

Abstract

Artha Collection is one of a particular business convection produce garments. Collection Artha product marketing is still traditionally has several limitations, including limited purchasing in place, the data is difficult to find, the data vulnerable to damage, as well as hard-tracked sales reports.

Therefore needed a system of sales as a marketing alternative solutions capable of handling product artha Artha sales transactions that include sales of ready stock and buyer special order products. In addition the system is also equipped with facilities to support communication messaging and viewing sales reports directly.

Web-based applications are designed with structured analysis method, implemented with PHP language and MySQL database and other supporting technologies. With the web-based application is expected to help reduce the limitations of product marketing Artha Collection.

Key words: convection, marketing, e-commerce, ready stock, special order.