

ABSTRACT

SiamCraft For You Co., Ltd. was found in the year 2000 and its main business is to export agricultural and hand-made products. Currently there are 4 categories of products which are Artificial Flower, Cotton and Silk, Saa Paper, and Wood. And this project is to create an online E-Commerce Web Site for the company. To achieve this it needs dynamic or server-side scripting languages to build a powerful web application. Therefore this project is developed using a server-side scripting language called ASP from Microsoft Corporation.

In addition to the Web Site, we also consider on the project feasibility. We have a financial analysis section to show the initial and running cost, revenue and break even analysis which is approximately at the middle of 3rd year. Moreover in marketing section we have a market analysis, market target to analyze all possible customers which are inside and outside Thailand, and finally SWOT analysis to study about company strengths and etc.

Finally for a clearer understanding about the Web Site, inside this project we also include the web prototype, web site navigator, layout grids, and database design.