

ABSTRACT

This proposal aims to develop a website-based technological innovation to enhance efficiency in inventory management and marketing within the fashion industry. The fashion industry is rapidly growing, and with increasing competition, effectively utilizing technology is key to maintaining and improving business performance.

In this proposal, we propose the development of an integrated inventory management system with a website platform. This system is designed to provide real-time inventory monitoring, allowing the company to view available stock, identify fast-moving products, and detect items that are nearly out of stock. By doing so, the company can reduce the risk of stock shortages that could lead to lost sales.

The implementation of this system is expected to provide several significant benefits for the Nerth fashion brand. First, by managing inventory more efficiently, the company can reduce storage costs and maximize the use of warehouse space. Second, with the ability to predict demand, the company can be better prepared to meet customer needs, increase customer satisfaction, and build loyalty.

Overall, this technological innovation aims to enhance the company's competitiveness in the dynamic fashion industry, improve operational efficiency, and ultimately optimize overall business performance.

Keywords: frontend, web applications, inventory management, digital marketing, fashion.