

ABSTRACT

Electronic commerce is a marriage between a rapidly evolving technical environment and an increasingly pervasive set of ideas as to how markets should function. There are strong current indications that massive changes have already begun to occur across the entire business spectrum. Therefore, the traditional business needs to adapt its existing behavior and learn more in new strategic development of technology communication. This project “Online Thai handicraft (Mulberry Paper Products)”, is set up to study the potential of doing business online in order to catch the higher marketing opportunities in the future. The company tries to set the status to be a small or medium size handicraft shop, which offers online products and services as diverse as possible. Not only concluding the beneficial knowledge learnt for planning and defining the strategies used for doing online business, the company also analyzes business advantage; competitive analysis, SWOT analysis, cost and benefit analysis and buying behavior. Finally, the company applies marketing mix (Four P’s) in accordance with general and website strategies for promoting the site.

This project study applies electronic commerce on Mulberry product catalogs such as paper, flower, stationary and decoration. It seems to be an attractive project to invest in because of the low initial investment fund but the consistent growth return. Furthermore, according to the goal and objectives, which is to create high trust and awareness with a wide range customer in accordance with the handicraft community, The company is confident that all will be accomplished using strategies as both general marketing and web creating method defined, in the project.