

ABSTRACT

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MANAGE ONLINE SHOP CENTOSHOP.ID IN E-COMMERCE SHOPEE

In this report, the author will explain the steps taken to initiate and manage the online shop, including the registration process, product setup, marketing strategies, as well as order handling and shipping. The author will also share insights into running promotional campaigns and increasing the online shop's exposure to attract more customers and drive sales.

Through this experience, the author has gained a profound understanding of the e-commerce landscape and practical skills in managing an online shop on the Shopee platform. The report will also present some performance analysis of the online shop, including sales figures, customer growth, and profitability achieved.

The results of managing the Centoshop.id online shop on Shopee demonstrate that with the right strategies and a good understanding of online consumer behavior, success can be achieved in running an e-commerce business. This report is expected to provide insights and guidance for those interested in managing an online shop on the Shopee e-commerce platform.

Keywords: online shop, e-commerce, Shopee.