

## ABSTRACT

Plus One Retail Shop is one of the VCD and DVD shops at Klongtom Plaza. It provides high quality VCD and DVD licensed products. All products are from AMIGO Company, TIGA Company and other companies that provide licensed products. In order to plan a store layout effectively and provide products according to customer's demands, the shop has to have a good analyzing method. This project provides the system that has an association mining method. This method can support the shop to plan a store layout, perform cross-marketing, design catalog or product pricing promotions.

The existing system has only Point of Sales System (POS) and Inventory system that separate database in each others system and the data from their systems are increasing day by day; so it is hard to obtain useful information manually.

The purposed Market Basket Analysis System will be developed to replace the old database system. The system will encourage coordination between several point of sales by using local area network to connect between the point of sales. This system also eliminates the errors in data records and searching problems by using Microsoft Access 2003 to handle shop's database. The analysis part of this system will use the Partitioning APRIORI Algorithm that uses coding by Visual C++ 6.0 to get high speed performance. The reports are generated by Crystal Report to get the proper report's format for view and print. This project also helps the shop to save the cost of ordering the products that aren't in customers' demands.