

ABSTRACT

This report outlines the design and construction of Thai-Buddhism Online web site in detail. The report contains 7 main sections; Background of Thai – Buddhism Online, Internet technology, Buddhism, Marketing plan, Web site development, Financial Analysis, and Conclusion and Recommendation. Background of Thai – Buddhism Online section covers the goal of the web site, key to success, and why going online is necessary. Internet technology section covers history, growth, benefits and Internet users. Buddhism section covers history of Buddhism, problems with Buddhism in Thailand, and the role of the Internet with Buddhism. Marketing Plan section analyses the target customers, Online and Offline strategies, and SWOT analysis. The web site development section covers the structure of web site, and also shows each page in the web site plus a brief explanation of each page. Financial Analysis analyses the cost - benefit of the web site.

