ABSTRACT

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THE BUILDING OF E-COMMERCE'S ASSISTANCE IN HORAS STORE (TEXCTILE & TAILOR) PASARBARU TRADE CENTER

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"Horas" Store is a business whose operations are in Coat and Blouse trading in his own design. "Horas" having a great deal of customer, both inside Bandung and outside Bandung, is remaining using manual shopping procedures by which consumers directly come to the store in order to see product in Horas Store offering. To solve the problems, the Horas Store needs to use technology on marketing and selling strategies by implementing E-Commerce to improve selling and reaching broader market segment.

E-Commerce is an information technolgy in trading. E-Commerce (Electronic Commerce) might be translated to be transcation that established by means of electronics. The use of E-commerce has been particularly effective since the system take over entire operational activity which is today put in manual perfomance.

To develop an E-commerce application, it is important to have instrument to draw system model being FlowMap, context chart, and Data Flow Diagram (DFD), and the data lexicon to plane database and Entity Relationship Diagram (ERD).

E-commerce application is contributed to promotion of products, improve selling, push down operational costs for business, facilitate consumer in the ordering process and online payment for a product without directly visit to the store.

Keywords: *Transactions, Services, E-commerce, sales of suits and kebaya, Online*