ABSTRACT

DEVELOPMENT APPLICATIONS E-COMMERCE SALES FIXIE BIKE BY CONSUMERS DESIGN AT PANJANG PUTRA BIKE SHOP

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Panjang Putra Bike Shop is a company engaged in the sale of bicycles and bicycle spare parts. Stores in Panjang Putra Bike Shop business processes are still using conventional methods. Panjang Putra Bike Shop media store promotional brochures and banners are still using a perceived lack of effective and efficient.

E-commerce applications into one solution to overcome the obstacles facing the Long Son Store. E-commerce application development refers to the manual system is running. Floating method of software used in designing and building this software is to use a structured approach. The tools are used for modeling systems in these applications include document flow diagram (Flowmap), context diagrams and Data Flow Diagrams (DFD) and in database design using Entity Relationship Diagram (ERD) and data dictionary.

After going through the stages corresponding to the selected development method hence in the implementation of e-commerce system was conducted testing system consisting of alpha testing and beta testing. Based on the results of testing has been done can be concluded that the overall system is running as expected. With the building of e-commerce applications is expected to facilitate the consumer in the transaction, a promotional tool that can expand your marketing reach and increase sales as well as facilitate the processing of existing data.

Keyword : Sales, Panjang Putra, E-commerce.