

KAMPALA INTERNATIONAL UNIVERSITY

SCHOOL OF COMPUTER STUDIES

AN INTEGRATED WEBSOLUTION TO BOOST ONLINE MARKETING AND SALES

A CASE OF GOLDEN NEW LIFE DIAMITIES (GNLD).

PRESENTED BY:

KYEVA M. JAVAN – BCS/14411/71/DF

BEKA SAMUEL – BIT/17073/71/DU

SUPERVISED BY:

PROF. ARMANDO GONZALEZ VICENTE.

**A GRADUATION PROJECT PRESENTED IN PARTIAL FULFILMENT OF THE
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DECLARATION

I, Kyevea M. Javan and Beka Samuel do hereby declare that this project report is original and has not been published or submitted for any degree award to any other institution or university before.

Sign.....

Kyevea M. Javan.

Date.....21-06-2010

Sign.....

Beka Samuel.

Date.....21-06-2010

APPROVAL

This project report by Kyevea M. Javan and Beka Samuel was done under my supervision and it is now ready for submission to the board of examiners.

Signed.....

Date.....

DEDICATION

This book is dedicated to all the people that made it possible for us to complete this project.

FORWARD

This book will be found useful to those in training, industry and academia. Considering the immense usage of computers in our today's lives, lack of a proper text on web solutions has meant that those seeking to sharpen their skills in the web technology and implementation had to grope in the dark without a suitable reference.

The material presented in this book has been well researched and is most up-to-date. The subject matter is intensely covered to adequate depth therefore this book is a must for all those who want to become compute literate on issues concerning the web technology.

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Last but certainly not the least, we would like to thank our almighty God for all the miracles he has done in our life. We want to return praise to him for the free life he has given us, wonderful opportunities that we have had, the knowledge to share with others and the strength to write this book.

EXECUTIVE SUMMARY

This research project was set to facilitate the online marketing, production, distribution and sale of GNLD products which included natural skin care products, food supplements, among others. The research was successful because the findings correlated with what other researchers have done in similar studies.

The response rate was adequate and the findings satisfactory for the purpose of this study. The researchers clearly designed a system that would enable customers directly access and buy GNLD products and also receive direct customer complaints which would increase the efficiency and effectiveness of sale of GNLD products.

The study also set some recommendations for any future research to be carried out, in that, it recommends that the website should have more scripts in order to make the site creative, dynamic and attractive and an integrated database system should be created and incorporated with the website.

LIST OF ABBREVIATIONS

GNLD.....	Golden New Life Diamities.
HTML.....	Hypertext Markup Language.
WWW.....	World Wide Web.
URL.....	Universal Resource Locator.
ISP.....	Internet Service Provider.
HTTP.....	Hypertext Transport(or Transfer) Protocol.
GIF.....	Graphic Interchange Format.
JPEG.....	Joint Photographic Experts Group.
XML.....	Extensible Mark-up Language.
FAQ.....	Frequently Asked Questions.
ISO.....	International Organization for Standardization.
DSL.....	Digital Subscriber Line.
SQL.....	Structured Query Language.

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CHAPTER ONE

INTRODUCTION

This chapter covered the background of the study, statement of the problem, main and specific objectives of the study, purpose of the study, the scope, significance and limitations of the study.

1.1 BACKGROUND

According to Nelson (1998), online marketing is the marketing of products or services over the Internet. Online marketing has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. Dave Chaffey (2002), working from a relationship marketing perspective, has defined online marketing as: Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/ wireless and digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behavior, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

Golden new life diamites is an international company that deals in the production and distribution of products which include food supplements, natural skin care products among others. In Uganda the company distribution and sale centre is located in plot 10 Lumumba Avenue, Kampala Uganda.

Taormina (2000), highlighted that at GNLD, distribution and sale centre orders from the locals are placed manually through there identified distributors who work together in form of a network to market and sell the company products to the respective customers. At GNLD the customers are not allowed to buy the company products from the distribution and sale centre directly. They are supposed to pass through the identified distributors who are the only people allowed to buy directly. This is dangerous since the company may loose potential customers to rival competitors like *Diapharm* who also distribute and sell almost the same products as revealed by Akwero Helen (GNLD distributor).

The aim of the website therefore is to enable GNLD to effectively and efficiently get online orders for the products directly from customers and also receive direct complaints from the customers. This will enable the company to boost its marketing and sales capability. The individual customers and identified distributors will be able to buy the company products. And will increase the level of customer care since there complaints will be answered directly through the online system (Chatterjee, 2006).

1.2 STATEMENT OF THE PROBLEM

GNLD adopted a good marketing and distribution techniques which they termed as “Networking” however the techniques is not sufficient enough to increase sales since the customers who wish to order directly from the company are not allowed and also customers with complaints about the company products cannot also get access to the management. It’s also very expensive to deliver information to the distributors since the

company has to provide compact discs and booklets. Customers who stay far away from the distribution and sale center cannot get access easily to the products. A well established system must therefore be put in place in order to curb down the above problem otherwise if they are not given immediate attention, then the company will lose its potential customers to rival competitors.

Additionally, the manual way of handling company documents, dissemination of products national wide, and the narrow publication means GNLD has challenge in capturing, manipulating, dissemination of clear and good information by increasing products costs in printing circulars, low and providing poor data security (Chaffey, 2002).

1.3 PURPOSE OF THE STUDY

The purpose of this study was to clearly define a system that would enable the customers directly access and buy GNLD products and also receive direct customer complaints therefore increasing the efficiency and effectiveness of the sales of the company products.

1.4 MAIN OBJECTIVE OF THE STUDY.

1. To design a website that will facilitate on line marketing, production, distribution and sale of GNLD products which include food supplements, natural skin care products, among others.

1.5 SPECIFIC OBJECTIVES OF THE STUDY.

1. To analyze the existing system of the company.

2. To design and implement the website and make sure it meets the company's needs.
3. To test a web based site for GNLD to ensure that it runs on the web browsers.

1.6 SCOPE OF THE STUDY

Geographical scope

The study was carried out at GNLD sale center located in Plot 10 Lumumba Avenue.

Subject scope

The study was focused on online marketing and sale including its advantages.

1.7 SIGNIFICANCE OF THE STUDY

The study was significant to GNLD in various ways as indicated below;

- The study boosted company sales because customers were able to purchase goods online.
- The study promoted the company image nationally and internationally.
- The study created a wide client base for GNLD.
- The study helped the researcher to gain skill in web designing and online marketing as a way forward to fulfillment for the award of Bachelors of computer science and information technology.

CHAPTER TWO

LITERATURE REVIEW

2.0 BACKGROUND

This chapter provided a review of the existing literature about websites, their creation, benefits and challenges plus its aid to boost online marketing and sale of goods.

2.1 WORLD WIDE WEB

The World Wide Web (commonly shortened to the Web) is a system of interlinked hypertext documents accessed via the Internet. With a Web Browser, one can view web pages that may contain text, images, videos, and other multimedia and navigate between them using hyperlinks (Seale, 1998).

According to Laura Lemayi (1999), *Teach yourself web publishing with HTML 3.2 in a week* Third Edition. A web is a global, interactive, dynamic, cross platform, distributed, geographical hypertext information that runs over the Internet. Kashyap (1999), describes the web in the scope of World Wide Web as a global, interactive, dynamic, cross platform, distributed, geographical hypertext information that runs over the internet. Thus it's a synonym For World Wide Web. The WWW has a variety of information for the user, which can be accessed using web browser by browsing, at any one time.

