

ABSTRACT

Internet network is adapted for nowadays business, called “Click and Mortar Company”. Changing the business operation to use high technology and communication is coming to affect everything. Therefore, the traditional business needs to adapt its existing behavior and learn more in new strategic development of technology communication. This project “Online-Tireshop”, is set up to study the potential of doing business online in order to catch the higher marketing opportunities in the future. We try to set our status to be a small and medium side tires shop which offers the online service and blend online with our existing physical business to be most divisible as possible. Not only concluding the beneficial knowledge learnt for planning and defining the strategies used for doing online business, we also analyze both sides of industry and business (our existing business) advantage, competitive analysis, SWOT analysis, cost and benefit analysis and buying behavior. Finally, we apply marketing mix (4P’s) in accordance with general and website strategies for promoting our site.

In this project study, it reveals that after 1st year operation online, Tireshop will reach the break-even point. It seems to be an attractive project to invest because of the low initial investment fund but the consistent growth return. Furthermore, according to our goal and objectives, which are to create high trustworthy and awareness of wide range customers in accordance with tires community, we are confident that all will be accomplished by all strategies – both general marketing and web creating method-defined in the project.