



Nida Professional Training-www.nidapro.com

by
Ms. Piyaporn Eksuk

A Final Report of the Three-Credit Course
IS 6998 Master's Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master Information Technology
in Internet and E-Commerce Technology
Assumption University

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The Graduate School of Assumption University has approved this final report of the Three-credit course, IS 6998 MASTER'S PROJECT, submitted in partial fulfillment of the requirements for the degree of Master Information Technology in Internet and E-Commerce Technology.

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ABSTRACT

The purpose of this report is to create and develop a prototype website Nidapro.com to provide the training program through Internet to the customers in Thailand who are would like to improve their skill, their working. There are various program and services.

The scope of this project covers Business analysis such as company summary, SWOT analysis, Target market analysis, Competitor analysis, Marketing strategy and Cost and Benefits analysis for online business, the perfect combination of the Internet technology and the effective E-Commerce business strategy that will bring success to the company and enable the company to survive in the real world situation. In addition, the website is designed based on usable and functional concept and the security and control system there are key tools that the website is using.

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TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	
LIST OF TABLES	vi
I. INTRODUCTION	1
1.1 Background of the Project	1
1.2 Objectives of the Project	2
1.3 Scope of the Project	3
1.4 Deliverables	3
II. LITERATURE REVIEW	4
2.1 What is the Internet?	4
2.2 The Benefits of E-Commerce	6
2.3 What is Electronic Commerce?	8
2.4 New ways of Doing Business	10
2.5 Success factors in e-commerce	12
2.6 Problems of e-commerce	18
2.7 Advantages and Disadvantages of e-commerce	20
2.8 How can a customer communicate with a company through a website?	21
2.9 How effective is communication with a customer through a website?	22
2.10 Web Site and Home Page	24

<u>Chapter</u>	<u>Page</u>
III. BUSINESS ANALYSIS	28
3.1 Company Background	28
3.2 Business Goals	28
3.3 Target Market	29
3.4 Market Positioning	29
3.5 SWOT Analysis	30
3.6 Competitor Analysis	32
3.7 Marketing Mix (4Ps)	34
3.8 Cost and Benefit Analysis	37
3.9 Break-even Analysis	42
IV. WEBSITE DEVELOPMENT AND DESIGN	43
4.1 Objective of the site	43
4.2 How to create a Web Home Page	43
4.3 Planning Web Site Development	44
4.4 Web Site Designing	45
4.5 <u>Techniques to keep audience coming back to visit web site</u>	52
4.6 Database Design	53
V. CONCLUSIONS AND RECOMMENDATIONS	60
5.1 Conclusions	60
5.2 Recommendations	62
BIBLIOGRAPHY	63

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
3.6.1 www.dharmniti.co.th/Seminar	32
3.6.2 www.mahidol.ac.th	33
3.9.1 Break-Even Analysis, Cost comparison between Off-Line and Online System	42
4.4.1 Text content elements of Nidapro.com	46
4.4.2 Photo change in every page	47
4.4.3 Very nice picture customer can understand the company's concept	48
4.4.4 Site Layout	49
4.4.5 Button for links	51
4.4.6 Nidapro.com Contact us page	52
4.6.1 Entity-Relationship Diagram	53
4.7 Home Page	55
4.8 About Us Page	56
4.9 Training Program Page	57
4.10 Contact Us Page	58
4.11 Register Page	59

LIST OF TABLES

<u>Table</u>	<u>Page</u>
3.8.1 Off-Line System Cost Analysis, Baht	38
3.8.2 Five year Accumulated Off-Line System Cost, Baht	38
3.8.3 Online System Cost Analysis, Baht	40
3.8.4 Five year Accumulated Online System Cost, Baht	41
3.8.5 The comparison of the System Cost, Baht	41



I. INTRODUCTION

1.1 Background of the Project

The Internet is rapidly becoming the technology of choice of electronic commerce because it offers business an even easier way to link between company and customer at a very low cost. The Internet has grown to become a major component of network infrastructure, linking millions of machines and tens of millions of users around the world.

The Internet is a tool enabling businesses to reach literally millions of new customers each month. The Internet is redefining the relationship between businesses and consumers, for the first time in history a small to medium sized company now can reach all over the globe to share information about its products and services. Internet is shared 24 hrs a day 7 days a week. Audiences can visit the website at their convenience from the comfort of their own homes. It is like having your doors open 24 hrs a day 7 days a week.

E-commerce has also led to the development of electronic marketplaces where suppliers and potential customers are brought directly together without the need for intermediaries. However, this technology creates a new concern and environment to support the digital transaction. E-commerce law and regulations must be available to support secure transaction and to protect privacy of the customers. A secure method of collecting credit card details from customers must be carefully reviewed and set up. The

issue of security is critical to the success of e-business since it is usually the main concern of customers in making transaction online.

This project is developing a website on advertising and promoting Training program. The training program is necessary to the development in workplace efficiency. Whether it is Management Training, Account and Tax Training, Finance Training, Customer Service, or any other training that we offer, Nida Professional Training deliver quality service. Every business is unique and Nida Professional Training will ensure that the training methods used and the techniques implemented match the exact demands of your specific business.

1.2 Objectives of the Project

To develop the website and create real change in the business "Improve your working, Improve your skill, Improve your life" for Nida Professional Training the project aims to accomplish the following:

- (1) To provide Information about the course of training and service available for new and existing customer.
- (2) To open new services and new product and be able to reach new customers.
- (3) To be the leader in online Training's information in the customer recognition.
- (4) To generate revenue from advertising products online
- (5) To reach a highly desirable demographic market.
- (6) To be a new marketing channel or tool in doing business.

- (7) To Create a 24 Hour Service and make Changing Information Available Quickly.

1.3. Scope of the Project

- (1) To manage the website www.nidapro.com effectively allowing users to find information easily.
- (2) To update the training program and promotion on the website frequently.

1.4 Deliverables

- (1) The final report covers the scope as mentioned above.
- (2) The complete and applicable website consists of the product information such as product description, price and so on. All product items will be updated frequently.

II. LITERATURE REVIEW

2.1 What is Internet?

The Internet is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers). It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANET. The original aim was to create a network that would allow users of a research computer at one university to be able to "talk to" research computers at other universities. A side benefit of ARPANet's design was that, because messages could be routed or rerouted in more than one direction, the network could continue to function even if parts of it were destroyed in the event of a military attack or other disaster.

The Internet is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers).

The size, scope and design of the Internet allows users to:

- connect easily through ordinary personal computers and local phone numbers.
- exchange electronic mail (E-mail) with friends and colleagues with accounts on the Internet.
- post information for others to access, and update it frequently;

- access multimedia information that includes sound, photographic images and-even video -and-access diverse perspectives from around the world.

The most widely used part of the Internet is the World Wide Web (often abbreviated "WWW" or called "the Web"). Its outstanding feature is hypertext, a method of instant cross-referencing. In most Web sites, certain words or phrases appear in text of a different color than the rest; often this text is also underlined. When you select one of these words or phrases, you will be transferred to the site or page that is relevant to this word or phrase. Sometimes there are buttons, images, or portions of images that are "clickable." If you move the pointer over a spot on a Web site and the pointer changes into a hand, this indicates that you can click and be transferred to another site. Using the Web, you have access to millions of pages of information. Web browsing is done with a Web browser, the most popular of which are Microsoft Internet Explorer and Netscape Navigator. The appearance of a particular Web site may vary slightly depending on the browser you use. Also, later versions of a particular browser are able to render more "bells and whistles" such as animation, virtual reality, sound, and music files, than earlier versions.

In today's economy, e-commerce plays a very significant role in a rapidly increasing number of cooperation across a wide spectrum of industries. The ability to conduct secure business transaction across the Internet can give instant access to a new way to reach existing and new customers. There are numerous advantages to sell online but most of them come back to a single reality; it saves your company hard cash. From reducing reliance on call centers to eliminate printing and postage costs for catalogs, e-commerce enables businesses to address their customers directly and complete real-money transactions in highly efficient ways.

2.2 Benefits of the Internet

The changing communication and data transfer technologies of the internet today are effecting the way many companies do business. Depending on the nature of your organization, the benefits of internet presence will vary.

(a) Reducing Communication Costs

Prior to the net, to realize the communications benefit, organizations have to build their own wide-area networks or subscribe to a value added network service. Employing the Internet, except from being cost free, is certainly more cost effective for many organizations than building one's own network. And small businesses find reduced communication cost particularly beneficial because it sometimes enables them to compete with largest companies in markets that would otherwise be closed to them.

(b) Enhancing Communication and Coordination

The internet has made it easier and less expensive for companies to coordinate small staffs when opening new markets or working in isolated places because they do not have to build their networks.

(c) Accelerating the Distribution of Knowledge

Because modern economies have become information economies, access to knowledge is critical for the success of many companies. Organizations are using E-mail and the availability of databases all

over the world to gain easy access to information resources, in such key areas as; business, science, law, and government.

(d) Improving customer service and satisfaction

The companies, large and small, are using the Internet to communicate efficiently to make product information, ordering, and technical support easier and immediately available.

(e) Facilitating Marketing and Sales

Marketing and sales via the Internet are new and only beginning to be viable. The advent of the web has made marketing an sale possible because the web is a passive instrument, it requires potential customers to seek out offers by companies rather than having those companies actively reach out to potential customers as is traditional in most marketing and advertising. Retailers update their web pages offering virtually as often as needed. Suppliers can also update information used by consumers just as easily. Even with Limitation, the Net helps buyers and sellers make contact.

