

ABSTRACT

The world of business is changing very fast. More competition and new technologies are emerging everyday. E-commerce is one of them. The internet is the most important aspect of our times, and it has changed the old business perspective. Companies have had a very important reason for moving towards doing business over the internet. The increased number of people on the web has given businesses a new way to reach customers, and enhance profits.

PowerRADE is the company in Thailand that seen the benefit of E-Commerce to its self and PowerRADE's customers. PowerRADE would change the manual system to electronic system which will improve the work efficiency, reduce the cost, gain more profit and increase customer satisfaction.

The object of this project is to develop the E-Commerce website which will consist of two sides, backend and storefront. The backend process will let PowerRADE staffs update the product information. And the storefront process will let PowerRADE to sell products to the customers. Although this project is mainly designed for PowerRADE, it can be applied for use by other SME businesses which are interested in operating an online business as well as to improve the company situation.