

ABSTRACT

Businesses in the 21st century are expected to respond quickly to customer demands. Many companies have been able to meet consumers' demand for immediate service and fulfillment and, in doing so, have transformed industries, changing the way consumers think about purchasing products, essentially bringing the pricing process into the consumer's home. Through information technology, many companies have been able to attract consumers. The successful interaction of all business functions, kept customers returning to the companies as loyal and repeat users.

Internet marketing also allows customers to receive their orders or further information more quickly. Not surprisingly, the internet has worked wonders for customer service. Electronically fulfilling customer requests for technical support can dramatically improve customer satisfaction.

As we know about the advantages of the internet technology we desired to increase more marketing channels for the customer satisfaction by distributing the information about the company and products to global customers, both existing customers and new customers via internet technology, website and e-mail. Marketing can be done on the Internet. Indeed, the amount and percentage of goods and services sold on the Internet are increasing rapidly. In doing the project, the marketing via internet is one of the marketing strategies to reach the goal. The website www.hoover-th.com is developed into the method to reach the goal.

The report conducted several analyzes like, the SWOT and marketing plans included analyzing the e-commerce base on the www.hoover-th.com

This project can be useful for the marketer or anyone who is interested in operating the marketing via internet as well as to improve the company (Hoover International Co., Ltd) situation.