ABSTRACT

In the midst of the Internet revolution, Internet network is adapted for business nowadays, called "E-commerce". Many computer companies created individual web sites aiming to sell products online. At present, computer usage is increasing rapidly, so the computer demand continues to be higher while there are just two main computer stores in Bangkok. But it is inconvenient to go to both computer stores. For example, if customers need some hardware, they have to drive a car to Computer store, finding for a place to park, which is congested with the crowd, select products from paper catalog, waste a time to compare products from multiple shops, argue with the seller before the purchasing process is finished. All of the processes take time around 3-4 hours. This project "Neocom" is set up to be a solution of these problems by operating a computer store online. Additional by the beneficial knowledge learnt for planning and defining the strategies used for doing online business are also analyzed.

The purpose of this study is to develop an E-commerce web site by Macromedia Flash Action Script Programming to attract the audience more than traditional web site.

In the project study, it reveals that after 1^{St} year operation online, Neocom reached the break-even point, so it seems to be an attractive project to investing. Furthermore, according to the goals and objectives of the project study, which are to create high trustworthiness and awareness of a wide range customer in accordance with computer community, we are confident that all will be accomplished by all strategies.

Finally, Macromedia Flash is an efficient web developer application used for creating the prototype and programming for this online web-based site to attract the audience with an exciting animation for the process.