

## ABSTRACT

A Web site is developed to offer products and sales information service providing disclaimers, business data which is similar to physical shops provide such as company milestones, product, price, information, services and online order placement. The approach is a way to create competitiveness over the competitors taking the opportunity of electronic commerce through technology of the Internet. This project intends to present a cyber shop named <http://www.blossomplant.com> . The products and sales information system is created as value and services added to communicate with the customers, suppliers and business partners.

Our Website has been constructed by using sales information system that provides information relevant to the business such as the members of our organization and business partners to establish information system, transaction and products and services.

According to the marketing strategy, at the beginning stage, we focus on establishing brand awareness among our customers. We expect to gain a certain level of popularity among our target consumers who regularly use the Internet and are also interested in garden space décor. In the first year, the income may not be as high as we expect but when this site reaches the mature level, the income is expected to come from our sales margin of our products. At this point, we expect the sales of 420,000 Baht per month, and within a period of 8 months this site would be profitable.