

## ABSTRACT

By the year 2003, the estimated number of the host computers is expected to be more than 120 million connected to the Internet. It implies that the number of the user worldwide would be more than 300 million. With the numerous increased and fast growing and demands, almost all businesses are now paying more attention to future business with E-commerce.

About the company policy on the E-business, it is necessary to focus on the potential market. Thai bedding online store, would have to launch its own E-commerce web site in order to generate more sales and be a new distribution channel on the Internet. The main products will be printed bedding products. The company's objectives are promoting and introducing products to the international market, generating more income from selling goods, enhancing sales 24 hours a day, reducing fixed and variable costs, opening new markets to reach new customers, offer more products to the customers than they could ever find in an ordinary catalog or in a traditional store. Before creating an online store, the company sets up its business plan, product strategies, marketing, & sale strategies, and how to achieve mission and goals, how to manage marketing mix and customer delivered value. SWOT analysis as well as financial analysis is done to find the best way to manage the online shop. At last, the company can design and create its web site.

Creating an online shop is not an easy task, the more difficulty the company is facing with, the more effort it has to make in analyzing, planning and managing the tasks effectively. Working hard and concentrating more on its strategies will help the company to be successful. The company will put more and more products to its Web in the near future, and the cyber shop named "Thai online bedding store" is presented.