

## ABSTRACT

The Internet is one of the most effective tools in helping companies to expand potential in terms of customers, suppliers and distributors around the world. The Internet also assists businesses to further their business opportunities.

This project is to develop a web design page of a web-based marketing system for a pharmaceutical company. The objective of this project is to establish new method for storing, retrieving, visualizing and transferring complex medical knowledge. The web page is accessible via the Internet and is available at any time and place.

This project will particularly focus on identifying the key issues in designing, programming, and implementing software agents for the World Wide Web.

The HTML user interface offers read access for all users and writes access for authors with suitable privilege. Furthermore, the use of various multimedia data offers completely new possibilities to present highly sophisticated knowledge. The web page will be available and can be reached at <http://www.thanasan.com>.

This project creates and downloads a Web Site to the World Wide Web. The result is guide small businesses can use for marketing on-line. The most important theory of promotion using Internet is to provide a way to find products and services easily and efficiently with minimal cost and resources. One advantage of a WWW page is the stimulating combination of text, graphics such as photographs, images, video and sound.