ABSTRACT

The project is to create a web and develop online services to expand the company’s traditional physical business of a real estate company.

In this web most pages are ASP, which connect to Access Database. All the data and record of this company can be stored in this database, and it will be easy to manage, and easy for customers to get the specific information they are interested in. Each branch can log on to this web, add and modify their data. It reduces the time and communication cost to share the data. Online services can be personalized to satisfy customer and increase work efficiency of the company.

The web strengthens the company a lot, by enabling it to share information with other branches thereby increasing the efficiency of work. It also creates much more opportunities for the company because it can provide online services any time at anyplace, and internet can help the company to get more customers. But at the same time, weakness and threats also follow. Such as the company has less experience in online business, and customers do not trust online shops.

The company must do some initial investment in the first year for building the web. In the second year, the company can get profit from the web and get all the investment back. When the web continues, in later years, the company can get more profit.