

## ABSTRACT

The Corner Sport Club is located in Bangkok. The Corner Sport Club has been operated for over 1 year. The Corner Sport Club is complete with modern convenience recreation facilities. The Corner Sport Club is a sport club, which welcomes member and walk in customer. The customer may be classified into several groups; therefore, this project is to develop the effective information to facilitate the customer service information.

The current existing customer service information system is manual. Most data are stored on paper, while some parts are kept in the file. It requires many administrative staffs to maintain the system. But they have to face the general problems of the manual system, which are error-prone and high maintenance cost. This website has been developed in order to serve many services to the customer such as giving information and reservation.

This project was to develop to support customer information service of the corner sport club. The corner sport club web site provides information, registration process, and reservation process. Our web site will provide convenience to the customer in reservation activities in our sport club and provide information to the customer. The corner sport club web site was developed to extend marketing channel, which will be used to increase income, awareness and reliability. It also aims to improve work efficiency, capability and customer services.

The report is organized into 6 topics. The introduction provides a brief overview of project, scope and objective. The second topic is the literature review about e-commerce. The third topic is the existing system. The fourth topic is the marketing analysis such as marketing plan, target market, SWOT analysis and competitor

analysis. The fifth topic is the proposed system of the corner sport club that provide details of plan web site development, website development, website design, system specification, break-even analysis. Finally is the conclusion of the project and recommendation.

