

## **ABSTRACT**

Nowadays, the Internet becomes more and more popular both in business field and individual field. It can broaden business opportunities due to freely exchanging information. By taking the advantage of Internet, companies can create and manage their own website and the online shop.

CNfamousliquor.com is developed by our company to sell goods and give relative information via the Internet. The objective is to promote and introduce our products to the domestic and international market further generate better revenue by increasing the sales volume.

This report reviewed the Internet, what benefit will be brought out by Internet benefits. This report will introduce the Business-to-Business and Business-to-Consumer E-commerce model. Market-related issues are thoroughly analyzed and examined: SWOT analysis, target market, market segmentation, product analysis, financial analysis, and marketing strategies. The design, development and implementation of front end of web prototype, which consists of registration, login, ordering, products introduction and reference pictures, order tracking and e-mail contact functions, are also mentioned and demonstrated in the report.