ABSTRACT

E-Offline Catalog is a computer program in a new concept of promotion strategy to not only help Hypermarket and products owner in advertising, promoting products and saving cost of paper catalog, but also help consumers whether in terms of always receiving an updated product and its price information. In addition, consumers are also received advertisement and promotion campaign of each Hypermarket, they are also being able to plan in advance for the product purchased and estimated budget. Last but not least, consumers can know exactly which Hypermarket is offering the lowest price.

For the detail description of e-offline catalog will be described within this report whether the analytical of the Internet in Thailand, the estimated number of e-offline catalog users, the analytical part of Hypermarket group using in predicting the trend of e-offline as whether it can be a part of advertising and promotion plan in selling product. Besides, replace the traditional paper catalog.

This report also includes that part of marketing analysis, cost & benefit estimation as well as project implementation and program prototype.