

## ABSTRACT

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### **E-COMMERCE SALES MECHANISM IN CV. NAGA CIPTA KREASI**

It is undeniable that electronic commerce or e-commerce is growing rapidly in this era. So it is necessary to study the mechanism of e-commerce sales so that companies can compete in the market. In Professional Work, Practitioners have the opportunity to carry out work in the process of receiving orders, making receipts for transactions and checking completeness related to transactions, such as verification of incoming transfers to continue transactions. While carrying out professional work at CV. Naga Cipta Kreasi under the guidance of the Manager, I had the opportunity and was directly involved in the implementation of the sales mechanism and helped with daily tasks such as receiving and processing orders and observing what customer needs were to be applied to operational implementation.

**Keywords** : electronic trading, sales mechanism, implementation of company operations.