

ABSTRACT

At present, there are high competitions among companies doing the same business, including in the construction field. The more competitors, the more company needs to manage the routine jobs rapidly.

The information system is one way to help company reduce time and cost of operation because the system can assist general workers in collecting many data quickly and help management officers analyze the data before making the right decision to achieve the company's goals.

This project, Baan-Ua-Arthorn.com has been designed to help Italian-Thai Development (Public) Co., Ltd has more convenience in job operation.

Project covers 4 parts that is very important for creating Baan-Ua-Arthorn.com as follows:

First is business concept. Project refers to company background; the way company can generate revenues from website, project cost, project benefit and break event point analysis.

Second part, project's contents cover marketing and strategy plans in promoting website, SWOT analysis and marketing strategies such as 4P strategies. (Product, Price, Place and Promotion)

In the third part, this project mentions the functional requirement for information system like database system and security system.

In the fourth part, project presents website prototype design and development such as site map, website content; identify content, logo, page mock up, layout grid and all prototypes of web pages together with reasons in designing logo and web page.