

## ABSTRACT

Selling on the Internet is still a new adventure for many of the business. Many of the businesses are still using traditional ways of record keeping. The writer discusses that the use of Internet to sell and share information among the staff is a useful method and is cost saving too. On the other hand, the company also receives benefits of populism and internationalism to the company. There are millions of people already connected to the Internet and this number is growing at an enormous rate.

The writer talks about how Cube Jewel Jewelers can make use of the Internet technology through making company's Website rather than opening up new businesses around the world to provide company made products that the company has to offer to the people. Then the writer discusses various steps in the development process of a website and the estimated costs of the new proposed system and the estimated benefits to be gained from the proposed system after it is put into action.

The project assists the writer to not only get more outlooks about selling gems and jewelry in this market, but also learn to adapt the Internet advantages to support goals that the company will find tough to attain by using traditional methods. This project applies computer and some of the marketing management techniques to push the company into the new market by using Internet as the main tool. This project developed a website as storefront and uses the computer system to provide accuracy, timeliness and provide organized information to the employees and management when required. It will furthermore decrease the cost and will increase customer satisfaction, in a way that customers can shop from anywhere, anytime and at their comfort.