

ABSTRACT

This WRAP Entrepreneurship Final Project Report aims to fulfill the obligation to implement the WRAP Entrepreneurship Program which is held at Telkom University with real/concrete work results. This program is carried out for 2 (two) semesters in accordance with the Decree of the Director of Bandung Techno Park Number: 09/BTP/SK/0.0/2020 where the WRAP Entrepreneurship program as referred to is a program that aims to increase information technology-based entrepreneurial motivation and build a startup ecosystem based on technology. information technology at Telkom University.

During the implementation of the WRAP Entrepreneurship Program, the author completed the design of the application for the distribution of local spices called "Merempah" with duties and responsibilities in the field of business development and marketing. Merempah is a spice provider platform in Indonesia that will streamline the process of selling and buying spices through digital technology. The analytical techniques used are in accordance with the courses taught including Startup Development Stages, Idea Validation, Prototype Development, Marketing Strategy, Product Development and Business Model Validation.

The report on the results of this final project concludes that the design and development of a business application based on website Merempah is carried out with the aim of increasing the effectiveness and efficiency of the spice trading business process through business digitization which is equipped with features that are easy to use, easy to understand and an attractive simple display.

Keywords: *Application, Design, Development, Website*