ABSTRACT

Design and Implementation of E-commerce
In Delicious Company
by

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Delicious Company is a kind of trade company which provides fashion. Delicious Company that already has so many customers either inside Bandung or outside Bandung is still using the prosedure of manual shopping or in other words the shop should be visited directly by the customer. Besides, it is still using manual systems in terms of data noting and selling transaction. To solve those problems and to increase its selling in reaching a broaden market, Delicious Company is directed to use technology on its marketing strategy and selling by implementing E-Commerce.

The research method of software is conducted by using waterfall, in a while for the data modelling is using well-structured method which is Entity Relationship Diagram (ERD) to figure out model of data and Data Flow Diagram (DFD) to picture functional model. Data analysis further translated into a programming language programming language using PHP and use the database My Structured Query Language (SQL).

The E-Commerce application can help the customers getting the information about the products offerred by Deliicious Company, making the customer easier in product ordering process, and helping to increase the company's selling.

Keywords : E-Commerce, PHP, SQL