

ABSTRACT

This project intends to create a digital map shop website which offers a convenient online shopping system for customers. It will provide various types of map products. Visitors can purchase both products and services on the website via PC access or mobile access.

The report is divided into two main parts. First part focuses on the background and applying the knowledge of e-commerce in order to extend the marketing channel. The second part focuses on the process of designing and developing the interface of the website. It contains site map and layout to show web structure, the database design and data flow diagram for understanding over all system.

Other than the website, the report also includes marketing analysis, marketing strategies and financial analysis in order to achieve the website's goals and targets.

