

ABSTRACT

In this report, Health products online was developed marketing plan with a prototype website name www.beautywithhealth.com. The report covered all topics related to conducting, marketing strategies in order to compete with competitors. The objective of the project are to provide the information about nutrition products of Herbalife, Website community including webboard, chatroom, products to customer and promoting Herbalife's products.

In addition, the content also includes introduction about history of Herbalife Inc. In part of analysis, health products online also provide market analysis summary, target market, marketing need, market grow and others.

The following is the development process that contains overview process, hardware and software specification, webdesign and website development which are important for future practice. In the part of planing and strategy, which contain topics of strategy and implementation summary, competitive edge, website marketing strategy, marketing mix, online sales strategy and others that reader will know about how to win over competitor. The financial analysis part are breake-even analysis, expense and contributions, which provides information about cost vs revenue.

The last part includes Organization implication, risk and assumption and contingency plan which provides information about management in organization and risk and problem in the future.