# MOBILE-BASED B2B MODEL HERBALIFE NUTRITION PRODUCT BOOKING APPLICATION

## (Case Study of Nutrition Club Rilazani Cilacap)

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## ABSTRACT

Nutrition Club Rilazani frequently encounters challenges in its business operations, particularly in providing product stock information, managing ordering procedures, and overseeing redeem points and referral codes, which are still recorded manually. a Herbalife Nutrition product ordering application was developed to facilitate transactions for customers and assist sellers in recording sales more effectively and accurately to address these issues. The development of this application utilized a case study method that included observation, interviews, and documentation, ensuring that the resulting features—such as real-time stock information, structured ordering, redeem point management, and digital referral codes—are tailored to user needs. To guarantee the quality of the system, Black Box Testing was conducted, which evaluates the application's functionality from the user's perspective without examining the internal structure of the code. The experimental results demonstrated the seamless functionality of all features on the administrative website and mobile application, exhibiting a 100% success rate in various domains, including product ordering, point redemption calculation, and transaction management. Consequently, this application can be relied upon to enhance efficiency and accuracy in the ordering process and support a more optimal user experience.

**Keywords**: Herbalife Application, Referral, Redemption