

SUMMARY

Acuáticos Toscanini Soluciones Cia. Ltda. faced significant challenges due to its manual management of inventory, sales, and proforma invoices, which resulted in frequent errors and delays. To address these issues, the development of an e-commerce platform integrated with a sales management system was proposed, with the aim of improving temporal performance. This applied research employed techniques such as interviews, document review, and observation, implementing the Scrum methodology, the Laravel MVC framework, Livewire for dynamic interfaces, and Filament for administration. Temporal performance was evaluated using the ISO/IEC 25010 standard, whose results indicate a 74.9% reduction in the time required to issue proforma invoices, a 67.75% reduction in customer search and registration time, a 54.3% decrease in the issuance of sales documents, and a 14.1% improvement in product creation. Finally, as a recommendation for future enhancements, the integration of additional modules is suggested, such as barcode scanners to optimize product searches, as well as the incorporation of an accounting module and inventory adjustments for more comprehensive management.

Keywords: <SALES MANAGEMENT>, <E-COMMERCE>, <SOFTWARE ENGINEERING>, <EFFICIENCY>, <SCRUM METHODOLOGY>, <INVENTORY>.