

## ABSTRACT

This report contains a proposal for Online Tour Service Shop and the purpose of providing Tour, Accommodation, Air-Ticket information for customers to make purchasing decision and increase distribution channel from the traditional way.

The report includes the analyses of the situation , competitor and SWOT to focus on target group correctly in order to create marketing strategies. In addition, it includes part of financial analysis which covers cost, benefit, break even analysis, and graph presentation to indicate the business growth.

Besides, the creation and the design of the web prototype which contains the site map and the layout to show the site structure and the database are also mentioned in this report.

