ABSTRACT

E-COMMERCE APPLICATIONS DEVELOPMENT
FOR CV PRIMA RAYA
(HEALTH AND MEDICAL EQUIPMENT SUPPLY)

By

IRSYAD RAMADHAN
10107126

CV Prima Raya is a company that manufacturing and selling medical instrument and machine. CV Prima Raya which have had a lot of costumer are still using an offline shopping procedure that are offering their product dirrectly to customer, so the company think that the advance can't be maksimum and the loyalty decrease. Therefore, to increase sale and reach wider market share, then CV Prima Raya need to use a technology in marketing and sales strategies by implementing e-commerce.

In this research will be made an E-commerce application, using a structural analyst system and a tools used to describe a system models is a documents flow diagram (flowmap), context diagram, and data flow diagram (DFD), and in database design using data dictionary and entity relationship diagram (ERD). The programing language using to made this application is PHP and mysql to create the database and assisted with dreamweaver and WAMP server.

After making a testing in two way, there a blackbox test and make a quesioner for a customer, member, and administrator who using this application then get a decision that the application helping to increase sale process because with e-commerce aplication which that can be access with anyone, anywho, and anywhere the company now have a wider media campaign. For a data processing, the administrator become easy to proccess a sale and product data because all of it now integration in one system.

Keywords: System sales, e-commerce, sales information technology, reservations and payments online, internet