

## ABSTRACT

So Chic Women's Fashion Accessories Online Shop is the online shop in Thailand that provides women's fashion handcrafted accessories using e-commerce in the operations that radically improve businesses. The company's products relate to fashionable and trendy styles such as necklaces, bracelets, earrings, and handbags. All pieces have their own unique design sensibility and are often one-of-a kind. The report's objectives are to create and develop a prototype website.

The company follows the design plan to design this web site to reach the customers. The website has been created by using Macromedia Dreamweaver and Adobe Photoshop CS2 mainly. The project content includes market positioning, SWOT analysis, competitor analysis, financial analysis, website implementation and so on to find the best way to manage the online shop. In addition, the perfect combination of the Internet technology and the effective E-Commerce business strategy are to bring success to the company and enable the company to survive in the real world situation.

Cost-benefit analysis is also included in this report. The analysis is shown in both tables and graph format for better understanding. So Chic Women's Fashion Accessories Online Shop will reach the break-even point in 2 years and 5 months. It means that this website can generate profit after 2.5 years.