

ABSTRACT

Stylish Co., Ltd. is a trading company and export agent for the fashion accessories business. The company uses its expertise in marketing to sell and export fashion accessories to overseas buyers who are wholesalers and retailers. Stylish wants to promote the company and make the brand well-known in overseas markets as well as to acquire new customers and expand market in order to increase sales and profit.

Offering product varieties is one of the company's strategies to become a one-stop source for retailers and wholesalers. Providing sourcing service for the non-offered products is another strategy that differentiates the company from competitors.

Current business with only physical store makes it difficult to compete with competitors and to expand the market. Therefore, Stylish wants to set up a website that can represent the company by being a virtual storefront and the new marketing channel of company's products.

The objective of the project is to create a website for Fashion Accessories Shop.

- (1) To provide a new contact point for existing customers.
- (2) To be used as a showcase and catalog of products.
- (3) To be able to reach new customers.
- (4) To be used as a sales and marketing tool.
- (5) To generate more sales to the company.
- (6) To help reducing the cost of doing business.
- (7) To reduce order cycle time and cost for customers.

With the website, Stylish expects that the company can compete with competitors and explore the opportunity from Internet technology which will lead to increasing customers and sales as well as better service to the customers.