ABSTRACT

E -COMMERCE DEVELOPMENT APPLICATIONS

IN ALL BRAND 96 DISTRO

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Distro All Brand 96 'which stands at the end of December 2010 was one place that sells a variety of clothing, such as clothes, shoes, and bags that each have good quality. All Brand 96 'which is housed in the housing Baloper in Padalarang has a different concept with another distro that already exist. The concept of partnership distributions to shareholders in the form of other brands that make these distributions are rich in style and motifs on each product, without promoting a particular brand. It is intended to enable the mutually beneficial cooperation between the brands who joined in the All Brand 96 in terms of sales and promotions. The need for a means of promotion and sales area coverage is the fundamental reason for E-commerce applications made in the distro All Brand 96.

In building E-commerce applications in the distro All Brand 96 used modeling software with a structured method that the waterfall model. E-commerce application that is web based and is made using the online payment method is PAYPAL. This application was created in order to facilitate the customers All Brand 96 in the shop at All Brand 96.

Based on the test results of the application of E-commerce, points out that the design and function of this application is in accordance with what is desired by the distro All Brand 96 though with some adjustments back on some parts on some aspects of the existing. With the application of e-commerce is expected to further increase sales of goods and the benefits achieved by the company will be bigger and outreach campaigns can be more extensive as well, and the proximity to the buyer who wants All Brand 96 can be realized and optimized.

Keywords: E-Commerce, All Brand 96