

## ABSTRACT

This project examines the development and implementation of an Ecommerce site [piercing-jewelry.com](http://piercing-jewelry.com), an online piercing jewelry sales, informational and community site.

This report begins with the analysis of Ecommerce industry, forecasting the growth in the industry, then analysis of current situation in the industry and the competition in the global market place, the competitive advantage of the site, marketing strategies, and keys to success of the industry. Emphasis is placed on web development process that describes the process of setting up a website, designing the site and the database.

A financial analysis done to identify the break-even point to demonstrate if the website is feasible for implementation. The report also discusses the future plan of the website and the techniques required by the website to be optimized for the search engine and obtain better ranking.

The website was built to decrease cost, help customers obtain helpful information, provide direct sales to increase customer satisfaction and be able to reach customers in the global market at any time and any place.