ABSTRACT

E-COMMERCE APLICATION DEPELOVMENT AT BANDUNG GARSY DISTRO

By

BUDI GUTAMA
10106151

E-Comerce (*Electronic Commerce*) has existed in various forms for more than 30 years. *Electronic Data Interchange* (EDI) technology and *Electronic Funds Transfer* (EFT) was introduced early 70's an. The development of credit cards user, *Automated Teller Machines* and Internet banking is also a forms of e-commerce. e-Commerce today is more specifically defined as the activity distribution, purchasing, sales, marketing goods and or services by the internet.

Garsy is a distro (*distribution store*) of fashion products for young people who produce their own. Promotion problem is one of the biggest obstacles faced by Garsy to introduce and market their products, because of the limited garsy media and promotional facilities.

Besides the constraints mentioned above, the desire to expand the marketing area and provide another alternative that can facilitate the customer in a shop is a challenge that must be faced Garsy distro, then the application of e-commerce in Bandung Garsy distro can be one of the main solution to it all. The e-Commerce application is expected to assist in promoting product more optimal, expand the marketing area, especially for markets outside Bandung, so it can increase sales of products that will affect business growth in Bandung Garsy distro.

Keywords: e-Commerce, Promotion, Sales