

ABSTRACT

Catering service providers are needed by the community, but there needs to be a platform that can be an intermediary and validator between consumers and food vendors so catering transactions become easier and safer. KETRINGAN is a startup that has a web-based application product that can be the platform. In addition to being an intermediary between consumers and catering service providers, KETRINGAN also has an impact on MSME partners catering service providers because it helps to market, standardize, and increase the value of these MSMEs. Currently KETRINGAN does not yet have a Customer Relationship Management (CRM) that regulates customer relationships.

CRM is a new approach in managing corporate relationships with customers at the business level so as to maximize communication and marketing through managing different contacts. This approach makes it possible to retain customers and provide continuous added value to customers.

Keyword: Startup, Catering Services, Customers Relationship Management.