

## ABSTRACT

In the second millennium, Internet technology plays an important role to change the daily life, work, shop, gather information, and so on. The Internet technology offers a golden opportunity for E-Commerce that can improve marketing and promotion, customer service, and sales. Furthermore, new business opportunities can be found through E-Commerce. Kennel business is one of many businesses who can take this opportunity, so E-Kennel brought forth. The concepts and details of the project are divided into six chapters in this report as below.

Chapter one, the report begins with the fundamental knowledge of benefits and limitations of E-Commerce. The current situation of existing off-line kennel business that E-Commerce has potential to apply to be online kennel.

Chapter two explains about the initiative to expand existing off-line kennel business to be E-Kennel. There are taking this online kennel to be first and difference to win in this field of business, and choosing a suitable business model. At the end of this chapter, the goals of success setting are described.

Chapter three, the marketing strategic planning is mentioned. The content includes the business missions, strengths and weaknesses analysis, opportunities that the business will take. Then customers identifying, market segments and target markets, and competitors identifying, will be described. Final of this chapter talks about selling strategies, 4Ps and also online marketing.

Chapter four talks about financial planning, starts with the expanded cost is defined. Then cost analysis will show the details of sources of cost, revenue predication tells the estimated income, both cost and revenue are 3 years forecast. That finally the payback period will be calculated.

Chapter five, the “www.YourPetWeb.com” website which is online branding is an important point that talks about domain name, look and feel, and quality experience. All details about site structure and design, and then technical implement, hosting, electronic payment and security system will be explained.

Chapter six, the final part of content of the report is divided into two parts. It begins with conclusions of the project, and the other part is recommendations that are many more opportunities the business should take to grow in the world market.

