

ABSTRACT

The StyleforFashion.com is a new business in the E-Commerce industry which has launched an online business through the internet. The company provides fashion products to customers. The products include fashion for men, women, babies and kids, jewelry, decor at home, and accessories. Moreover the customers can create their own style by using the products. The company is planning to expand the business in the year 2006; the major mission is to expand market segmentation abroad and to increase sales volume.

The customers can shop online 24 hours a day and 7 days a week, this is an easy way to create orders and communication channel where customers can communicate to the company, and update the products and announce news to the customers in real times. The project includes to implement and develop a StyleforFashion.com website through online channel and includes all fashion products what can be sold and promoted online which will help to launch an online business and cover E-Commerce strategies, marketing strategies, SWOT analysis, competitor analysis, customer behavior, profit analysis, budget forecast concept of well organized, website design and maintenance and database structure, provide payment methods by using online payment as credit card transfer, through Pay Pal and offline money transfer. The company also demonstrate the E-Commerce website online named www.styleforfashion.com.

The StyleforFashion.com also co-operates with wholesalers in the offline market to provide varies products to the customer. The website can complete with competitors and explore the opportunities to launch business online through the Internet which will grow in volume sales as customers know and shop for products with StyleforFashion.com.