As for the benefits of the Internet to an organization, the best aspects of marketing and sales product or service online are that start up and operation costs are minimal and it is possible to access potential buyers at an unprecedented speed. The reason is the earnings can come only after 24 hours of online business launch. The advertising can be tested in a matter of days, whereas conventional media advertising takes months to conduct a single test.

The ways that users are taking advantage of the Internet are:

1. Sharing research and the business data among colleagues and like-minded individuals.
2. Communicating with others and transmitting files via E-mail.
3. Requesting and providing assistance with problems and questions.
4. Marketing and publicizing products and services.
5. Gathering valuable feedback and suggestions from customer and business partners.

Only users' vision and creativity limit the Internet's potential. And as the Internet grows, new and innovative uses will surely follow. Internet marketing and running an Internet business is a fantastic way of doing business if it is done correctly. The Net simply works better than traditional media. But it is new, so it requires some imagination to envision roles and characters to be online.

2.3 What is Electronic commerce?

Electronic Commerce, or e-commerce, is conducting of business by electronic means. Following this general definition, e-commerce began soon after Samuel Morse sent his first telegraph message in 1844, and it expanded across the sea when another message, containing share price information from the New York stock market, linked Europe and North America in 1858. By 1877, Western Union, the dominant telegraph company, moved \$2.5 million worth of transactions annually among businesses and consumers, and news companies led by Reuters sold financial and other information to customers around the world. The telephone permitted electronic voice transactions and

greatly extended the reach of retail companies like Sears, whose mail-and telephone-order catalog helped to create genuine national firms.

Ecommerce can be broken into four main categories: B2B, B2C, C2B, and C2C.

- **B2B**

Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable.

- **B2C**

Businesses selling to the general public typically through catalogs utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to ecommerce as a whole.

Having a hard time finding a book? Need to purchase a custom, high-end computer system? How about a first class, all-inclusive trip to a tropical island? With the advent of ecommerce, all three things can be purchased literally in minutes without human interaction. Oh how far we've come!

- **C2B**

A consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project. The consumer reviews the bids and selects the company that will complete the project. Enlace empowers consumers around the world by providing the meeting ground and platform for such transactions.

- **C2C**

There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell. Thanks to online payment systems like PayPal where people can send and receive money online with ease. EBay's auction service is a great example of where person-to-person transactions take place everyday since 1995.

Companies using internal networks to offer their employees products and services online--not necessarily online on the Web--are engaging in B2E (Business-to-Employee)e-commerce.

G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), C2G (Citizen-to-Government) are other forms of e-commerce that involve transactions with the government--from procurement to filing taxes, to business registrations and to renewing licenses.

2.4 New Ways of Doing Business

Corporate, not-for-profit, and governmental systems are incorporating many increasingly digitalized processes that are leading to astounding productivity gains in the world economy because these processes are becoming less expensive, less time consuming, and more useful ("Why the Productivity Revolution," 2000). For example, a directory-assistance call formerly requires an operator, to look-up in paper-based directories, and a localized search. Now it involves a national (or international) computer database, voice synthesis, and automatic connection. Furthermore, the process

has been expanded; one can do reverse searches through the Internet that will point to the owner of a telephone number, link this to one's telephone bill, and not involve any individual as the service provider. Thousands of "system processes" are undergoing this type of mutation, leading to cheaper, less time-consuming, and expanded types of services..

The marketing, advertising, and care triad are the core of the phenomenon. One-to-one marketing (whereby large customer databases link much information about clients, thus creating very efficient leads) is linked to much tailored advertising: The firm knows the client when he or she is connected to the Internet, and it fires off a series of individually targeted banners catering very closely to the client's needs. These advertising banners can explore the geography of the client at that moment (for example, if in a car, the closest gas station, drug store, or sports bar), linkages among products or recent purchase (bought a computer, needs parts and software), personal factors (getting married, needing a dress, birthday, death in the family), and other factors. The e-care part of the triad is the emerging process of the new organization. Technologically rich products need superior, technologically based support. E-care—a mix of e-mail, Web based support, and, when essential, phone support—is cheaper and more powerful if properly done than the traditional means. Organizations are finding that the same stringent standards of traditional care must be applied in the e-organization.

The electronic commerce revolution is in its initial phases and will progressively take over all processes either directly or indirectly. The distinction between "snail" commerce and e-commerce will disappear, with all processes becoming either digital or aided by digital supporting processes. The pace of this transformation is what

differentiates winning from losing competitors, industries, and investors. The intrinsic nature of the product and processes, as well as the dynamics and resistance to change of corporations and industries, will determine the pace of change and the gains in productivity. Together with the telephone, railroads, and electricity, the Internet is one of the major agents of changing modern life.

Two major factors affect the speed of change in terms of product: (1) bit ability and (2) e-commoditization. A product is bitable or not. If it can be transmitted over the Internet, the product (or service) is bitable. Software, information, remote support services, banking, brokerage, and insurance, for example, fall into this category. If a product is bitable it does not ultimately have to be physically delivered, although it may take some time to acquire sufficient bandwidth or get consumers used to the idea. The e-commoditization factor is more complex. An e-commodity is an item that one does not need to touch, see, try on, try out, taste, or squeeze before buying. Clearly high-fashion clothes, cars, foods, meats, vegetables, and girlfriends tend not to fall into this category. On the other hand, this is very much a question of attitude and need. Busy executives will forgo the examination of food items for the convenience of having them at home when they arrive there. Once a teenager has tried on an item of brand-name clothing for size, it becomes a commodity, since sizes tend to be quality controlled. A buyer who lives in a very remote location may consider an item to be a commodity because the cost of its examination does not warrant extensive travel—and, in the case of clothes, they can be altered. Ultimately, bitable goods and bitable commodity goods present the highest potentials for e-commerce.

2.5 Success factors in e-commerce

- **Technical and organizational aspects**

In many cases, an e-commerce company will survive not only based on its product, but by having a competent management team, good post-sales services, well-organized business structure, network infrastructure and a secured, well-designed website. Such factors include:

1. Sufficient work done in market research and analysis. E-commerce is not exempted from good business planning and the fundamental laws of supply and demand. Business failure is as much a reality in e-commerce as in any other form of business.
2. A good management team is armed with good and sound information technology strategy. A company's IT strategy should be a part of the business re-design process.
3. Providing an easy and secured way for customers to effect transactions. Credit cards are the most popular means of sending payments on the internet, accounting for 90% of online purchases. In the past, card numbers were transferred securely between the customer and merchant through independent payment gateways. Such independent payment gateways are still used by most small and home businesses. Most merchants today process credit card transactions on site through arrangements made with commercial banks or credit cards companies.

4. Providing reliability and security. Parallel servers, hardware redundancy, fail-safe technology, information encryption, and firewalls can enhance this requirement.
5. Providing a 360-degree view of the customer relationship, it is defined as ensuring that all employees, suppliers, and partners have a complete view, and the same view, of the customer. However, customers may not appreciate the big brother experience.
6. Constructing a commercially sound business model. If this key success factor had appeared in textbooks in 2000, many of the dot-com might not have gone into bankruptcy.
7. Engineering an electronic value chain. One focuses on a "limited" number of core competencies -- the opposite of a one-stop shop. (Electronic stores can appear either specialist or generalist if properly programmed.)
8. Operating on or near the cutting edge of technology and staying there as technology changes (but remembering that the fundamentals of commerce remain indifferent to technology).
9. Setting up an organization of sufficient alertness and agility to respond quickly to any changes in the economic, social and physical environment.
10. Providing an attractive website. The tasteful use of color, graphics, animation, photographs, fonts, and white-space percentage may aid success in this respect.
11. Streamlining business processes, possibly through re-engineering and information technologies.
12. Providing complete understanding of the products or services offered which not only includes complete product information, but also sound advisors and selectors.

Naturally, the e-commerce vendor must also perform such mundane tasks as being truthful about its product and its availability, shipping reliability, and handling complaints promptly and effectively. A unique property of the Internet environment is that individual customers have access to far more information about the sellers than they would find in a brick-and-mortar situation.

- **Customer-Oriented**

A successful e-commerce organization must also provide an enjoyable and rewarding experience to its customers. Many factors go into making this possible. Such factors include:

1. Providing value to customers. Vendors can achieve this by offering a product or product-line that attracts potential customers at a competitive price, as in non-electronic commerce.
2. Providing service and performance. Offering a responsive, user-friendly purchasing experience, just like a flesh-and-blood retailer, may go some way to achieving these goals.
3. Providing an incentive for customers to buy and to return. Sales promotions to this end can involve coupons, special offers, and discounts. Cross-linked websites and advertising affiliate programs can also help.
4. Providing personal attention. Personalized web sites, purchase suggestions, and personalized special offers may go some of the way to substituting for the face-to-face human interaction found at a traditional point of sale.

5. Providing a sense of community. Chat rooms, discussion boards, soliciting customer input and loyalty programs (sometimes called affinity programs) can help in this respect.
6. Owning the customer's total experience. E-tailers foster this by treating any contacts with a customer as part of a total experience, an experience that becomes synonymous with the brand.
7. Letting customers help themselves. Provision of a self-serve site, easy to use without assistance, can help in this respect. This implies that all product information are available, cross-sell information, advise for product alternatives, and supplies & accessory selectors.

Helping customers do their job of consuming. E-tailors and online shopping directories can provide such help through ample comparative information and good search facilities. Provision of component information and safety-and-health comments may assist e-tailors to define the customers' job.

