**CHAPTER III**

1. **DATA GATHERING METHOD AND OUTPUT**

During the entire cycle of the study, the proponents look for a business establishment that applicable for e-commerce. The proponents searched for a company or establishment around the Tacurong City. The proponents choose the CJ-Ashley Fashion Hub where it is a good target for the proposal. Thus, the proponents prepared a letter of authorization signed by the case study adviser as a formal approach of gathering data. The proponents also prepared a close questionnaire on the set date of conducting an interview. It is received by the owner Mr. Morsid M. Simpal. On the interview day, the proponents ask the owner all the question on our guide questionnaire. All the necessary information were processed and understood clearly through the answers of the owner. After the interview, the proponent’s assembly and have some brainstorming about the proposal system.

The proponents begin to analyse the problems of the target business and define what would be the objectives of the study. The proponents identified the possible goals of the proposed system which can help the company to improve their business process. Therefore, the proponents build goals and solution for the proposed Online Sales with Ordering Management System for CJ-Ashley Fashion Hub.