

## ABSTRACT

This project examines the various approaches to golf market in Thailand via the Internet such as providing contents, selling products and etc.

This project intends to present a prototype of cyber shop; [www.Thaigolfonline.com](http://www.Thaigolfonline.com) is designed to be a one-stop shopping web site for golf consumers' market. [Thaigolfonline.com](http://Thaigolfonline.com) provides varieties of golf products and services ranging from real-time booking online, proshop online, information on over hundred golf courses in Thailand, online handicap, golf news, golf tips, web board, member club and other useful golf information to satisfy the needs of golf consumers.

Our site has been constructed by using sales information system that provides information relevant to the business such as business establishment and transaction, and products and services. In the payment system, we use payment transaction from Krung Thai Payment Gateway with SSL 128 bit sessions.

According to marketing strategy, at the first stage, we focus on creating brand awareness and trial to consumers. We expect to gain level of popularity among our target consumers who live in urban areas, aged between twenty-one and forty and regularly use the Internet. Within the first one or two years, the income may not be as high as expected but after this site reaches the mature level, the income is expected to come from our sales margin of golf equipments and accessories, golf events and activities organizer, selling advertising space, sponsorships and commission from the golf courses. At this point, we expect income of 270,066.66 baht per month (month 1<sup>st</sup> - 24<sup>th</sup>), within 18 months period this site would be profitable.

[www.thaigolfonline.com](http://www.thaigolfonline.com) is designed to elaborate the best golf online services for golfers that will be the key for success in this business.