

ABSTRACT

GreatIdea.co.th is an online retailer of home decoration products in its first year. This destination store offers the advantages of providing decoration products specifically designed for home decorator use. Over 500 products are available on website for custom orders. The goal of this Web plan is to extend the reach of the store to others outside the area and add to the revenue base.

Market research indicates a specific and growing need in the area for the products that GreatIdea offers in the market it serves, and there are indications that Web sales will play an increasing role in connecting customers with sellers.

The online marketing objective is to actively support continued growth and profitability of GreatIdea through effective implementation of the strategy. The online marketing and sales strategy will be based on a cost effective approach to reach additional customers over the Web to generate attention and revenue for the business. The website will focus on its selection, competitive pricing, and customer service to differentiate itself among other Internet options.