

## ABSTRACT

The project contains a proposal for development of a web application with the purpose of providing the virtual and real-time information about online air reservation system and providing the application for customers to book online and make their own travel plan easier than the traditional way.

The project has the analysis of current situation, SWOT and competitors to focus on the target group correctly in order to create an effective marketing strategy. Moreover, it includes part of financial analysis which covers cost, benefits and breakeven, which show graph presentation to indicate business growth.

Besides, the project also includes creating and designing the website prototype. It contains sitemap and layout to show the web structure. Moreover, this web has designed logical database for understanding overall system.

Lastly, the project has recommendations on the future plan which should be done to make this project perfect.