APPLICATION OF E-COMMERCE DEVELOMENT

WEB BASED AT SHOP LINDA PARCEL

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ABSTRACT

Linda Parcel is a trading company that provides goods form a unique and interesting gifts. Linda Parcel which already has many customers both inside and outside the city of Bandung is still applying the shop manual procedures such as recording data and sales transaction. To solve the above problems, and increase sales and reach a wider market share Linda Parcel want to use technology in marketing and sales strategies by implementing E-Commerce.
For research methodology software using waterfall method, whereas for data modeling uses the structured method Entity Relationship Diagram (ERD) to illustrate data model and Data Flow Diagrams (DFD) to describe the functional model.
E-commrce applications can help customers to obtain information about products offered by Linda Parcel, facilitate customers in the process of ordering a product, and can help increase sales for the company.

1. INTRODUCTION

1.1 Identification of Problems

1. Linda Parcel wants sale of products more effectively and efficiently without having to come directly to our Customer Linda Parcel.
2. Linda Parcel difficulty in managing data transactions and goods with the increasing number of transactions.
3. Linda Parcel can not know the change in stock goods after the transaction occurred, the goods which must be added and subtracted pembelianya.
4. Linda Parcel difficulty in effecting the media campaign with a minimal cost.

1.2 Purpose and Objectives

The purpose to be achieved from this research is to develop e-commerce application web-based Case Study in Linda Parcel.
The objectives to be achieved from writing this essay is as follows:

1. Linda Parcel ease in product sales and customer can easily purchase products without having to come directly to Linda Parcel.
2. Easing Linda Parcel to manage the data items and transactions that occur.
3. Easing Linda Parcel in knowing the stock of goods.
4. Simplify Linda Parcel in media promotion.

1.3 Benefits

The benefits in making this application include:

1. With the company's website is easy to manage data items and transactions that occur.
2. With the company's website is helpful in promoting products and expand the network to effectively and efficiently.
3. With this website the company become more nimble in making the report because the employee or officer does not have to find the data that has been previously archived.
4. Society helped with getting information on products which are sold without having to come to the place of sale.
5. Consumers become easier in the deal because it can do it anytime and anywhere.

2. MODELS, ANALYSIS, DESIGN, AND IMPLEMENTATION

2.1 Model

1. Stage of data collection
   a. Book study
   b. Field Studies and Observations
   c. Interview
2. Stage of software development.
   a. Analisisi and definitions
   b. System and software design
   c. Implementation and testing
   d. Integration and system testing
   e. Maintenance

2.2 Problem Analysis

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

1. Process transactions performed in where the consumer requires come to the destination for get products
2. Process payments made where the consumer requires come to the destination for make a payment.
3. With the system running now, provision of information to Drivers perceived less effective so that consumers do not necessarily obtain complete information.

2.3 E-commerce

Electronic Commerce (e-commerce) is a new concept commonly described as the process of buying and selling goods or services on the Internet or World Wide Web
the process of buying and selling or exchanging products, services and information through information networks including the internet. E-Commerce is business activities are executed electronically via an Internet network or activities of buying and selling of goods or services via digital communication channels.

2.4 Design

1. ERD (Entity Relationship Diagram)

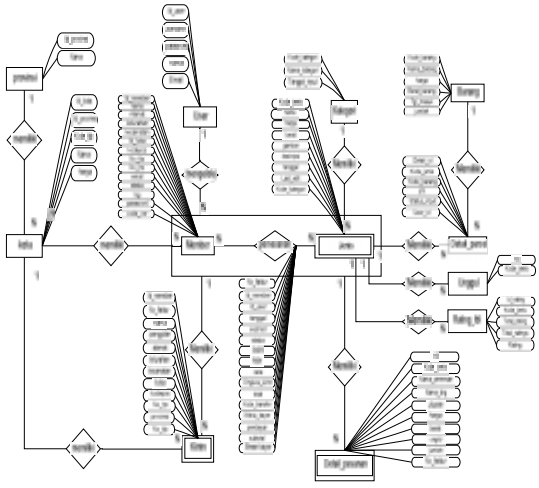


Figure 1. ERD (Entity Relationship Diagram)

2. Relationships table

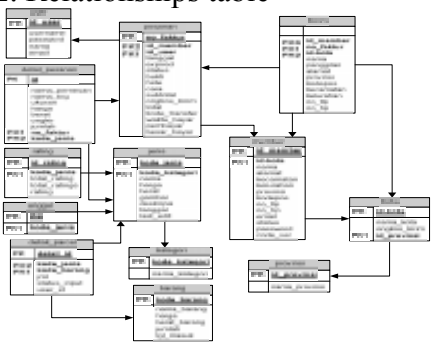


Figure 2. Relationships table

3. Context Diagram

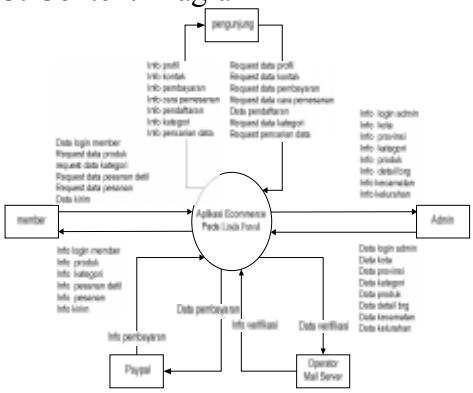


Figure 3. Context diagram

4. DFD (Data Flow Diagram)

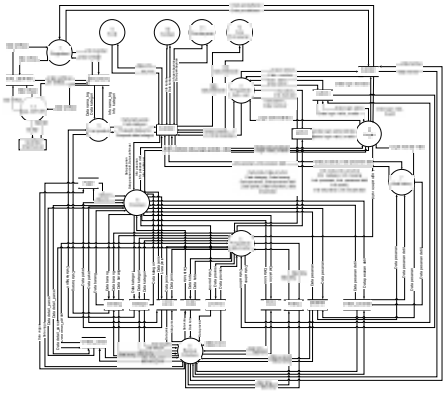


Figure 4. DFD level 0

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusion

The resulting conclusions are as follows:

1. Given the company's website is easy to manage data items and transactions that occur.
2. Given the company's website is helpful in promoting products and expand the network to effectively and efficiently.
3. With this website the company become more nimble in preparing reports for the employee or officer does not have to search for data that has been previously archived.
4. Community helps with getting information on products which are sold without having to come to the place of sale.
5. Consumers become easier in the transaction because it can be done anytime and anywhere.

4.2 Recommendations

The suggestions on the use of systems that have been made are as follows:

1. We wanted to develop sales systems directly to retail outlets, so that the sales made the company more efficient and effective.
2. We wanted to develop the credit card payment system, so that when customers do not have a paypal account customers can pay by credit card.
3. For applications in the system report, there needs to be a difference between reporting payments paid by the dollar and the rupiah. This is so the company can easily find out the income generated from the sale of such parcel.

6. REFERENCES

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