ABSTRACT

ONLINE SALES APPLICATION DEVELOPMENT IN THE STORE OF BUSANA MUSLIM ANNISA

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Starting from a problem with the company's product marketing Annie is not the maximum, there is no media that help enable customers from out of town to trade, and no one can help in marketing their products Clothing Annisa to market its products every day then developed an online sales application on Clothing company Annisa.

Online sales or e-commerce is a dynamic set of technologies, applications and business processes that connect businesses and consumers through electronic transactions and trading products. In order to assist the company in marketing products that the maximum realized an application by conducting research that aims to help companies expand the scope of Annisa in promotions, helping customers who come from out of town in order to remain able to shop and maximize product Annisa Annisa in marketing products. Applications developed just reviewing your login data, product data, ordering data, payment data, data transmission, data returns, and report data, a process that is applied is logged, the processing of products, ordering products, payment products, product delivery, processing returns and preparing reports, and can inform the system login, product information, product delivery, payment information, information returns and preparing reports.

So it can be concluded with the construction of Applications Online Sales at stores Clothing Clothing Annisa Annisa can help in broadening the scope of sales promotion products, for customers who are outside the city to not have to go to the store anymore Clothing Annisa to make transactions and help to maximize Annisa Clothing marketing its products in a way to market its products every day, where, and whenever unhindered by the rules of the trade Clothing Annisa today.

Key words: Issues, Settlement Process, Conclusion