ABSTRACT

INDIGO MOBILE PHONE is a company founded by Mr.Taufik where this company focus on sales and marketing, particularly in electronics or mobile phone. Today, mobile phone sales and marketing system that is still done with conventional ways, causing some problems which records sales transactions that are still using the big book and media campaign that is still using leaflets and pamphlets to reference the construction of sales and marketing information system which can help sales and marketing activities in INDIGO MOBILE PHONE.

Sales and marketing information system is built by using descriptive research method and type of case study research on company, where data collection techniques used, wich is, observation and interview. For data analysis using Prototype, while the analytical models using structured analysis that is ERD (Entity Relationship Diagram) in depicting data model and DFD (Data Flow Diagram) to depict functional model. The software in building this system is Macromedia Dreamweaver 8 with MySQL database and programming language used was PHP. Data that is processed in this system are the data admin, consumer data, mobile data, Data ordering and sales data. While the output of the system: report of consumer data, data reports booking and sales data reporting

Based on the results of the development of sales and marketing information system which the author designed to facilitate the sales and marketing processes such as ordering data processing, data processing sales, admin data processing, booking reports, sales reports and admin data reporting and reduce the risk of errors in recording the report, could also improve company profit.

Keywords: Sales and Marketing Information Systems, databases, Mobile Sales