ABSTRACT

The Project is Online Shop which is selling fragrance paper through the website www.fragrancehome.com. The website implements electronic commerce in order to offer products to customers.

The Project Report includes database programming and web design of www.fragrancehome.com as well as the well defined Situation Analysis, SWOT Analysis, Marketing Analysis, Customer Analysis, Financial Analysis and Break Even Analysis in order to accomplish the company objectives.

Macromedia Flash MX is used to do some animation on the website. The function of database is complied by the use of Microsoft Access and ASP scripting tool, while web design is relied on HTML.

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