

ABSTRACT

The candy catalog online report is divided into two main parts. First part focuses on the factors analysis and the second part focuses on the development of web site prototype.

The report starts with the scope and the objective of the project. It describes about why the e-commerce is important for the candy manufacturing business. It also explains the objectives and goals from project development.

The knowledge of e-commerce and the level of e-business commitment are applied to develop the online catalog web site. In the part of the existing system analysis, background of the company and its business process information tell the reason why online catalog is needed for the company. The current situation concerns the external and internal factors of the company. This crucial analysis can make sure that the company has enough capacity to expand the market after launching the web site. This part also indicates the current problems that need the online service to improve the business process.

The marketing analysis provides the important role for the project because it shows the SWOT analysis of the existing situation, the market segmentation, the company's target, the market positioning, and the marketing mix (4 P's). Moreover, the financial analysis shows the revenues that are forecasted from the average sales in the last 3 years compared to the expenses of doing the web site. The result of the cost/benefit analysis is used to calculate the pay back period of the web site.

In the background of the web site chapter, the purpose of doing online catalog is defined. The scope of the web site describes the activities and service function that will be provided on the web site. This part also tells the reason for not selling by online

process and the goals of the web site. In addition, it indicates the web promotion strategies that are used to make known to the users around the world.

In the web design and development part, it emphasizes on the process of designing and creating web site. The web design concept and criteria focus on the good looking of the web interface design. Besides the interface design, the database design is created to collect the customer information and use in the back-office to manage the company's information system. In addition, the security systems are designed to protect the data from the unauthorized disclosure.

In the last chapter, the conclusion tells the result after doing the project and the web site. The recommendation will be the guideline that should be provided in the future plan.

