

ABSTRAK

Batik Kencana Ungu merupakan salah satu perusahaan konveksi terbesar yang terletak di ibukota, dimana memiliki cabang-cabang berupa toko-toko kelontong/grosir yang tersebar di beberapa daerah di pulau jawa. Oleh karena itu, sistem distribusi menjadi proses penting dalam penyediaan barang-barang dari toko pusat ke toko-toko cabang. Mulai dari pemesanan barang-barang dari masing-masing toko cabang ke pusat, sampai pada pengiriman barang yang dipesan oleh cabang dari pusat ke toko cabang tersebut.

Dalam Sistem Penjualan Online ini, diharapkan dapat membantu manajer di toko cabang ataupun staf distribusi di toko pusat dalam proses pemesanan/pengiriman barang.

Kata kunci: Sistem Penjualan, Batik Kencana Ungu

ABSTRACT

Batik Kencana Ungu is one of the biggest convection/garment in town, which has many branches as distributor or retail market in Java area. Therefore, distribution system is one of the most important process on supplying the goods from head distributor to the retail market. Begins with purchasing the goods from each branches to the head distributor, then continue with delivering the goods from branches to the retail market.

We expect that online selling system can help retail market's manager in branches or distribution's staff in the head distributor on purchase and delivery.

Keyword : Selling System, Batik Kencana Ungu.

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