

ABSTRACT

The purpose of this project is to assess the trend of Internet Retail Market, to assess the potential of jewelry sales through this market, and to identify the best marketing channel to the company. It provides details of Business-to-Customer Internet Marketing and Thailand's jewelry industry and also defines the meaning and advantages of Internet Retail Market for supporting this business.

For this research, the researcher analyzed raw data about monthly online retail actual sales by trend and additive method to find the future of internet retail market and selling jewelry in it. Then the researcher used descriptive analysis to analyze qualitative data to find the best marketing channel for the company. The marketing goal of company must be set before and must be clear to proceed the research. The researcher find that the successful way of adopting internet as a market channel, would not be success by only the sole way. So the Web-based Marketing is being used and created to support this issue.

This project helps the author to not only get more perspective of selling jewelry in this new market, but also learn to adapt the internet advantages to support goals that company will find hard to get success by using conventional methods. This project apply computer and marketing management for new beginning companies who plan to push themselves into the international market by using internet as the tool.