

ABSTRACT

This project examines the development and implementation of an E-commerce site, www.risksconsultant.co.th, the Risks Management Consultant online.

In doing the project, the Insurance business field is being studied, experimented and information has been gathered to be used as the basis for conducting several analyse. Some important information analysis including situational analysis, 5 Forces and SWOT analysis has been conducted carefully. Marketing plans are developed based on those factors.

This project is a good example for anyone who would like to be online, especially for the insurance business online.

