

ABSTRACT

PT. Chandra Electronics is the electronic retail company that sells electronic goods in Sidoarjo like tv, fridge, fan and other electronic goods. Currently PT. Chandra Electronics wants to increase the level of sales by developing sales outside Sidoarjo to seek greater sales profit. Constraint is happening now is a promotion system that occurs in PT. Chandra Electronics still use blogs, brochures, and flyers, to business processes are still using conventional systems, so it can not reach customers who are outside the Sidoarjo.

Of the above problems, then made a web based sales system with up selling methods that can help the sales process, helping promotional offers, to help deal with long distance customers, help save costs compared to the use of promotional brochures and pamphlets.

With the web based sales system with this method up selling the PT. Chandra Electronics able to serve the process of selling web based electronic goods, capable of offering promotional products, is able to facilitate customer and the company in the long distance trade, and be able to save on the costs of promotion.

Keyword : Up Selling, Penjualan Berbasis Web, Toko Online, Retail Elektronik.