

ABSTRACT

In doing the project, the National Water Sports Center (NWSC) information has been gathered to be used as the basis for conduction of several analysis. Some important information analysis including situational analysis, 5 Forces and SWOT analysis has been conducted carefully. Marketing plans are developed based on those factors, so does web concept and web development.

During the project development, we encountered several difficulties and we learnt from these mistakes.

Finally, we completed all the analysis and achieved the following:

- (1) Project Report including all analysis, marketing plan and web concept, This is to be used as a guideline for running water sports online
- (2) Prototype of the www.sailing.org.th to demonstrate how the web functions and what are their main features.