

ABSTRACT

The channel of communication via the traditional way such as facsimile and telephone has become difficult and tedious. Since it is not effective and unable to respond to customers' need rapidly, E-Commerce is the best solution to solve this problem.

The SpaMe has own website as a new distribution channel which serves customer's satisfaction. It will provide information about the spa including treatments offered with description of each treatment clearly. It can answer customer enquiries; moreover the customers can make the reservation anytime online without anxiety to operate with time difference. It will also let customers to shop online from the spa 24 hours a day, 7 days a week.

Before creating the online store, the company has conducted the analysis of strengths, weakness, opportunities and threats for online businesses including those of the cyber shop nowadays. To create the web site is difficult. The SpaMc makes a plan and analysis how to create the web site with effectiveness, convenience for serving the customers' satisfaction.