ABSTRACT

BUILDING APPLICATIONS E-COMMERCE SALE OF GOODS IN BOUTIQUE MJA COLLECTIONS

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Boutique MJA Collections is a company that sells clothing such as t-shirts tops, robe, both for men and women. Product marketing is still word of mouth, to buy the products customers have come to the boutique to choose the desired product, as time went on, the fact that there now is that most customers are from out of town boutique bandung, making it difficult for customers to obtain information newest product, even buying the desired product. In addition to the boutique also still use the conventional way of managing sales reports, in a conventional way to spend a lot of time, due to open archives, evidence receipts, sales data, it is very difficult for the manager to manage simultaneously. And so we need a system that can facilitate the management of products and sales, and management reports.

To address the problems described above, the authors propose Applications E-Commerce Sales of Goods, the application can manage products and product sales, manage reports by boutique manager. Customers can access the website e-commerce applications are everywhere and anywhere, to buy products and get product information. Thus make it easier for consumers in the process of purchasing products from boutique mja collections.

E-commerce applications are made to increase product sales and a media information and can be easier for consumers to see the latest products, without coming into direct Boutique. Boutique managers also make it easier to manage sales reports and product reports.

Keywords : Conventional, Management, E-commerce, catalog, Boutique