



## **The Effectiveness of the Online Shopping For the Customer**

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### **Abstract**

The Internet is a global communication medium that is increasingly being used as an innovative tool for marketing goods and services. The Internet has added a new dimension to the traditional nature of retail shopping. The internet offers many advantages over traditional shopping channels and the medium is a competitive threat to traditional retail outlets. Premium Design t-shirt is an online business that provides an online shopping and t-shirt design printing within customer budget. However, in order to make sure the online business is success, the company need to have business model and environmental map as guideline to plan a successful business.

**Keywords:** Internet; Online Shopping; Traditional Shopping.