

## ABSTRACT

The retail business is the basic trade of which the owner does not need high level education. It gains a high or reasonable profit. However after the arrival of franchise business from overseas such as 7-Eleven or discount stores, the local retail business has been greatly affected. The overseas players use lower selling price and have technology to manage their stock, have good marketing plan, clean warehouse and store, many branches to reach customers and air-conditioning stores which are convenient to customers that change consumer behavior for buying product that affect local retail shops.

So, retail shops must adapt in this situation that use computer technology to help to manage stock, share information, reduce cost, reduce operation time and increase total sales. The techniques that operate with computer system is analysis system, design database and network design that helps the business objective. First phase use file serves technique to get data and process data because it is low cost. After the owner gets benefit from the computer system he can improve to client-server computer system or web base server.