

ABSTRACT

In this fast changing world, the direction is aiming towards becoming the world of information technology with no boundary. The Internet is one of innovative evolutions helping to reduce the distance and time to bring people closer. Internet users use the Internet for searching of information, buying products and services. Internet also allows any business to gain more sales and growth opportunities. Nowadays, there are hundreds of thousands of websites around the world. In order to make business successfully good strategies to promote the web is necessary.

The project presents Barbie product detail in any kinds of categories, history of Barbie, selling products, Barbie news and also Barbie communities. The formal concept of Barbie doll used is playing by kids. They can change clothes and some accessories. They can play Barbie doll in many role-playing. But this project emphasizes on Collectible Barbie that means collect Barbie as a hobby not playing. They will be high valuable if their condition is still looking good.

Anyone think that Barbie Doll can find in the store like the department store but for collecting Valuable Barbie can't find there. Some Barbie doll that produced in the past is very rare to find in the good condition. To collect Barbie doll easily, we create the website online to sell Barbie Doll and also exchange the information. Investing in new website is high but it can have more profit after a year depend on that market situation.

To promote the website can be used in different way, for our website we use banner and search engine as our advertisement. In the future, we will expand our website to be the web portal that can offer the customers more variety of information.