ABSTRACT

By the year 2002, it is expected that there will be 112 million host computers connected to the Internet, implying a user base of more than 300 million. Such a large and fast growing marketplace is too significant for any business to ignore.

Our company, Handicraft Products Company, would like to have our own web site to sell goods on the Internet. The main products are stainless steel cutlery such as table knife, dessert knife, fish knife, steak knife, table spoon, dessert spoon, tea spoon, coffee spoon, table fork, dessert fork, etc. The purposes are to promote and introduce our products to the international market, to generate revenue from selling goods, to enable consumers to visit the site 24 hours a day, to reduce costs i.e. lower costs in printing, postage, order taking, market research, to open new markets and be able to reach new customers, to be able to offer more products to the customer than they could ever fit in an ordinary catalog or in a traditional store. Our target groups are America and Europe markets, especially for big restaurant and luxury hotels and including the wholesalers. Of course, they must be able to get the information from Internet & E-commerce. Before creating an online store, we set up our business plan, product strategies, market & sale strategies and how to achieve our mission and goals, how to manage marketing mix and customer delivered value. We also do the analysis about SWOT analysis, competitor analysis, and cost and benefit analysis and so on to find the best way to manage our online shop. At last, we can design and create our web site.

Creating online shop is not easy but the more difficult part is how to analyze and plan to manage it effectively. Working hard and paying more attention will help my store to succeed. We will put more and more products to our Web in the near future, and I would like to present my cyber shop’s name ‘ThaiCutlery.com’.