

## ABSTRACT

This project is concerned with setting up electronic Chinese handicrafts store to be a complement channel of traditional Chinese handicrafts store. Website is built to handle the online selling and ordering system by allowing customers to place orders and to directly buy, track their orders and view the statistic information of sales, and also introduced an overview of Chinese handicraft products. The report studies the evolution and effect of Internet on business-to-business distribution.

SWOT analysis and competitor analysis is conducted to identify strong points and weak points of the existing system. Marketing analysis was conducted to identify the market target and derive the marketing strategy. The design, development and implementation of front end of web prototype, which consists of registration, login, ordering, product and price checking, history viewing, order tracking and e-mail contact functions, is also mentioned and demonstrated in the report.

Chinese Handicrafts Online, want to sell goods and give information about the products on the Internet. Our products such as Chinese Paintings, Chinese Calligraphy, Chinese paper cuts, Chinese fans, Chinese knots, Chinese home&décor and some accessories are produced by the Chinese folk people. The purposes are promoted and introduce our products to the domestic and international market and to generate revenue from selling goods. Our target groups are every market.

We set up our mission, goals, business plan, marketing mix, market target, market segment, market positioning, and product strategies. We want to find a best way to manage our online shop, design and create our website.