**A Study and Implementation an E-Commerce Business to Customer Online Application for Star Bookstore with Customer Relationship Management (CRM) Features**

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# ABSTRACT

This project is described about online subscribe comic by implementing the e-commerce system and the customer relationship management (CRM) features. This project is mainly concern on providing an easier way for the member to read comic online and then also can downloading the wallpapers. The members do not need go to shop to rent the comic. Besides that this project also help the Star Bookstore to reduce the cost of buying the comic and manage the comic become more organize. This proposed system will have some customer relationship management (CRM) which to interest the users and the member to continue to subscribe. After the user subscribe into Star Bookstore e-commerce then become a member after that the member can read online comic freely as long the subscribe time is not expiry. Both of the Star Bookstore and the member may enjoy the benefit from the development of the proposed system.