

ABSTRACT

This report will focus on establishing and operating the online shop at www.charmingmall.com since it started in January 2000, based on agent perspective, not the airlines. It includes the implementation of business plan, how the shop works, the overall processes starting from customers placing the order to the delivery, the constraints or difficulties that has occurred, competitive analysis, pros and cons, statistics from actual operation, the secret of success, and how to achieve the target sales of one million Baht. The findings are mainly concluded from the author's experience with the shop.