The World Wide Web (WWW) has become one of the most important media for sharing information resources. Digital documents, programs, images, movies and various other types of resources can be accessed through the WWW. Research results, new findings,

and even opinions can also be put on the Web from anywhere at any time. Owing to the dynamic nature of Web information, the contents of many Web sites and their Web pages are constantly being updated to reflect the latest changes (Behrens, 1989)

Brunskill(1997), highlighted that generally, when users surf the WWW, they are either searching for specific information or simply browsing the Web for something interesting. It is quite usual now to use the WWW as a source for news, stock quotes, weather information, product updates and other announcements that are being made available daily. For example, business users would like to monitor relevant information such as financial news, promotional campaigns and new products released by competitors. Such information is essential for them to maintain the competitive edge of their companies. Technical users would like to monitor new technologies and new research results from engineering fields. Online technical journals and electronic publications cater for those needs. Casual users would like to monitor information such as the release of new songs, movies, computer games, job openings and property information. Those interested in current affairs would like to be informed about what is happening locally and internationally in a timely manner. Yet others would like to monitor stock prices, sports results and weather reports. In other words, users are interested in a variety of information from different sources and there is a real need for systems to be developed to support the task of automatically identifying changes in the information and making them known to users in a timely and effective manner (Netxs, 2006)

Although Web browsers such as Netscape's Navigator (2000) and Microsoft's Internet Explorer (Microsoft, 2000) enable users to access various information sources over the Web, users still need to spend considerable time locating the desired information from the

targeted Web sites. They have to go through all the necessary Web pages by repeatedly specifying different URLs (McKim, 1996) or by selecting them from bookmarks. In addition, they are also forced to browse through the whole Web page in order to find the desired information. As such, the monitoring of Web information is a time-consuming process and thus poses a serious problem to users who need to constantly access specific Web pages for the latest updates of relevant information (Calishain, 2002).

Traditional search engines such as Yahoo! (2000a) and AltaVista (2000) are not very effective in searching and monitoring Web information. This is mainly because they are unable to keep up with the number of Web pages and information created or modified every day. A number of monitoring services have been developed to monitor online news information. The most notable electronic news monitoring services include My Yahoo!(Yahoo!, 2000b), Cyber Alert (2000), and these systems allow users to specify news information such as headline news, stock quotes, sports results and weather reports from the Web. However, the supported monitoring functions are insufficient for most users (Web Clipping, 2000)

Chapman (2000), noted that monitoring and tracking Web information should be done automatically. Thus, to identify the various monitoring functions, features and characteristics of Web page information for the design of Web on. Such information is lacking and is especially useful since it is also applicable to the design and research into other forms of Web information monitoring services. The Web page analysis procedure is described and the results of the analysis are then presented. The monitoring features that have been identified from the study are discussed and the status of Web on development is reported.

2.2 WEBSITE

A website (alternatively, web site, from the proper noun world wide web) is a collection of web pages, images, videos or other digital assets that is hosted on one or more web servers, usually accessible via the internet (1999 by CERN engineer) in the user's web browser. A Web site is hosted on a server by its owner or at an ISP. It may share space on the server with other web sites, reside on a server dedicated to that web site only or be on multiple dedicated servers. To qualify as a web site, the web server must be available on the Internet 24 hours a day (Behrouz. A (2003),

It can also be characterized as a set of interconnected web pages, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization.

Web page update analysis procedure

In this section, a number of important terms are first discussed to set the context of the Web page update analysis procedure and study findings. These terms include Web site domains, Web page types and Web page attributes (Entry Point, 2000).

2.2.1 Web site domains

Domain indicates the “pedigree” of a Web site. There are several ways to categories domains of Web sites based on the URLs (Koehler, 1999). The URL consists of two or more URL fragments separated by dots. The top-level domain, the right-most tag, may indicate a functional or geographic domain as follows:

Functional domain: It indicates the type of publisher for the Web site. For example, “.com” indicates commercial, “.edu” for educational, “.gov” for government, “.org” for non-government organization and “.net” for network provider.

Geographic domain: It uses the last two letters of the URL address to identify the country and region of publication. Sometimes, this is used in conjunction with functional definitions to indicate the type and location of the publisher. For example, the fragment “ac.uk” indicates a British academic server, and “co.jp” signifies a commercial Japanese Web site (Jcahier, 2006).

Yahoo! has further extended the functional definitions to a total of 14 directories in its portal page to define different domains. In this study, only Web pages from seven directories (art, education, business, entertainment, science, society and culture, and government) are selected for investigation.

2.3 WEB BROWSER

According to Chapman, (2001), a web browser is a software application which enables a user to display and interact with text, images, videos, music, games and other information typically located on a web page at a website on the World Wide Web or a local area network. Text and images on a web page can contain hyperlinks to other web pages at the same or different website. Web browsers allow a user to quickly and easily access information provided on many web pages at many websites by traversing these links. Web browsers format HTML information for display, so the appearance of a web page may differ between browsers.

Some of the web browsers currently available for personal computers include Internet Explorer, Mozilla Firefox, Safari, Opera, Avant Browser, Conqueror, Google Chrome, Flock, Arachne, Epiphany, K-Melion and AOL Explorer. Web browsers are the most commonly used type of HTTP user agent. Although browsers are typically used to access the World Wide Web, they can also be used to access information provided by Web Servers in private networks or content in File Systems.

According to Douglas E. Corner (1999) a web browser is “a computer program that accesses and displays information from the World Wide Web. A browser contains multiple application programs, and uses an object’s name to determine which application should be used to access the project (Smith, 2000).

2.4 WEB PAGE

2.4.1 Web page design

Is a process of conceptualization, planning, modeling, and execution of electronic media content delivery via Internet in the form of technologies (such as markup languages) suitable for interpretation and display by a web browser or other web-based graphical user interfaces (GUI).The intent of web design is to create a web site (a collection of electronic files residing on one or more web servers) that presents content (including interactive features or interfaces) to the end user in the form of web pages once requested. Such elements as text, forms, and bit-mapped images (GIFs, JPEGs and PNGs) can be placed on the page using HTML, XHTML or XML tags. Displaying more complex media (vector graphics animations, videos, sounds) usually requires plug-ins such as Flash, QuickTime, Java run-time environment, etc. Plug-ins are also embedded into web pages by using HTML or XHTML tags (Tittlemore, 2001).

2.4.2 Web page types

Each functional Web site usually comprises a number of Web pages linked by hyperlinks.

Haas and Grams (1998), gave a general classification based on the functional purpose of the Web pages. The classification contains seven major types as follows:

Organizational page. This type of Web page normally provides some kind of index structure or access aids to the users. This includes publication index pages that contain the tables of contents of all the documents, Web site content pages that display links to available pages or sub-pages within a single site and index pages that provide links to documents, other sites, pages and sections of a Web site (Hanson, 1992).

Documentation. This type of Web page is mainly used for reference purposes, in the sense that users are likely to look up a certain part of the Web page to get information on some specified queries. The most common form of this type of Web page is *FAQ* pages. Others include Web pages containing descriptions of services or products. (Osborne, 1998).

Text. This refers to a very broad class that includes most types of writing. Examples include articles from newspapers and magazines, scholarly papers, contracts, bibliographies, resumes, etc.

Home page. This refers mainly to the home page of a company, organization or person. This type of Web page may have certain regularities in structure. Information contained in these Web pages include introduction to an organization or person, organizational structures, brief news articles and descriptions of products or services (Fourie, 2000).

Multimedia. These Web pages include sound, video, image, graphics and other non-textual documents. For example, a user can view a video clip of online news on the Web page.

Tools. These Web pages provide the means for the users to accomplish a task online. For example, a user can use a search tool for seeking information. Order forms, e-mails or comment forms are other examples of tools.

Database item. This refers to Web pages that contain highly structured information, as might be found in a database. For example, an online bookstore Web site contains Web pages displaying titles, authors and price information of books in a structured manner.

