## ABSTRACT

÷.

Due to the fast-changing world market, many companies have to find alternative methods in order to survive and gain the leading edge. The Internet has come into play in the world of digital like this and having only physical store may not be enough anymore. This project explored the additional way of doing business effectively and of course with small risks. A web site was developed, altogether with various marketing strategies, to enhance more sales for the strawberry product of the company.

