

ABSTRACT

This project examines the development and implementation of an E-Commerce website, cynthiastyles.com, an online silver jewelry store.

Internet is widely used by people all over the world. People are using Internet to enhance their daily life cycle as well. As a result online stores, which sells products online, are emerging rapidly. This serves as an advantage for jewelry businesses seeking suppliers overseas, where all they have to do is visit the supplier's website and find the information and products that they are interested.

The report will first analyze the e-commerce trend at present, and secondly analyze the jewelry industry and the online store competitors in Thailand. Next it will discuss about the proposed website and its competitive advantage. Finally, the web design, back office system and financial results for implementing the website will be explained.

This project is a good example for businesses that would like to go online. It will guide the person as to the necessary features of the online store and the steps involved to begin. The writer of this report hopes that you will find this report helpful. Inquiries and questions can be sent to veena_il@hotmail.com.