ABSTRACT

BUILD OF MEDICAL EQUIPMENT SELLING SYSTEM BASED ON WEB WITH BUSINESS TO CUSTOMER (B2C) CONCEPT IN CV.INFOMEDIA UTAMA

By

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CV. Infomedia Utama is a company engaged in the business of medical equipment sales, particularly laboratory medical equipments, such as blood viscosity peck tools, blood sample test equipments, and urine testing instruments. In the promotion process and product sales, CV. Infomedia Utama has obstacles, starting from difficulties in the process of selling the medical equipments to the customers outside the area of Bandung that is still using the confentional selling method, to the lack of media booking transaction in CV. Infomedia Utama.

To overcome these obstacles, then built *the web-based medical Equipment Selling Systems with Business to Customer (B2C)* concept in CV. Infomedia Utama, where structured method is used for the software model. This sales system is built along with assured applications and networking data security. It also uses two ways of payment: i.e. via bank transfer payment and PAYPAL.

Based on the research and alpha and beta testing to *the Web-Based Health Equipment Selling Systems with Business to Customer (B2C)* concept in CV. Infomedia Utama, we can draw the conclusions that this selling system can help simplifying the process of medical equipment sales to the customers outside the area of Bandung, makes the sales method more effective and efficient, and adds ordering and sales transaction media in CV. Infomedia Utama.

Keywords: Ordering, sales product