

ABSTRACT

This project is about the company named TJJL .we discusses around objectives, scope of project, and background of the existing Company. And the literature introduced the Internet and e-commerce, and the reason behind why the web site is created, service provided, benefit of body armor and web site and benefit of customers. The existing system was presented with existing business process, and current problems. The marketing strategy followed by target market, marketing analysis, SWOT analysis, competitor analysis, strategic marketing plans which included mission, goals, market segmentation, and 4Ps. And we discussed security system, payment system and cost and benefit analysis with break even analysis, and competitive advantage, business future plan in proposed system. Finally, we introduced about web prototype design and development. That included with the principle and process of web design. Site map, the goal and techniques of web design.

www.tiilthaiand.com was created by this project to fulfill the requirement and solve the problem which included product catalog, update product information, membership system and news release system.

Creating online shop was not easy and the difficult part was the analyses and plans to manage the web site. I would like to use this project to guide staffs as well as the employee who would operate the systems. It is a good chance to develop TJJL company existing system, and make their customers order and purchase more conveniently. And find new customers for increasing the sales volume.