

ABSTRACT

Netdealer is an online dealer of all Internet Service Providers which has the objective to help the customer to obtain the Internet access 24 hours conveniently. The company provides internet hours from every Internet Service Provider in order to extend marketing channels which will be used to increase income, reliability, etc. It also improves the efficiency of each Internet Service Provider, reduces price and makes buying Internet hours easier.

This project is to create a website to support continuing growth and profitability of Netdealer through effective implementation of the strategy. It includes market analysis, SWOT analysis and also break-even analysis. The online marketing and sales strategy will be based on a cost effective approach to reach additional customers over the Web to generate attention and revenue for the business.

