



Decorating Lamp Online Catalog
www24.brinkster.com/talighting

by

Ms. Nantiya Tatiyapongpinij

A Final Report of the Three-Credit Course
IC 6997 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
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, IC 6997 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology..


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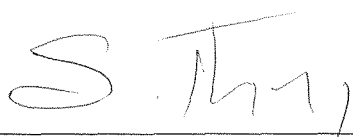
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ABSTRACT

First of all, the report is to introduce the Internet and E-Commerce to the company in order to inform the audience or customer via website. The report includes background of the company and its service. It is the existing situation analysis of the company. It would not be complete if no strategic marketing plans, which consist of mission, objective, goal and marketing strategies were not included in the project. Therefore, this project serves as a communication channel to inform the audience about the company. The purpose of this project is to support the sales volume of the company.

The project includes literature review in Internet and E-Commerce and benefits and barriers of Electronic Commerce to support and improve the company's business processes. The project also includes Internet Business Models and Customer Delivered Value to serve customer in the best way.

The company analyzes Industry Analysis in the period when the economy is recovering and Competitor Analysis to overcome or minimize Weaknesses and Threats. The company also carries out Cost and Benefit Analysis to forecast sales volume.

In doing an online catalog, it needs to create a website that must have the hardware and software requirement to develop the web process. It needs to do database for online catalog and to create a Web Home page with site structure, site content design and website visual design for audience to search for decorating lamp information.

ACKNOWLEDGEMENTS

This project is the development of communication with high technology management which distributes information and commerce via website. It is a mass medium to inform the audience or prospective customer to know about decoration lamp and lighting company. This project will not be completed without any support from the following persons.

I would like to express sincere gratitude to my advisor, Rear Admiral Prasart Sribhadung, Associate Dean of Graduate School of Internet and E-Commerce, who advised and gave me the needed directions to accomplish this project.

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I. INTRODUCTION

1.1 Background of the Project

Nowadays, the Internet plays an important role in people's life. It is convenient for people to connect and search for information. It is a mass media to distribute information including selling, buying, exchanging or contacting each other for product service all around the world via computer network. It makes the world small. The Internet has opened many exciting possibilities for organizing and running a business that are transforming organizations and the use of information systems in everyday life. Moreover, the Internet is rapidly becoming the technology of choice for electronic commerce because it offers business easy way to link with other companies or individuals at very low cost. On the other hand, the Internet reduces distance or brings people closer and it is a channel of E-commerce that is a part of E-business. Although E-commerce has been popular in Thailand for a few years, it has not been fully implemented. Full implementation will be possible if the government and organizations support the use of Internet to increase such as telecommunication and law.

As the number of vehicles is increasing in Thailand, people do not want to go out too much because it makes them waste time and money. And they can afford the computer and connect to the Internet to get information. Information on the Internet is transparent so they can compare the price and they can see the picture for making a decision. Buying a decorating lamp is quite hard for a customer to make a decision from the online catalog which has no details. That is why the company creates a decorating lamp online catalog with useful detail for providing information as a wide selection of lamps to make sure customers would shop for the lamp most suitable for their places. Moreover, as decorating lamp online catalog is a home-based business in

Bangkok and would like to expand the market to wider and various customers, the solution to accomplish this goal is to create its own web site on the Internet.

1.2 Objectives of the Project

The purposes of the study are:

- (1) To provide a full range of service relating to living place at one point including sophisticated salespeople, design, construction, landscape and interior design with a wide range of decorating lamps.
- (2) To provide convenience, flexibility and effective information in selecting decorating lamps.
- (3) To explore the strategies for enhancing the decorating lamp business.
- (4) To reduce costs of catalog sending.
- (5) To use web site as a new channel of marketing strategy.

1.3 Scope of the Project

- (1) To apply the knowledge learned in the Master of Science course in Internet and E-commerce Technology into this subject.
- (2) To conduct a complete analysis using the SWOT Analysis and detail of competitors' analysis both Direct and Indirect, then design strategies to face competition and show how implementation will be done.

