

## Abstract

*The human needs nowadays which increase more and higher give opportunity to the the rapid development of the retail business. The more the retail companies exist, the more consumers will be selective in choosing the place of their daily needs. One of a type of business is minimarket, the market which be able attracting consumers due to the cheap price base.*

*Minimarket is a facility of business which sell daily necessities in retail directly to the consumers. By the large number of products, minimarkets will always arrange their products on shelves of food and beverage places. This makes many consumers feel confused to find the location of the product or item they want to buy.*

*By the existence of these problems, a product-searching application was developed in augmented reality-based minimarkets to convenience the customers. In finding goods or products, the system is purchased using markers and store maps implemented on the smartphone cameras.*

**Keywords:** *Augmented Reality, minimarket, product location.*