

ABSTRACT

The advantages of marketing on the internet are expanding around the world. The Internet represents a tremendous opportunity. For customers, it gives a much wider choice of products, services and prices from different suppliers and the means to select and purchase items more readily. For organizations marketing these products and services it gives the opportunity to expand into new markets, offer new services and compete on a more equal footing with larger businesses. For those working within these organizations it gives the opportunity to develop new skills and to use the internet to improve the competitiveness of a company

Recently, the widespread adoption of intranets, extranets and the acceptances of The internet as a business platform have created a foundation for business electronic commerce that offers the potential for organizations to streamline complex processes, lower costs and improve productivity

Toonworm website uses the technique of e-commerce and creates new dynamics that is able to directly respond with customers as real time and has provided catalogue services by grouping products from the publishers. The purpose of this project is for expanding its market and increase total sales by using technology of programming and the benefits of the internet including electronic commerce strategy.