

## ABSTRACT

This project is concerned to study the market feasibility of online Logistic Service which is new trend of E-application. The study will cover the current market space, evaluation of existing function by many carriers and also the company. Besides, the research would find the method to provide the highest satisfaction to the customer due to the existing web site might be required to improve for fully utilization.

To study market feasibility in this project, the research has gathered both primary data by launching 222 sets of questionnaire to all current group of customers and also secondary data from reliable sources such as text books, journals, articles and also related website from both private and public which are included for all related information to support this study.

After the research has been conducted and summarized for both primary and secondary data, the response to this study has shown and indicated positive side which will support the continue service on the market space via company web site. However, the next decision for direction to implements are also significant as many requirement are required to fulfill the customer's need and also enhance the customer delivery value: the main company's purpose to study this project.