

ABSTRACT

OAShop.com is an online business to customer website of office automation products such as copiers, facsimiles, projectors and etc. These transactions include retail transactions with individual shoppers. Office automation has changed the nature of office work. Today, less time is required for traditional responsibilities, while tasks requiring organizational and management skills are becoming more important. Now more than ever, employees need trainings in the business world: professionalism, effective writing skills and methods of increasing personal productivity and efficiency Office automation are key to success for your business. Staying automated and up-to-date with the latest technology is also necessary.

The project is to develop an online shop, OAShop.com and provide product information, registration process and order process. Electronic commerce, or e-commerce, is the process of using digital technology as the medium for transmitting information between organizations. Digital technology replaces paper-based processes, resulting in lower costs, greater accuracy, higher speed and larger scale inter-company collaboration.

There are two major problems here in e-commerce. One is the commercial websites with security system both consumers and suppliers feel uncomfortable with purchasing and selling on-line. The second problem is the number of Thai's surfing the Internet is small. Without a good number of users making opportunities to profit from the on-line sales does not seem promising. Both problems can be solved by setting term of use, privacy policy, SWOT analysis about our website and competitors and setting marketing plan for success in the e-commerce website.