- **Product suitability**

Certain products/services appear more suitable for online sales; others remain more suitable for offline sales.

Many successful purely virtual companies deal with digital products, including information storage, retrieval, and modification, music, movies, office supplies, education, communication, software, photography, and financial transactions. Examples of this type of company include: Google, eBay and Paypal.

Recently there has been significant growths in other areas such as health products, including pharmacy supplies from companies such as DrugStore. Command animal health products from companies such as VetShopOnline.com.

Virtual marketers can sell some non-digital products and services successfully. Such products generally have a high value-to-weight ratio, they may involve embarrassing purchases, they may typically go to people in remote locations, and they may have shut-ins as their typical purchasers. Items which can fit through a standard letterbox - such as music CDs, DVDs and books - are particularly suitable for a virtual marketer, and indeed Amazon.com, one of the few enduring dot-com companies, has historically concentrated on this field.

- **Acceptance**

Consumers have accepted the e-commerce business model less readily than its proponents originally expected. Even in product categories suitable for e-commerce, electronic shopping has developed only slowly. Several reasons might account for the slow uptake, including:

1. Concerns about security. Many people will not use credit cards over the Internet due to concerns about theft and credit card fraud.
2. Lack of instant gratification with most e-purchases (non-digital purchases). Much of a consumer's reward for purchasing a product lies in the instant gratification of using and displaying that product. This reward does not exist when one's purchase does not arrive for days or weeks.

3. The problem of access to web commerce, particularly for poor households and for developing countries. Low penetration rates of Internet access in some sectors greatly reduces the potential for e-commerce.
4. The social aspect of shopping. Some people enjoy talking to sales staff, to other shoppers, or to their cohorts: this social reward side of retail therapy does not exist to the same extent in online shopping.
5. Poorly designed, bug-infested e-Commerce web sites that frustrate online shoppers and drive them away.
6. Inconsistent return policies among e-tailors or difficulties in exchange/return.

2.6 Problems of E-commerce

Even if a provider of E-commerce goods and services rigorously follows these "key factors" to devise an exemplary e-commerce strategy, problems can still arise.

Sources of such problems include:

1. Failure to understand customers, why they buy and how they buy. Even a product with a sound value proposition can fail if producers and retailers do not understand customer habits, expectations, and motivations. E-commerce could potentially mitigate this potential problem with proactive and focused marketing research, just as traditional retailers may do.
2. Failure to consider the competitive situation. One may have the will to construct a viable book e-tailing business model, but lack the capability to compete with Amazon.com.
3. Inability to predict environmental reaction. What will competitors do? Will they introduce competitive brands or competitive web sites? Will they supplement

their service offerings? Will they try to sabotage a competitor's site? Will price wars break out? What will the government do? Research into competitors, industries and markets may mitigate some consequences here, just as in non-electronic commerce.

4. Over-estimation of resource competence. Can staff, hardware, software, and processes handle the proposed strategy? Have e-tailors failed to develop employee and management skills? These issues may call for thorough resource planning and employee training.
5. Failure to coordinate. If existing reporting and controlling relationships do not suffice, one can move towards a flat, accountable, and flexible organizational structure, which may or may not aid coordination.
6. Failure to obtain senior management commitment. This often results in a failure to gain sufficient corporate resources to accomplish a task. It may help to get top management involved right from the start.
7. Failure to obtain employee commitment. If planners do not explain their strategy well to employees, or fail to give employees the whole picture, then training and setting up incentives for workers to embrace the strategy may assist.
8. Under-estimation of time requirements. Setting up an e-commerce venture can take considerable time and money, and failure to understand the timing and sequencing of tasks can lead to significant cost overruns. Basic project planning, critical path, critical chain, or PERT analysis may mitigate such failings. Profitability may have to wait for the achievement of market share.
9. Failure to follow a plan. Poor follow-through after the initial planning, and insufficient tracking of progress against a plan can result in problems. One may

mitigate such problems with standard tools: benchmarking, milestones, variance tracking, and penalties and rewards for variances.

10. Becoming the victim of organized crime. Many syndicates have caught on to the potential of the Internet as a new revenue stream. Two main methods are as follows: (1) Using identity theft techniques like phasing to order expensive goods and bill them to some innocent person, then liquidating the goods for quick cash; (2) Extortion by using a network of compromised "zombie" computers to engage in distributed denial of service attacks against the target web site until it starts paying protection money.

2.7 Advantages and Disadvantages of E-Commerce

Advantages:

- ability to reach a wider market.
- ability to source products from a wider supplier-base.
- ability to automate and cut costs in repetitive processes (for example, automatically generating invoices based on forms filled out on the Internet).
- ability to give the impression you are a bigger business than you really are.
- ability to respond to customer queries quickly and cheaply (this is particularly true for companies based in developing countries and selling internationally).

Disadvantages :

- expense of setting up or purchasing e-commerce systems.
- finding staff with appropriate internet experience.

- risk of fraud (although it is consumers who are most afraid of fraud on the Internet, it is in fact businesses that are most often the victims).
- inability to grow quickly if business is very successful.
- marketing expense (there are millions of web sites out there - how do you ensure yours is visited?).

2.8 How can a customer communicate with a company through a website?

A website is a collection of data presented in the form of web pages, which can be accessed on the internet. This website is the only platform for the business in ecommerce. As they say, logos are essential for building up a business's rapport. Similarly, a website is the representation of the business online. If your website is giving an impression of a well developed one that means the business is also. When a customer comes to visit your website, this stage can be referred to as the first process of communication with the company. Here, the customer gets an idea of how the company is by reading a bit of its description and about the services they provide. Here the website is actually communicating the owner's or the company's message to the customer. This message is delivered by the company about their services, background, and history and about their functioning. This is the first step of communicating with the customer. On many websites you find a feedback system. This feedback system works for the company so that they should get the feedback from their clients. Sometimes there are certain mistakes on the webpage which is from the point of customers. If you are the owner you may not find it that way but the person visiting it will. This feed back system helps the company a lot to get the views of the customers about the website.

Another way through which the customer can contact the company through the website is the contacting information there. Every website provides you with the company's contact numbers and sort. It depends on the website of what kind it is. For instance, if the website is not regarding business and is related to some sort of a person and all, so it is very rare that they give their contacts. In a business site, you will usually find the contacts of the company. Besides the contacts, there is another thing known as forums. These forums have their personnel online. You can go on to these forums and talk to these personnel. These personnel are usually in the same company that the website belongs to. Many a time, the company hires other web developers or managers; these managers work for the company and provide the forum facility. This means that if you logon to their forums you won't find any personnel of the company, you will find these web managers. You can contact them and discuss your problem. They have the complete information of the company.

2.9 How effective is communication with a customer through a website?

E-commerce is now one of the main considered platforms for the business. The best characteristic of e-commerce is that it is done on an international basis. Once a person has entered e-commerce, his platform and his office on interne is his website. This website is the only place where he can find out what are the products which are to be sold by this company. It can be said that the website is the only platform which you can present to the customers for a visit and have an idea of how your company is.

As described above, the website is the only way of interacting to the customers. Another disadvantage is that when a person visits a website, it is not visiting a shop that you know who they are. In fact the worst part is that if the person visiting your website does not find your website interesting, he immediately closes the window. So, it is

important that you should realize this aspect of e-commerce. Secondly, people think that communication through a website is not as much comfortable and effective as a face to face conversation. The following are certain points which determine the effects of website communication:

By the wish of customer:

When you are reading information on the website regarding any product, there is a list of topics given there. So, it is easier for you to choose which topic you like and can study.

Accommodated information:

All the information here on a website is accommodated so that you can easily get information regarding any product you are looking for. The best thing of e-commerce is that as at a time of face to face conversation, you can get all the information from the person you are talking to. But here the best part is that all information are in the site regarding the product.

Optional:

The website is always optional. There are today hundreds of websites working on the same topics. So, if you get access to a website which does not contain the type of information you are searching for, then you can hop on to another. This is one of the best advantages as you don't have to waste your time. If you don't like it you can go on to the other.

Web-development:

From all the above given information, it is clear until now why it is said that you should go through a proper process of web development. If the website is properly developed, it will enable your clients or any visitor who visits it to get information easily. If it is so then obviously he will come back.

2.10 Web Site and Home Page

A web site is a related collection of World Wide Web (WWW) files that includes a beginning file called a home page. A company or an individual tells you how to get to their web site by giving you the address of their home page. From the home page, you can get to all the other pages on their site. For example, the web site for IBM has the home page address of <http://www.ibm.com>. (The home page address actually includes a specific file name like *index.html* but, as in IBM's case, when a standard default name is set up, users don't have to enter the file name.) IBM's home page address leads to thousands of pages. (But a website can also be just a few pages.)

Since *site* implies a geographic place, a web site can be confused with a web server. A server is a computer that holds the files for one or more sites. A very large web site may be spread over a number of servers in different geographic locations. IBM is a good example; its web site consists of thousands of files spread out over many servers in world-wide locations. But a more typical example is probably the site you are looking at, whatis.com. We reside on a commercial space provider's server with a number of other sites that have nothing to do with interne glossaries.

A synonym and less frequently used term for web site is "Web presence." That term seems to better express the idea that a site is not tied to specific geographic location, but is "somewhere in cyberspace." However, "Website" seems to be used much more frequently.

- Advantages of a Home Page

There are different reasons for having a personal home page and a company home page, the reason for both is related.

A personal home page can be useful for gathering and arranging network resources that are often used. For example, access to specific newsgroups, telnet addresses, or tiles on the network can be established through a home page. People often use their home pages to list references that they are interested in.

