

ABSTRACT

The project is to create a web and develop online services to expand the company's traditional physical business of promotional products.

The web strengthens the company a lot, by enabling much more opportunities for our company because it can provide online services any time at anyplace, and internet can help the company to get more customers. But at the same time, weakness and threats also follow because customers still need face-to-face contact and want to touch and see the real products. This web site is the first web site developed, our company needs to notice any mistakes and correct those mistakes, and also customers do not trust online shops.

In this web most pages are ASP, which connect to Access Database. All the data and record of this company can be stored in this database, and it will be easy to manage, and easy for customers to get the specific information they are interested in. Online services can be personalized to satisfy customer and increase work efficiency of the company. Our customers can track history record about their previous purchase and they can design their own products through this web. Our company also has back-office for updating products in database through this web without spending more time on uploading new data.

Implementing this web, break even analysis concluded that our investment in this project will be recovered by 3 years and one month approximately.