1.4 Deliverables

Deliverables for this product are as follows:

- (1) A final report in detail covering the scope as mentioned above.
- (2) The prototype of a website to show concepts in the report being applied.

II. LITERATURE REVIEW

2.1 Internet and E-Commerce

Internet is the most well known, and the largest implementation of Information Technology, linking millions of individual networks all over the world. The Internet is where a vast majority of people use computers connected to a global networked environment or to its counterpart within organizations as intranet. An intranet is a corporate or government network that uses Internet tools, such as Web Browser, and Internet protocols. Another computer environment is an extranet, a network that uses the Internet to link multiple intranets.

Internet technology has become an important factor for business, lifestyle, and so on. One of the most significant changes is the way in which business is conducted, especially managing the marketplace and commerce. Internet technology offers an alternative for commercial aspect as E-commerce. It provides a convenient way in business serving shopping price comparison, and product searching. So e-commerce can do marketing, customer service and sales.

The Internet is a channel of Electronic Commerce (EC) which is a part of electronic business. Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer network. The term commerce is viewed by some as transactions conducted between business partners. Therefore, the term electronic commerce seems to be fairly narrow to some people. Thus, many people use the term e-business. It refers to a broader definition of business partners, and conducting electronic transactions within an organization.

There are many terms with the e-prefix and many different interpretations. Within any organization, developing a common understanding for terms such as e-

commerce, e-business and e-marketing, and how they interrelate is important to enable development of a consistent, coherent strategy.

E-commerce is commonly thought to include e-tailing, online banking and shopping. It involves transactions where buyers actually buy and shoppers actually shop. Other suggests e-commerce is any transaction such as a support enquiry or an online catalog search.

There are two major types of e-commerce which are business-to-business (B2B) and business-to-consumer (B2C). In B2C transactions, online transactions are made between business and individual consumers.

The Interdisciplinary Nature of EC:

Because electronic commerce is a new field, it is just now developing its theoretical and scientific foundations. Just from a brief overview of the different EC models and infrastructure, it is clear that EC is based on several different disciplines. The major EC disciplines and some samples of the issues with which they are concerned as follows:

- (a) Marketing. Many off-line marketing issues are relevant to online EC, for example, cost benefits of advertisements and advertisement strategies. Other issues are unique to EC, such as online marketing strategies and interactive kiosks.
- (b) Computer sciences. Computer languages, multimedia, and networks fall into the discipline of computer science. Intelligent agents also play a major role in EC.
- (c) Consumer behavior and psychology. Consumer behaviour is the key to the success of B2C trades, but so is the behaviour of the seller. The relationship

between culture and consumer attitudes in electronic markets is an example of a research issue in this field.

- (d) Finance. The financial markets and banks are one of the major impacts on both global and national economies. Economists are currently examining the application of microeconomics to EC planning and the economic impact of EC on corporations.
- (e) Management information systems (MIS). The information systems department is usually responsible for the deployment of EC. This discipline covers issues ranging from systems analysis to system integration, as well as EC planning and implementation, security, and payment systems.
- (f) Accounting and auditing. The back-office operations of electronic transactions are similar to off-line transactions in some respects, but different in others. Auditing electronic transactions presents a challenge for the accounting profession; as does the development of methodologies for cost-benefit justification.
- (g) Management. Electronic commerce efforts need to be managed properly, and because of the interdisciplinary nature of EC, its management may require new approaches and theories.
- (h) Business law and ethics. Legal and ethical issues are extremely important in EC, especially in the global marketplace. A large number of legislative bills are pending. Many of the ethical issues regarding EC are interrelated with legal ones, such as those involving privacy rights and intellectual property.
- (i) Others. Several other disciplines are involved in various aspects of EC to a lesser extent – for example, linguistic (translation in international trades), robotics and sensory systems, operations research/management science,

statistics, and public policy and administration. Also, EC is of interest to the engineering, health care, communications, and entertainment fields.

