ABSTRACT

Cre-ate.com is a company in the home decorating industry which has the objective to build a creative product online where the customers can look for special ideas to decorate any corner of their house to express their style of living.

This project report is designed with the purpose of applying the knowledge of e-commerce and the level of e-business commitment to develop the web site in order to extend the marketing channel and create brand awareness in international markets.

The report is divided into two main parts. First part focuses on the background of the company and the major factor analysis that includes industrial analysis, marketing analysis and financial analysis and forecasting. The second part focuses on the process of designing and developing the interface of the website, the database design and security systems to protect the data exchange via our site.

Furthermore, this website project has been developed not only provides helpful information but also has marketing strategies and a computerized system which can be used to achieve the website's goals and targets.