

ABSTRACT

This project studies the feasibility of small appliances online, including SWOT Analysis, market analysis, and financial analysis. A virtual store front is created for a new business activity, a buying-and-selling product online, through the Internet.

A marketing analysis has been created upon five forces analysis. It concerns threat of entrants, power of buyers, threat of substitutes, power of supplier, and rivalry among existing firms. Marketing segmentation and marketing mix are explained in the context of marketing analysis.

SWOT analysis explains and analyzes business mission of the Company. It aims at perceiving the overall evaluation of the Company's strengths, weaknesses, opportunities, and threats.

Financial analysis takes cost analysis, return on investment, and break-even analysis to explain what will be the Company's performance and how it can achieve its revenue.

The report introduces the trend of the Internet and the impact of e-commerce. The result is to further business line by the use of an on-line marketing. The objective of the system is to stimulate a combination of text, graphics and interaction between the customer and the Company's web site. Front-end and back-end database are introduced for the purpose of maintaining the customer's data and providing an interactive web site in which the customer can directly buy the products and make an online payment.