ABSTRACT

E-COMMERCE WEBSITE DEVELOPMENT OF CARDINAL SHOWROOM

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Showroom Cardinal is a company engaged in the sale of fashion products. In terms of marketing the products showroom Cardinal having some problems among consumers who are outside of the area is difficult to make a transaction. The high business competition which inevitably require to reform the system so as not left behind with the other fashion store. Therefore, to solve problems in terms of dissemination of information about the products in the showroom Cardinal, the need for technology in marketing and sales strategy is to implement e-commerce website.

E-commerce is one of the utilization of information technology in the field of trade. E-commerce or electronic commerce can be translated as a sale and purchase transactions conducted through electronic media. The use of e-commerce is very effective because with this system access to marketing information products will be faster.

Based on the results of alpha and beta testing, e-commerce website can be a new media that facilitate costumers to make purchases and transaction as well as meet the needs of the digital economy in order to stay in business competition.

Keywords: *transactions, sales, fashion, e-commerce, online.*