

ABSTRACT

This report covers analysis and building of e-business for an existing company named Pakija Handicraft. The report starts with an introduction of the background of the project. Then gives the audience the understanding of the product and the Internet overview. The current situation will be included in the report to give the understanding of industrial overview and the SWOT analysis has also been done. From SWOT analysis, the business analysis will follow which included the mission and goal of the website, market segmentation and target market, positioning then marketing mix is created. The analysis includes feasibility analysis to develop the company's commerce website. The web design and development covered the site structure, content design, and visual design. The website proposed in this report has to connect with the database. The report will show the database table too. The last chapter will conclude all of the and also give the recommendations for better service to the customer.