

## ABSTRACT

This project examines the various approaches to motorcycle market in Thailand via the Internet such as providing contents, selling products and services, and etc.

This project intends to present a prototype of cyber shop; [www.kphonda.com](http://www.kphonda.com) is designed to be a Sales Promotion web site for Honda motorcycle consumers' market. Kphonda.com provides varieties of Honda motorcycle products and services ranging from online advertising, online catalogue, information on over various numbers of products and its accessories. In the payment system, we will use payment transactions from Bangkok Bank, Krung Thai Bank, BankThai Bank, and other payment gateways with SSL 128 bit sessions.

According to marketing strategy, at the first stage, we focus on creating Sale promotion to consumers. We expect to gain level of popularity among our target consumers who live in urban areas, aged 15 to 60 and who regularly use the Internet. Within the first one or two years, the income may not be as high as expected but after this web site reaches the mature level, the income is expected to come from our sales margin of Honda motorcycle products and accessories, events and activities, selling advertising space, sponsorships and commission from the financial programs.