ABSTRACT

DESIGNING APPLICATION OF E-COMMERCE IN PRIMADONA

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The Primadona is a fairly famous shoes store in Bandung Cibaduyut region. The system used in The Primadona is still using the conventional system, with customers coming to the store to buy and pay directly at checkout. The problem that arises is sometimes the buyer doesn't have time to come directly to the store because most of the buyers coming from outside Bandung, in addition means of promotion by distributing catalogs and brochures felt less effective and efficient.

Basade on those problems, The Primadona require applications that can handle the sales, marketing and product management in search of convenience. One of the solution is the establishment of e-commerce, with this e-commerce system hopefully the Primadona can easily manage the supply of products, ordering products, transaction products, promotional products and report generation or report product sales.

The development of the system use waterfall methodology to build their software . In this methodology there are several steps to build a software, there are: software engineering, systems analysis, system design, system implementation, system testing, and system maintenance.

Based on the test results can be concluded that the service has been built to help The Primadona in promoting products and buyers can make transactions wherever he was because there were already online purchases and payments.

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