

## ABSTRACT

E-commerce is a very popular tool for posting the goods and services throughout the world and it is an easy way to buy or sell goods to the global market. Cooperative is one type of business to gain profit maximization by using a reasonable price strategy. Therefore, this project is combined with setting up cooperative E-commerce web site ([www.thaicoopstore.com](http://www.thaicoopstore.com)) to be a complement household product in OTOP (One Tambon One Product) and serve the needs of the market.

Thaicoopstore is built to handle the online advertising, online ordering both local and international area. This project studies the evolution and effect of Internet on household product in Thailand. The possibilities and benefits cooperative E-commerce are analyzed Marketing plan, such as SWOT analysis, target market and marketing mixes (4ps), with appropriate strategy is recommended to attract the foreign customer and achieve marketing objective. The design, development and implementation of front end of web prototype, which consists of product and price, cooperative news, term and condition, history viewing and e-mail contact functions, is also mentioned and demonstrated in the report.

Thaicoopstore is developed by HTML application. The structure and content in this web site is user-friendly. There are many key factors for successes in Thaicoopstore. Past customers are one of the key successes. Since they usually bought the goods from the local producers and they are convinced to use new tool for buying goods via Thaicoopstore. This will be the base customers for Thaicoopstore. The variety of goods that Thaicoopstore categorized by the type of goods and customers is other key to attract the customers to visit Thaicoopstore. There are three sections of products which can serve different types of customers. Moreover, the security of payment and product warranty are other keys to boost sales.