

## **ABSTRACT**

*Indonesia is ranked eighth in retail growth in the world. This indicates that in Indonesia, real growth is growing. With this happening, it makes the retail business competition in Indonesia more stringent. Competition occurs not only between traditional retailers but also modern retailers. Amid the onslaught of modern retail with all its facilities and conveniences, it is hoped that the development of the current information system is able to reduce or even eliminate the problems faced by traditional retailers. Problems often faced by traditional retailers include not being able to buy in large volumes so that the discounts they get are also limited. In addition to traditional retailers also have difficulty getting information about the latest products. Because they have to come to the store directly or get information about the product from the brochure or sales that come. Therefore a system that can help traditional retailers communicate with distributors is necessary. So that later retailers can procure goods easily and also get information about the latest products from distributors. The MyPartner application developed has the function of data collection on business goods, re-stocking goods and also the customer education function that can facilitate retailers in managing their business. The development method used in this research is the iterative and incremental model method where the use of this method is expected to create a monitoring system for the management of goods in accordance with the needs of its users. To formulate the business concept the researcher uses a business model canvas. This product stock monitoring application was created as a solution to help traditional retailers to increase sales by maximizing sales and increasing profitability.*

*Keywords: traditional retail, iterative incremental model, business model canvas*