

ABSTRACT

The purpose of the project is to analyze business online with marketing analysis, competitor analysis and SWOT analysis including Five force analysis in order to find the best way to manage our online shop based on the market situation and Internet environment. And generate the better business advantages

The project includes business plan and marketing mix in order to achieve the mission and goals to deliver value and maximize customer satisfaction. The web site provides service and useful information in order to get benefits from electronic commerce. The web site will target the group of customers into two groups and match theirs need with our online service.

Finally, the website will be created by using web prototype design. It contains site map and layout to show web structure. In addition, this website has designed logical database and data flow diagram to understand the overall system.

