

**PLANNING AND IMPLEMENTATION ON THE SALES INCREASING
STRATEGY OF HIJAB PRODUCT THROUGH E-COMMERCE (Case
Study on Hijab Product Merchants at Pakan Sinayan Bukit Tinggi)**

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ABSTRACT

The purpose of this final project is to develop this business by creating an e-commerce platform, creating a logo, using adequate packaging for online delivery, implementing collaboration, determining commissions for affiliators, obstacles and solutions faced during the implementation of this final project to increase revenue, displaying the author's commission or income as an affliator account. This final project uses 3 methods consisting of a project preparation plan, project implementation plan and project achievement plan. The results of the implementation of this final project are e-commerce platforms, namely shopee and tiktok shop, a business brand in the form of "Leni's Hijab". Which is packaged with standard online delivery packaging and also the use of logos. Promotion using the e-commerce application itself. The obstacle faced during project implementation is the government policy regarding the use of the tiktok shop application. The solution is to maximize promotion from the Shopee platform. The implementation of this final project will start from July to December 31, 2023.

Keywords: Business Development, Product Development, E-Commerce Platforms, Logos, Brands, Packaging, Content Videos, Collaboration, Commissions