ABSTRACT

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BUILDING E-COMMERCE
IN MY ROOM BOTIQUE BANDUNG

by

RIZAQ NASHRUL HAQ
10106176

My Room Boutique is a company that provides such as teenage's clothing and special for women. My Room Boutique that has a lot of customers both inside and outside of Bandung city still apply trading with confesstional procedure that costumer come directly to the store. And manual systems such as recording data and sales transaction. To solve the problem above, increase sales and market share to reach a more knowledgeable then My Room Boutique want to use technology in marketing and sales strategy with the E-Commerce.

To overcome these obstacles, then constructed Building E-commerce In My Room Boutique Bandung, with the modeling software used is structured method. The system is web based and online 24 hours, with data security and networking applications-assured, and the automated payment process is done by using PAYPAL.

Based on the research and after doing alpha and beta testing of Building E-commerce In My Room Boutique Bandung, the conclusions that can be taken is known that Building E-commerce In My Room Boutique Bandung can assist in the process of dissemination of information both product promotion and sales of products fast and accurately, and be able to automate the transaction process, so that the process of promotion and sales became more optimal products that will impact the business development of My Room Boutique.

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Keywords : *marketing and sales strategy*