A company home page can be used to represent a company and its services to customers and potential customers. Taking a much generalized view of a customer, government academic groups communicate with their constituency in the same manner

A home page should be added to existing communication system with customers through making information more visible, easily accessible, understandable, and less expensive. One question about having a local home page is “how is having one's own home page preferable to use the information that is already available; what benefit is there in devoting the time to develop a local home page?

Opportunity for emphasizing local interests, concerns and resources and increase on a local level using local resources including computers are some reasons.

There may also be less likelihood of network inference. Providing a certain level of access to materials that are not available through the network as well as easy access to a starting point are also benefits. There is also more control over presentation including accuracy and content and opportunity for learning for future projects or phrases of the WWW project.

With the development of the Internet, companies and organizations now have access to immediate and easier means of advertising. This could help them to reach their full potential.

A home page or website can be a relatively inexpensive way to gain exposure to millions of people, keeping customers informed of new offerings, making business transactions easier and more importantly attracting potential clients.

The Internet offers benefits to business of all sizes. The following are only a few of the ways the Internet can empower business.

- a. Increase in demand for choice (product depth, global reach, price choices).
- b. Demand for information (detailed product information, inventory, and order status).
- c. Demand for interactive, online support.
- d. Avoidance of travel and parking difficulties for consumer e-commerce.
- e. Elimination of time constraints (that is, opening hours or delays between placing an order and delivery).

For the business customers, similar reasons for and against buying online may apply, but e-commerce also offers the business customers the following benefits:

- (1) Lower purchasing overhead – especially for small value and repeat orders.
- (2) Greater choice (greater product depth and global reach).
- (3) Faster fulfillment cycle time (ordering, shipping, billing).
- (4) Greater ability to supply information (inventory, order status, etc.).
- (5) Lower cost than EDI.
- (6) Ease of swapping between suppliers greater than EDI.



III. BUSINESS ANALYSIS

3.1 Company Background

Nida Professional Training is the local training company in Thailand. They provide a complete training portfolio, from introductory courses for new entrants to on-going refresher courses and seminars for employees, supervisors and managers.

Whether it is Management Training, Account and Tax Training, Finance Training, Customer Service Training or any other training that we offer, Nida Professional Training deliver quality service. This know-how is essential for those who wish to sharpen their technical skills, stay ahead with up-to-date conceptual frameworks, improve your skill, your life, and your work.

Mission of the company is to create real change in the business. Every business is unique and Nida Professional Training will ensure that the training methods used and the techniques implemented match the exact demands of your specific business.

3.2 Business Goals

Business goals of nidapro.com

(1) Short-term Goals:

- (a) To distribute our products and services to online market.
- (b) To make our training website well known for online in Thailand.
- (c) To create trust with customer for online business.
- (d) To increase the number of customer and profit.

(2) Long-term Goals:

- (a) To build customer relationship management (CRM) by offering customer favorite training program, interested program of training and also most often join the training program. Moreover, company news or new program, have to be served directly to customer.
- (b) Maintaining a database of potential learners.

3.3 Target Market

The group of customers that the company focus is as follows:

- (1) Customers whose age is between 22-45 years who live in Thailand, familiar with the Internet.
- (2) The company can target both males and females, the working people who would like to improve their knowledge, new graduate who love to learn new and challenge things and organization that would like to improve the people in their organization and build up the team.

3.4 Market Positioning

The website focusing on customer satisfaction. Thus, the company tries to serve the customer with quality of program and service. Nidapro.com offers variety of training program for men and women based on the customer requirement. Moreover, Nidapro website also gives advice for the organization, by our expertise for training more than 10 years and they can suggest and give an advice to customers about what customer needs. Nidapro.com would like to build up the company perception as the leading expert in training.

3.5 SWOT analysis

SWOT analysis is a comparison of strength, weakness, opportunities and threats. It assists the management team to summarize the major facts and forecasts derived from external and internal analysis.

To understand more of the business situation, including all other environment around company's business, it is necessary to do SWOT analysis. It needs to evaluate internal strengths and weaknesses periodically. However, evaluating only internal is not enough, it also needs to monitor key external environment consist of opportunities and threats that are outside the organization and are not typically within the short-run control of top management.

SWOT analysis of this project can be described as follows:

Strengths

- (1) The company has team experiences and has the well-known professional speakers for support the program.
- (2) Company provides the E-News Letter to customer satisfaction and loyalty.
- (3) Company provides the Web Portal to link the other business website.
- (4) The prices of program are reasonable lower than our competitors.

Weaknesses

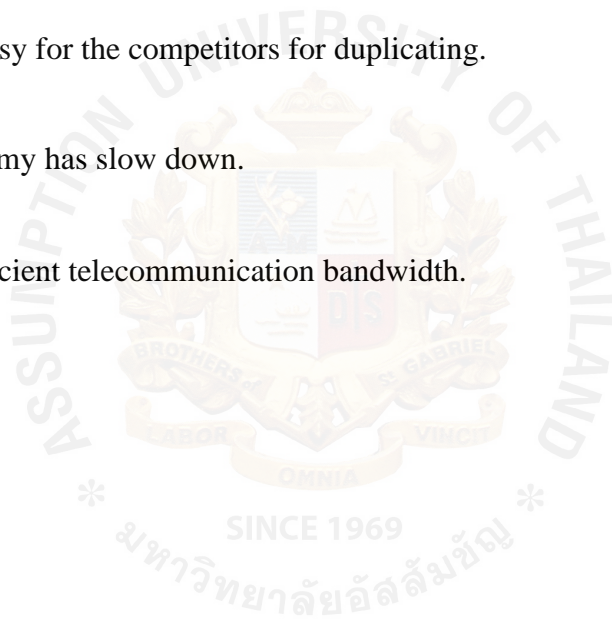
- (1) The website is for promoting and advertising the company and training program only, not to offer customers to purchase online.

Opportunities

- (1) Develop the website to be the E-Learning.
- (2) As the life style of the people is always changing, company have to develop the website to E-Book.

Threats

- (1) Rapid increase of many competitors in this business.
- (2) It is easy for the competitors for duplicating.
- (3) Economy has slow down.
- (4) Insufficient telecommunication bandwidth.



3.6 Competitor Analysis

(1) The sample of direct competitor are as follows:

Dharmniti

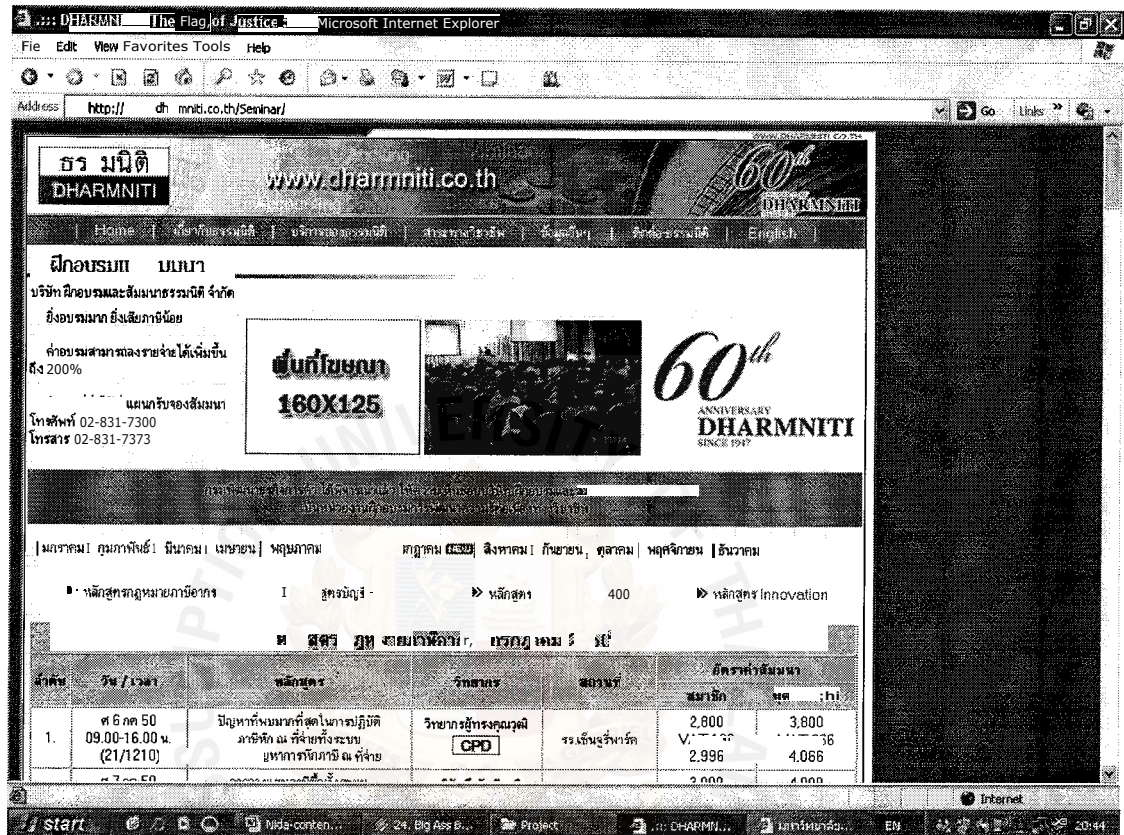


Figure 3.6.1 www.dharmniti.co.th/Seminar

Strengths:

- (a) The company has been well known more than 60 years and have the Dharmniti Group's Companies.
- (b) Provide book shop online

Weaknesses:

- (a) Don't have the main page for training because they have the group's company.
- (b) Don't have course booking.

