ABSTRACT

APPLICATION OF E-COMMERCE SALES SPECIAL EQUIPMENT AND CLOTHES SKATER IN MONALISA DISTRO

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Distro Monalisa is a company engaged in the sale of special merchandise and apparel skater gear. Monalisa distro is still using conventional way of introducing promotional products. An e-commerce website has many advantages for a variety of user groups, and offers a range of benefits. Website e-commerce has also become a means of promotion, transactions, information center, and data management, or even become a tool.

Data analysis techniques in the manufacture of software using the paradigm of the waterfall software. In this methodology carried out several steps to build a software, namely: software engineering, systems analysis, system design, system implementation, system testing, and maintenance of the system. By running the stages based on the existing methodology, it is expected that applications built in accordance with needs and can be used by consumers.

E-commerce applications are made to increase product sales and a media campaign in the delivery of product information to consumers without coming to the store directly. For payment, not only done through bank transfer only, but buyers can also pay through online payment such as paypal.

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Keywords :

Skater Equipment, Sales E-commerce, Software, Sale, Paypal,