

ABSTRACT

This project is concerned with setting up online Chinese electronic appliances store to be a complement and a new choice channel for the sale of household appliances. The web site is built to handle the online ordering system by allowing customers to place orders, track their orders and view the statistical information of products. The report studies the evolution and effect of Internet on business-to-business (B2B) and business-to-consumer (B2C) distribution. The possibilities and benefits of online Chinese electronic appliances store are analyzed. Marketing plan, such as SWOT analysis, target market and marketing mixes (4Ps), with appropriate strategy is recommended to attract the customers from traditional channel to online channel and achieve marketing objective. The design, development and implementation of front end of web prototype, which consists of registration, login, ordering, products introduction and reference pictures, order tracking and e-mail contact functions, are also mentioned and demonstrated in the report.