BUILDING E-COMMERCE APPLICATION AT SHUFFLE CLOTHING COMPANY

Deni Lesmana

Department of Informatics, Faculty of Engineering and Computer Science
Indonesia Computer University
Jl. Dipati Ukur No.112 Bandung 40132
Mie_and_me@yahoo.co.id

ABSTRACT

SHUFFLE Clothing Company is a company that provides such as teenage's clothing. SHUFFLE Clothing Company that has a lot of customers both inside and outside of Bandung city still apply trading with confesstional procedure that costumer come directly to the store. And manual systems such as recording data and sales transaction. To solve the problem above, increase sales and market share to reach a more knowledgeable then SHUFFLE Clothing Company want to use technology in marketing and sales strategy with the E-Commerce.

The writer uses the method which is supporting the software according to waterfall whereas for data modeling uses the structured method. That is ERD (Entity Relationship Diagram) to illustrating data model and DFD (Data Flow Diagram) to illustrating functional model.

This E-commrce applications can help customers to get information about the products that offered by SHUFFLE Clothing Company, facilitate the customer in the process of ordering a product, and can help to increase sales for the company.

1. INTRODUCTION

1.1 Probem Indentification

1. How to make consumers obtain accurate information about product specifications supplied by ISTHISIT Clothing Company.
2. How to make it easier for consumers to place an order goods without having to come directly to the store ISTHISIT Clothing Company.
3. How to simplify the consumer who are outside the city to conduct a transaction.
4. How to promote ISTHISIT Clothing Company at a cost that is not too expensive, so the company has a broader market

1.2 Mean and Purpose

The purpose of writing this thesis is to build e-commerce applications, web-based using PHP and MySQL with a Case Study in ISTHISIT Clothing Company.

The objectives to be achieved from the writing of this thesis is as follows:

1. Facilitate the consumer in knowing what products are offered by ISTHISIT Clothing Company without having to visit the shop directly.
2. Facilitate the consumer in the product ordering process so that consumers can make transactions wherever he is without having to visit the shop directly.
3. Facilitate consumers who are outside the city so they don't have to come to the store to determine which items are to be purchased.

4. To expand the market so that customers from out of town can also shop online.

1.3 Benefits

The benefits of making these applications are:

1. With this website the customer to easily get information about products and details without having to come to the store.
2. With this website the flexibility will be achieved because every costumer can make transactions wherever he is .
3. With this website the customer that located outside the city can still do transaction without having come to Bandung.
4. With this website ISTHISIT Clothing Company can expand its market share.

2. MODEL, ANALYSIS, DESIGN AND IMPLEMENTATION

2.1 Model

1. Data Collection phase
   a. Study library
   b. Study on field
      b.1 interview
      b.2 Observation
2. Software Development phase
   a. *System engineering*
   b. *Requirement analyiss*
   c. *Design*
   d. *Coding (implementation)*
   e. *Testing*
   f. *Maintenance*

2.2 Problem Analysis

Based on the analysis and interviews on what is needed in building e-commerce applications will be evaluated are the following things:

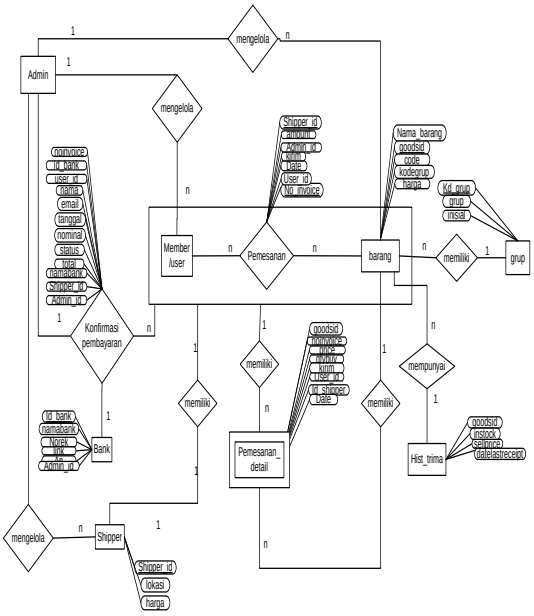
1. Process transactions at the consumer require come to a destination to get the product
2. Process payments made in place requiring the consumer to come to a destination to make payments.
3. With the system running now, to provide information to consumers felt less effective so that consumers do not necessarily have complete information.

