ABSTRACT

E-COMMERCE DEVELOPMENT IN SALES OF MASTERVECT RADICAL CLOTHING PRODUCTS

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E-commerce is a web-based trading systems that utilize Internet facilities in the implementation. Trading system like this can save a lot of time, cut transportation costs and more profits.

Mastervect Radical Clothing is a company which was established since 2005 and specialized in production of textiles such as clothes, shirts, sweaters, polo shirts, jackets and others. At the beginning the business was founded only a fill orders for small parties, but along with the development of the company, now Mastervect Radical Clothing has been manufacturing original products of mastervect.

The system is not yet using a computerized information system and still use manual system that has a constraint in the data store transaction. Another problem is in terms of marketing and promotion have not been using the internet media so that the promotion did still have a limited coverage area. E-commerce applications on Mastervect Radical Clothing can be one of the best solution. Applications in e-commerce is expected to assist companies in introducing products, expanding the marketing area, which is expected to increase sales of products that will impact the development Mastervect.

Keywords: E-commerce, Clothing, Promotion