E-business has a broader perspective. It involves the automation of all the business processes in the value chain—from procurement or purchasing of raw materials, to production, to stock holding, distribution and logistics, to sales and marketing, after-sales, invoicing, debt collection and more. It includes e-marketing and e-commerce.

E-business is about using Internet technologies to transform the way key business processes are performed. Its most visible form is online purchasing, both wholesale and retail. Everyday, more companies and people gain access to the Web, and everyday, more purchases are transacted electronically. Online purchasing became popular in 1996, when over 100,000 tickets for the Summer Olympics were ordered through the official Olympic Games Web site, which was created by IBM. By the end of 1996, business being conducted over the Web was running at the rate of US\$60 billion annually. And the pace is quickening: it is estimated that the value of goods that will be ordered or purchased online by 2005 will be one trillion US dollars.

E-marketing is at the heart of e-business...adding value to products, widening distribution channels, boosting sales and after-sales service, while getting closer to customers and understanding them better. E-marketing can identify, anticipate and satisfy customer needs efficiently.

Situation Analysis means “where are we now?”

Objectives mean, “Where do we want to be?”

Strategy means, “How do we get there?”

Tactics mean, “Which tactical tools do we use to implement the strategy?”

Actions mean, “Which action plans are required to implement the strategy?”

Control means, “How do we manage the strategy process?”

2.2 Main Approaches to do Business on the Internet

- (a) Directly offering product/service for sales via web site.

The company can offer a product or service on web pages and offer free information to lure people to another web where products or services are available.

- (b) Aim at sponsorship or banner advertising

The company tries to persuade as many visitors as possible to the web by enticing them to come with something special available on the site, such as valuable information, help, file stuff, etc. Then, once the visitor counts are high enough, the company can sell advertising space on the site or sponsorships of banner advertising.

2.3 Benefits and Ways for users to Take Advantage of Internet

The primary benefits of e-business are global accessibility and sales reach, the prospect of increased profits for new markets and electronic channels, improved customer service and loyalty, shorter time-to-market, and supply chain integration.

Global Accessibility and Sales Reach

An e-business can receive orders from just about any country in the world. The global reach of local companies that have become e-business may startle some firms that thought they were established in their markets.

Market Base Expansion

An e-business can open its critical information systems to entirely new groups of users, including employees, customers, suppliers, and business partners, who formerly did not have timely access to them. This ability enables companies to redesign and Web-enable their core businesses processes and extends them to anyone of their choosing, inside or outside a company, at any time of the day or night.

Increased Profits

With e-business, companies reach more different customers and gain exposure in new markets not covered by existing physical channels. Since the Internet is both a sales channel and a distribution channel (for example, for information, software, music, graphics, etc.) companies can sometimes leverage their existing customer relationships to offer new products and services.

By fully implementing e-business, a company can make every process that leads up to, surrounds, and follows an actual transaction more efficiently and conveniently. Companies are using the Internet to do the following:

- (a) Advertise and create awareness for their products
- (b) Promote and offer special deals that generate demand for their products
- (c) Provide detailed information about their products
- (d) Inform and influence the customer's choice
- (e) Build brand loyalty by offering immediate and convenient service after the sale

What's more, business can cut selling costs by using the electronic channel and at the same time, free their sales personnel to focus on higher value activities, such as providing expert advice concerning a potential purchase or opening a new account.

Improved Customer Service and Loyalty

E-business enables a company to be open for business whenever a customer needs it. This level of convenience is a differentiation today; eventually customers will expect it. Up-to-date information about products can be offered on the Web. In addition, combining the interactive nature of the Web with a proper understanding of a customer's needs helps a merchant to provide products and services built to order for

each customer, and thus to build long-term relationships, increase loyalty, and sustain a competitive edge.