All these defined page types, or more likely, combinations of page types, can be found in individual Web pages. As such, a page might be identified as containing one or more of the primitive types rather than falling into a single type. In addition, the classification is not claimed to be exhaustive because it is done only from the sample Web pages collected. Given the rapid growth of the Web, newly created Web pages may include other Web page types that are not covered in the above taxonomy.

2.4.3 Web page attributes

Web page attributes (Fourie, 2001) include elements within a page such as text, hyperlink, image, color, etc. Text refers to words and paragraphs of textual contents within a Web page. Hyperlink represents a relationship between two Web pages or just between sections of the same page. When clicking on a hyperlink, the user will be led to another page or section of the page. An image is a graphical file to be displayed. Some of

the image design elements include banners, horizontal lines, bullets, etc.

2.5 HTML (to hypertext markup language)

Hamilton(1995), noted that most of the documents on the WWW are written in Hypertext Markup Language (HTML) (Ladd and Donnell, 1996). HTML is a standard language for describing the contents and appearance of Web pages on the WWW. The WWW consortium or W3C (World Wide Web Consortium, 2000) was established to maintain standards for HTML and related technologies. The latest version is HTML 3.2 and the W3C is currently recommending HTML 4.0 based on the earlier work on HTML tags.

The coding language used to create hypertext documents for use on the World Wide Web. Web pages are built with HTML tags (codes) embedded in the text. HTML defines the page layout, fonts and graphic elements as well as the hypertext links to other documents on the Web. Each link contains the URL, or address, of a web page residing on the same server or any server worldwide, hence “World Wide Web” HTML is an important web standard and all web formatting can be made with the help of html. Make sure you use the latest HTML standard and HTML 4.01 is the latest model of HTML with all editing functionalities. (Kahn, 2004) defines a protocol as a set of rules that govern the running of a network (Cox, 1993).

2.5.1 How to create a website

According to Agatha (2000), the first step to creating your web site is to register a domain name. The domain name is the name that people will type into the address bar to find your site for example my domain name is kitenterprises.com.

Network solutions, and register.com are the most established domain name registrars, but many others have competitive prices and offer essentially the same services. You'll want to look at several different companies in order to get the best value for your money. If you expect to have your website for a while, you can usually save money by registering for multiple years at once. In general, your name, email and mailing address will be made available to people who ask for it. Many services will sell you private registration (where only they have your name and address)

2.5.2 Web hosting

This according to Agatha (2000) is the second step towards creation of a website. Now that you've decided on and registered a domain name, you need to choose a service to host your web pages. The web host provides you with space for your web pages, tools to create the web pages, and support if you run into problems.

2.5.3 Web design

Now that you've decided on a domain name, it's time to actually design your website! This is the most creative and rewarding part of the process. There are essentially three options, depending on the amount of customization and flexibility you want and on how much you are willing to learn. Choose a web design package for novices. You should look for a package that includes lots of professional looking templates that you would feel comfortable using- just because you want to keep things easy doesn't mean they can't be good! Choose a more advanced web design package, like Microsoft's Front page. With this solution you will need to learn a little more about HTML, but you will also have the flexibility to express yourself any way you want. Hire a professional web

design company to create your site. This option is more attractive to businesses than to individuals, but if you're looking to accept orders on your sites or have very sophisticated graphics, this is a good way to go (Henczel, 2001).

2.5.4 Web collaboration

Web collaboration should be the next step and it lets you communicate and share information with your customers. According to Amit Kumar Chatterjee, (2006). By creating a community around your website, you make your website a place that customers want to return to.

2.5.5 Search engine Registration

Now that you have your site up and running, its time to start getting people to the site. The first step is to register your site with popular search engines. Once you have done this, the search engines will "crawl" your pages, looking at the content and adding it to their indexes. You have several options.

Holzschlag (1998), noted that a customer can visit each of the major search engines (yahoo, Google, msn, dmoz, dog pile) himself and submit. This works well because it's free, but it can be time consuming, and you'll miss some of the smaller, more targeted search engines and international search engines. It can take a while for your site to show up in the major search engines after you've submitted it. If you can't wait, some services (for example yahoo and msn) will let you pay an extra fee for expedited listing. A customer can choose a service to register your site for you. This automates much of the process, making it easier for you to get your site listed. Some services will register with a few sites for free and with additional sites for additional charge- they may also include

expedited listing with the service (Owen, 1997).

2.6 TCP/IP (Transmission control protocol/ internet protocol)

TCP/IP is a result of protocol research and development conducted on experimental packet switched network by ARPANET funded by the defense advanced research projects agency (DARPA). TCP/IP used as internet standards by the Internet Architecture Board (IAB). Transmission control protocol (TCP) uses a set of rules to exchange messages with other internet points at the information packet level. Internet protocol (IP) uses a set of rules to send and receive messages at the Internet level.

According to Healey (2003), TCP/IP is a wide-area-networking protocol that makes the Internet work, and the only most hackers can speak the name of without laughing or retching. Unlike such allegedly 'standard' competitors such as X.25, DECnet, and the ISO 7-layer stack, TCP/IP evolved primarily by actually being used, rather than being handed down from on high by a vendor or a heavily-politicized standards committee.

The Internet protocol suite is the set of communications protocols that implement the protocol stack on which the Internet and most commercial networks run. It is sometimes called the TCP/IP protocol (TCP) and the Internet protocols (IP), which were also the first two defined (Tilghman, 1998).

The Internet protocol suite like many protocol suites, can be viewed as a set of layers, each layer solves a set of problems involving the transmission of data, and provides a well-defined service to the upper layer protocols based on using services from some lower layers. Upper layers are logically closer to the user and deal with more abstract data, relying on lower protocols to translate data into forms that can eventually be

physically transmitted. The OSI model describes a fixed set of seven layers that some vendors prefer and that can be roughly compared to the IP suite. This comparison can cause confusion or give further insight into the IP suite (Forouzan and Behrouz, 2003).

2.6.1 Internet

The Internet can be defined as a vast collection of inter-connected networks that are connected using the TCP/IP protocols and that evolved from the ARPANET of the late 60's and early 70's. The Internet connects tens of thousands of independent networks into a vast global internet and is probably the largest wide area network in the world. Kahn (2004), illustrates that in 2002 there were 8.7 million unique sites. Most or all of the content of about 3 million of them is public. This is a growth of 111% since 1998 in public sites (through their statistics show little growth in public sites since 2001). Access to the Internet gives a wide range of topics and media which facilitates different learning styles. Use of computers and the Internet enables learners to become researchers more easily because they can have direct access to data (JHuxley, 2002).

Carpenter (1998), suggested that Internet is a set of interconnected networks, which may themselves contain other networks, or just computers around the world. It allows those computers connected to it to exchange information at high speed - hence Information Super Highway. They communicate by a common method (protocol) called TCP/IP (Transmission Control Protocol/Internet Protocol). Like any other system of highways, the Internet has some connections which are quite adequate for their traffic load and others which are not. (Houlson, 1998).

2.6.2 How Internet Works

Probably, you most commonly interface with the Internet via e-mail or the World Wide Web. That's not the entire internet. It's just the popular and, relatively speaking, the new part. The internet has a much longer history. According to Marnie (2000), the internet is based on a series of standard technical protocols which allow various computers located around the world to access specified files on other computers and then view those files. Specifically, the protocol in question is TCP/IP. TCP/IP allows computers to describe data to one another over a network. Every computer hooked to the internet understands these two protocols and so can communicate amicably (Rubin, 1997).

