

ABSTRACT

In the second millennium, Internet technology plays an important role to change the way we live, work, shop, gather information, and so on. The Internet technology offers a golden opportunity for EC. EC can improve marketing and promotion, customer service, and sales. Furthermore, new business opportunities can be found through EC.

We offer online candles as the channel to introduce and promote our product to markets. The product will be sold online while additional services will be provided to make customers high satisfaction. Customer is the key success factor we must pay attention. In addition, the strong marketing strategy is the most important thing to make business successful.

The report begins with introduction to EC, its benefits, and reasons why we provide product online. Then it moves to the existing situation analysis of industry and competition. After that it will move to the proposed web site and its competitive advantage. Finally, it will show the web plan. The targeted markets are both B2B and B2C. They are restaurants, hotels, distributors, and final consumers.

The web site's domain name is www.Candlesonline.com which is easy to recognize what we are offering. Also, it shows that we sell candles product thus it helps us to promote easily. The main profit is selling product online whereas additional services are provided to satisfy customer.

We emphasize on quality of the product and the effective web site with easy and convenient to use for customer. The payback period is approximately 1 year and 1 month. Our site is positioning as "The most preferred choice online candles where you can satisfy with superior quality".