

ABSTRACT

This project is concerned with the development and implement of an Internet and E-Commerce site, www.I-Cover.com, is an online insurance, which provide information in insurance and insurance policy online for customers.

Internet and E-Commerce becomes more popular and growth in size and more people are using the Internet and replace for the traditional business. The purpose of this site helps users to find information about the type of insurance, type of coverage, insurance policy form, which appropriate with their need and want.

I-Cover.com is the new company that provides an insurance service on Internet. The customers can access for more insurance information in this web site. I-Cover.com provides three main types of insurance services, which are fire insurance, auto insurance and marine insurance. I-Cover.com serves auto insurance online in the first phrase, which calculate an insurance premium for customers.

The Internet technology allows I-Cover.com to have more opportunity to grow in size and provide more services for customers. Furthermore, Internet can help to reduce cost for company, wider and up to date in insurance information, and provide faster service than traditional way.

This report start with the marketing analysis, then it moves to the proposed web site and how it is much better from competition. This report also shows the web plan, web concept and design and the result from this implementation of this web site.

This project is good for anyone who would like to be a business online, especially for insurance online. It show and guide for marketing plan, how to make an attractive web site, how to make a benefit from the web