

ABSTRACT

The project involves searching for information through many resources, including books, magazines, websites and journals. With the information collected, several analyses including Competitive Analysis, SWOT analysis and marketing analysis were done in order to come up with the most appropriate marketing plan. Furthermore, many web-programming tools were used to create the prototype of this online business to show how those functions can attract the audience to do transactions.

Finally the following objectives have been achieved:

- (1) Research and Analysis
- (2) Demo Website

Online bill paying would be a new alternative bill payment service in the Internet era. We offer the payment service by providing the means for customers to pay their bills over the Internet. We receive the paying bill from the client and collect the money and information then send them to the billers. All clients do not have to spend most of their valuable times any more by going out to pay such bills or do not need to visit multiple Web sites.

Our business model is different from the electronic bill model that the billers send billing summaries to a consolidator who presents the consumer a summary bill for multiple services and make the pay at the consolidator website. We found that most customers prefer to pay the bill online.

Therefore we had to find the new alternative to enhance the customers' convenience in paying bill online. We use the model in the same way as the basic shopping basket system is used. The customer can make a pay for either one bill or many bills at a time onetime. We have the additional feature that lets the customers to

store their information of the paper bills in our Bill box. When the deal date comes we will remind the customer via email. There is the hyper-link on the mail which the customer can click and go directly to make the pay at www.paybill.com immediately. It is a very convenient, user friendly and easy way to pay bills online via our website, www.paybill.com.

We offer safe and save: safe with our security system that protects customers' personal information with the public key system and customers' credit card numbers with SSL.

