ABSTRACT

Manufacture of electronic commerce or e-commerce continues to grow and expand throughout the world, is believed to have become an important and significant part of global economic growth. According to AT Kearny, growth in retail sales through e-commerce in the country - ASEAN countries can be increased up to 25% per year. This can be achieved with the increase in purchasing power, the penetration rate of Internet users, and increasingly diverse offer online transactions. Startups in Indonesia is now increasingly mushrooming. There are times when startup emulate the business model that has proven successful in other markets, there is also a build up an idea of the problems that exist around us. Jeans have become the most common outfit worn by Indonesia even in the world, is proven by many in our environment that many use these pants. Jeans are not spared from the model and appearance are very varied, often customers want to have jeans that just for him or called exclusive. This can be obtained by way of customization, which makes products to the specifications given by the customer. Jeans jeans XYZ offers customization of applications that can be accessed directly through the website and give customers the convenience and freedom in designing their own jeans. Jeans XYZ also help the vendors jeans to receive orders from the website Jeans XYZ with all the conveniences for a vendor with a low computerized knowledge in getting the online booking via sms. Overall website created using CodeIgniter PHP framework, use the MySQL database in the design and features of sms gateway using Gammu. Results from making this website, respondents were satisfied and helped with customization features as well as features sms gateway.

Keywords : Online shop, Sms Gateway, Customization