

ABSTRACT

This project is concerned with setting up the E-marketing for garage service to be an additional distribution channel of the company. The report presents all details of the garage service on the website. The audience can view the product feature and price list of each item on the website, which provides more convenience for customers.

The website is created in order to reach more target customers of the company. Web development is the most useful method that helps the company to reduce advertising cost each month. After analyzing the current situation, it is found that the company's website not only will give exposure of the products, but can also provide value added services to the visitors as 24 hours online information for the customer. By using the website, the customer can conduct the transaction with the company the more easily such as online order for special model of car accessories and spare part. The customer can see any product feature and price of each product on the website. There are a lot of models in the market so that it is easier for the customer to find more information by themselves before coming to the company.