ABSTRACT

APPLICATION OF E-COMMERCE SALES IN STORES MOTOR ACCESSORIESPD. ELIZA MOTOR

by

MALIK KADARUSMAN

10106241

Pd. Eliza Motor is a business entity that is engaged in sale of motor spare parts and accessory. This company has been established for 3 years. E-commerce application development refers to the manual system that is running. Manual system which runs currently the only form of sales based on consumers who come directly to the store. In addition, the distributions Pd. Eliza Motor also has disadvantages, ranging from the promotion process and transactions and in preparing reports sales are still done manually so that the sales report has not been well detailed.

The technology in the marketing strategy using the e-commerce. For research methodology software using waterfall method, for data modeling uses the structured method Entity Relationship Diagram (ERD) to describe data models and Data Flow Diagrams (DFD) to describe the functional model.

E-Commerce website can help customers to obtain information about products offered by Pd. Eliza Motor, facilitate customers in the process of ordering a product, and can help increase sales for the shop.

Key words: Transaction, reservations, sales, the Business to Customer, online