ABSTRACT

THE APPLICATION OF PRODUCT SELLING BASED ON MOBILE AT PT. IRAMA ZAMAN SEJAHTERA

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PT. Irama Zaman Sejahtera *requires an application of product selling based on mobile for managing customer data, product, employee, and account.*

Therefore the making of this based on mobile product selling application is used to assist managing the data, filling the account, and processing the product marketing.Thus by using the application hopefully it can help the process of product marketing and filling the account.

In the process of making of the application, the data collecting technic used is by interviewing and observing. The result is that the based on mobile product selling application assists the process of product marketing and filling the salesman account.

Keywords : *Mobile application, Product selling*.