

ABSTRACT

The Internet not only represents the modern lifestyles of people around the world but also is the eminent and imperative part of doing business today. The E-commerce allows people to transcend the barriers of time and distance and to gain the enormous advantages of global markets and various business opportunities simultaneously, so every party pays more attention to expanding his business via the Online Website.

This project is developed to study and describe the involvement in several issues concerning how to efficiently create and manage an online furniture trading website named 'www.SKM.com'. The scope of this project covers business background, business analysis, SWOT analysis, marketing plans, target market analysis, marketing mixes, and competitive advantages.

The following section explains about a proposed online system beginning with system specification, Web design, security control, benefit analysis, future plans, financial analysis, and project implementation. Conclusions and recommendations are also supplemented in the final section of this project.

SKM.com expects to have the payback period of 1.5 year. The online operations can provide better services to customers and retain the accurate records and databases. This advance leads to higher level of the customer satisfaction and loyalty. The company also finds success in creating the new marketing opportunities. The prospective customers from all areas, both domestically and internationally, are increasing in large numbers to buy furniture via a website. The customer base increases 10% each month and the overall operation costs also decrease by 10% each month.

In short, the perfect combination of the Internet technology and the effective E-business strategy will bring the success to the company.