

## **EXECUTIVE SUMMARY**

### **IMPLEMENTING E-COMMERCE IN WILLION CELL**

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*The purpose of this practical work report is an activity that supports students as learning to plunge into the real world of work, where students solve and face obstacles faced by business people or companies. Therefore, this report is intended to correct all obstacles and problems faced by Willion Cell located in Komp. Ruko Aviari Pratama Blok A2 No.09. The obstacle faced by these business actors is that they do not keep up with the times and make good use of technology, as a result Willion Cell will be unable to compete with other business actors. These practical work activities are carried out during the period of September to December 2019.*

*In order for this practical work to be carried out properly, the researchers conducted interviews, observations, and implementation directly on the spot to obtain clearer data and information. Researchers apply things that have never been done by business actors who so far have only carried out business activities on the spot. Introducing technology to businesses does not only help in the world of competition, but even as a new science and adds technological insight so that businesses will adjust consumers depending on the times.*

*This practical work provides more results to business actors such as increasing sales margins, wider business actors, merchandise turnover to new knowledge and insights and helping businesses to better utilize technology.*

*Keywords : electronic commerce, internet, technology*