

ABSTRACT

This project is intended to design and implement a web for www.mijewels.com, an online jewelry store..

The report will firstly cover the introduction of e-commerce and jewelry industry and then the report will analyze the current situation of jewelry market and export market in Thailand. The report will also analyze the competitors and the market for Mijewels. Marketing Strategy will also be given along with the report. The web site design and the implementation for mijewels.com will also be covered. According to the cost benefits analysis calculation, it shows that the companies have approximately payback period of 2 years and 2 month.

This is a very helpful project for business that is planning to go online. It shows the necessary knowledge on doing business online. The writer of the report hopes that you will gain some knowledge how to do business online as e-commerce based after reading the report.