

## ABSTRACT

This project is concerned with setting up an online shop to sell Thai woodcraft products on the Internet as an extension of having an existing physical shop. Web site is built to handle online selling and buying system by allowing customers to place orders, track their orders and view order status electronically. The purposes are to promote and introduce Thai handicraft products to both local and international markets, to generate revenue from selling goods through a new distribution channel, to enable the customers worldwide to visit the site 24 hours a day and examine the marketing strategy in order to enhance the business performance.

The project studies the Internet and its benefits, and defines e-commerce together with an overview of Thai handicraft products. The possibilities and benefit of electronic Fine Wood Store are analyzed. Marketing plan, such as SWOT analysis, target market, competitor analysis, marketing mix and financial analysis with appropriate strategy is recommended to attract the customers from traditional channel to online channel and achieve marketing objective. In addition, the design and development of a web prototype and a security system are also mentioned in this report.