

ABSTRACT

This project is the prototype of online business to study the potential of doing business online in order to increase the business opportunity in the future. Positioning a selective business character to pull alongside with the new business operation functions will not only offer the online service but also existing physical business to be the most divisible as possible. Other than analyzing the nature of the selected industry business, Business Advantage, Competitive Analysis, SWOT Analysis, Five Force Analysis, Customer Analysis, Financial Analysis, Break Even Analysis to Cost and Benefit and Buying Behavior are to be included in order to accomplish the objective. Setting a marketing strategy (4P's) in relevance with the business nature and website strategies for encouraging the usage of the website.

The Project Report includes database programming and web design named "Sport Revolution Online", a selling sport shoes and sports accessories shop. Nevertheless, the function of the database will be complied with the use of Microsoft Access and ASP scripting tool, while web design is relied on HTML, and Java technology developed by Edit Plus. A successful implementation will be accomplished according to all strategies – both marketing and web creating method defined in the project.