

ABSTRACT

This project examines the various approaches to fitness market in Thailand via the Internet such as providing contents, selling products and etc.

This project intends to present a prototype of cyber shop www.ehealthy.biz, which is designed be a one-stop shopping web site for person who loves to enjoy good health. Ehealthy.biz provides varieties of fitness products, trainings, tips and trick, services, news and other useful fitness information to satisfy the needs of fitness consumers. This website will support any service facilities of our fitness club in the future which provide membership and any service for quest and member.

According to marketing strategy, at the first page, we focus on creating fitness and nutrition knowledge to consumers including other useful links from other website. We expect to gain level of popularity among our target consumers who live in urban areas, aged between 18-60 years old and regularly internet user. Within the first one or two years, the income may not be as high as expected but after this site reaches the mature level, the income is expected to come from our sales margin of fitness equipment and accessories, fitness equipment, nutrition foods and fitness club.

www.ehealthy.biz is designed to elaborate the best fitness online services for fitnesser that will be the key to success in this business.