

## ABSTRACT

This project presents the way to use electronic commerce technology as a tool for conducting business. The company's web site was generated to deal with this task by providing one stop woven label purchasing service to customer. The project identified the necessary instruments for building web site and covered an analysis of marketing plan and the system before and after electronic commerce had been used.

The marketing management part includes SWOT analysis, marketing mix strategies, situation and cost analysis that compares the different and improvement of online business with the physical business in order to know the benefit, cost and the way to promote web site.

The web site implementation defines the process of web site development that describes software, hardware, security and programs requirement for building the web site named "alllabel.com" which came out with a lot of services that enable customer to get information of company's profile, product and service, Moreover the label designing, quotation, product sample request and payment can be instantly done in one visit in order to improve customer service, reduce transportation cost and save procurement time.