ABSTRACT

Bearpath is one of the Small and Medium Enterprises (UKM) engaged in the manufacture and sale of sandals. In current situation this UKM implements offline marketing in terms of sales. For that matter, Bearpath wanted to expand the scope through online sales so the business owner could grow and promote its products more effectively.

Based on these problems, would be developed an application called Bearpath. Bearparh is an e-commerce website application with suggestive selling feature and admin module that uses waterfall method. The advantages of the waterfall method is the process of developing a one-by-one phase model, thus minimizing errors that may occur. For implementation and evaluation on this application using blackbox testing method. The development of this system uses the PHP programming language with codeigniter framework.

In the Bearpath website, it has a distinguishing it is called suggestive selling. This feature is a sales technique that use to add multiple items with sales that have occurred by way of suggesting some other products. The Bearpath e-commecre website application with the suggestive selling and admin module can expand the reach of the market and monitor every transaction that occurs. As well as providing additional options of several items offered to customers based on best sellers and most viewed.

Keywords : *e-commerce*, UKM, *website, waterfall*