ABSTRACT

THE DEVELOPMENT OF E-COMMERCE APPLICATION AT DAMAICELLULER STORE

By

FENDY ANTONIUS KRISTANTO

10107528

DamaiCelluler Store is moving on cellular phone sale because this cellular technology has been becoming a solution to the *Mobile* world. DamaiCelluler Store is committed since the founding to become a leading *Mobile Center* store in Malang City. The Store begins from zero and faces some difficulties – related to capital, marketing, promotion etc. The goal is not only advancing the store but also giving positive impact on the owner and employee of the Store. The interest to develop this Store forces the management to implement more structure business process and to be competitive in the sale and promotion of goods.

The Store's business activity cannot escape from problems such as unreliable processing of data including order, sale and report, less facilitated promotion, and store-centered order and payment mechanisms, thus less afforded by the consumer which is remote or outside the store scope or beyond Malang City border.

Store management's interest to develop DamaiCelluler into leading Mobile Center must be aided by a system. Dealing with all these problems, E-Commerce Application is needed to allow every business activity to be operated in recent and other days. Such application is apparently realized because it is facilitates problem solving for any issues such as goods promotion, management of order, sale and data reporting. It also provides the people far away from the store with the guaranteed facility of order, payment and delivery.

Based on the alpha and beta tests, the application is expected to give solution alternative to the promotion of DamaiCelluler Store and to give information about order, payment and delivery. This application is also facilitating the report preparation.

Keywords: *E-Commerce, Paypa1, Structured Model*