

## ABSTRACT

The report begins with the first path of introduction to Internet and E-Commerce, its benefits, reasons why web site was created, scope of the project, objective and project plan. The second path, it moves to the background of company and service proved of company. It is the existing situation analysis of company. The third path will move to the strategic plans in marketing such as mission, goals, marketing strategies that are important for completing the project. This path is showing detail of marketing strategies, product overview and analysis that this project used. The positioning of this web sit is “ the largest providers of handicraft products”. The forth path is the proposed system that [siamhousehold.co.th](http://siamhousehold.co.th) used. In this path provides details of system design, specification, payment system, delivery system, security system and also financial analysis. The payment system of this project still using offline payment because of some factors of security. Next path is proposed web site development planning, designing and content of the web. Finally, it will show conclusion of the project and recommendations.

[Siamhousehold.co.th](http://Siamhousehold.co.th) was created by this project to fulfil the requirement and solve the problem of lack of communication. Lots of strategies from marketing, business, and design were used into the web site. Although this web site is just the information provider web site, no have online payment. But it will answer for the needs of this company. Creating online shop is not easy but the more difficult part is how to analyze and plan to manage it effectively. This web site will be created and developed as usual to maintain the customers, and find the new customers for expanding the sales volume of the company. Everything from the experience, knowledge from marketing team and management merge to be ‘[siamhousehold.co.th](http://siamhousehold.co.th)’.