

ABSTRACT

The project is written under the topic of the Web Application for Game business emphasizing on online soccer game. The main objective development is to create a prototype of web application in Thai Language for the company's potential customers and offer them to play games online and win prizes or rewards from the company or the company's sponsors and servicing as communications center which is a virtual meeting place where communications take place among the participants. The Internet technology allows the company to have more opportunities to grow and expand by the web application.

The study covers the analysis, design and implementation of the web system, Competitive analysis, SWOT analysis and Marketing analysis which contributes efficiency in performance of the management system of the web and achieves the company's goal. In order to maintain the site and keep it last among DOT COM companies, the company plans to gain from advertisement- banner and links.

Furthermore, there is web board to create game player's community within the site. In addition, the company could get valuable information from the member system and could adopt mailing list as well as other information to attract the company's sponsors in the future. Many web-programming tools were used to create the prototype of this web site to enhance the development of electronic gaming by being the premier, comprehensive resource on the Internet for soccer and become the first leader in online soccer game in the customers' recognition