

ABSTRACT

The objective of this project is to create a Web site for Property Guide Online to provide an online catalog and offer online information to customers. This website also acts as a new channel to contact customers, which is easy and convenient. The report shows a SWOT analysis, which is to reduce weaknesses by providing, pre-listened sound on the Web site and to use advertising and promotion to be recognized by customers. Then the report will express industry analysis by Porter's Competitive Force Model, and Competitor's SWOT analysis.

In Business Analysis, this report is categorized in marketing analysis and financial analysis. The financial analysis indicates that Property Guide Online has a break even point within 3 years (30.26 months). After that this report shows the Web site and Database Design. Property Guide Online Web site is created by PHP, which is developed on Macromedia Dreamweaver MX 2004 and Adobe Photoshop 7.0 by using a consistent and simple scheme. Property Guide Online is used MySQL for Database, which connects to Access Database Management System. All the data and records of this company can be stored in this database, which will be easy to manage, and easy for customers to get specific information they are interested in.