# ABSTRACT

*E-commerce is a marketing strategy on trade between merchants and customers via internet. Using this feature, merchants are able to sell their products without the need of having a physical store. Furthermore, - commerce is able to reach wider buyers because there is no limitation of time and place. However, existing e-commerce approach only focus on customers' satisfaction and not on production process. XYZ Company is a web-based jeans company where the customers are able to request the product according to their needs. Production process of XYZ Company is done manually. When a customer puts an order, merchant would buy the fabric then drop it to a tailor, take it back from the tailor and deliver the order to the customer. Most of the middle-to-low jeans company are using this kind of process. On the other hand, sometimes customers find difficulties to monitor their order status. The aim of this study is to facilitate production activity of XYZ Company by creating administrator website and SMS-gateway feature. This feature will be the connector between merchants and vendors so that the company will be able to save time and create business efficiency. Besides, customers are provided with status order information so they could check it anytime and anywhere. This website is created using PHP language programming with codeigniter framework, database is designed using MySQL, and SMS-gateway feature is using gammu. The result shows that respondents were satisfied with these customized and sms-gateway features.*

*Keywords: Online shop, sms-gateway, Administrator*