TCP/IP is, as that fancy little slash mark suggests, actually two separate things that work together. TCP transmission control protocol- takes the information you want to send over the Internet and breaks it down into small chunks of data called "packets" IP- internet protocol- takes over and routes those packets through computers to get them to their destination. When the packets arrive at the destination computer, TCP reassembles them into something recognizable. These two protocols allow information to be addressed, routed, and reassembled. You use this technology every single time you use the web. There are other protocols too. STMP- simple, text mail protocol-works with e-mail. Ftp- file transfer protocol- is essential for uploading and downloading files to and from other computers. That familiar HTTP in your browser's location or address bar stands for hypertext transfer protocol (Konshak, 2001).

According to Elkordy, A. (2000), all of the protocols ensure that the computers attempting to communicate with each other- through e-mail or web pages or any other

mechanism-understand each other. And that provides the technology necessary for your computer to hook into the Internet. All those protocols allow computers to communicate. An ISP is also important and typically, this is how it works. A company computer connects to an internet service provider. You may be dialing up or you may be using high bandwidth method, such as DSL or cable, to connect. Your computer connects to your ISP's server. Once there, your ISP provides you with the gateway to connect to any other computer that has opened itself up to the world (Lambert, 1996).

When you type in a domain – such as <http://www.techsoup.org/>- that domain is translated into a number- the IP address- and you are taken to that specific computer. Once there, your web browser allows you to look at specific files. These files can include programming text, pictures, sound, or video in various combinations (Marnie Web, 2000).

2.6.3 Internet infrastructure

Marnie (2000), further illustrates that every computer that is connected to the Internet is part of a network, even the one in your home. For example, you may use a modem and dial a local number to connect to an internet service provider (ISP). At work, you may be part of a local area network (LAN) but you most likely still connect to the Internet using an ISP that your company has contracted with. When you connect to your ISP, you become part of their network. The ISP may then connect to a larger network and become part of their network. The Internet is simply a network of networks.

2.7 MARKETING

Marketing is a social and managerial process through which individual and organization obtain what they need and want through an exchanged process but at a profit.

According to Modern A. R (1998), marketing is an activity directed at satisfying customer needs and wants through exchange transactions in the market. The UK chartered institute defines marketing as *the management process responsible for identifying, anticipating and satisfying customer requirements profitably*. The marketing process involves identifying marketing opportunities through research and needs of different customers. And this is done for both new and existing products.

Marketing also involves managing products and this means forecasting and managing the rate of supply and distribution of both existing and new products. Marketing also deals with advertising and promoting products and services and this means communicating to target market customers about the existence of a product and the benefits of purchasing the products. With marketing prices are set and the terms of supply defined (Oberinger, 2005)

2.7.1 Internet marketing

Internet marketing, also referred to as web marketing, online marketing, or e-marketing, is the marketing of products or services over the Internet.

The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. The interactive nature of internet marketing, both in terms of providing instant response and eliciting responses, is a unique quality of the medium. Internet marketing is sometimes considered

to have a broader scope because it refers to digital media such as the Internet, e-mail, and wireless media, however, Internet marketing also includes management of digital customer data and electronic customer relationship management (ECRM) systems.

Internet marketing ties together creative and technical aspects of the internet, including design, development, advertising, and sales. Internet marketing does not simply entail building or promoting a website, nor does it mean placing a banner ad on another website. Effective internet marketing requires a comprehensive strategy that synergizes a given company's business model and sales goals with its website function and appearance, focusing on its target market through proper choice of advertising type, media, and design.

Dave Chaffey (2002), working from a relationship marketing perspective, has defined e-marketing as: Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/ wireless and digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behavior, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs. Chaffey's definition emphasizes that: It should not be the technology that drives e-marketing, but the business returns from gaining new customer and maintaining relationships with existing customers.

2.8 ONLINE SELLING

Sanjay Hettgewa (2005), suggested that many products or services can be sold over the web and delivered to the customer via a courier. Some services can be delivered immediately online. If a service or good can be transmitted to a modern, it can be ordered, paid for and delivered instantly without human interaction. The most obvious service provided this way is information. Sometimes the information is entirely free or supported by advertising. Some information is provided via subscription or paid for on an individual basis. Digital products or services can be easy to sell as impulse purchases. If a person orders a physical item, it will be a day or more before it reaches her. Downloads are usually measured in seconds or minutes. Immediately can be a burden on merchants. If you are delivering a purchase digitally, you need to do it immediately.

2.8.1 Electronic payment

It is relevant to open up a merchant account to accept payment from the buyers. If you already have a brick and mortar business that accepts credit then you can simply take the credit card information and process the card manually using your existing merchant account. No special account is necessary for web transactions.

According to Domain Boyle (2003), processing cards manually gives you the added advantage of being able to hold the card information and charge the customer when their purchase actually ships. Remember that if a product is not able to be shipped within 30 days of the order you must notify the customer of the delay. Most people don't like to be charged for something they haven't received yet and automated card processing and funds are transferred within hours or a few days rather than when the order ships. There are also other alternatives and prepay that let you set up accounts to accept payment from customers without having to have a merchant account.

Balas (1998), noted that Electronic checks can also be accepted with the right printing software and validation programs. Your customers would input their checking account and other identification information and you would print the check on blank check stock and deposit it as you would a written check. This is legal. According to *uniform commercial code*, Title 3, a customer can authorize you to endorse a check on their behalf. You'll also need to authorize the check using national databases that look for bad payment histories, bad checks, stolen checks etc. Vendors usually offer features that will help you collect for non-sufficient fund (NSF) checks as well. Pay by check offers these features, as well as several vendors (Oberinger, 2001).

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter covered methodology that was used and the approaches to be used to gather information together with requirement specifications including user requirements, functional requirements, systems requirements and design.

3.2 DATA COLLECTION

The researcher used various methods and approaches to collect data and this was based on the accuracy and relevancy of the data to be collected. They include the following;

3.2.1 Interview

Direct interaction between the researcher and the IT manager was conducted to find out the details about the current system in use. The IT manager will be able to express the problems with the current system and also proposed what the company will expect from the new system. The distributors were interviewed to find out what was needed from the new system. This method was mainly used because of its capability to avail first hand information and therefore will accumulate since the researcher talked to the people who were knowledgeable about the company.

3.2.2 Observation

Using this approach, a digital camera was used to capture the features that the company wants to appear in their proposal system. Various visits were made to the company premises to observe how daily activities are conducted. This approach helped to prove the reality of the information gathered using interviews hence avoiding exaggeration.

3.2.3 Questionnaires

A set of questionnaires can be sent to the department and to the distributors to compare and contrast the consistency and creativeness of the information availed. This method is relevant since it enables the researcher to access more information which cannot be got using other methods due to time.

3.2.4 Document review

The company magazines and business books were also utilized maximally to ascertain various data on company products. This will supplement the gathered information especially when it comes to information about activities carried out in the company.

3.3 REQUIREMENT SPECIFICATION

This section included the analysis of the user requirements, functional requirements, non-functional requirements and system requirements.

3.3.1 User requirements

The website was user friendly in such a way that it's simple and easily operated by the user. The user was in position to freely run through the web pages without difficulty. The user was in position to place an order online and also have an option to make complaints in regard to any dissatisfaction got in relation to company products or service offered.

3.3.2 Functional requirements

To ensure the functionality of the website, the following aspects were considered;

- A system flexible to meet the changing needs of the organization
- A website with the capacity to capture, process, store and retrieve data.

- A website with error detecting capability.

3.3.3 Non functional requirements

Only authorized personnel were allowed to update the website through certain specific security measurements that were created for the website.

3.3.4 Systems requirements

For the website to be developed, the following requirements were made available;

- Macromedia Dream weaver 8.0 to design the pages.
- Ms Macromedia fire works.
- Ms Internet explorer for the preview of the pages.
- Ms Microsoft.

