

## ABSTRACT

Many people would like to be handsome, beautiful, smart, and have their own style. Being good looking is the one wish for everyone but they need to find the place to make people look good. Professional salons should be with an online presence because the Internet is a serious and viable business tool that makes salons different from the competitors. ThaiSalon.Com is a web site created as a center for hair & beauty in Thailand, especially in Bangkok, in virtual world in order to provide a comprehensive online information about hair, beauty & hair salon and to utilize the website as an online tool to promote the hair and beauty salons. It's the first Thai web site which contains information for only hair and beauty salons and contains the name list of hair and beauty salons where located in Thailand. It is a niche-content web site because no other web site has the same content as ThaiSalon.Com.

