

ABSTRACT

Since the past 5 years, automobile hire-purchase financing market in Thailand has grown substantially even during the country's economic downturn. Nava Leasing Public Company Limited is one of the survival businesses in this business due to its conservative business policy. As the Internet and E-Commerce has become trendy, it launched a web site so that people could get to know the company and increase corporate image. However, the web site is out of maintenance, obsolete, inactive, and lack of marketing strategies. Therefore, it is time to reengineer the web site in order to realize advantages of the Internet Technology and better serve customers.

This project proposes the alternative marketing channel and strategies for automobile hire-purchase financing service provider by applying Internet and E-Commerce Technology. The project develops a prototype of E-Commerce web site by analyzing and redesigning an existing non-active web site of the prototype company, Nava Leasing Public Company Limited.

This project presents the introduction, background of the company, and the current situation analysis of automobile hire-purchase industry and the company's existing web site. SWOT analysis and web site analysis in terms of current problems and competition are also included. The analyzed information is used to develop the most effective marketing plan in the part of online marketing strategies in order to suit the target market of the web site. Financial Analysis is also mentioned to see how feasible this project will be. The project covers the strategies of web designing and publishing based on the online marketing strategies conducted in order to launch the redesigned web site. The final web site is presented along with conclusions and recommendations at the end.