

ABSTRACT

Business competition today is very tight, companies that do not utilize technology will be left behind by their competitors. Because of this, it is necessary to apply technology, one of which is the application of a management information system to the company's business processes which will help the business process to be more efficient and also effective in storing, managing and obtaining information such as ordering data, inventory which will really help decision making by company management and also helps potential customers get more accurate and faster information. And unfortunately, sales businesses that only have physical stores now have fewer and fewer consumers coming directly to the store and this is what the Zivana Store feels. The Zivana Store is a shop that sells wholesale household goods in Bengkulu City. The Zivana Store sells offline and the scope of sales and marketing is still limited where buyers have to come directly to the store to see the products being sold and make purchases. Promotional activities are carried out around the shop. Therefore, a website called Zivana was created, which is an e-commerce website which is a wholesale shop that sells various types of unique equipment products. This website was created with the aim of being used as a sales and promotional media, helping expand the product marketing area and making it easier for consumers to choose and order these products, thereby increasing the store's sales turnover.

Keywords: Website, E-Commerce, Store, Wholesaler, Business