E-COMMERCE WEB-BASED SYSTEM FOR ERA ELECTRIC

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CV. Era Lestari is a business that runs in electrical appliances. The appliances are various starting from electricity cable, electric switch, cable duct, exhaust fan, air conditioner, pvc pipe, lamps, light bulb, etc. Basically the brand of the products sold here is KDK, Changhong, Mitsubishi, Panasonic, Hannochs, Philips, etc.

Based on the weakness that still exist in this business, the author plan to make an improvement in the business so that the business can keep and maintain to grow well. In order to achieve that goal, the author suggest an implementation of website to make both sides namely customers and the owners of this business to be easier in making transaction.

E-Commerce Web-Based System For Era Electric is a web-based system that will enable customers to buy products offered directly from the website. In order to expand the business, actually it needs expensive cost to buy new building, invest the equipments needed, and the operational cost. Based on the view of costs, the author suggest the implementation of website that enable the business to reach wider market without wasting money too much in the building branches. The website will make customers easier in browsing the information of the products and they can directly buy through it.

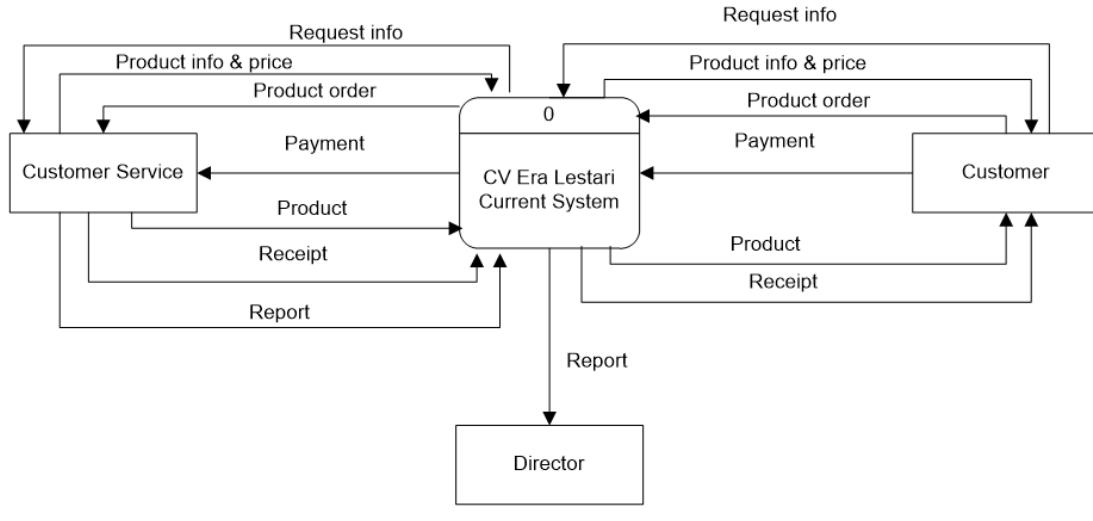**Kata Kunci :** E-Commerce, Electricity Appliances

Introduction

In ancient age of lives, people generally only communicate with one another by sending letter to their family members or friends who live far away from their hometown. Sending letter to one another needs time that it often needs weeks to receive the letters. However, with the invention of technology such as telephone, people can make direct call to the people around the world although with relatively expensive price. The invention of technology did not only stop at telephone, now we can see that there are computers, laptop, tablet invented. With this invention, people can easily communicate with one another using the Internet. There is no distance limitation anymore. People can have chit-chat with anyone and anytime in any part of world. Not only chatting, the internet also allows people to make video call and video conference.

Methods

Based on the interview result, the most important of the problems that Harun Tanoto faces is the competition with other business that also sells the same products. Besides that, in

this business there is no advertising that can lead the sales decreasing. CV. Era Lestari need to make an innovation in the system and give better service to customers in order to gain wider market.
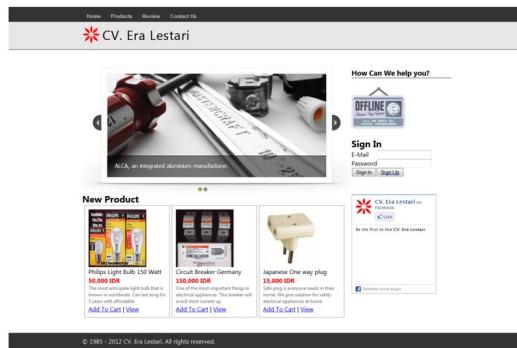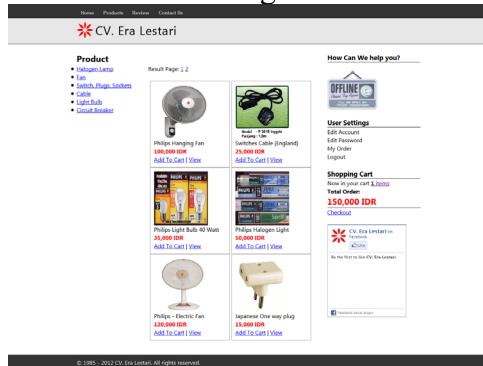

Gambar. 1. DFD

Results & Conclusion

Results
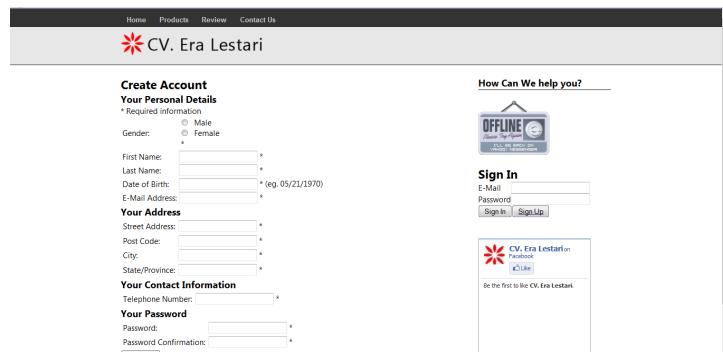The home page of this website is like the figure below.

The product page of this website is like the figure below.

The review page of this website is like the figure below

The registration page of this website is like the figure below.

Discussion

In order to solve those problems, CV Era Lestari implements a website that gives advantages. First, CV Era Lestari needs not to waste the expenditure in investing a new building and the monthly cost like the electricity and water consumption. Using website, there is only needed one person who becomes the operator to manage the website.

The second, this business can get more customers from other cities, and even other provinces, so that this business is not limited only in the home city.

The third, CV Era Lestari also will enable customers need not to come to the shop anymore since the can directly make transactions through the website.

Conclusion

The conclusions of this research project for the implementation of website in this business are:

1.   Customers can directly make transactions through the website without any wasting travel time to the shop.

2.   More customers from other cities and provinces can be coped with in giving promotion.

3.   Lowering the cost wasted for the implementation of website compared to build new branches

4.   No more promotion cost because it is included already in the website

5.   Customers can just browse anytime and anywhere to get the information about the products sold in this business.

Daftar Pustaka

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