ABSTRACT

Online Tea Store project report discussed on the background , objectives and the scope of the project. It also consisted of the concept of Internet and E-commerce , on what basis online tea store was created and the benefit of e-commerce for the company and the customers. This report explained about the existing system and introduced the proposed system, followed by the marketing analysis and internet marketing strategy. The final part of this report was the website implementation.

This project was created to expand sales channel and sales volume to penetrate the international market. The existing system of the tea store was based on manual and some computerized system. Most of the data were stored on paper and some were kept in Microsoft Excel. So it was difficult to use and to calculate when the customers needed to know more varieties of teas. It required many staff members to give service to the customers with the manual system. The company inevitably faced with error problems.

The new proposed system was developed to replace the manual system and data kept in Microsoft Excel with the database in Microsoft Access. All data would be stored in Microsoft Access and used mysql to get the data. The customers and users were facilitated with the web browser,and Microsoft Internet Explorer. It could solve the problems of manual system and expanded to penetrate the international channel using online catalogue, shopping cart and online payment.