(2) The sample of in-direct competitors are as follows:

In-direct Marketing such as University-Mahidol University

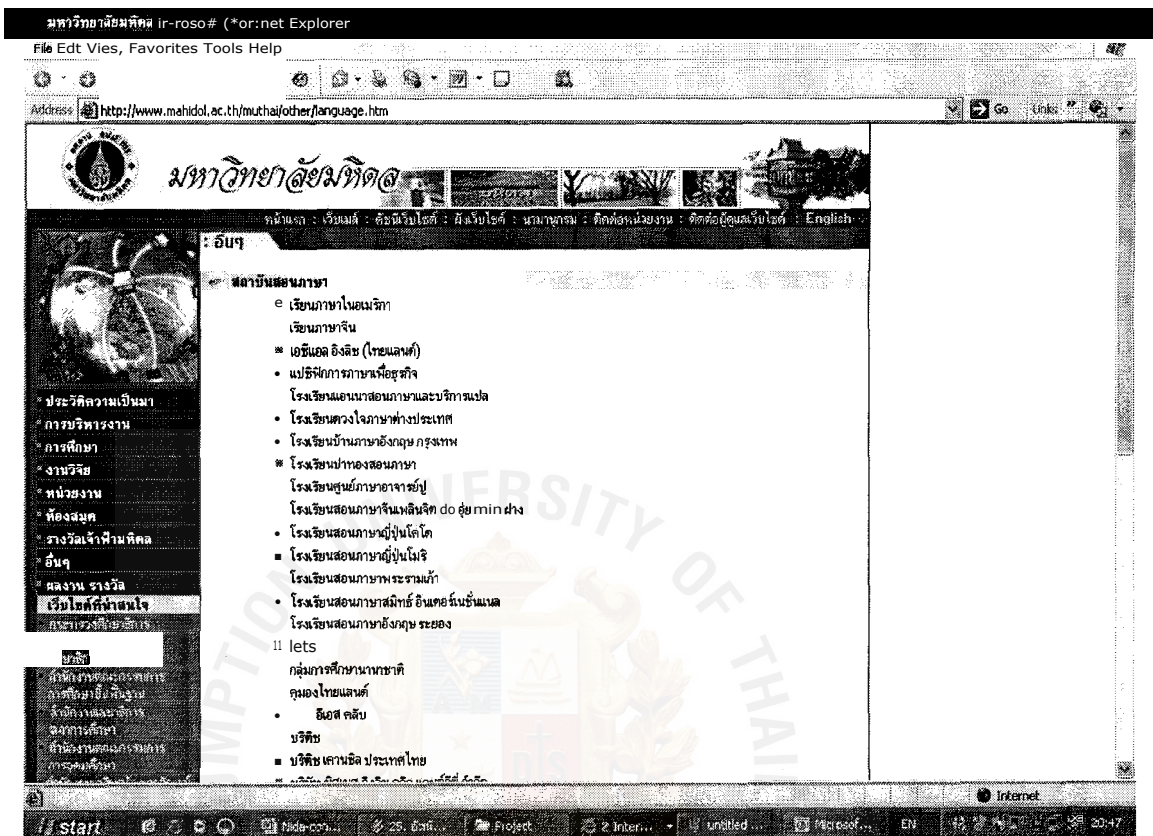


Figure 3.6.2 www.mahidol.ac.th

Strengths:

- (a) The website of University, the people can trust.
- (b) Many program offering because they have many speakers.

Weaknesses:

- (a) Not focus on only Training Program.
- (b) Don't have course booking.

3.7 Marketing Mix (4Ps)

The major marketing management decisions can be divided into the following four categories: product, price, place and promotion. These variables are known as marketing mix or the 4 P's of marketing. They are the variables that the marketing managers can control in order to best satisfy customers in the target market.

Product

Objectives of Product strategy:

- (1) To provide a wide range of quality training program to customers.
- (2) To provide the best suggestion and service for customers who want more information of our training programs.
- (3) To offer different training program through the new features, and service warranties.

The company provides a wide range of training program to satisfy the specific needs of customers. There are well known speakers from various university and organization. The customers can find the program that they prefer. All training program are high quality and update the information all the time. Moreover, the company provides the best suggestion and solutions for every business problem. The company is the professional training, so customers will be confident that they will get the high quality course with warranty.

Price

Objectives of pricing strategy:

- (1) Price lower than competitors.
- (2) To gain number of market shares.
- (3) To maximize the number of units sold.

Pricing is one of the marketing mixes that are very important in competing with competitors. It is one of the key elements in a winning marketing mix. Company set up the attractive price for the customer. The prices of most training program are lower than competitors. There are some discounts that are promotional discounts, a short —term discounted price offered to stimulate sales.

Place

Objectives of place of distribution strategy:

- (1) To make sure that a product can get the attention it needs in the company's channel.
- (2) To match the product image with that of the channel and with customer's perception of our products.
- (³) To maximize the customer's convenience.

Because of the benefits of the Internet technology and E-Commerce anytime and anywhere the company and customers could interact and perform the business together. The company takes advantage from online channel to meet customer with the low cost investment and the customer will get benefits from company to get information from website even if they are at home. Besides the customer can booking course via the website.

Promotion

Objectives of promotion strategy:

- (1) To cover every communication mode that would appeal to company's target market.
- (2) To provide the sales promotion, advertising and public relation.
- (3) To build brand awareness

There are many means that the company uses to attract customers as follows:

- (a) Banner

The company uses banners to advertise the website by post or exchange banners between shopping websites who will be our partner or post it on web portals.

- (b) Search engines registration

At present, most people use search engines to find anything that they want. The company can reach the customer and the customer can find the company in an easy way. Sample of the largest search engine such as Google, Yahoo and so on.

- (c) Direct Mail to customers

The company will send an e-newsletter, special discount on special occasions, training program new releases to the customers. The company will send only worthy e-mail to customer under permission.

- (d) Send sms advertising directly to mobile phone customer.

3.8 Cost and Benefit Analysis

- **Cost Analysis**

Cost and benefit analysis is an economic feasibility analysis method. It is widely used as a tool to judge whether the project is worthwhile to construct or not which is essential for the management decision maker.

Before the company creates the new system (website) , it is necessary to discuss about cost and benefit, which they have to confront in the long run. Cost and benefit analysis is used to evaluate alternative system. It can help to find the optimum way from comparing between cost and benefit by calculating all the anticipated cost associated with the system.

The cost of this project can be estimated from evaluating the resources that will be needed to develop and operate the system. The initial investment includes the cost of getting outfitted with the computer system, the cost of creating WWW storefront, and the server cost. All the expenses are shown as follows:

Table 3.8.1 Off-Line System Cost Analysis, Baht.

Cost Item	Year1	Year2	Year3	Year4	Year5
<u>Fixed Cost:</u>					
Brochure Printing	180,000	183,600	187,272	191,017	194,838
Brochure Mailing	540,000	550,800	561,816	573,052	584,513
Building fee	144,000	144,000	144,000	158,400	158,400
Total Fixed Cost	864,000	878,400	893,088	922,470	937,751
<u>Operating Expense:</u>					
Salary:					
- Manager (1 @ 25,000 baht per month)	300,000	330,000	363,000	399,300	439,230
- Officer (3 @ 15,000 baht per month)	540,000	594,000	653,400	718,740	790,614
Electricity	18,000	19,800	21,780	23,958	26,354
Water expenses	3,600	3,960	4,356	4,792	5,271
Telephone	7,200	7,920	8,712	9,583	10,542
Hotel expenses	2,376,000	2,613,600	2,874,960	3,162,456	3,478,702
Guest Speaker expenses	1,728,000	1,900,800	2,090,880	2,299,968	2,529,965
Other expenses	36,000	39,600	43,560	47,916	52,708
Total Operating Expense	5,008,800	5,509,680	6,060,648	6,666,713	7,333,384
Total	5,872,800	6,388,080	6,953,736	7,589,183	8,271,135

Table 3.8.2 Five year Accumulated Off-Line System Cost, Baht.

Year	Total Off-Line Cost	Accumulative Cost
1	5,872,800	5,872,800
2	6,388,080	12,260,880
3	6,953,736	19,214,616
4	7,589,183	26,803,799
5	8,271,135	35,074,934
Total	35,074,934	-

- **Cost of Online System**

The cost of Online system is classified into two categories that are two fixed cost and operating cost. The fixed cost includes hardware, software, personnel, training, maintenance, and the operating cost includes user salary cost and office supplies and other miscellaneous cost.

With the Online system, there is the less office equipment cost but it has to invest in computer hardware and software. The personnel cost is the salary of the persons who involved in the proposed system development such as Technician support or Database administrators.

