ABSTRACT

E-COMMERCE APPLICATIONS ON IDAIYA FASHION

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Idaiya Fashion is a trading company which is engaged in trade with producing a moslem fashion. System of sales made by fashion Idaiya today are still using the conventional sales system, where the customer must go to the store to choose and buy products to be purchased. An e-commerce web site has many advantages, including a media campaign, a solution of operations, information centre and database management.

Stages are used to build the system using the cycle System Development Life Cycle (SDLC). *Steps SDLC cycle including systems analysis, system requirements specification, system design, system development, system testing, implementation and system maintenance. Hopes that with the exercise of these stages based on the methodology of the existing applications built according to the requirements and can be used by consumers.*

E-commerce applications designed to increase product sales and media campaigns in the delivery of product information to consumers without coming to the store directly. For payments, and not only by bank transfer only, but customers can also pay via online payments like PayPal.

Keywords :

Muslim fashion, E-commerce, SDLC*, Sales, Paypal*