

ABSTRACT

This project is concerned with the development of an electronic commerce model for a multi-level marketing business operation in order to take advantage of suitable internet technology. The objective of the project is to develop a web site containing a personal information tracking system for members of the company, an online catalogue and a back office system for updating all the information in the web site.

In order to serve the demand from members, research and development of the web site and back office operations of the system was begun by forming the appropriate concept and surveying the infrastructure of the system. Workflow diagram was created to clearly understand the processes and features in both the web site and back office operations. The software package for the merchant server was used to develop the model of back office operations to serve as guidelines for further development. The outcome of this project was a model of electronic commerce system of both web site and back office system consisting of company information, online catalogue, down line and bonus tracking systems, site manager for an online catalogue, and inventory status checking.

The benefits of the web site system from the merging of the advantages of the internet technology with the multi-level marketing business, which will be useful for future expansion. This depends on several factors such as the growth of internet users and the trusts of people with the technology. Based on the expert opinion of the company executives, it was found that the advantages of the internet electronic commerce technology would assist the operations in the company to expand the business to compete with the competitors and to expand the business to international market in the future.