The process with the operation of this system, the database administrator and network administrator are hired. With this proposed system, although the cost of printing and mailing can reduce. The detail of the proposed system cost are shown in Table 3.8.3

Table 3.8.3 Online System Cost Analysis, Baht

Cost Item	Year1	Year2	Year3	Year4	Year5
Fixed Cost:					
PC Hardware	45,000	-	-	-	-
Notebook	50,000	-	-	-	-
Scanner	4,500	-	-	-	-
Laser Printer	14,000	-	-	-	-
UPS	4,000	-	-	-	-
Software Cost:					
- Microsoft Window XP					
2 license @6,500 baht	13,000				
- Microsoft Office					
2 license@6,500 baht	33,000				
- Adobe Creative Suite CS3 license	64,000	-	-	-	-
Domain Name	500	500	500	500	500
Implementation Cost:					
Web Hosting	6,000	6,000	6,000	6,000	6,000
Brochure Printing	120,000	80,000	80,000	60,000	60,000
Brochure Mailing	360,000	240,000	240,000	180,000	180,000
Total Fixed Cost	714,000	326,500	326,500	246,500	246,500
Operating Expense:					
Salary:					
- Manager (1 @25,000 baht per month)	300,000	330,000	363,000	399,300	439,230
- Officer (1 @18,000 baht per month)	216,000	237,600	261,360	287,496	316,246
Electricity	21,600	22,680	23,814	25,005	26,255
Water expenses	4,800	5,040	5,292	5,557	5,834
Telephone	7,200	7,560	7,938	8,335	8,752
Hotel expenses	2,376,000	2,613,600	2,874,960	3,162,456	3,478,702
Guest Speaker expenses	1,728,000	1,900,800	2,090,880	2,299,968	2,529,965
Other expenses	36,000	39,600	43,560	47,916	52,708
Total Operating Expense	4,689,600	5,156,880	5,670,804	6,236,032	6,857,691
Total	5,403,600	5,483,380	5,997,304	6,482,532	7,104,191

Table 3.8.4 Five year Accumulated Online System Cost, Baht.

Year	Total Online Cost	Accumulative Cost
1	5,403,600	5,403,600
2	5,483,380	10,886,980
3	5,997,304	16,884,284
4	6,482,532	23,366,816
5	7,104,191	30,471,007
Total	30,471,007	-

- **The System Costs between Online System and Off-Line System**

After both the Off-Line system cost and Online system cost are identified, the comparison table is constructed to show the cost saving after implementing the Online system. The comparison of system cost is summarized in Table 3.8.5

Table 3.8.5 The comparison of the System Cost, Baht

Year	Accumulative Off-Line Cost	Accumulative Online Cost
1	5,872,800	5,403,600
2	12,260,880	10,886,980
3	19,214,616	16,884,284
4	26,803,799	23,366,816
5	35,074,934	30,471,007
Total	35,074,934	30,471,007

3.9 Break-even analysis

Break-even analysis shows the point where the accumulative cost of the existing system is equal to the accumulative cost of the proposed system. At the beginning, the cost of the proposed system is higher than the existing system.

These differences come from the development cost paid in the first year, but for the long term the Online system can decrease the operating cost, especially Brochure printing and mailing. The break-even point of the system is shown on Figure 3.8.1. The cost of Online system is less than the cost of Off-Line system in the first year. Therefore, it can be concluded that the break-even point will occur in the first year after the system has been operated.

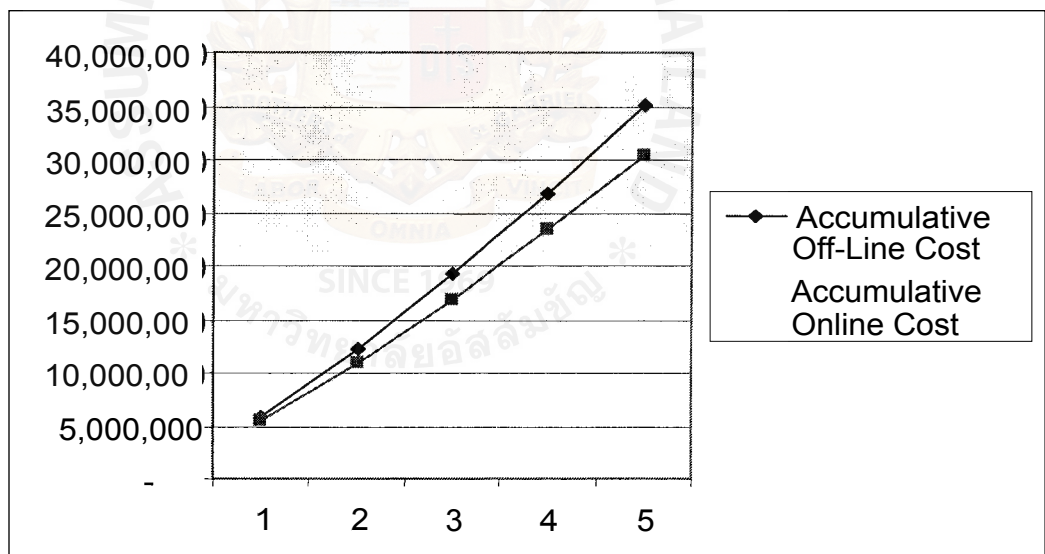


Figure 3.9.1 Break-Even Analysis, Cost comparison between Off-Line and Online System

IV. WEBSITE DEVELOPMENT AND DESIGN

Nidapro.com website is designed based on user's point of view which provides friendly user interface, easy navigation, easy to understand and easy to find out information that meets the user needs from the website. The website should be designed for all customers and also be created as a combination of utility and usability. Utility describes the site's functionality that hopefully meets users needs or exceed the users' expectation. Usability describes the users' ability to manipulate the site's features in order to accomplish the business goal. The website using several techniques for web design such as using style sheets to define height, width, positioning and alignment of elements for set up all web page be the same format, using good image, animation and so on.

4.1 Objective of the site

- (1) To introduce Nidapro.com as a new online shop to the public.
- (2) To provide training program, updated the information of the knowledge about the business.
- (3) To create brand identity of the company.

4.2 How to create a Web Home Page

Creating a Web home page is a relatively direct process. Here are the steps to create a home page:

- (1) Determine the goal of the home page. Will it be used to sell products, create an image or serve as a library for company information?

- (2) Create content and design web pages. Take advantages of interactive tools to make files accessible.
- (3) Save the file.
- (4) Import the file into an HTML (Hypertext Markup Language) program.
- (5) Assign codes to the content. These codes will assign font attributes, display pictures, link to other pages and allow forms and e-mail to be sent.
- (6) Load the home page onto a computer server.

4.3 Planning Web Site Development

It is important to be able to answer these key questions readily:

- (1) What does the company sell?
- (2) How can its training program be bought – where does it sell its training program (channels and countries)?
- (3) How can the company be contacted?
- (4) Are there any special offers available currently?

As well as answering these questions, the company's corporate and brand identity should be apparent to establish credibility, even from a short visit. For customers who are frequent visitors to the site, updated information on products, prices or the market should be available to encourage further repeat visits.

The prototyping approach has the following benefits:

- (1) It prevents major design or functional errors being made during the construction of the website. Such errors could be costly and time consuming

to fix once the website becomes live and could also damage the brand. Such errors will hopefully be identified early on and then corrected.

- (2) It involves the marketers responsible for the website and ideally the potential audience of the website in proactively shaping the website. This should result in a site that more closely meets the needs of the users.
- (3) The interactive approach is intended to be rapid, and a site can be produced in a period of months or weeks.

4.4 Web Site Designing

(1) Plan the Content

- Choose Value-Added Content

There are many types of content that can be utilized on website including text, photographs, animation, etc. These will be relative, informative and usable. Every content used in the website is free of any copyright restrictions. In e-commerce web site, the author will use these following web contents:

- Text

Typeface : The website uses Tahoma and Arial font because these are intended to be printed and then read.

Type Style : The website uses normal text and bold style for heading and subheading to improve the appearance of the website.

Type size : The website uses different sizes for ease to read and separate between heading and subheading.



Figure 4.4.1 Text content elements of Nidapro.com

The following is a list of content that appears in the website:

1. Index or Home page
2. About Us
3. Register
4. Payment
5. Contact Us
6. Site Map

These following are featured products of the website:

7. Training Program
8. Link to business and government website
9. Promotion
10. Recommendation

- Photographs

After text, photographs are the most commonly included content element on Web sites. The author will use high-quality; relevant photographs of the company, logo, pictures of products and header of the web page because the author realized this quality will add value to e-commerce website. For the top of Nidapro.com in every page has been pasted with the same head line logo but changed the photo to the specific information of what of the web pages were about such as "Site map" or "Contact us". Here is the example:



Figure 4.4.2 Photo change in every page

In web pages, use the nice picture with blue and red tone color that can describe the professional service, people love to see rather to read when they are looking for the information. Example is shown below:



Figure 4.4.3 Very nice picture customer can understand the company's concept

(2) Plan the Structure

To create a structure for e-commerce website, the first question that comes to my mind is how will the pages be organized? Will the pages be self-explanatory or are they part of a larger project or unit of instruction? What will the pages look like? What fonts and sizes will be used? What will the headings look like? Will graphics and animation be used to support the text? Will the users be involved in some way? So after the author has realized these criteria, the author decided to build e-commerce website to be organized in a hierarchical structure. In other words, there's a core page that serves as the main menu, Index page,

which is followed by a series of submenus in both horizontal and vertical lines in each page and below are contents of each topic pages. To use this layout, the viewers can move efficiently to the topic of interest.

