ABSTRACT

The objective of this project is to create and develop website "gorgeous.com" to improve efficiency for the existing system in the matter of increasing the sale volume. This website is also a new channel to contact customers, which is easier and faster than the conventional storefront.

The "Gorgeous" shop is the ultimate destination for what's hip, hot, and hard to find. From the latest fashions for women and men to gifts and to the world's best beauty lines, our shop is the premier offline store for stylish living.

With online exclusives with the latest fashionable clothing that designed by our team designers along with our accessories such as handbags, shoes, jewelry, watches, belts, sunglasses and more. We solely dedicated on bringing you the highest quality fashionable products for men/women and specialty gifts for all occasions at affordable prices.

"www.gorgeous.com" is conducted in order to be a communication channel for the target group. It will be a source of fashion for men/women, the new accessories collections of the excusive brands are provided and also with our latest collection are provided and ready to be ordered via this website.

Therefore, gorgeous.com is helpful to increase efficiency in doing business of Gorgeous shop by enhancing capability to reach customers which leads to an increase of sale volume.

In the first part of this project, I have gathered information and analysis, and then set up our business plan, product strategies, marketing and sales strategies, and also do analysis which consist of SWOT analysis, competitor analysis, costs and benefits analysis, and so on. These are mentioned to point out how to manage to achieve the

mission and goals. Finally, I have created, designed and developed a web site with an executive business name "www.gorgeous.com", which has been completely discussed in detail in this report.

Creating online shop is not easy but the more difficult part is how to analyze and plan to manage it effectively. Working hard and paying more attention will help my store to succeed. We will put more and more product to our Web in the near future.