DESIGN AND BUILD E-COMMERCE APPLICATION FOR HANDPHONE SALES
(Cellular Mars Store Case Study)

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ABSTRACT

Electronic commerce or commonly referred to as e-commerce provides a very large market opportunity, especially for companies or business entities that have the desire to be able to sell their products globally, not only in one particular area. Mars Cellular Store is a store that sells products in the form of cellphones and their accessories. There are problems faced by the Mars Celluer store where consumers do not know clearly the specifications of the products offered such as types of goods, images, product price information, product availability and descriptions, large costs for brochure printing and the speed of delivering information to potential customers. This study aims to build an e-commerce application as a digital platform for the Mars Cellular store in making sales. The development of this application adopts the waterfall model as a software development cycle. The application built in this research is a web-based application. Bootstrap is used as a front-end framework and CodeIgniter is used as a back-end framework in the development of this application. The application that is built is also equipped with features developed using the Midtrans API. Midtrans API serves to provide various payment methods through banks that are available throughout Indonesia. In addition, shipping methods through various logistics companies in Indonesia are also included in this Midtrans API.

Keywords: Design and Build, Mobile Sales, E-Commerce, Website.