ABSTRACT

DEVELOPMENT OF E-COMMERCE APPLICATIONS ON THE STORE HORAS SPORT

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Horas Sport Shop is a trading company in the apparel field, where in the process of promotion and sales is still conventional, it means customers have to go to the store to purchase the product.

Development of online sales website in Horas Sport Shop is a strategy to increase sales and promotion of the product, thereby providing benefits for the company. With this sales website customers can order products without having to go to the store. The company can overcome the problem of product processing, member processing and the processing of reservations.

For software development methodology used is the waterfall methodology. In this methodology, carried out several steps to build a software, namely: software engineering, system analysis, system design, system implementation, system testing, and maintenance of the system.

Based on the test results are expected from online sales this website can help companies Toko Horas Sportin terms of product promotion, increase sales products and can provide convenience to customers to get information about products Horas Sport Shop.

Key word : website, online seles