

ABSTRACT

The objective of this project is to create and develop a website “winnerhobby.com” to improve the efficiency of the existing system for increasing the sales volume. This website is a new channel to contact customers, which is easier and faster than the conventional store front. ‘Winner.com’ is also set up in order to be a communication channel for the target group. It will be a source of models playing for interested people; the new collections of the leading brand names are provided and with the new coming products of the WinnerHobby shop are shown which are ready to be guided via this website.

This project will present ‘WinnerHobby’ as models including plastic models, action figures, die-cast collectables, resin, PVC and vinyl products, through online web site as “WinnerHobby.com” to give the best models to customers, and to keep records of customers’ information such as their customer name, addresses and personal information, in order to create good relations with customers and to encourage repeating consumption. By using Marketing Strategies, Marketing Mix, SWOT analysis, Consumer Demand, etc. this will reduce the risk and create new opportunities for web site.

Therefore, WinnerHobby.com is helpful to increase efficiency in doing business, by enhancing capability to reach customers which leads to increase of sales volume. The author also expects to gain a level of popularity amongst our target consumers who regularly use the Internet and are also interested in plastic model. Within the first one or two years, the income may not be as high as expected but after this site reaches the maturity level, the income is expected to increase from our sales margin of our products.