

## ABSTRACT

As used universally in the world, Internet becomes an application of many firm's strategies to reduce cost, transactions, time to process, and so on.

In traditional business, if people want to print photos, they must go to the photo service shop and wait for the printing process and then get the photos, or come again to get them later. That makes a lot of inconvenience for the customers.

In the online business, if the customer wants to get photos, he/she just loads pictures from the digital camera to the Web site anywhere anytime and select the customized pattern, size, quality and additional promotions, or the customer can ask for the special pattern such as creating booklet for the New Year and Christmas Day. Then, the product will be sent to the customers by mail service.

People's life styles now need to be more convenient more and more but nobody in Thailand uses the World Wide Web technology to make convenience to the customer to have the transaction only use the Internet.

Therefore, we will create a Web site for the photo service business that can run all transactions of the business to support the customers' needs. All data are kept in the database, created by using the MySQL 4.0.16 and PhpMyAdmin 2.5.4, and are accessed through the Web server, Microsoft Internet Information Service 5.1 on Microsoft Windows XP Professional. The user interfaces, in addition, are implemented on the Web browser, Microsoft Internet Explorer. This online system can reduce the costs of transactions and solve the problems that occur in the manual system. For example, the time to process and to send the order to the customers will be decreased. That can save a lot of cost of labor.