

ABSTRACT

Our company, Autopartsfocus, would like to have our own web site to sell goods on the Internet. The main products are replacement spare parts such as battery, belt, fan, lamp, light bulb, air condenser, tail light, etc. The purposes are to promote and introduce our products to the international market, to generate revenue from selling goods, to enable consumers to visit the site 24 hours a day, to reduce costs i.e. lower costs in printing, postage, order taking, market research, to open new markets and be able to reach new customers, to be able to offer more products to the customer than they could ever fit in an ordinary catalog or in a traditional store. Of course, customers must be able to get the information from Internet & E-commerce. We do the analysis about SWOT analysis, competitor analysis, and cost and benefit analysis and so on to find the best way to manage our online shop. At last, we can design and create our web site.

Creating online shop is not easy but the more difficult part is how to analyze and plan to manage it effectively. Working hard and paying more attention will help my store to succeed. We will put more and more products to our Web in the near future, and I would like to present my cyber shop's name 'autopartsfocus.com'.