Hardware requirements can include;

- Hard disk space of at least 120GB for good performance.
- Memory capacity of at least 1 GB of RAM good enough for Windows XP and 3.0 GHZ of RAM speed.
- Intel Pentium (recommended) Duo core.
- Broadband 128Kbps.
- Scanner
- Light duty printer

CHAPTER FOUR

PROJECT DESIGN, IMPLEMENTATION AND TESTING

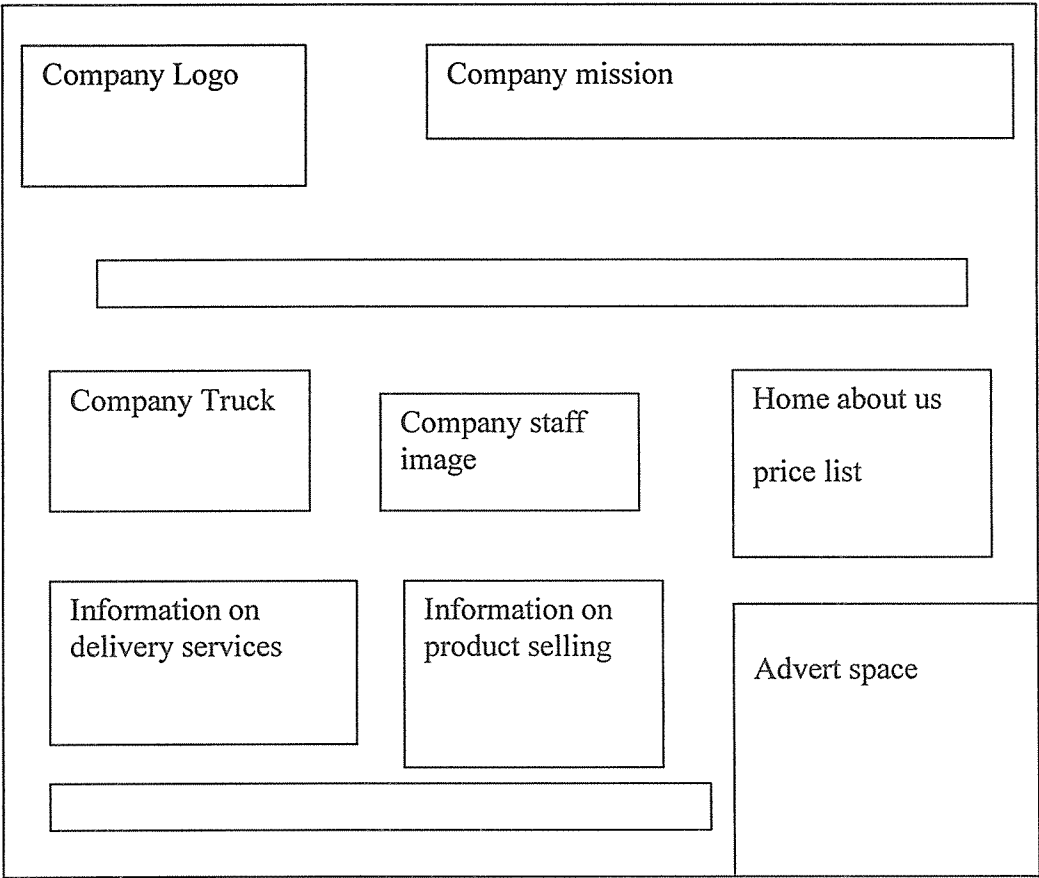
4.0 INTRODUCTION.

The chapter showed the implementation of the website of GNLD showing the designed pages of the website of the company and analyzing that the company's dilemmas of publication are overcome narrowly.

4.1 SYSTEM DESIGN.

This section involved the conceptualization goal, structure, navigation scheme of the website and this included information and interaction design, e-business functionalities and integration.

Fig: 1 Current system for GNLD.



Proposed System

Fig: 2 Conceptualization for *Home* page.

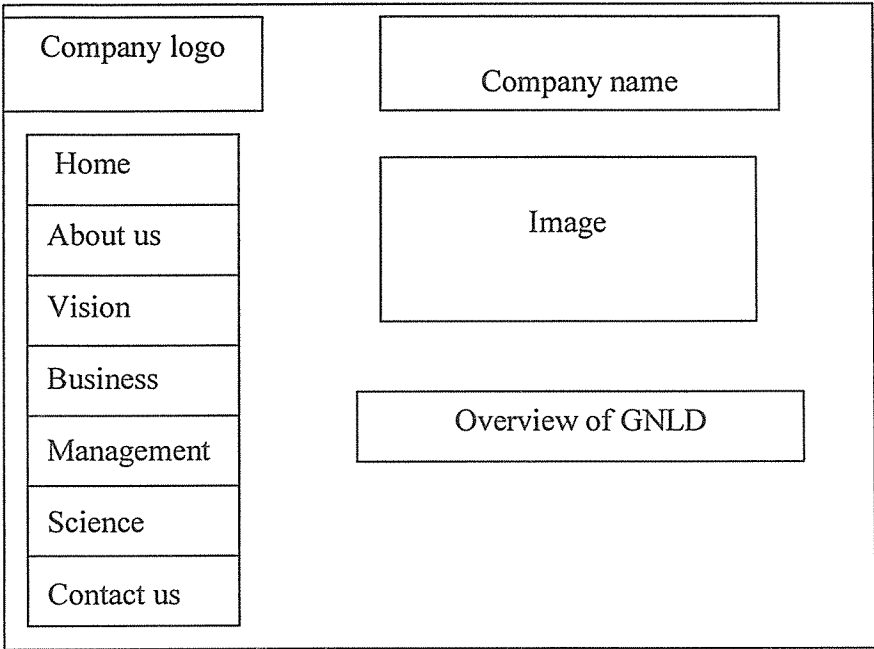


Fig: 3 Conceptualization for *about us* page.

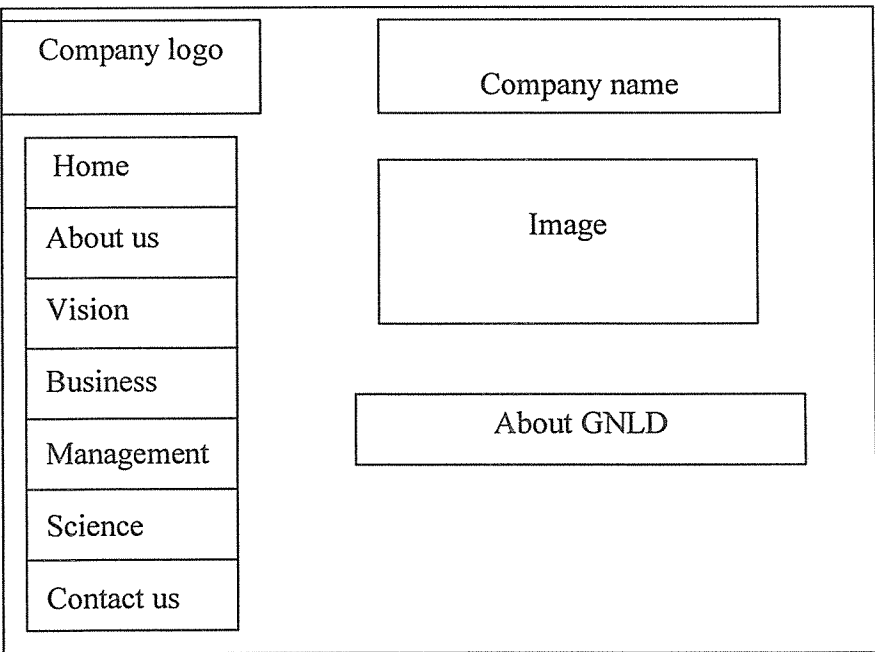


Fig: 4 Conceptualization for *vision* page.

