

ABSTRACT

This report is a complement to the final project in order to fulfill the requirements for the degree of Master of Science in Internet and E-Commerce Technology at Assumption University. This project is about developing and operating the construction services and supplies Web Sites.

The report focuses on the introduction of the project, the history of the Internet and E-Commerce, and why and how this traditional construction company has to use the Web Site as a new business channel. It goes into details of the developing and operating process of this Web Sites and how customers and the company will benefit from the Web Sites.

In addition, this report also discusses the marketing analysis, which contains SWOT analysis, target market, market segmentation, financial plan, and break even analysis. Finally, conclusions and recommendations for future development are included in this report as well.

