ABSTRACT

E-COMMERCE APPLICATION DEVELOPMENT IN PERSADA COMPUTER SHOP

by

RUDI PERMAIYANA

10107842

Persada Computer is a business entity that is engaged in computer sales. Based on research thas has been done,the problems currently faced by Persada Computer is running a system based solely on the consumer sales that come directly to the store. In addition, Persada Computer has obstacles, ranging from the promotion process and report transaction and the sales are still done manually so that the sales report has not been well detailed.

E-commerce application development solution are expected to help sales of computers in Persada Computer. It also helps consumers order products without having to come to the Persada Computer store. E-commerce can be a media campaign that makes it easy for consumers to obtain information about products offered and make it easier for the Persada Computer in data processing and report generation. Features contained in e-commerce wbsite can assist consumers in making the communication, ordering, and online transactions.

E-commerce application in Persada Computer can be used as a media campaign to promote their products in a wider range, make communication easier for consumers and purchase products by online, helping more structural data processing and can facilitate the data report.

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Keyword : ***E-commerce, Computer, Persada Computer, Online purchase***