

ABSTRACT

The report includes the basic knowledge of Internet & Electronic Commerce as well as the offline and online Fastener Trading Trends. The background information of the prototype company is introduced. Extensive analyses was conducted comprise of, analysis and evaluation of the Fastener Industry, Competitor Analysis, Marketing Analysis, Five Forces Analysis, SWOT Analysis, and Total Customer Value Analysis. The results of the analyses was used to determine the Marketing Mix Strategies of Product, Price Place and Promotion Strategies, as well as Market Segmentation, Target Market, and Market Positioning. The Website was designed and developed according to the analyses findings and the online marketing strategies. The Web development plan consists of 5 phases; Research, Site Content, Site Structure, Visual Design, Production & Operation.

