

ABSTRACT

The objective of this project is to design and build an online shop to sell Thai handicraft products on the internet as an extension of a company having an existing physical shop. The report reviewed the internet and its benefits, examined e-commerce comprehensively, and also introduced an overview of Thai handicraft products. SWOT analysis and competitor analysis was conducted to identify strong points and weak points of the existing system. Marketing analysis was conducted to identify the market target and derive the marketing strategy. Finally, the prototype of the website “Thaihandicraft.com” was designed and developed, with accompanying financial analysis.

