

ABSTRACT

Nowadays the Internet has become an effective channel to exchange information as it is worldwide, everyone can communicate with each other even if they are in different sides of the world. Shopping online is a good choice for anyone who loves to shop because the shop can be open 24 hours a day. People can buy whatever they need all the time. Most companies have relied on using the Internet as a shopping network. As it can help them to save cost and also help customers to save time. That is the reason why “TidTeeShop.com” was created.

This website was built to decrease company’s cost and also help customers to obtain the product’s information completely. With e-marketing tools on the website, the customers can purchase their desired stuff online which is very convenient and flexible.

The purpose of this report is to collect all the required information that is used to support and drive the company to reach the ultimate goals. The report begins with the introduction of the project, strategic and marketing analysis, SWOT analysis, and break even analysis. The implementation of appropriate strategies will enable the company to survive in the real situation.