

ABSTRACT

The business of the LTE Store is a business engaged in the electronics / cellphones and cellphones sector which is used as a simple test for Offline and Online Comparative Analysis, because this LTE Store has decreased and increased every year.

The purpose of this study is to determine the decline and researchers will provide suggestions to stabilize sales at the LTE Store in the city of Bandung. The method used is descriptive method. Primary data collection techniques were carried out by means of structured interviews and participant observation, while secondary data collection was carried out by decision studies. This analysis technique uses data calculations from year to year.

The results of this study indicate that sales conditions in 2020 – 2021 have experienced a decline in cellphone sales. Comparative analysis of Offline and Online sales as a profit planning tool in the LTE Store business for the January 2019 period. This means that the LTE Store business benefits every month. Before sales experienced a decrease in income every month, this was because in 2020 - 2021 there was a pandemic pandemic which affected sales at the LTE Store in the city of Bandung. In addition, it can be concluded that the income from BEP is zero, which indicates that the business has no losses and profits, which means that the seller is equal to costs or can be called the break-even point. There are two factors that affect the calculation from year to year, namely external factors and internal factors, namely selling prices, promotions, discounts, and the name of the LTE Store.

The advice that researchers can give is that business owners should increase their offline sales by giving discounts or bonuses to consumers or by promoting the LTE Store further out so that businesses do not experience losses in offline sales.

Keywords: Comparative Analysis of Offline and Online Sales