

ABSTRACT

This project is concerned with setting up electronic Chinese herb store to be a complement channel of traditional Chinese herb store. Web site is built to handles the online ordering system by allowing customers to place orders, track their orders and view the statistic information of sales. The report studies the evolution and effect of Internet on business-to-business distribution. The possibilities and benefits of electronic Chinese herb store are analyzed. Marketing plan, such as SWOT analysis, target market and marketing mixes (4Ps), with appropriate strategy is recommended to attract the customers from traditional channel to online channel and achieve marketing objective. The design, development and implementation of front end of web prototype, which consists of registration, login, ordering, product and price checking, history viewing, order tracking and e-mail contact functions, is also mentioned and demonstrated in the report.

