ABSTRACT

Nowadays the development of fashion in Indonesia is growing rapidly. According to data from the Ministry of Industry Republic of Indonesia, fashion contributes for 40% of all creative economy in Indonesia. In doing the marketing process, the company must be customer satisfaction oriented in order to continue to survive. One of the way that can be done is by applying product customization. The purpose of this research is to build web-based Well Done Bag (WDB) application. WDB is an e-commerce site that acts as a liaison media that provides facility for bag makers to show their ability in manufacture of bags that have been customized by the customer through the existing customization features on the WDB site.

In carrying out their business, bag makers are often constrained in increasing their profits for various reasons such as people's purchasing power on their products is small, not having access to market their products outside the region, not infrequently their presence is unknown to customers. The tendering system on the WDB site serves to facilitate the supplier selection process for WDB and also to facilitate the supplier in receiving the offer from the customer and to participate in the tender so as to enlarge their opportunity to obtain orders in large quantities. With the holding of the tender process, it is expected the emergence of business actors who are competent and qualified in working on the projects tendered.

The development of WDB application in this research uses Waterfall method as its system development method and Lean Model Canvas as its business modelling tool. This research involved 133 people as research respondents to see the needs of society against WDB application. As the result found a very high society demand for WDB applications. People want services to be able to design their own bags.

Keywords: bag customization, web application, e-commerce, business, technology.