

ABSTRACT

AED Company Limited is a travel agency based in Thailand with 25 years of experience in in-country and out-bound travel service. **AED.COM** is the Web site for providing the full ranges of service of travel agency from searching information, booking to payment system. This project is to develop the effective marketing plan and to study the feasibility of travel agency online in order to sustain in this travel business market.

The traditional **AED** Company Limited is located on the ITF building on Silom Road. Clients who want to contact to buy tour packages need to come to the company and make transactions face-to-face. Though the information search process can be asked via telephone line, the payment must be made at company, anyway. This has placed many obstacles for the clients who have no time, as well as to confront the traffic. There is a big traffic problem on Silom Road in rush hours or working hours, so this may discourage the clients, as a result, sales may be reduced. Moreover, the paper based system delays the procedure and costs a lot.

The company will catch up with the new information technology environment by setting up the **AED.COM** in order that the company can do the market expansion as well as to facilitate the clients in making the sales transaction. It is easy to use, the clients have no need to go anywhere, thus, it is convenient and comfortable. The Web site can reduce cost of paper and solve the problem of manual system. The effective marketing plan is also developed to be used for company advancement and to accomplish the goals and objectives. The **AED.COM** can serve more clients 24 hours everyday and also can keep more clients database for further use in the future.