

## ABSTRACT

This report focuses on establishing and operating the E-commerce website at GardenOnline.com. The introductory part gives the general information on the background, objectives, scope and deliverables of the GardenOnline.com. project. It then provides the basic picture of overall E-commerce-related issues in the present day eg. the Internet, its benefits, users' driving forces, E-commerce in Thailand, and the profits of providing websites. The background of GardenOnline website is also given in the next section, explaining the objectives, mission and key success of GardenOnline.com. After that, market-related issues are thoroughly analyzed and examined: SWOT analysis, target market, market segmentation, market positioning, product analysis, financial analysis, competitive analysis, financial analysis, and marketing strategies. Next, the issues of project implementation such as hardware and software requirements, site structure, site map, and web operating function are discussed by concentrating at provision of value added services to customers. The, it continues by providing information on payment methods of GardenOnline.com. and security for online payment. Finally, it gives recommendations for further developments of GardenOnline.com.