

## ABSTRACT

The word “Internet”, impacting on the workplaces and marketplaces, has absolutely changed the way we do business. The company uses this opportunity to create the project called “Internet marketing service project” to provide the internet marketing service and online articles for the business and individual persons to increase their sale and knowledge about e-commerce.

The project includes the research and analysis of the marketing situation such as SWOT, competitors, marketing strategy, the target segmentation and also financial analysis. The marketing objective is to actively create the awareness and profitability through effective implementation of the strategy. And the marketing strategy will be based on cost effective approach to reach the clearly defined target market. The financial analysis of this project shows that the company has a lot of initial cost in the first year but expects increase in sales and will break-even in the second year.

The important issue of the project is to design and build the [www.int-mkt.com](http://www.int-mkt.com), the homepage is the front office of the company which emphasizes the web design to make it easy to read and navigate by providing the clear menu on the top and the left side and also has the search function for customers to find the information easily. Moreover, the project includes the designs of the database to gather all information for customers to do any transaction via the web-site and also the security that protects the information.