ABSTRACT

DEVELOPMENT OF APPLICATION E-COMMERCE ON ANUGRAH STRORE

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Anugrah store is a business that sells a variety of home appliances and electronics. Anugrah stores still use traditional business patterns in business processes where the customer must come directly to the Anugrah store to make the process of purchasing and payment for goods. Recording sales transactions still manual and do not have a media campaign. In addition, the marketing area of Anugrah store is still relatively small.

The solution to solve the problem is to utilize internet technology and implement business processes with Electronic-Commerce or commonly known as e-Commerce. By using e-Commerce customers can make purchases of goods anytime and anywhere without having to come directly to the Anugrah store. Payment can be done by bank transfer or online using paypal. In addition, by using e-Commerce to facilitate data processing goods, report processing, and can be used as media promotion, and can expand the marketing area.

E-Commerce application is easy Anugrah store to promote the products offered, so that the public can know the Anugrah store. Easing Anugrah store in the data processing and report processing. Easing the customer in the process of purchasing the goods sold by Anugrah store especially for the customers who are out of town, can help customers to get information about the products offered by the Anugrah store, and easy for customers to perform online payment processing so as to done anytime and also safe.

Keywords : online, e-Commerce, internet, home appliances and electronics, information, transactions, paypal.