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ABSTRACT

The use of information technology as a tool in business that aimed to reduce costs and increase services are now become a very common approach. An example of this approach is the utilization of the Internet through implementation of company website that is enhanced with features to support business process.

PT. XYZ is company located in Jakarta with the core business in the trading of yarns and related textile products was decided to use the Internet as a complimentary marketing tool aimed to reduce costs and increase service to its existing and prospected customers. The application of the Internet was carried out through the utilization of a company website that was planned to be featured with an on-line catalogue and ordering system.

In accommodating the need to use an on-line catalogue and ordering system which called WebOrder system by PT. XYZ, a business feasibility discussion was carried out to analyze the business process and estimate cost in relation to evaluate whether the decision is commercially worthwhile or not.

The business process evaluation was carried out using Porter’s business competitive strategy analysis, Value Chain analysis, SWOT analysis, and Work Centred Analysis (WCA). The cost calculation for the current system and cost estimation when using the proposed new system was also provided. The cost calculation results produce a result which shows that the use of the WebOrder system can reduce telecommunication cost in the business process to approximately 35% of the current cost spent.
The thesis is continued with the analysis and design based on OOAD method in providing a prototype of the WebOrder system in the form HTML pages. The analysis and design method used the Object-Oriented Analysis & Design (OOAD) method. It was successfully demonstrated that the use of OOAD method provides a software design tool which can accommodates and integrates all objects and functions of the business process into compact sets of use cases, behaviors and functions that further used in the prototyping of the web pages designed for the new WebOrder System.

Keywords: Object Oriented Design and Analysis, electronic commerce, Internet, yarn, website.
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