

**Strategi Diversifikasi Pasar Dengan Memanfaatkan
Sistem *Forecasting* dan *E-commerce* pada
PT Mitra Jamur Indonesia**
(Market Diversification Strategy Through
Forecasting and E-commerce Systems at
PT Mitra Jamur Indonesia)

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ABSTRACT

PT Mitra Jamur Indonesia, an agribusiness company focusing on oyster mushroom development, faced challenges in managing inventory and forecasting market demand, leading to delivery delays and a decrease in customer confidence. Therefore, the development of e-commerce and forecasting systems was proposed as a solution to support the company's market diversification strategy. In this project, an analysis and implementation of e-commerce and forecasting systems were conducted at PT Mitra Jamur Indonesia. Based on the evaluation results, it was found that the implementation of these systems has brought positive impacts to the partners, such as increasing product sales, optimizing business processes, and expanding market reach. These findings indicate that the application of information technology can be an effective strategy in addressing business challenges and enhancing a company's competitiveness in an increasingly competitive market.

Keyword : *e-commerce, forecasting, pt mitra jamur indonesia*