ABSTRACT

BUILDING APPLICATION ONLINE SALES

AT GARSEL STORE

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Garsel store is a company engaged in the sale of shoes and handbags. Sales system used today is the conventional system, ie the buyer must come directly to the store Garsel to view th products offered. With the system will be time-consuming consumers so difficult to get information about product specifications supplied.

Ecommerce provides many advantages compared to conventional ways of marketing. Ecommerce provided advantages, among others, to increase market share, expanding the reach of promotional products, lower operating costs and other benefits that may be difficult to obtain through conventional means. The methodology used in building this system is using waterfall method, in this method the system requirements must be defined when the initial construction of the system so as to produce a complete design. The tool used to describe the flow of data within the system using a data flow diagram (DFD), while to describe the conceptual entities of the system used relational diagram (ERD).

The system was built to accommodate the sales transaction process and product ordering. The system can provide information on the estimated time required from products purchased through the hands of customers. The system is equipped with the means to make payments online. These systems also accommodate the processing of data such as product data delivery and preparation of reports and report sales data product data.

Based on the results of tests performed on a system that has been built, it is known that the process of product marketing Sringanis Park Foundation runs more effective than the previously used method of marketing.

Key words: *Website, E-commerce*