The outline of the website is shown below:

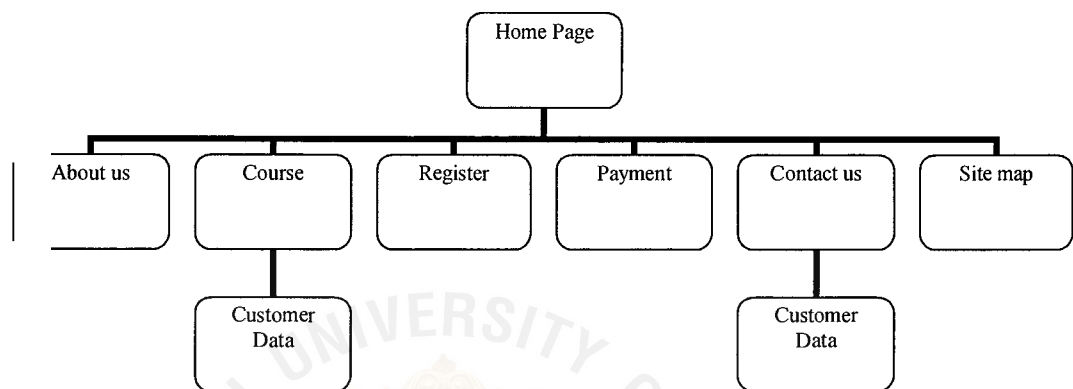


Figure 4.4.4 Site Layout

(3) Plan the Web Pages

- Color Scheme

The background color for home page and underlying pages will be a red, blue with white space in the page content for every web page. For Training Program pages, inside the table will be alternated with color and white space that present the information clearly.

- Layout

For the style sheet, text in body content page the author will use style 22 that is Arial and Tahoma font with size 2 pixels in black color for all pages. The headings in a blue bold font will appear in the same center position for About us, Contact Us pages and other web pages.

- Home Page

A home page is the first page of Website, visitors will clearly understand what business type that the website offered, company name, company logo that indicate to the visitor, which kind of product or service this website is concerned with training program. The home page or index page of the website provides new program of the month and also provides all categories of program at the left hand side of website for user, an easy way to surf the web. In addition, the home page also includes as follows:

- o Search function, the method a visitor can quickly find the information they seek.
- o Contain dynamic areas that provides constantly changing, interesting content such as Recommendation.
- o Provide more methods of contact for visitor to take more chances when they have got a problem, such as an e-mail link, telephone and fax number.

- Titling of Web Pages

A title, displayed in the title bar that is accurate and can be described in each page content for attention and attraction of visitors.

(4) Plan the Navigation

The navigation design of e-commerce website will be as follows:

- **Linked text and buttons**

For linked text, on the top of every page, the author will put Home, About Us, Register, Payment, Contact us buttons that will be created in Photoshop. The color to be used same as the company color.



Figure 4.4.5 Button for links

In Contact us page, the author will create a form of comment and question that customers may want to comment or ask some questions about products so that customer can send e-mail to company easily and does not have to sign in their e-mail in another location again. Customers are required to fill in the form with their names, e-mail address, subject, comment and question for customers to fill in and send it to the company by clicking Send button or to clear all message if there's a mistake or need a correction by clicking at Clear button.

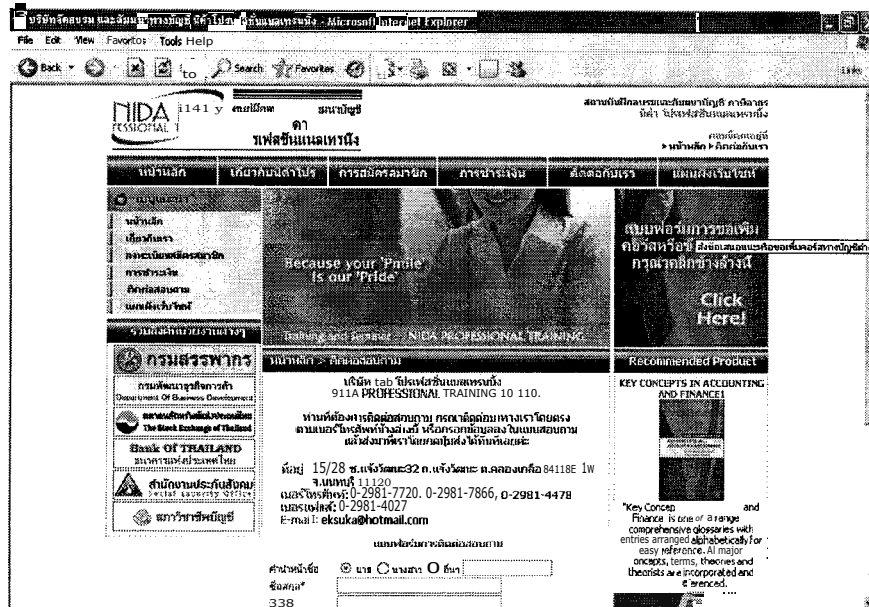


Figure 4.4.6 Nidapro.com Contact us page

4.5 Techniques to keep audience coming back to visit web site

Firstly, home page should look clean, neat and professionally designed. Customers must actively go to Web home page. Therefore, marketers need to attract consumers, keep them coming back and motivate them to tell their friends to visit the site. Here are several techniques:

- Put URL in search engine i.e. Yahoo or Google.
- Banner exchange with well known websites.
- Easy access to information.
- Test the page with different browsers: each software browser displays text, color and spacing slightly different. The author must test our page against the leading programs to ensure that the browser doesn't frustrate our artists' scheme by pushing text off the screen, bumping pieces of artwork into one another or other unforeseen problems.
- Pictures should be presented in the real product images. However, they must not be too small or too large, which will take time to appear on the screen.

4.6 Database Design

Designing the database is the essential process to the system. Good database design will lead to better performance of the system in the process of storing and retrieving of data. We can use the Entity relationship diagram to define the relationship between entities to be one-to-one, one-to-many, or many-to-many relationship. And also the database model to prescribe the type of data to be stored.

4.6.1 Entity-Relationship Diagram

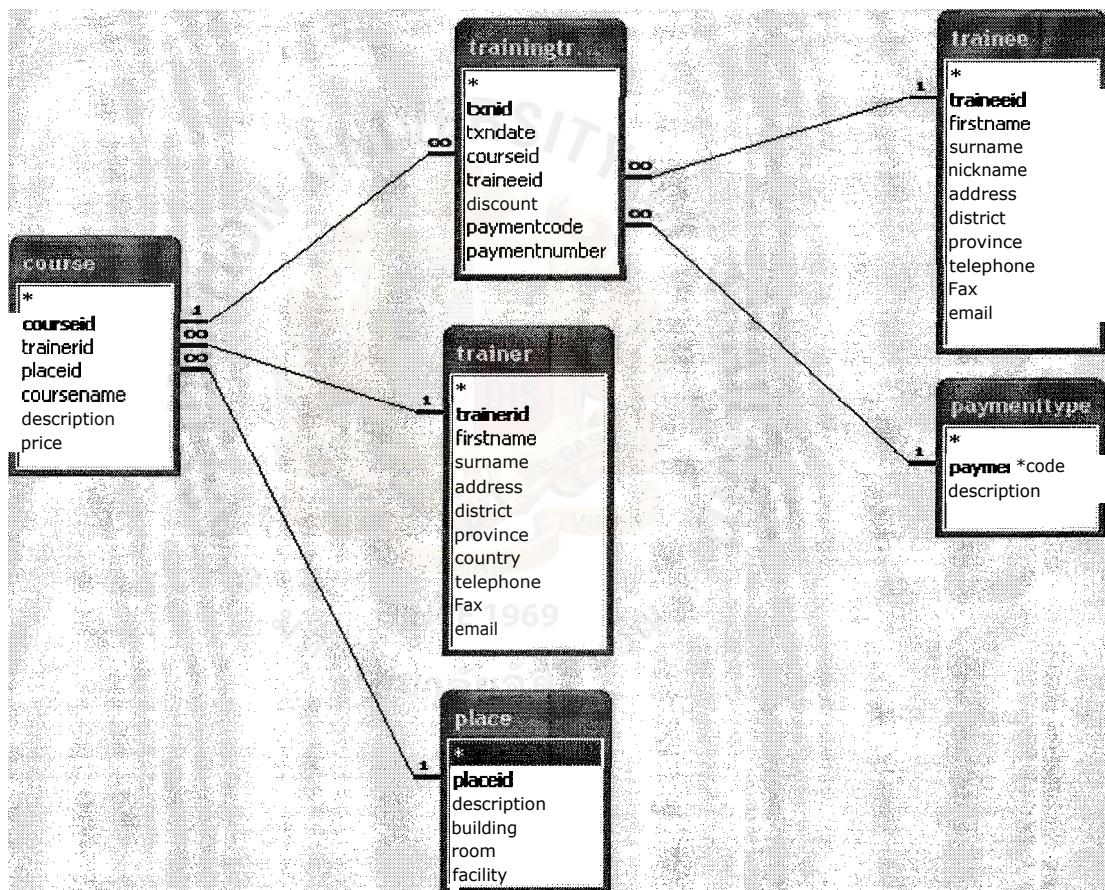


Figure 4.6.1 Entity-Relationship Diagram

Although design and technology is a critical success factor in building a good website, site content are also another major factor that can create either negative or positive impression of the site because content is what makes up the site. The content of skautoaccessories.com includes text, images and animation.

Nidapro.com website is developed to catch the wider target customers and to add more channel to reach our customers who use the Internet anywhere. The proposed system will be an additional feature to customers searching for training program information provided via the Internet.

The website is a nice and interesting web page to attract customers. The website is designed to be used at ease in an understandable form. It also provides user's convenience by designing the main navigator both top and left on every page for searching easily. A simple and useful website stimulates intended user to enter and contact the site.

