

ABSTRACT

This study analyzes the sales business process and designs a web-based sales information system for Company XYZ (export–import textile industry). The research adopts an exploratory qualitative method, employing in-depth interviews, direct observations, and document analysis. Business analysis is conducted using the Business Model Canvas (BMC), while the system design is modeled with Unified Modeling Language (UML). The findings indicate that the current sales system is hindered by delays in order processing, fragmented record-keeping across divisions, and limited real-time information access. The proposed system design includes features such as real-time order monitoring, inter-division data integration, and web-based transaction document management. Implementing this design is expected to enhance operational efficiency by accelerating processes, eliminating redundant tasks, and reducing data entry errors. Such efficiency has the potential to lower non-productive operational costs and strengthen the company's profit margins. This research provides practical contributions to the development of sales information systems in the textile manufacturing sector, based on the company's actual needs, and serves as a reference for implementing systems that support performance and business competitiveness.

Keywords: sales information system, UML, e-commerce, operational efficiency, profit improvement.