ABSTRACT

THE INFORMATION SYSTEM OF ONLINE MOBILE

SELLING IN RECELL CELL

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Recell Cell Bandung is a company which sells mobile phones. Recell Cell was built by Mr. Ijong in 2005. Recell Cell keeps promoting its products conventionally by distributing brochures and using direct selling system. However, the company is still difficult in presenting the data of goods' stock and selling report. To handle the problems above, to increase its selling, and to expand the market, Recell Cell needs to use technology in its marketing and selling strategy by implementing website as their system information of selling.

The method used in this study is descriptive method with structured approach which is developed by prototype model. Data collection uses observation and interview. The aids and technique used is Flow Map, Context Diagram, and Data Flow Diagram (DFD). The process made is using software such as Adobe Dreamweaver Cs4, PHP, MySQL data base dan Apache web server.

The software is built to maximize the sell of Recell Cell products, to make consumers easier in having transaction process because of online order and to assist helping Recell Cell in managing data of goods' stock and sell report.

Key words: Information System, Information System of Selling, Recell Cell.