Furthermore, customers with questions about products can locate information themselves and solve their own problems, thereby reducing support headaches and costs. Better yet, they can select, configure, and order products themselves, from choosing safety shoes for hazardous work environments, to trading securities based on the underlying company's performance, to selecting electrical components to meet functional requirements, to configuring PCs for specific tasks.

Shorter Time-to-Market

E-business makes for fast and flexible execution a response to market opportunities. The Web enables a company to introduce a new product into the market, get immediate customer reaction to it, and refine and perfect it; all without incurring huge investments or a physical distribution infrastructure or "buying" shelf space a retailer or distributor. When the product is right, the company can launch it through traditional channels with greater assurances of its success.

Supply Chain Integration

E-business enables the full integration of a business, making the entire supply chain more efficient from the point of customer contact all the way back through physical distribution, warehousing, manufacturing, resource management, and purchasing. The resulting efficiencies reduce expenses, increase margins, facilitate flexible pricing strategies, and reduce costs by keeping inventories more in line with demand.

Moreover, users can take advantage of the Internet by:

- (a) Sharing research and business data among colleagues and like-minded individuals

- (b) Communicating with others and transmitting files via E-mail
- (c) Requesting and providing assistance for problems and questions
- (d) Marketing and publicizing products and services
- (e) Gathering valuable feedback and suggestion from customers and business partners

For SMEs operation, the benefit of Internet and E-commerce may include capabilities to:

- (a) Extend the range of sales territory
- (b) Streamline communication to suppliers and clients
- (c) Expand reach to new clients
- (d) Improve service to existing clients
- (e) Reduce paperwork and time spent on correspondence
- (f) Track customer satisfaction
- (g) Expedite billing
- (h) Improve collaboration on work projects
- (i) Expand markets beyond geographical, national boundaries
- (j) Leverage legacy data
- (k) Improve inventory control, order processing
- (l) Establish position in emerging E-commerce marketplace
- (m) Lower costs of overhead
- (n) Realize economies of scale by increasing sales volume to new market
- (o) Monitor competition and industry trends
- (p) Improve or expand product lines – locate new suppliers, products that could be included in catalog

2.4 Internet Business Models

Models describe the process by which business is conducted between an organization, its customers, suppliers, distributors and other stakeholders. Managers need to constantly review how electronic communications change existing models and offer new models that may offer competitive advantage.

There are many kinds of E-business models:

(a) Value chains

Dynamic value networks are replacing them. Asking, “what business is the company in?” helps to identify our core strengths. Identifying your core business can determine your future.

(b) Production Models

Customer participation creates ownership before the product or service is even produced. It's all common sense marketing orientation-involving customers in the production process. Conversely through sharing information on inventory suppliers can become more involved in the procurement process.

(c) E-procurement

It should be directed at improving performance for each of the five rights of purchasing which are sourcing items:

- (1) At the right price
- (2) Delivered at the right time
- (3) Are of the right quality
- (4) Of the right quantity
- (5) From the right source

E-procurement involving converting existing paper-based or electronic procurement systems with systems from intermediaries and/or customers, so the marketer will need to be conversant with the technical constraints that are imposed on e-procurement. The digital procurement provides opportunities to enhance the management of the buying function and reduce costs. The benefits of this mode of operation are that companies access a wider range of potential suppliers. Additionally, benefits can be derived from the streamlining of the physical side of the buying process; the cost incurred and time wasted while paper-based communications change hands. Marketers need to be active in communicating the benefits of e-procurement.

Sell-side distribution models

Marketers need to review the implications of the phenomenon of disintermediation (“cutting out the middleman”) and reintermediation (the presence of new online intermediaries and marketplace). Risks assessed in disintermediation include channel conflict and for reintermediation include increased commoditization of products and price competition.

