ABSTRACT

THE DEVELOPMENT OF ONLINE TRADING TECHNOLOGY APPLICATION ON CAKRA'S STORE

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Starting from a problem with the marketing of Cakra's store product that do not maximum and no media is helpful in marketing of their products, then developed an online sales application in the Cakra's store. Online sales or e-commerce is a dynamic setting technologies, applications and business processes that connect store and consumers through electronic transactions and trading products. In order to assist the company in maximizing marketing products then it is realized an application by conducting research that aims to help store expand the scope of Cakra's promotion,to help customers who come from out of town in order to remain able to shop and to maximize the marketing of Cakra's product. The development of application is limited by several constraints of inputs, processes, and outputs.

Keyword : e-commerce