

ABSTRACT

A Web site is developed for offering sales information and service providing disclaimers to the business and is similar to the way they will find the physical shop such as company milestones, product, price, services offered and online order placement. The approach is a way to create competitiveness over the competitors taking the opportunity of electronic commerce through the technology of the Internet.

This project intends to present a cyber shop named <http://www.thaidecor.com>. The sales information system is created as value added service to communicate with the customers, suppliers and business partners.

Our site has been constructed by using sales information system that provides information relevant to the business such as business establishment and transaction, and product and services

According to marketing strategy, at the first stage, we focus on creating brand awareness by trial to consumers. We expect to gain level of popularity among our target consumers who are regularly use the Internet and also interested in decorative and furniture items. In the first one or two years, the income may not be as high as expected but after this site reaches the mature level, the income is expected to come from the sales margin of our products. At this point, we expect an income of about 62,500 baht per month (month 1st-24th), within 8 months period this site would be profitable.