

ABSTRACT

The report presents a Home Improvement Construction product online store and focuses on information of E-commerce, product information and web development. The scope of this project concerns E-Commerce history and also Home improvement construction industry. The exiting industry has been compared with the purposed system of the current industry. Web site is created to promote a new market channel to gain more potential customers. This project will provide target market, marketing strategy, SWOT analysis, market trend, and also hardware and software requirements for this project as well. The financial statement as prediction income for the next five years is also provided.

This project summarizes the benefits of the proposed system for potential income increase every year because this is a new channel to expand the core business.

