ABSTRACT

INFORMATION SYSTEMS IN THE SALES OF GOODS ONLINE DISTRO SNOOBY

Snooby Distro is a company engaged in the sale of goods in the form of shirts, jackets, jeans and sweaters. Snooby distributions that have not had too many customers both inside and outside the city of Bandung, Bandung still apply conventional shopping system is the buyer who must come to the store. And still uses a manual system in terms of consumer data archiving and data sales and purchase transactions. To solve the above problems and to increase sales and reach a wider market share distributions Snooby then need to use technology in marketing and sales strategies by implementing web-based information systems in development.

The method in this research using descriptive method, whereas the approach used is a structured approach and method developers using Prototype models. Method of data collection used observation and interviews. The authors use tools and working techniques, such as flowmap, context diagram, and Data Flow Diagrams (DFD). The manufacturing process by using the software Adobe Dreamweaver CS4, PHP, MySQL database and Apache web server.

The software is built to be able to maximize the sales of products of distributions Snooby and facilitate consumers in a transaction because of the ordering process online.

Keywords: Information Systems, Sales, Order.