

ABSTRACT

This project researches about the development of web prototype of www.premiumcoffee.com. The author considers the details of Thai coffee production, from manufacturer to distribution channel into the target market that serves the customer's demand. The strength and quality of the company's well-known products and services are pointed out. Marketing strategies define the company's goals and support that helps achieve those goals. The SWOT analysis uncovered the strengths and weakness, threats and opportunities within the organization. The Internet is the powerful communication network for business to allow the web site launches. It contains more information with interactive multimedia and is an effective tool for marketing activities to support and advertise Premium Coffee company product and service on a worldwide scale. This project is constructed as a web prototype for premium coffee company as an e-commerce that provides electronic on line catalogue and other useful information for customers as well.