

## ABSTRACT

This report introduces the history of scuba diving and the scuba diving business. Then, competitor analysis and SWOT analysis was done to identify strengths and weakness of the competitors and of the company. The results have also been used to set up the business plan, product strategies, market & sale strategies and how to achieve the company's mission and goals. The cost-benefit analysis was done to support the feasibility of the project. After the concept of marketing and website has been applied, then the web site has been developed. This report is included Scuba-Y website images and guide to navigate and how to use this website. Then, database development step was developed by using ASP as server side script to connect with database. This report also explains how Scuba-Y database can be driven by using IIS, MySQL and ASP as database driven tools. Finally, there are conclusion and recommendation of this project.