

SISTEM INFORMASI BERBASIS *E-COMMERCE*.
(STUDI KASUS TOKO PERALATAN
***OUTDOOR CARTENZ JEMBER*)**

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ABSTRACT

Outdoor Equipment Stores Cartenz Jember is one of the stores that sell a variety of needs Outdoor which is still used a variety of activities as ever fixture SAR (Search And Rescue), and the World Military Mountainering. Outdoor stores located in the county Cartenz muddy. Outdoor Equipment Stores Cartenz Jember is one branch of outdoor equipment are located in Jember district and the center is located disolo. But in this case the information systems and data collection is still less practical. In terms of importance in the promotion of goods less timely, sebagaimana dipromlosikan example in the goods not in accordance with the existing. Data storage and data collection reports sometimes do not correspond to consumer demand. Outdoor Shop Cartenz Jember in this case are still using methods of existing media, and sometimes promotion that will be done is not going according to plan.