

ABSTRACT

This project presents how a developed web site and the Internet has improved the work efficiency to support existing business. The literature review part of this project is concerned with Internet Marketing, E-Commerce, Web Site and Home Page, Web Advertising, and Marketing Mix. The content of this project is mainly involved in marketing plan and analysis such as SWOT Analysis, Marketing Mix (4P), Customer Delivered Value (CDV), Cost-Benefit Analysis, Market Targeting, and Market Positioning. In addition, it includes how to design our web site to attract visitors and how to advertise our web site to become well known among targeted customers. Finally, it performs prototype of virtual web page.

