

## ABSTRACT

PM Paint company, the color painting manufacturer planning to expand the business in the year 2004, The major mission is to expand the market segmentation to abroad and increase the sale volume. The second mission is to reduce unnecessary cost in the company. So “Color Your World” online catalogue project has been established to be the tool for the business marketing plan

“Color Your World” Online catalogue is design for the online ordering that can do 24 hours this is easy for the customer to make the order. “Color Your World” online catalogue is also be the communication channel which the client can communicate to the company, and the company can announce the update news to the customer.

“Color Your World” Online Catalogue is also the corporate web site for the PM Paint company to the customer.