To help the users find the required information easily, the main content is grouped and labeled into categories as follows:

(a) Home Page



Figure 4.7 Home Page

For this page, a home page of the website, it represents overall concept and guide the audience to the company's products and services. As it is the first page of the website, it needs to be an easy navigator. This page was organized following the consistency principle. This is a powerful tool for making it understandable and easy to navigate. On the top of the website, it shows the name of website which is still in the same position of every content page. The navigation bar is on the following row. It also appears consistently on every page of the website and offers navigation options for the entire site. The horizontal navigation bar is located under the site name. It provides

audiences to link to other content page. The vertical navigation bar provides audience to view the product by each category.

(b) About Us

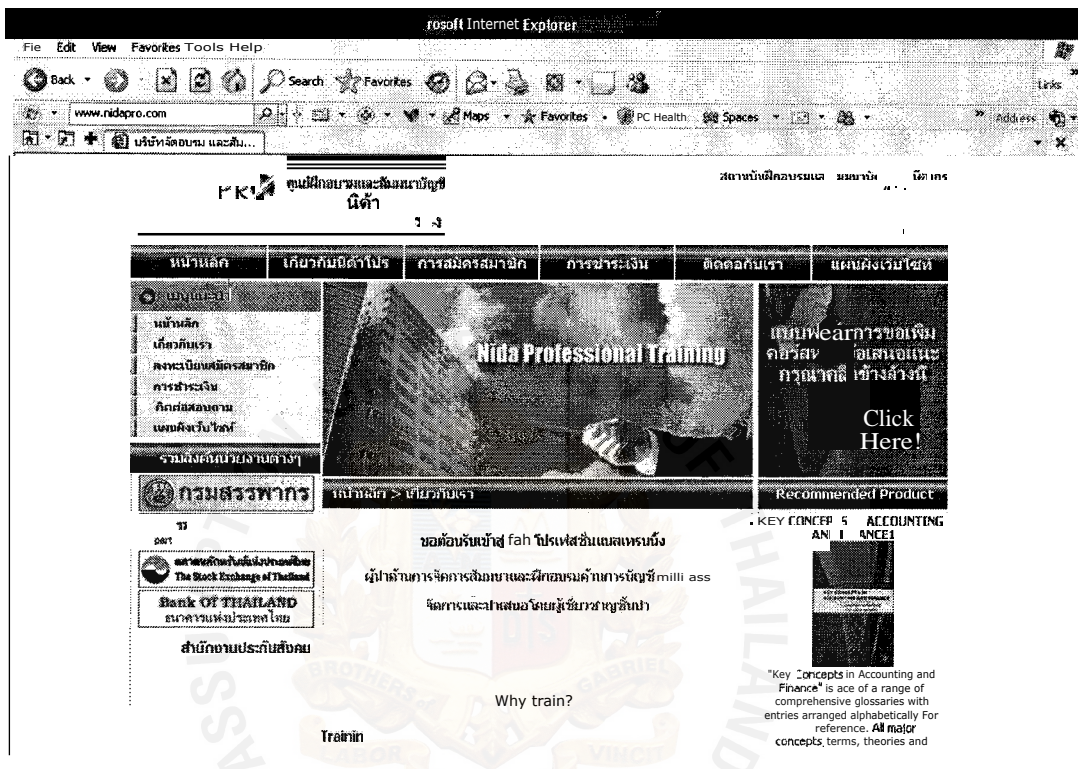


Figure 4.8 About Us Page

This page shows the details of the company including the concept and other information for contacting the website.

(c) Training Program

http://www.nidapro.com/Training/งานบัญชี%20อ.บ.%20ก.ค.%20ส.ค.%20ธ.ค.%2050.htm - Microsoft Internet Explorer

File Edit View Favorites Tool, Help

http://www.nidapro.com/Training/งานบัญชี%20อ.บ.%20ก.ค.%20ส.ค.%20ธ.ค.%2050.htm

บริษัท นิด้า จำกัด นิด้า นิด้า Professional Training Co., Ltd.

หลักสูตรสัมมนา การบัญชีและภาษีอากร

ลำดับ รายการ 239	หลักสูตรการสัมมนา	วิทยากร	สถานที่	อัตราค่าธรรมเนียม	
				พิเศษ (บาท)	ปกติ (บาท)
จ.2 ก.ค.	การจัดทำบัญชีและภาษีอากร สำหรับธุรกิจที่เกี่ยวข้องกับ ธุรกิจและผลประโยชน์ทางต่างประเทศ	อ. ชัยวัฒน์	ห้องประชุม 15-เอเซีย	+ vat 175 - vat 75 net 2,600	+ vat 189 - vat 81 net 2,008
อ.3 ก.ค.	เทคนิควิธีการรวบรวมการวิเคราะห์ และการบริหารต้นทุน เพื่อการวางแผนและตัดสินใจทางธุรกิจ (วันที่ 23)	อ. สุพจน์	ห้องประชุม 15-เอเซีย	+ vat 175 - vat 75 net 2,600	+ vat 189 - vat 81 net 2,008
94.4 ก.ค.	บัญชีและภาษีอากร สำหรับ วันที่ 11 การเช่า การขายผ่อนชำระ สินทรัพย์ระยะยาว (Leasing)	อ. สุพจน์	ห้องประชุม 15-เอเซีย	+ vat 175 - vat 75 net 2,600	+ vat 189 - vat 81 net 2,008
พ.ค.5 ก.ค.	มาตรฐานการบัญชี กับ ภาษีอากร (วันที่ 1) ข้อแตกต่างที่นักบัญชีมืออาชีพต้องวางแผน	อ. สุพจน์	ห้องประชุม 15-เอเซีย	+ vat 175 - vat 75 net 2,600	+ vat 189 - vat 81 net 2,008
ธ.ค.	การบัญชีที่เกี่ยวข้องกับการฝากขาย (บ. 1) หรือแนวทางป้องกันแบบใดก็ได้ในปัญหาที่กระทบต่อผู้ฝากขาย	อ. สุพจน์	ห้องประชุม 15-เอเซีย	+ vat 175 - vat 75 net 2,600	+ vat 189 - vat 81 net 2,008
		ณ โรงแรม		2,507	2,700

Figure 4.9 Training Program Page

This page shows course of training, the company aims at the customer who would like to improve spur working and skill. The website also sells the course so customers can click to course booking.

(d) Contact Us Page

แบบฟอร์มการติดต่อสอบถาม

☐ นาย ☐ นางสาว ☐ อื่นๆ

ชื่อสกุล*
 บริษัท
 ที่อยู่
 รหัสไปรษณีย์
 เบอร์โทรศัพท์
 เบอร์แฟกซ์
 ชื่อ nom หรือชื่อหนังสือต่างๆ

Recommended Product

KEY CONCEPTS IN ACCOUNTING AND FINANCE

easy reference. All major concepts, terms, theories and theorists are incorporate and cross-referenced.

Discount Campaign

Web Board

Figure 4.10 Contact Us Page

V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The Internet has touched nearly everyone in the developed world in some manner. It offers an efficient channel for information and another way to reach the customer, but it must be handled with care. The Internet will not work alone, but when it is used in combination with good business fundamentals and an existing offline infrastructure, it is an incredibly powerful tool to interact with both customers and other industry players.

The company follows the design plan to design this web site to reach the customer. For the website, the author uses Macromedia Dreamweaver 8 to build the company's website and Adobe Photoshop CS2 to create some graphics, animation, banner, navigation bar and other images to make them look nice along with the website itself and also those created graphics should be matched with the background color of the website to build the consistency. The website is easy to use and easy to access with well-organized designs.

After the website has been completed, the author rechecks with the objective of the project and found that all of them have been met. The ways that the author manages the proposed website are as follows:

- (1) To apply the knowledge learnt in Internet marketing, e-commerce, web programming and web design to develop the website and try to make it attractive and enable customers to visit repeatedly.
- (2) To conduct a SWOT analysis, competitor analysis, Marketing Mix (4 Ps) and financial analysis to show how implementation has been done.

- (3) To provide the marketing plan by setting target market and market positioning.
- (4) To update website training program frequently.
- (5) To use the website as a tool to support the offline storefront.

Create a store online, there's no need for overhead related to having a building, displaying inventory and hiring sales personnel to watch the store, and the other benefits of E-Commerce to this business may include capabilities to:

- (6) Extent the range of sales territory
- (7) Expand reach to new clients
- (8) Improve service to existing clients
- (9) Track customer satisfaction
- (10) Expand markets beyond geographical and national boundaries

The author needs to attract customers, keep them coming back and motivate them to tell their friends to visit the site and to improve the website by making it more attractive, have easy access to information, what is new to tell consumers about new information and features, access to find more information easily by phone, mail or fax, the URL in well known search engine, banner exchange with other websites and so on. The company contacts them by e-mail that will reduce costs. After they have seen the products and contacted the company by mail, phone or fax an order, the company will make course booking to order, asking them to pay offline at the offline store.

Furthermore, when the company invests something, the company should monitor the outcome and break-even analysis. Thus, further development significantly takes less cost and brings a potentially beneficial banner to the website. The result after the author

has calculated the break even analysis, found that the pay back period is approximately 1 years of the operation. That shows the good sign to invest in this kind of business.

5.2 Recommendations

The company's online business is an evolutionary process and should grow as the business grows. If the company ignores the site and its possibilities, the company will miss out on a major opportunity to grow our business in the future. So managing for the future is very important in the following areas:

- Review and improve the website at least once a year to make it more attractive and to use the **pull** technology that will make visitors frequently visit the website.
- Set up sale promotions on any special occasions such as Christmas or New Year day by offering special prices.
- Catch up with the IT technology that may be used to improve the online business.
- Range Top Ten best training program for new customer's booking decisions.
- Study customer behavior to improve the marketing plan

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