

ABSTRACT

This project is up to study the potential of doing business online in order to catch the higher marketing opportunities in the future where customers can visit the site 24 hours a day. New markets can be opened and new customer reached.

The report includes analyses of both sides of industry and business advantages, do competitive analysis, SWOT analysis, and cost and benefits analysis of the project.

The report also includes details in creating and designing a web prototype, with a site map and layout to show the web structure. It also includes the designed logical database and data flow for understanding the overall system.

