

ABSTRACT

VIVA FOOD PRODUCTS Co., Ltd. is the one of the companies, which export-import the products. They are providing a variety of products. It is classified by 4 types composing of candy from France, wine from Spain, hand cream from Monaco and Thai Folk Wisdom to export.

In the business world, several organizations attempted to extend their marketing channel by advertising in any medium, for the purposes of increase awareness and reliability that lead to maximize profit. Online website is the one medium that will play an increasing role in connecting customers with sellers.

The online marketing objective is to actively support continued growth and profitability of company through effective implementation of the strategy. The online marketing and sales strategy will be based on a cost effective approach to reach additional customers over the web to generate attention and revenue for business. The website will focus on its selection, providing any information, competitive pricing, and customer service to differentiate itself among other Internet options.