

ABSTRACT

Doggie Pet Supplies provides customers a complete assortment of pet-related products and service. E-commerce is the opportunity to extend the distribution channel, to communicate with customer more closely. The project intends to provide the effective marketing plan for Doggie pet supplies. The report consists of background of project, objective of project, marketing analysis, SWOT analysis of Doggie Pet supplies, sales forecast and break even analysis. The prototype web site www.doggie.com has been developed to show how to increase revenue and to reach the company goals. The web site consists of online catalogue, company information, and shopping cart system. This report also provides database design and preparation to allow company collect customer information and buying history to maintain of customer relationships, marketing purposes, and to raise more revenue to company.

