

ABSTRACT

The project is Virtual optic shop which particularly sells optical product and provide the optical service through the internet with a customization based concept. The website is equipped with E-Commerce implementation in order to offer products to our customer.

The project report includes database programming and web design of pandpoptic.com as well as the defined Marketing Analysis, Marketing research , SWOT Analysis , Financial Analysis in order to accomplish the objective.

The function of database is developed by the used of Microsoft Access and ASP scripting tool , while the web design is relied on HTML, and some animation on the website is developed by using Macromedia Flash Mx.

