

ABSTRACT

Information technology today is on the way to reach its maximum development in every aspects of daily human life, began with the social media phenomenon in this past five years with numbers of its user has increasing tremendously. Within its development information technology today is not only become a place that we talked to each other but also as a tool for every entrepreneur to grow and develop their businesses.

One of them is cv khatulistiwa which producing ice cream in this past five years. To be able to compete globally it need a “tools” which can accomodate their services to increase it performance in business and also as a milestone to reach global markets in order to increase it number of sales.

The purpose of this research is to build a web-based application for cv khatulistiwa to increase it's sales and reaching it's fully potential market. By using prototype method make it easier for both researcher and company to understand needs and hopefully making this web-based application effective, easy to use, and user friendly.

Keywords : Information technology, e-commerce, sales, website, cv khatulistiwa, markets, entrepreneur