ABSTRACT

This project, Sukhumvit Asset Management (SAM) Information Website, is provided for SAM in order to be the reference for distributing the necessary information to the target groups.

In this paper we have identified the marketing situation and target market of SAM’s homepage, furthermore a SWOT Analysis has been made in order to know the pros and cons, both internal and external, of SAM. The feasibility has been studied through financial analysis and forecasting in order to present the return on investment of this project. The appropriate layout design and web site’s content has also been described.

Active Server Page technology, which is the most popular hyper terminal markup language (HTML), has been used to implement this project. In companion with the best graphic application, ADOBE Photoshop, and Macromedia Dreamweaver and Flash, have been put together to make SAM’s homepage more attractive. With the user friendly features in asset search function we believe that our site’s visitors would be more interested in our assets for sale.

We believe that this project will create benefits for its business effectively.