

## ABSTRACT

A Web site is developed offering sales information service providing disclaimers the business data as similar to the way they will find in the physical shop such as company establishment, product and service offered, and online order placement. The approach is a way to create competitiveness over competitors taking the opportunity of electronic commerce through the technology of Internet.

This project intends to present a prototype of cyber shop named greengarden.com. The sales information system is created as value added service to communicate with customers, suppliers and business partners. In production, new tips in hydroponic growing are always updated allowing Green Garden to enlarge the distribution channel. In sales and marketing, staffs have more time to sell products and to find new customers. In advertising, the brand awareness is created to larger prospects allowing the firm to create high brand awareness in public. The result enables the firm to retain the existing market share and to gain the estimated portion of market share in the market of non-toxic vegetables.

In addition, the database collected from the site is held to develop one to one relationship with clients and suppliers. The security and control are provided using SSL to secure the transaction promoting the reliable environment. These create a corporate image and brand loyalty to Green Garden in long run.

Even through there are many advantages analyzed from the proposed system, the firm needs to consider the real business environment before implementing the system.