

ABSTRACT

First of all, the report is to introduce the Internet and E-Commerce to the company in order to inform the audience or customer via website. The report includes background of the company and its service. It is the existing situation analysis of the company. It would not be complete if no strategic marketing plans, which consist of mission, objective, goal and marketing strategies were not included in the project. Therefore, this project serves as a communication channel to inform the audience about the company. The purpose of this project is to support the sales volume of the company.

The project includes literature review in Internet and E-Commerce and benefits and barriers of Electronic Commerce to support and improve the company's business processes. The project also includes Internet Business Models and Customer Delivered Value to serve customer in the best way.

The company analyzes Industry Analysis in the period when the economy is recovering and Competitor Analysis to overcome or minimize Weaknesses and Threats. The company also carries out Cost and Benefit Analysis to forecast sales volume.

In doing an online catalog, it needs to create a website that must have the hardware and software requirement to develop the web process. It needs to do database for online catalog and to create a Web Home page with site structure, site content design and website visual design for audience to search for decorating lamp information.