

## ABSTRACT

This project is about establishing the e-commerce website. This [www.toonworld.com](http://www.toonworld.com) website is the comics store online, it does not just sell the products online but also provide a lot of information and services. At first, project presents the history of manga (Japanese comics), literature review about e-commerce, business analysis that include business environment and competitive analysis for online store. For the competitive analysis part will cover the web site of the publishers and e-commerce website like us. The publisher website will include big name publishers in the market such as vibulkij, siam inter comics, nation comics, bongkoch comics, and burapat comics.

For marketing part, it will cover SWOT analysis of our web site, the marketing strategies for surviving in this business by trying to capture the prospect customers on the internet so we have to compete with the existing website that provides same services like us. We will use services and promotion strategies to capture the market share. And our web design will be shown in this project that we describe the information architecture of the website that cover the site goal, design sketch, layout of our website. And we also show the estimate of start up cost and the forecast sale in the financial part.

Last part of this project will include the conclusion of this project and also give the recommendation for the future plans.