**INTRODUCTION**

The introduction of advanced application development to business area is a very good practice to make it profitable. In the case study of Clothing Traders organization who do clothing and sporting goods business is planned to upgrade their current database system due to the substantial growth which is happened recently. By this upgrade, they are expecting an increase in the annual profit by 15 %. For achieving this goal, by implementing new databased system the management is proposed to offer a 24-hour customer service. In this report, discussing about the goals, critical success factors and problem areas which might happen during the establishment of new proposed system. Other than this, listing out and explain of possible entities in this system and integrated Entity Relationship Diagram (ERD) which satisfies the cardinalities according to the business rules. At last, describing about possible business rules and referential integrity constraints.