

## **ABSTRACT**

### **APPLICATION OF POINT OF SALES APPLICATION BASED ON TOGUIDE WEBSITE STUDY CASE OF LAUNDRY MSME USING ITERATIVE AND INCREMENTAL METHODS**

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*The development of micro small and medium enterprises in this era of globalization continues to experience changes and improvements. This is supported by the existence of information technology that is developing very fast. Therefore information technology can be accessed accurately, precisely, up to date, and quickly. Toguide is a Startup company in the field of services that is engaged in developing small and medium micro businesses using applications and consulting services. Toguide has a Point Of Sales application product that aims to help solve problems faced by MSMEs. But the Point Of Sales website is still not widely used by Laundry SMEs because of the lack of information. This website is very helpful in managing the operational management of Laundry SMEs. By using the Iterative Incremental methodology, a website-based Laundry Point Of Sales application is made. With this methodology also designed making business model analysis, business feasibility analysis, business plan analysis, competitor analysis, market potential analysis, and technical plan analysis.*

*Then in the design phase, business process design, data design, interface design and infrastructure design are made. Based on the results of blackbox Testing and user acceptance Testing by validating all sources of MSMEs needs in getting a good and correct application and is user friendly.*

**Keyword: Toguide, Iterative, Incremental, Owner, Point Of Sales.**