

ABSTRACT

At this age, Internet technology has become one of the most effective tools to conduct the business. Because of its incredible benefits, many organizations have to learn how to optimize this technology and use it for their benefits. Smarn Electronic Ltd.,Part., a traditional electric home appliance retail store, recognizes this breakthrough technology and decides to establish Smarn.com, a electronic home appliance web site to penetrate another market and fulfill the loop hole of its channel of distribution.

According to the nature of electronic home appliance business, the new innovative products and technology have been discovered every time. Everyone in this business has to catch up with the business trend. The latest models become out of date products within a few days. And the high number of competitors who always fight with each other with price featuring. The profit margin is decreasing rapidly because of the coming of modern retailers and category killers and price war. Those are the reasons why the tradition retail business has to adapt and find the way to survive.

This SME project is conducted to find out the complete and effective way to running the online electronic home appliance business. It provides the summary and analysis of the current economy and market situation; the marketing plan which is established to achieve the mission of Smarn.com. Moreover, the web site prototype is also created to meet the business's expectation. Although there are a lot of electric home appliance web sites in the Internet, Smarn.com is highly confident in its uniqueness. It is created to be a local web page which mainly serves the domestic customers. In general, Smarn.com is not only online business web site but is also a prototype business for other traditional retail stores.