2.5 Marketing Mix

Marketers use numerous tools to elicit desired responses from their target markets. These tools constitute a marketing mix. It is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

The Marketing Mix (The 4 P's of Marketing)

Marketing decisions generally fall into the following four controllable categories:

- (1) Product
- (2) Price
- (3) Place (distribution)
- (4) Promotion

The term “marketing mix” became popularized after Neil H. Borden published his 1964 article, *The Concept of the Marketing Mix*. Borden began using the term in his teaching in the late 1940’s after James Culliton had described the marketing manager as a “mixer of ingredients”. The ingredients in Borden’s marketing mix included product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact-finding and analysis. E. Jerome McCarthy later grouped these ingredients into the four categories that today are known as the 4 P’s of marketing, depicted below:

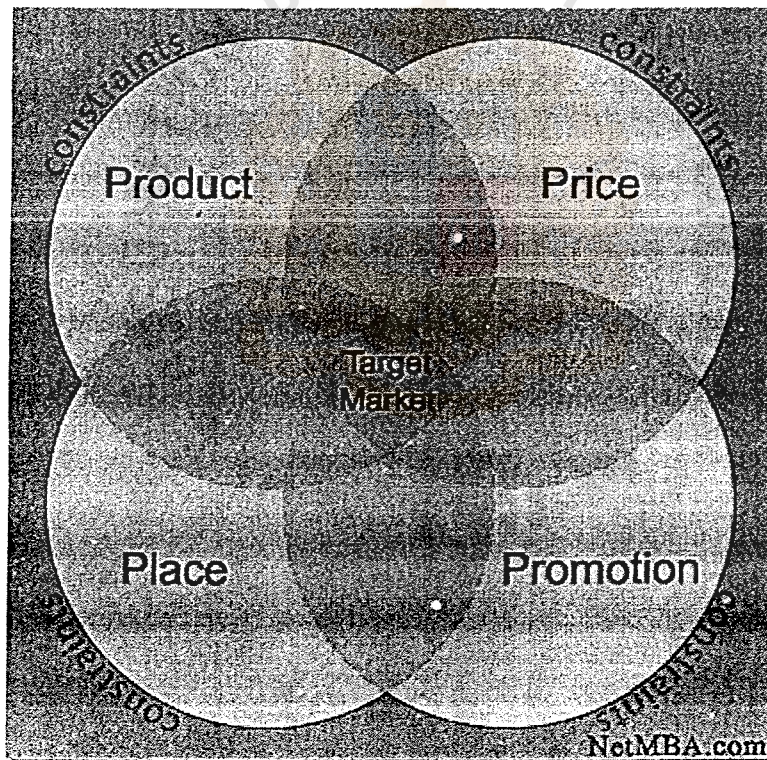


Figure 2.1. Marketing Mix.

These four P's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to

make decisions that center the four P's on the customers in the target market in order to create perceived value and generate a positive response.

Product Decisions

The term "product" refers to tangible, physical products as well as services. Here are some examples of the product decisions to be made:

- (a) Brand name
- (b) Functionality
- (c) Styling
- (d) Quality
- (e) Safety
- (f) Packaging
- (g) Repairs and Support
- (h) Warranty
- (i) Accessories and services
- (j) Price Decisions

Some examples of pricing decisions to be made include:

- (a) Pricing strategy (skimming, penetration, etc.)
- (b) Suggested retail price
- (c) Volume discounts and wholesale pricing
- (d) Cash and early payment discounts
- (e) Seasonal pricing
- (f) Bundling
- (g) Price flexibility
- (h) Price discrimination

Distribution (Place) Decisions

Distribution is about getting the products to the customer. Some examples of distribution decisions include:

- (a) Distribution channels
- (b) Market coverage (inclusive, selective, or exclusive distribution)
- (c) Specific channel members
- (d) Inventory management
- (e) Warehousing
- (f) Distribution centers
- (g) Order processing
- (h) Transportation
- (i) Reverse logistics
- (j) Promotion Decisions

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Marketing communication decisions include:

- (a) Promotional strategy (push, pull, etc.)
- (b) Advertising
- (c) Personal selling & sales force
- (d) Sales promotions
- (e) Public relations & publicity
- (f) Marketing communications budget

Limitations of the Marketing Mix Framework

The marketing mix framework was particularly useful in the early days of the marketing concept when physical products represented a larger portion of the economy.

