ABSTRACT

E-COMMERCE IN PT. FIREBOLT CITRA INDOTAMA

By

SANUSI

10107424

PT. Firebolt Citra Indotama is a clothing company that sells a variety of clothing such as shirts, jackets, pants, bags, slippers, boxer, sweaters, purses, polo shirts and etc. Before that, Firebolt didn't have a good system for marketing the products because firebolt still use a conventional method of sales, management of product information, customer information and make the report manually. Therefore, to overcome that Firebolt have to build a sales system like e-commerce.

The Analysis method of development e-commerce applications on Firebolt is using structured analysis approach method. E-commerce application built with the expectation to provide convenience for customers and Firebolt too, among the customer can booking process, see the history of the orders, propose the returns and the payment can be done with offline via bank transfer or online via paypal payment. E-commerce application built expected to expand the marketing of products. E-commerce application also provide administrative services for Firebolt like help sale of products, processing of products information, customer information, orders information, returns information, print for product information, order and return.

Based on the results of research and betha testing (collection the formation by users questionnaire) on e-commerce applications, so the conclusion is the system built had aligned with the needs and achieved the result expectation of help marketing and sale of products, enable the customers to do the transact purchases and also to provide the updated information about products in Firebolt. So, the process of promotion and sales got an optimal for product that will impact to develop the business in Firebolt.

Key Word : e-commerce, clothing company, online, sell, firebolt.