ABSTRACT

Since E-commerce has become one of the symbols which represent the modern life styles throughout the world, people are now eager to know how to get several benefits from the Internet. Web portal is also a kind of online benefits that people can easily experience. It contains useful information and links to the desired destination. So web portal could be like a central gateway for users when they start navigating each day.

Therefore, This report examines the involvement of several issues into the focus of how to create and manage a web site named 'TrendyThai.com'. It contains necessary information, factors, and strategies which are crucial indicators that lead to define a successful web portal.

It starts with the introduction of the project that contains background, objectives, and scope of the web site. The following section is the Literature Review which describes the overall definition and concept of E-commerce and web portal.

The section of Market Analysis is also included in this project. It explains several findings from research that lead to the decision of which group of people would be the target market of this web site. The major competitors are also defined in this part.

Furthermore, the content and outline of the web site, SWOT Analysis, Business Strategy, and Operations, are described in the later stages of this report. Upon completion of reading this report, the conclusion of how this web site is going to be successful will instantly come up.