ABSTRACT

E-RETAILING APPLICATION AT THE GRENOUILLE SHOP YOGYAKARTA

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The writer aims to produce real work in implementing one of the business concepts, which is by building product e-tailing site.

E-tailing (electronic retailing) is the practice of selling retail goods on the Internet which is basically a business for the transactions of e-commerce industrial consumers that plays an important role in the growth and development of a business and is very useful for consumers who lack the time to buy a variety of products that are desired directly in stores.

The research methods used are analysis and design where, for the analysis method, the writer uses the structured modeling as the software development methodology to analyze each need and the writer maps out the stages that will be done through the result of those analyses.

The result attained is the increasing product selling quality through the etailing site by implementing the SSL (Socket Secure Layer), which is the data security protocol that is used to secure the data transmission between the web server and the website user. There are two payment methods, they are the manual transfer and the online (paypal) payment. The offered product information is delivered completely through this site.

The conclusion reached is the obtained target market of the business and the created online shopping comfort.

Keywords: E-Commerce, E-Retailing, Online Bussiness