

## ABSTRACT

This project contains a proposal for development of a web application purpose of providing accommodation's information for customers to plan and make decision of accommodation within Thailand instead of use a traditional way.

The project has the analysis current situation, competitor, and SWOT for focus on target group correctly in order to create marketing strategy. For another thing, it includes part of financial analysis which covers cost, benefit. This brings to conclude break even analysis, and graph presentation to indicate business growth.

Besides, the project also includes creating and designing web prototype. It contains site map and layout to show web structure. Moreover, this web has designed logical database and dataflow diagram for understanding overall system.

