

## ABSTRACT

This project is concerned with a prototype [www.healthywellknown.com](http://www.healthywellknown.com), dedicated to providing its customers with quality natural health care products at reasonable prices. With over half the world's population regularly taking health supplements and complementary medicines, the increased interest in natural products to support health and well-being is obvious. This interest parallels worldwide attitudes and has generated a large number of new scientific endeavors to define the benefits of health supplements.

At Healthywellknown, the selection of products at our range is based upon considerable and ongoing review of evidence reported in the both the scientific and traditional literature. As a direct mail company, Healthywellknow removes the margin added by retailers and avoids high sales force costs enabling us to keep business costs low and pass the savings onto customers. What Healthywellknow won't do is compromises on the quality of our products. The result is a dependable, quality service that not only looks after your health but also matches your need for fast service and fair prices

The marketing positioning of the web is to provide nutritional and herbal supplements for worldwide visitors. To process E-Commerce, real time payment transaction is the most important factor to be considered. Healthywellknow would apply shopping cart and payment gateway from electronic storefront from a reliable agency. With quality natural health care products at reasonable prices and benefit of E-Commerce, Healthywellknow will be able to be an acceptable and marketable food supplements online in the international market.