ABSTRACT

"TS Shop" is a store which sells all kinds of t-shirt. It has been operating in Bangkok for 3 years. It is highly specialized in all kinds of t-shirt. The owner of TS Shop has been in the clothing business for the past 10 years and has much experience in this industry. The owner took a fashion design course in France and graduated from the France Designing and Styling International University.

The current business channel of TS Shop is conducted by using the traditional way of doing business. In other words, selling business is done mainly through their stores. Most of the sales are done in the store front. To be able to adapt to the Internet world, the owner has decided to go online.

Having a website will enable customers to contact us easily and would also create a trust base from the customers' point of view. TS Shop website will serve as a communication channel with the customers. The website will also encourage the offline sales as well as the online sales by providing various selling activities.

The website is designed to be easily navigated. All the products are categorized into its respective design and style. This would enable the customers to easily find the product they are looking for.

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