Today, with marketing more integrated into organizations and with a wider variety of products and markets, some authors have attempted to extend its usefulness by proposing a fifth P, such as packaging, people, process, etc. Today however, the marketing mix most commonly remains based on the 4 P's. Despite its limitations and perhaps because of its simplicity, the use of this framework remains strong and many marketing textbooks have been organized around it.

2.6 Barriers to Consumer Target Markets

Business-to-consumer traffic is growing and has the potential to become an even larger market, the primary reason why business-to-consumer E-commerce has not kept pace is that the Internet is still not as established in the whole as it is in the office. Many businesses which have invested in Internet access technologies are online and ready to expand their commercial capabilities into this emerging marketplace. Consumers should come online as the costs of Internet access decrease, data throughout increases and Internet connectivity becomes as simple to initiate and commonplace in the home as television and telephones.

Low confidence in security technologies has also restricted growth of E-commerce activity. Business-to-consumer E-Commerce in particular has suffered from poor consumer confidence in secure monetary and personal data transaction. Business confidences insure transactions are higher and continue to increase as electronic payment and encryption technologies are widely employed. It is important to note that this issue is strictly about confidence. Secure technology exists today. This indicates that business is either more informed or willing to take risks than consumers are.

A third barrier to growth is the concern of legal issues, mostly the uncertainty of litigious boundaries. Since the Internet crosses political boundaries, legal jurisdiction is

in question. Although the Internet improves access to foreign markets, national export/import laws still apply to all E-commerce transactions.

2.7 Customer Value Management

CVM requires that a company aligns its infrastructure and capabilities to the ideal outcomes, which a target set of customers, would wish to see. Thus, the customer becomes the firm's design point; the company examines every interaction with a customer for its potential to deliver ideal, customer-defined value. It is worth pointing out at this stage that while some proponents of CVM coming from a strategic background may not recognize it, this of course, is the basic essence of running a business based on a marketing philosophy. As for implementation, there are three key steps.

First, the company's customers and marketplace must be segmented. Technology is essential to the successful mining of databases. Companies such as Comercia Bank have identified their high (current and future) value customers as well as grouping of customers with shared needs and want, based upon their previous buying patterns. By exploring the underlying structure of the values, which are driving their purchasing patterns, the company can develop targeted marketing campaigns that appeal to these values. It is also possible to design customer-facing processes and services to align with and deliver specific values appropriate to the targeted segment.

In addition to using its own database, a company can purchase databases of non-customers. Through analyzing these and identifying mirror-image customers, a company can identify potential customers; the company has a platform from which to appeal to the potential customers.

The second step is to develop an outside-in vision of the firm, that is, to get a sense of what each customer segment actually wants from it. This essentially takes us

back to the basic marketing principle of understanding customer buying habits. In many ways this is more crucial than customer satisfaction in terms of business and marketing strategy. Customer satisfaction does have a role to play in the aftercare of customers and clients, but you only get to play in this field if you have a customer willing to purchase from you in the first place. All customers are not equal; they will look for different things. A company should stratify customer needs and values into a buyer behavior river hierarchy, for example, basic, attractor and satisfier.

Basic needs are must-have needs, which will result in the loss of customers if they are not met, for example, a bank statement must be accurate, and coffee at a restaurant must be hot, self-assembly furniture must have all the pieces in the pack.

Attractor, ideal-value needs set a company apart from the competition and attract customers if fulfilled. Easy to reconcile invoices may attract a corporate customer who deals with large volumes of invoices.

