

ABSTRACT

Toba Furniture Store is a store that sells items such as furniture, desks, chairs, cabinets, cleaning tools, cooking utensils to live plants to decorate the house. This store was opened in mid-2010 and stood at the Tapanuli, exactly Balige city, North Sumatra Province. The development of this store is quite fast since the mid-2011 has a lot of orders coming from outside the city / county. This is because the number of customers who spread the information about the existence of this store and the quality of the goods sold. By reason of this is necessary marketing system better so that fans who come from out of town to make purchases of goods without any difficulties resulting from a considerable distance. Therefore it will be built an online store application that works to help marketing become more widely stores. With this online store customers from out of town helped to make purchases, in which all information about the store address, store contacts and a list of items that are sold along with pictures of goods.

Key words: *E-Commerce, Sales, Shop Online, Internet.*