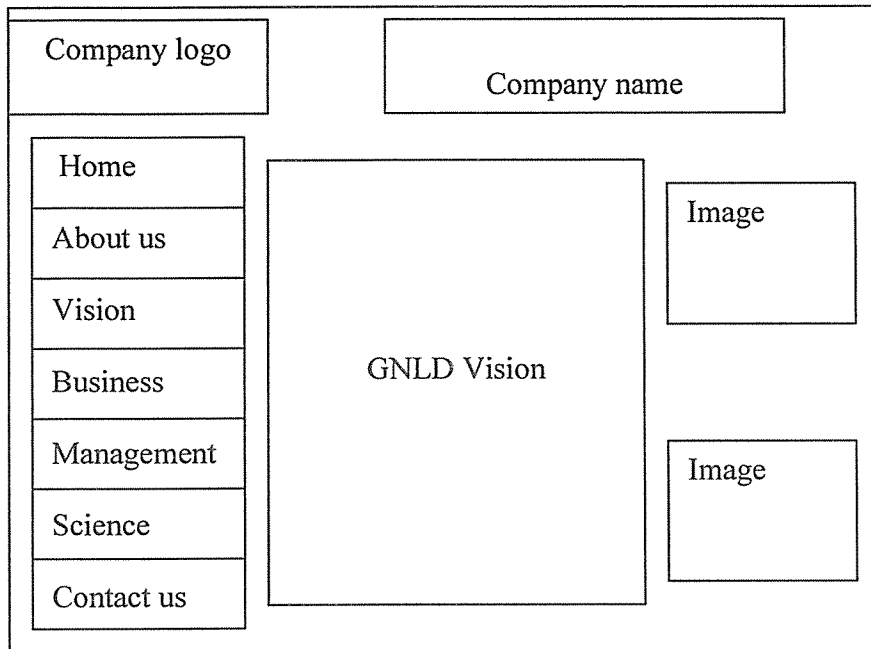


Fig: 5 Conceptualization for *business* page.

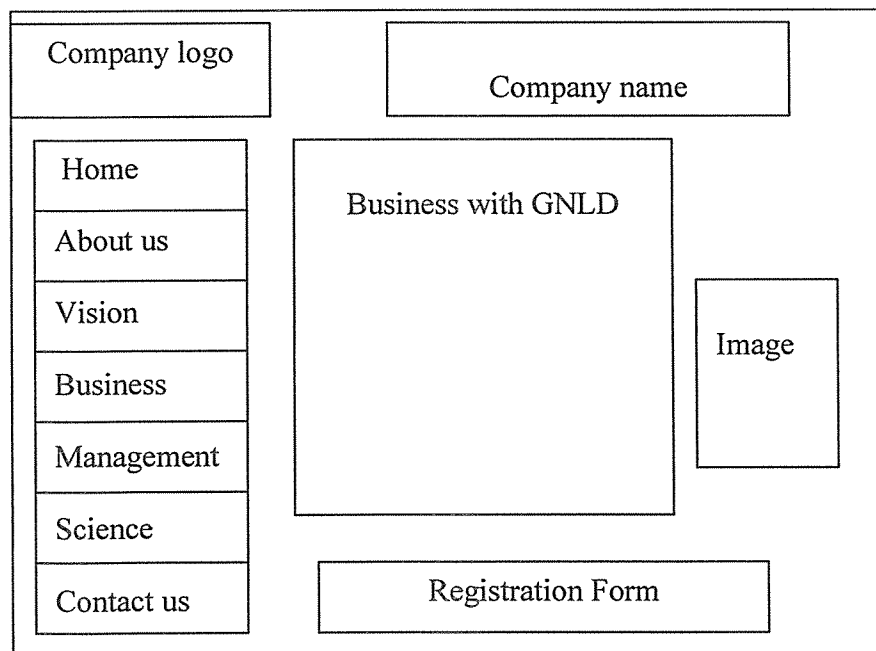


Fig: 6 Conceptualization for *management* page.

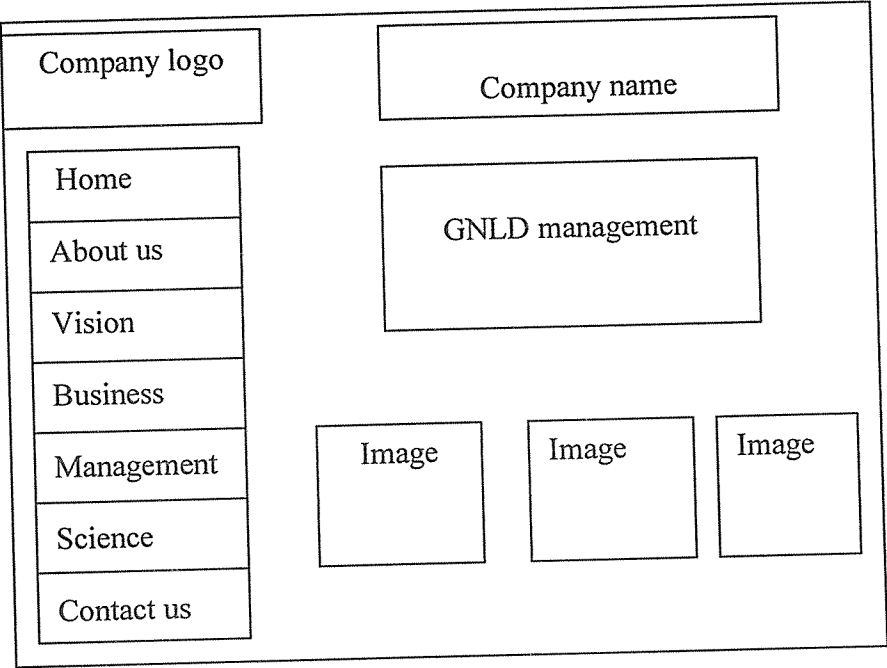
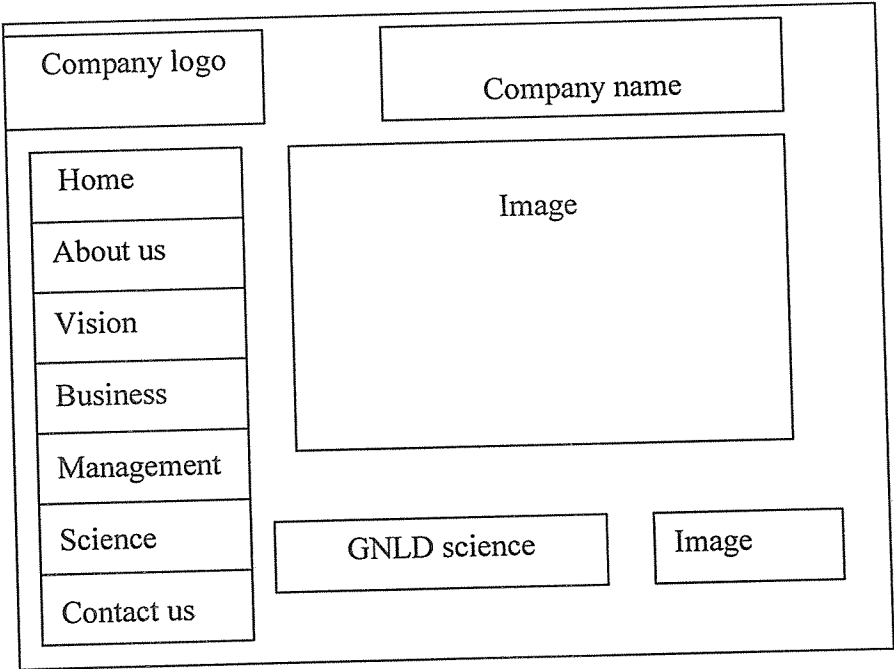


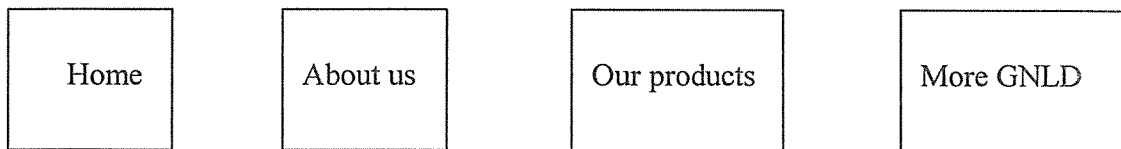
Fig: 7 Conceptualization for *science* page.



