

ABSTRACT

Since E-commerce has become one of the symbols which represent the modern life styles throughout the world, people are now eager to know how to get several benefits from the Internet. This means the chances of establishing business and the chance of success. We rely on the Internet more and more to get the endless variety of cyber sites. Besides, the Internet becomes a worldwide home shopping network. There are many online shopping sites available for customers. That is the reason why 'PetCare.com' is created.

This report examines the involvement of several issues into the focus of how to create and manage a web site named 'PetCare.com'. It starts with the introduction of the project that contains background, objectives, and scope of the web site, the introduction and overview of E-commerce. The section of Marketing Techniques and Analysis also includes Analysis customer behavior in cyber market and customer's needs, SWOT Analysis, market segmentations, target market, marketing mix, cost and benefit analysis and future plan.

Furthermore, there are many activities needed to succeed in managing the shop. This report contains necessary information, factors, and strategies which are crucial indicators that lead to define a successful E-commerce shop.