

## ABSTRACT

This project focuses on promoting the study of Buddhism and introducing a Dharma Satellite Dish which is called Dow Dharm Satellite. Dow Dharm Satellite provides only one channel, that is DMC a new channel of dhamma available 24 hours a day.

The channel will feature high quality dhamma programs via the Website such as Dharma for people, interviews with the Monks, Dreamindream vidaya kindergarten, Miracles, Life in Samsara, etc. The project contains strategies to be used in developing the Website such as SWOT Analysis which will identify DMC's strengths. This channel will provide not only news programs but also entertainment programs. For opportunity, DMC has potential growth in the market share as people now have more interest in the Dharma. In addition, DMC's programs will meet the needs of all ages and offers basic and easy to understand religious programs. Moreover, with the SWOT analysis, its weaknesses, and threat will also be identified.