Navigation scheme

This section helps people to find information easily from the website by making them know how to search through the web pages then be in position to go back to the original home page.

Fig. 8 Navigation scheme.



4.2 The home page

The home page shows well organized details of GNLD and important attributes and information viewed in the website. This page provides a link to all other pages which allow easy navigation through the site.

4.2.1 Special features of the home page

The home page is comprised of the images, format icons, text, etc. In the images, you can include the company logo, the company outlook and others.

4.2.2 The home page outlook of GNLD

The home page was designed by several techniques to come upon a well organized website. It consists of pictures that give a clear view of the GNLD Company with students. Other web pages for GNLD like the about us page, academic page, contact us page and activities page.



4.3 About us page.

This page was designed to give the users a better understanding of the GNLD website. At a very young age GNLD founder Jerry Brassfield discovered the profound impact quality supplements could play in helping to restore good health. As a small boy suffering from serious allergy and asthma problems Jerry's only relief came after his mother started adding quality nutritional products to his daily diet.

4.3.1 Outlook of the about us page.

ABOUT US INTERNATIONAL

HOME ABOUT US MANAGEMENT VISION CONTACT

ABOUT GNLD

At a very young age GNLD founder Jerry Brassfield discovered the profound impact quality supplements could play in helping to restore good health. As a small boy suffering from serious allergy and asthma problems, Jerry's only relief came after his mother started adding quality nutritional products to his daily diet.

Just a few short years later at the age of 19 Jerry discovered that sharing quality products person to person was the basis for a financially rewarding home based business. As his small network marketing business grew, Jerry soon discovered that there was more to life than he could find in his small central california home.

About Us

In an age when individuals are faced with an overwhelming number of choices we are honored that you would take time to take a closer look at GNLD, a company and community who shares, cares and strives to change the way you live.

We are confident that you will discover that GNLD helps others live their best by offering Exceptional Products, a team of Dynamic Leaders and a Limitless Opportunity.

Over 50 years ago we didn't start out to build the world's leading nutritional company; we set out to build a community of people who care about living well. Living well means more than enjoying good health. It means taking control of your health, taking charge of your personal development, and securing your financial future.

There's nothing more satisfying than attaining your goals, and for the past 50 years, Golden Neo Life Diamite (GNLD) has made it easier for millions of individuals to do so. It's as easy as investing 30 minutes of your time to recognize the GNLD concept.

Dr. Arianna Carughi

Bob Brassfield

Artur Furst

4.4 Vision Page

For the customers, we insure that each product we manufacture meets the highest level of quality possible today, and that all of our products truly meet the needs of people everywhere in the world.

4.4.1 Outlook of the vision page



GNLD VISION

HOME :: June 18, 2010

GNLD's Vision

Since 1958, all GNLD business actions have been guided by the powerful concept of What's Right.

FOR THE CUSTOMER

At GNLD, we ensure that each product we manufacture meets the highest level of quality possible today, and that all of our products truly meet the needs of the people everywhere in the world.

FOR THE COMPANY

GNLD's longevity and consistent growth for more than four decades is proof that the company is built on sound business practices. Long-term planning with an eye toward future growth governs all company decisions.

FOR THE ENVIRONMENT

Since 1958, GNLD has manufactured and distributed low-dose, low-burden, biodegradable household cleaners that are gentle on the environment.

GNLD Founder Jerry Brassfield knew there was more to life than he could find in his small, Central California town. He believed the combination of quality products and a person-to-person, network-based business could lead to success. His mission then became to empower people all over the world to take control of their lives and achieve their true potential as he had done. Today, Jerry Brassfield leads a global, multi-million dollar company and is recognized around the world for his astounding success with GNLD. And as he has from the very beginning, Jerry believes the powerful combination of Great People, Great Products, and a Great Opportunity has no limits! I am proud to have joined GNLD networking business. A network of good People, people who care about not only their health but also the

4.5 Security Features

Confidential information about GNLD which is posted on the Website must not fall into the hands of a competitor. Such a breach of security could lead to loss in the business, law suits or even bankruptcy of the business. Protecting confidential information is a business requirement, and in many cases also an ethical and legal requirement. For this reason, Web security was ensured on GNLD Website fully validating Web forms and protection of Mysql databases. This made it very easy to eliminate any client-side restrictions in HTML forms or scripts intended to perform some rudimentary data filtering. In this particular example, \$_POST variables have been used to hide information away from the address bar URLs, and PHP forms on the site have magic Quotes enabled to prevent SQL injection.

4.6 PHP – MySQL connection

The script below is from db.php, a php file used create a connection between the website and mysql server. This is used to ensure that information is stored in the database.

```
<?php
$hostname = "localhost";
$username = "dck";
$password = "dck";
$database = "GNLD";

$con = mysql_connect ($hostname,$username, $password);
mysql_select_db ($database);
if(!$con) { "Connection Failed".mysql_error(); }
else { echo "connection is working"; }
?>
```


4.7 Management Page

This show a detailed management system of GNLD and some of the executive members that lead the GNLD team

4.7.1 Outlook of the Management page



4.8 PROJECT IMPLEMENTATION.

4.8.1 File conversion

GNLD's previous system was manual, like using the media and the press, door to door teaching of people about GNLD products and their functions. A parallel adoption method was done where by the new system and the old system was used and with time the old system was phased out.

4.8.2 Testing and Demonstration.

The site was demonstrated and tested to the Board members of GNLD Uganda

When testing the website, it matched directly with the marketing strategies of the company to ensure that the e-commerce solution designed, the website was tested so that the functional requirements are satisfied according to the user requirements.

The system was uploaded to a free web server for one week and customers where asked to interact with it to check if it worked as per the expectations. The desired results were produced. Testing whether the mysql database automatically updates the records was done through finding and replacing some records.

4.8.3 Results obtained

After conducting the various tests, the following results were obtained.

- i. It is easy for the user to navigate through the site where by if a user is at the management page he or she can go back to the home page there and then.
- ii. Retrieval and analysis of information is now faster and more accurate.
- iii. Products can be ordered directly which the Mysql form in the site.

4.8.4 Results analysis.

The new system carries out accurate sorting of information of customer information. The various requirements for the development of the system were analyzed and the system was designed basing on these requirements. The new system was designed and it integrates the various functions carried out by various parties of the marketing section. The new system does not accept duplication of the same information hence preventing data redundancy. This was achieved through the storage of customer records in a MySQL database.

4.8.5 Conclusion

The system increased customer base by enabling customers to get all the information they needed. So designing a website for GNLD was a great achievement so that people get to know more about GNLD products, its management, among others.

CHAPTER FIVE

DISCUSSION, CONCLUSION, AND RECOMMENDATION

5.0 INTRODUCTION

This chapter gives the major findings of the study, limitations, conclusions and recommendations, the recommendations are based on the researcher's analysis and interpretations of the findings.

5.1 DISCUSSION

As the industry of information technology widens, it brings about the development of a web technology. However, most business organizations have not used the idea of using website technology to overcome problems like inaccuracy in businessman, unpredictable costs .The manual way of handling activities of GNLD is tiresome which consumes a lot of time, like admission, calculating academic results, registration. Now the designed website system includes forms where clients of GNLD can fill these forms and submit them to the company's website where it's limited to only authorized users. This could even favor the clients from very far places.

