

ABSTRACT

By the year 2003, it is expected that there will be 112 million host computers connected to the Internet, implying a user base of more than 300 million. Such a large and fast growing marketplace is too significant for any business to ignore.

At present, the Internet assists both small business and big company to further their business opportunities. Internet is one of the most effective tools in helping companies to expand potential in terms of customers, suppliers and distributors around the world.

This project is feasibility study of lighting equipment. The objective of this project is to establish a new method for retailer, wholesaler, and other customer to buy lighting equipment on various occasions. The web page is accessible via Internet and is available at any time and place.

This project creates and downloads a Web Site to World Wide Web. The result is a guide that small business can use for on-line marketing. One advantage of WWW page is the stimulating combination of text, graphic such as photographs and images. The most important theory of Internet promotion is to provide a way to find products and services easily and efficiently with minimal cost and resources.