

ABSTRACT

E-commerce offers the opportunity to integrate external and internal processes and to lower transaction costs, thus expanding distribution channels and dramatically improving customer service and retention.

Fascinate Perfume Company wants to open market and position ourselves advantageously in this market which continuously growing. So, we have created the e-commerce website which is “Fascinate Perfume” Website to enable customer to shop 24 hours a day, 7 days a week, provide customers with more choice, and customer can seek relevant information about their product and compare prices within minutes. Fascinate Perfume Website helps the company to open market and reach new customers worldwide. Moreover, the website helps to promote image and reputation of the company.

The business analysis offers Marketing Strategies, product, price, place, promotion or 4Ps, SWOT Analysis (Strength, Weakness, Opportunity, Threat) and Break-Even analysis to find out the pay back period or return of investment (ROI).