ABSTRACT

ANALYSIS AND DEVELOPMENT OF ONLINE SALES SYSTEM IN WALLEN CELL STORE

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Wallen Cell stores located on third floor ITC Mall block C. This store specialized in mobile phone sales. Items promotion in Wallen Cell store is only through stories through word of mouth, resulting a potential buyer does not obtain complete information about the products that exist in the store Wallen Cell. So it can be concluded that the sales and marketing system that is still waiting for consumers to came to the store is still less effective. Also found several other issues including the scope of the sales are still limited around Bandung. And also the Wallen Cell store does not have the major media campaign to provide information to the user, as this will inhibit the store to promote their items.

This E-Commerce application was built to address these problems. Applications modeling using a structured method context diagrams and Data Flow Diagrams (DFD). This system has several facilities for members and admin. Members have the facility to purchase items, choose the payment method (using paypal or bank transfer) and returns, while the admin has facilities master data processing, report processing and data processing of the transaction.

Based on the results of research and alpha testing using black box and beta testing using a questionnaire on this application may be concluded that the online sales system at Wallen Cell stores can help in promotion and can expand the marketing area.

Keywords: E-commerce, Conventional, Transactions, Handphone, Wallen Cell.