

## ABSTRACT

CK Office Co., Ltd. is the retailer of office supplies and equipments. The company sells office supplies and equipment products to both business organizations and individual customers. This project is concerned with setting up an electronic office supplies and equipment store to be a complement channel of the existing physical store.

The current distribution of the company is selling its products through physical store, salesperson and direct mail. The purchasing order of the company is based on a manual and a partly computerized system.

The online shop system is developed to support the company's physical store. The main purpose of opening an online store is to increase the distribution channel, facilitate customers, and use as a new marketing tool. This report includes study of Internet statistic, competitor analysis, SWOT analysis, Customer Delivery Value (CDV) analysis, target market, marketing strategies (4Ps), database design, web interface design and implementation. Financial analysis including calculation of estimate revenue and development cost. Web functional include registration, shopping cart, search engine, history record of ordering, and payment system.