

ABSTRACT

Trendy Sport Co., Ltd. Manufactures and sell women casual sportswear to many customers in Thailand and worldwide. The purposes of the project are create new market channel in cyber net, improve customer services to maximize profits

To conduct a complete advantage, SWOT analysis, and a detailed competitors analysis both direct and indirect. Also design strategies to meet competition and provide the marketing plan by selling target market, market position and promotional mix to sell physical goods online as and additional sale channels and delivery of goods takes place and using credit card online and on line payment system in Thailand.

From the project result, it could be concluded that sportswear market can be growth in electronic commerce with the benefit of e-commerce and increasing the efficiency of operation system. There is a great opportunity for sportswear market as the government is trying to promote Bangkok to be a fashion center of the world and in term of finance, the rate of return for this project is quite high. Overall the project is favorable and attractive for making investment with 3 years and 5 months for payback period.

