ABSTRACT

This final project focuses on developing a backend website-based application for inventory management and marketing of Nerth fashion products. In the increasingly digital era, efficient inventory management and effective marketing strategies are the keys to the success of the fashion business. The development method used is the waterfall method, including requirements analysis, system design, implementation, testing and maintenance. The research results show that the development of a website-based application backend provides an effective solution for optimizing inventory management and marketing strategies for Nerth fashion products.Keywords : Website, Application, Laravel, Prototype, Nerth Studio, Backend.

Keywords: backend, web applications, inventory management, digital marketing, fashion. waterfall