Business to Business E-Commerce Sales System Using Web-Based Quotation: a case study on Company X

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Abstract.
The use of information systems in the era of industry 4.0 has now developed so rapidly that the production process runs with internet technology as the main support. At present, information technology has been widely used in various circles because it can simplify and shorten time required for daily tasks. Because of this the sales program is designed to support current business processes so as not to lag behind other business competitors.

Keywords : E-Commerce, Sales, Quotation

1. Introduction
This sales website was created to support the business processes of Company X. Company X has a business process where the company can offer goods at a certain price in accordance with the agreement of both parties. Sales and purchases are important cycles in a business, be it a service company or a trading company. Purchases are an important factor in the process of running a business and a factor that supports the sales process. Recording sales and purchases in business using software is easier than doing it manually. Therefore, software such as this sales system is needed because it can record, store data, and process information faster (Suhalim 2015). Quotation is a method of analyzing product prices and information to develop a relationship between customers and product information. Factors affecting customer perception values and product information are collected and analyzed through investigation (Xiaomei, W., Yingli, T., & Jing 2010). Things that affect a quotation are the price expected by the customer, the deadline, product specifications, and others. These factors affect the quality, cost, demand function, turnaround time, and the function of the product (Meng, Xu, and Yang 2020). It is hoped that this program can help in running business processes and increase sales of the business itself.

2. Method and materials
2.1 Data Collecting Method
Data collection methods used in making the application program or software is semi-structured interview and observation. Observation is data collection by means of researchers not participating in interactions. Meanwhile, the interview method is a method where an interviewer conducts discussions with selected individuals to gather a series of information related to a particular topic (Margaret C. Harrell; Melissa A. Bradley 2009). Interviews were conducted unstructured in the form of questions and answers that are more flexible in finding and gathering general information (Vivien et al. 2020). Interviews and observations were done at the company where the application program was made. This is a primary data, where the researcher got the direct data from observations (Fenny et al, 2020)
2.2 System development method
The making of this application program uses the Software Development Life Cycle (SDLC) with the Rapid Application Development (RAD) method. SDLC is a descriptive or prescriptive characterization of how software will be developed (Larman and Basili 2003). Whereas RAD can be characterized in two ways, namely (a) as a methodology that determines certain phases in software development, and (b) as a method that allows for rapid object development, and code that can be re-used for client / server applications. (Agarwal et al. 2000).

3. Literature Review
The use of e-commerce has been widely recognized by businesses in developing countries. The application of business to business e-commerce in developing countries is different from developed countries because developing countries still have deficiencies in terms of infrastructure, finance, law, and other things needed in developing e-commerce. This is also because developing countries and developed countries have different business cultures and philosophies (Tan, Tyler, and Manica 2007). Information technology plays an important role in influencing the scale and nature of a company. Information technology influences sales-based-ordering or consumer response which allows costs incurred by the company to be reduced (Reynolds 2000). Internet technology is driving developments in security, payment, marketing and advertising systems. Therefore, information systems and sales systems are necessary in a business (Laudon and Traver 2016). Therefore, in business to business there is a request for a quote (Quotation). Quotation is an offer resulting from an agreement with an approved order specification. These specifications concern the type of product, service, quality and quantity, delivery requirements and payment terms (Leung et al. 2019). By referring to the sources above, the making of this application program will support quotation in business to business through e-commerce websites in order to increase sales and helping a job become more efficient by leaving conventional ways of working for a more modern one following the changing times.

4. Result and Discussion
This website will be created using MySql database to store data that will be processed by the program as well as using HTML and PHP in making the program. The relationship between the tables that occur in making this application program can be seen in (Figure 1)
Figure 1: Relationships Between Tables
4.1 Making Quotation for Customer
This application program can make a different quotation for each customer according to the agreement of the company and the customer with a predetermined time period. Making a quotation is done in two steps, namely name, date, and also for the customer in the quotation.

![Figure 2: Quotation Table](image)

After making a quotation the next step is to make the content of the quotation in accordance with the results of the agreement of the two parties.

![Figure 3: Quotation Details Table](image)
Customers can see the results of the agreed Quotation and make transactions by opening the website page at myQuotation section.

![Figure 4: Customer Quotation](image)

### 5. Conclusion and Future Works
This application program provides benefits for companies and customers by providing convenience in buying and selling transactions. This application can help daily business processes of the company and make it easier to make reports. Customers can also take advantage of this application program by getting information on goods they wish to buy in real-time. It is hoped that this application program can be further developed in order to help and increase the company's sales.

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