

## ABSTRACT

Due to the standard of domain name system that requires all website names to be in English alphabet; along with the fast number of Thai websites growing in recent years, most new Thai websites have difficulties in creating and registering good website names that are easy for consumers to recognize.

This project comes up with a new business idea about a new type of URL forwarding service that can help Thai companies to advertise their website names more effectively in traditional advertising media such as radio, television, print ads and etc. This project will provide a service to Thai companies by selling 4 digits code that can be set to forward to the company's website. Instead of advertising the whole website address in the advertisement, companies that use our service just need to advertise only the 4 digits code which is a lot easier to memorize than advertising the whole address. Then this project will implement PHP and MySQL to act as URL forwarding gateway that will receive a 4 digits code from visitors and then redirect visitors to the specific website that is associated with the 4 digits code inputted. So customers and potential customers of each company would find an easier way to access each company's website.

Since this service benefits both e-business and e-commerce market in Thailand, the author thinks that it would easily attract the business sector to use this service. This service requires not much funds to invest in the initial system plus the cost of providing service is very low, but it requires continuous funds to promote the website and service to make this service widely accepted and well known. Once the service is well known, this service will enjoy continuous increasing in income. And the payback period of this project is expected at about 2.1 years.