise architecture, TOGAF ADM, sales, marketing, blueprint, textile