

## ABSTRACT

This project report is about creating an online medical clinic web site called clinic-at-home.com. This report shows how the web site was planned and designed including market research, business strategy, financial analysis, and web design and development.

The market research shows market segmentation, target markets and also market positioning. Business situation analysis such as SWOT Analysis, the financial and competitors analysis is needed in running an online medical clinic. Moreover, as Clinic-At Home is a web site which supports or promotes a traditional clinic, the contents of Web Development and design tools are also included in this project.

The last part of this project report is the conclusions, recommendations and the future plan. Overall strategies will focus on how to make this web site successful, the necessity of creating familiarity or trust in our web site and the need to consistently measure customer satisfaction. We also generated future plans to further develop the system to meet our customers' needs.