

## ABSTRACT

This project is developed to study and analyze the various issues that are related to the effective management of electronic appliances online website under the name of “www.kimura.com”. The report covers business background, situation analysis, marketing overview, business analysis, financial analysis and forecast, web development and design, project implementation, and conclusions and recommendations which enable to apply marketing strategies and promote the website.

The following sections explain about a proposed online system beginning with the system specification, Web design, security control, benefit analysis, and future plans. Conclusions and recommendations are also supplemented in the final section of this project.

www.kimura.com expects to have the payback period of 1.6 year. The online operation can provide better services to customers. This advance leads to higher level of the customer satisfaction and loyalty. The company also finds success in creating the new marketing opportunities. The prospective customers from all areas, both domestically and internationally, are increasing in large numbers to buy the electronic appliances via a website.

In short, the perfect combination of the Internet Technology and the effective E-business strategy will bring the success to the company.