ABSTRACT

DEVELOPMENT OF LAPTOPPER ONLINE E-COMMERCE

AT PT. JUARA RADYA KENCANA

PT. Juara Radya Kencana is the only company that producing lapTopper, and the only patent holder for this product. lapTopper is a tools for laptop users to put laptop on their lap so their activity with it could be more safe and comfortable. This company was established since the end of 2007. As its development PT. Juara Radya Kencana were altered in so many ways. Until finally, their facing a constraint, a hardship for them to keep on developing the company to a better phase if the marketing still be done with the conventional way.

This research aims to fix the current marketing system, adding a computerized system with the latest technology to marketing and selling the lapTopper products globally. This thing could be possibly done by building an e-commerce website for PT. Juara Radya Kencana.

With this new system, we assume that it would help PT. Juara Radya Kencana on developing their business and also make it easy for customer to get lapTopper products.

Keywords: Selling, marketing, buying, e-commerce, PT. Juara Radya Kencana, lapTopper.