

ABSTRACT

By the year 2003, it is expected that there will be 120 million host computers connected to the Internet, implying a user base of more than 300 million. Such a large and fast growing marketplace is too significant for any business to ignore.

Our company, www.thaidecor.net, would like to have our own web site to sell goods on the Internet. The main products will be Thai products, earthenware, terra cotta outdoor furniture. The purposes are to promote and introduce our products to the international market, to generate revenue from selling goods, to enable consumers to visit the site 24 hours a day, to reduce costs, to open new markets and be able to reach new customers, to be able to offer more products to the customer than they could ever fit in an ordinary catalog or in a traditional store. Before creating an online store, we set up our business plan, product strategies, market & sale strategies and how to achieve our mission and goals, how to manage marketing mix and customer delivered value. We have also done SWOT analysis as well as cost and benefit analysis to find the best way to manage our online shop. At last, we can design and create our web site.

Creating an online shop is not easy but the more difficult part is how to analyze and plan to manage it effectively. Working hard and paying more attention will help my store to succeed. We will put more and more products to our Web in the near future, and I would like to present my cyber shop name 'www.ThaiDecor.net'.