2.3 E-Commerce

Electronic Commerce (e-commerce) is a new concept which is described as a process used to purchase goods or services on the World Wide Web Internet or buying and selling process or exchange of products, services and information through information networks including the Internet. E-Commerce is a business activity carried out electronically via an Internet network or trading activities of goods or services through a digital communication channels.

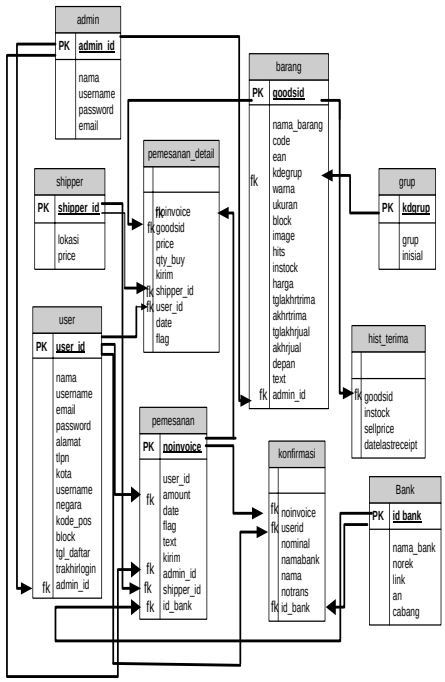
2.4 Design

1. ERD (*Entity Relationship Diagram*)



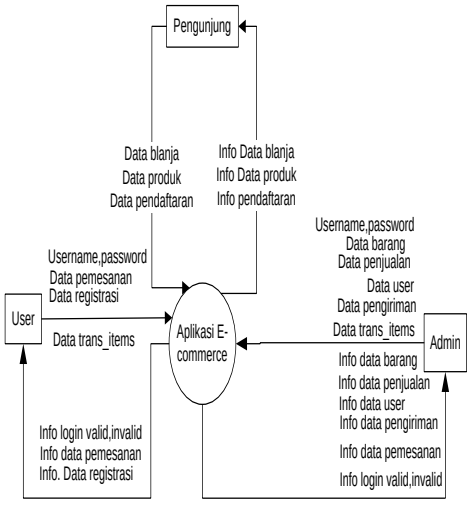
Picture 1. ERD (*Entity Relationship Diagram*)

2. Table Relationship



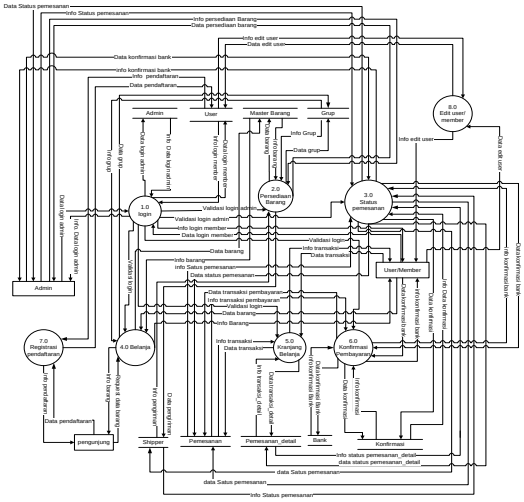
Picture 2. Table Relationship

3. Context Diagram



Picture 3. Context Diagram

4. DFD (*Data Flow Diagram*)



Picture 4. DFD level 1

2.4 Implementation

1. Software Implementation

Software specifications that are used in building e-commerce applications based on web ISTHISIT Clothing Company is as follows:

1. Windows XP Operating System
2. PHP programming language
3. MySQL as a database
4. Macromedia Dreamweaver 8

2. Hardware Implementation

Hardware specifications that are used in building e-commerce applications based on web ISTHISIT Clothing Company is as follows:

1. Processor Pentium IV 2,4 Ghz
2. Monitor 17“
3. Hardisk Drive 120 Gb
4. Memory/RAM 512 Mb
5. VGA 128 Mb
6. Keyboard
7. Mouse

3. RESULTS AND DISCUSSION

1. Presented information about what products are offered by the company
2. Facilitate the customer in a transaction
3. Extending the company's market share

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

1. With this website the customer to easily get information about products and details without having to come to the store.
2. With this website the flexibility will be achieved because every costumer can make transactions wherever he is .
3. With this website the customer that located outside the city can still do transaction without having come to Bandung.
4. With this website ISTHISIT Clothing Company can expand its market share.

4.2 Recommendations

1. There needs to expand the development area so that more sales increase sales in cooperation with distributors in every region of Indonesia.
2. Need for development in the design to make it more attractive appearance.

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