

## **ABSTRACT**

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### **NEW PRODUCT REGISTRATION APPLICATION WEB DESIGN AT PT XYZ**

*While carrying out professional work at PT. XYZ, Practitioners work under the supervision and guidance of the Head of Office Manager Planogram New Product. During professional work, the practitioner has the opportunity to participate and be directly involved in several product registration activities and product registration application design for PT. XYZ.*

*In their daily lives, the practitioner does more product registration and analysis of new products. Every Sunday, the practitioner also routinely attends new product meetings that discuss product registration from suppliers, warehouses, shops to consumers from the application that is being designed. Discussions in product meetings include analyzing product candidates, calculating product allocation, determining product placement or display, determining minimum product orders and product sales.*

**Keywords:** Planogram, Merchandising, product application, product registration, design.