GNLD website has special pages showing the systems integration of the GNLD's outlook to reflect the activities carried out in the company events. There are special buttons designed on the website to help the user search for all the desired information and find it easier to navigate on the site. All these provide contributions to objective one.

5.2 LIMITATIONS OF THE STUDY

- Time was a major limitation for this research; hence the project was done by two students from the department of computer studies to ensure completion of the research on time.
- Software tools for design and implementation of websites were difficult to obtain.
- Getting additional knowledge and ideas from the company's IT manager was also difficult since he was always busy.

5.3 RECOMMENDATIONS

There has to be affluent update of the website having new information all the time to keep clients in touch with the current changes of the school and how it develops its business operations.

Due to lack of enough resources and limited time needed urgently, the researcher was unable to fulfill some of the attributes needed by the company, website such as

- More scripts to make the site creative, dynamic and attractive.
- Creation of an integrated database system to incorporate with the web.

5.4 CONCLUSION

The development of a website has contributed to a wide publication of GNLD hence overcoming problems of the company like time wastage, in accurate records, poor strategies for marketing of products. This has enabled the company activities to be done in time however reducing the costs.

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APPENDICES

Html code for the home page:

```
<! DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

<html xmlns="http://www.w3.org/1999/xhtml">

<!-- DW6 -->

<head>

<!-- Copyright 2005 Macromedia, Inc. All rights reserved. -->

<title>Home Page</title>

<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />

<linkrel="stylesheet"

href="file:///C:/Program%20Files/Macromedia/Dreamweaver%208/Configuration/BuiltIn
/StarterPages/mm_travel2.css" type="text/css" />

<script language="JavaScript" type="text/javascript">

//----- LOCALIZEABLE GLOBALS -----

var d=new Date ();

varmonthname=new

Array("January","February","March","April","May","June","July","August","September"

,"October","November","December");

//Ensure correct for language. English is "January 1, 2004"

var TODAY = monthname [d.getMonth ()] + " " + d.getDate () + ", " + d.getFullYear();

//----- END LOCALIZEABLE -----

</script>

<style type="text/css">

<!--
```

```

body {
background-color: #009900;}

.style3 {
color: #FFFF00; font-weight: bold; font-size: xx-large ;}

.style4 {
color: #FF0000; font-weight: bold ;}

.style5 {
font-family: "Times New Roman", Times, serif; font-size: 24px; font-weight: bold; color:
#990000;}

.style6 {color: #0000FF; font-weight: bold ;}

.style10 {color: #660033; font-weight: bold ;} --></style></head><body>
<tablewidth="100%"border="0"cellspacing="0"cellpadding="0"><tr
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d><td height="60" colspan="3" align="center" valign="bottom" nowrap="nowrap"
bgcolor="#00FF00" id="logo"><p class="style3"></p></td>
<td width="4" bgcolor="#00FF00">&nbsp;</td></tr><tr bgcolor="#3366CC">
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id="tagline">&nbsp;</td><td width="4" bgcolor="#00FF00">&nbsp;</td></tr><tr>
<tdcolspan="7"bgcolor="#003366"></td> </tr>
<tr bgcolor="#CCFF99">

```



```

<td colspan="7" id="date" format="date" height="25">&nbsp;&nbsp;&nbsp;<script
language="JavaScript" type="text/javascript">document. Write (TODAY);</script></td>
</tr><tr><td colspan="7" bgcolor="#003366"></td> </tr><tr>
<td width="172" valign="top" bgcolor="#000000">
<table border="1" cellspacing="0" cellpadding="0" width="165" id="navigation"><tr>
<td width="165" bgcolor="#FFFF00">&nbsp;&nbsp;&nbsp;< br />&nbsp;&nbsp;&nbsp;< br /></td></tr> <tr>
<td width="165" bgcolor="#FFFF00"><a href="Aboutus.html">Aboutus</a></td></tr>
<tr><td width="165" bgcolor="#FFFF00"><a href="Vision.html">Vision</a></td></tr>
<tr><td width="165" bgcolor="#FFFF00"><a
href="Management.html">Management</a></td></tr><tr>
<td width="165" bgcolor="#FFFF00"><a href="Science.html">Science</a></td></tr>
<tr><td width="165" bgcolor="#FFFF00"><a href="Business.html">Business</a></td>
</tr><tr><td width="165" bgcolor="#FFFF00"><a
href="Contacts.html">Contact</a></td></tr></table><p><br />&nbsp;&nbsp;&nbsp;<br />&nbsp;&nbsp;&nbsp;<a
href="http://www.google.com/imgres?imgurl=http://www.vitaminatural.com/gnld/gnldi
mages/Jerry_lecture.jpg&amp;imgrefurl=http://www.vitaminatural.com/gnld/whatisgnld.
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wuEXatUT_5_O_RQQI=&amp;h=201&amp;w=220&amp;sz=9&amp;hl=en&amp;start
=17&amp;um=1&amp;itbs=1&amp;tbnid=BU1dNiS5LYlQSM:&amp;tbnh=98&amp;tb
nw=107&amp;prev=/images%3Fq%3DGNLD%2BVISION%26um%3D1%26hl%3Den
%26sa%3DN%26tbs%3Disch:1"></a><br />

<span class="style4">GNLD FOUNDER </span></p><p><br />



</p></td><tdwidth="249"><p></p>

<p></p>

<p></p>

<p>&nbsp;</p></td><tdcolspan="2" valign="top"><br />

&nbsp;<br />&nbsp;<br /><table border="0" cellpadding="0" cellspacing="0" width="305"><tr><td class="pageName style5">Overview Of GNLD </td></tr><tr>

<td class="bodyText"><p align="justify" class="style6">Nearly 50 years ago, we didn't start out to build the world's leading nutritional company; we set out to build a community of people who care about living well.</p>

<p align="justify" class="style6">Living well means more than enjoying good health. It means taking control of your health, taking charge of your personal development, and securing your financial future.</p>

<p align="justify" class="style6">In an age when individuals are faced with an overwhelming number of choices we are honored that you would take time to take a closer look at GNLD, a company and community who shares, cares and strives to change the way you live.</p><p align="justify" class="style6">We are confident that you will discover that GNLD helps others live their best by offering exceptional products, a team

of dynamic leaders and a limitless opportunity. </p></td> </tr></table><p><a href="http://www.google.com/imgres?imgurl=http://www.livingelements.co.uk/images/logo-trans.jpg&imgrefurl=http://www.livingelements.co.uk/%3Fpage\_id%3D2211&amp;usg=\_\_VzGSr-

AOCGSq0CfPdJb2qAvTIFU=&h=175&w=443&sz=17&hl=en&start=417&um=1&itbs=1&tbnid=crfpxma6iCB06M:&tbnh=50&tbw=127&prev=/images%3Fq%3Dgnld%26start%3D400%26um%3D1%26hl%3Den%26sa%3DN%26ndsp%3D20%26tbs%3Disch:1"></a><a

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<span class="style10"><strong>Over 50 years ago we didn't start out to build the world's leading nutritional company; we set out to build a community of people who care about living well.</strong></span></p><p align="justify"

class="style10"><strong>Living well means more than enjoying good health. It means taking control of your health, taking charge of your personal development, and securing your financial future.</strong></p>

<p align="justify" class="style10"><strong>In an age when individuals are faced with an overwhelming number of choices we are honored that you would take time to take a closer look at GNLD, a company and community who shares, cares and strives to change the way you live.</strong></p>

<p align="justify" class="style10"><strong>We are confident that you will discover that GNLD helps others live their best by offering Exceptional Products, a team of Dynamic Leaders and a Limitless Opportunity. </strong></p><p><a id="apf8"

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