ABSTRACT

APPLICATION OF E-COMMERCE SALES IN TYPES OF PLANTS AT MBA FARM

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E-commerce was first introduced in 1994 when the first banner-electronics used for the purpose of promotion and advertising on a web page. E-commerce can involve electronic funds transfer, electronic data interchange, automated inventory management systems, and automated data collection systems.

MBA (Mitra Bisnis Anda) is a firm that work out in farming. MBA Farm is a farm that produces the types of plants. So far sales activities on the estate is deemed not maximized, it is because it has not been effective in promoting the crop.

In addition to constraints mentioned above, the desire to expand the marketing area and provide another alternative in a shop that can allow a customer is a problem that must be faced MBA Farm estate, then the application of e-commerce in the MBA Farm estate can be one of the best solution. Applications in e-commerce is expected to help MBA Farm estate in introducing products, expanding the marketing area, which is expected to increase sales of products that will impact the development of MBA Farm estate.

Keywords: e-Commerce, Sales, Promotion