# ABSTRACT

*Web Based Sales Application for Technical Tools using SMS Gateway at PT. UAP AIR Bandung, this is a technical equipment sales application which is the main product sold by PT. UAP AIR. Web-based so it can be used anytime and anywhere. Using SMS Gateway in order to support the improvement of service from the Sales Team is to get notification in the form of notification via SMS from messages and reservations and can promote the latest products to customers. This application can be used by the general public or member, the admin who is the Sales Team responsible for each type of product, and super admin who is the Staff Marketing Produk. Using PHP programming language and MySQL database.*

*This application is expected to increase trust and service to the customer as a media that facilitate and assist the sale of technical tools at PT. UAP AIR Bandung and help the ordering process becomes easier through the website. Can assist the Sales Team to know the messages from customers and provide new order notification by getting notified via SMS Gateway. Promote the latest goods to customers through SMS Gateway so that customers can more quickly get the information without having to open the website. As well as helping Staff Marketing Produk monitor sales by looking at sales data, view data receipt of goods that have been received by customers, get a confirmation notification of new payment without having to open the website and make payment confirmation.*

*Keywords: Application, Sales, Technical Tools, SMS Gateway, PT. UAP AIR Bandung*