

ABSTRACT

The report will begin analyzing the e-commerce affect on online business and then move specifically to the effect of the internet to FurnishMe.com new strategy. This strategy will develop a web site for FurnishMe.com focusing online registration and shopping system. The latter stage is to compare the business situation of having a website and without the site.

From SWOT analysis, the business analysis will follow which included mission and goal of the website, market segmentation and target market, positioning then marketing mix is created. The analysis includes feasibility analysis to develop the company's commerce website. The web design and development covered the site structure, content design, and visual design. The website proposed in this report has to connect with the database. The report will show the database table too. The last chapter will conclude all of the report and also give the recommendation for the better service to the customer.