Satisfier needs are those, which create customer delight and get good scores on customer satisfaction surveys, but do not affect buying behavior or attract new customers. Thus knowing every customer by name will be appreciated, but will not cause customers to leave if not provided, or attract new customers if done well.

The third and final stage is to develop a strategic vision of the specific processes, capabilities, and infrastructure that the business needs to ensure the delivery of ideal customer-defined, high-value outcomes. This should align the company's ability to perform with the promises it is making. The targeted marketing strategy, in turn, aligns the promises with each of the desired customers or segments' value.

Clearly in implementing CVM the company has to be consistent with the business it is in. Thus a low-cost product or service provider will meet basic must-have needs. CVM should be used to increase profitability by implementing low-cost processes that

do not deliver expensive, non-essential customer services. On the other hand, a company, which wishes to add value to customers, must satisfy the basic must-have needs and selectively provide higher value to the segment. The company can put in place processes which satisfy both low, value and high value customer segments, and thus balance the 'value received from' and 'value provided to' a particular customer.



III. THE EXISTING SYSTEM

3.1 Background of Our shop

Thai Advanced Lighting Co., Ltd. has been established since 2002 under the control of Arunothai Electric Company Limited, which has been running the business for more than 25 years. The company provides every kind of lamp products, which are Pendant Fitting Lamps, Picture Lamps, Ceiling Lamps, Acrylic Fluorescent Lamps, Reflector Louver, Downlights, Track/Spotlights, Wall Lamps, Post Lamps, Chandelier Lamps and Garden Lamps. The company also provides every kind of light bulb which suits the lamps.

Thai Advanced Lighting provides good quality products and service with one stop shopping as a mission to create good impression to the customers. Under the control of the sophisticated main branch, the employees have been trained to serve customer's want and need with reasonable price which customers can trust when they visit the shop by themselves.

The company provides its service 7 days a week since 8.30 A.M. to 5.30 P.M. The company offers free delivery in case the product is not available when customers visit the shop. Free delivery is also provided for ordering via email.

The company creates a website as a communication channel to the people in Thailand. Although this website is just the information provider website, it does not provide online shopping.

Since the decorating lamps are of many styles and sizes, most customers like to see the real one so the company has to give the details of products on the website for customers to shop online.

3.2 Company Structure

As recession from economic crisis, now people start to invest in property. Some people buy new houses and some renovate their places. So they would like to decorate their house with own design as good quality at reasonable price. With continued growth and advances in the property market, new up-to-date decorating or renovating plans require additional one stop shopping electric services and World Wide Web expansion; therefore, creating a website is another option that will help to achieve the company's goal, and increase annual sales income. Since there is only one office in Bangkok with no branch, it would be hard to serve customers on a nationwide basis but the company always improves to best serve the customers. Therefore, it would be interesting to post successful decorating lamps on the Internet market to support current and future growth so that customers can make a decision and visit Thai Advanced Lighting directly via the website.

Thai Advanced Lighting has created a website that provides a full range of information services in one place for customers who would like to buy decorating lamp and light from a wide range of lamps.

The customers do not need to wait for a physical catalog which is quite slow to reach customer's hand.

IV. MARKETING TECHNIQUES AND ANALYSIS

4.1 Industry Analysis

The decorating lamp industry began improving in late 2000, led by a steady recovery in the middle-class market. Due to the government's low interest rate on property mortgages, some banks have boosted their loans to people. That makes people have more power to buy new houses. As a result, electrical industry also grows along with property industry. People start to buy decorating lamps for their house and some want to renovate their place for reselling or staying.

Nowadays, people are more sophisticated and smarter so they know how to buy good quality products at reasonable prices so they search for them. But they have no time to visit the shop. So they search for products from home or office and they can compare the price because the information from the Internet is transparent. It will save cost and time needed to visit the shop in the process of decision-making. To satisfy their wants and needs, the company creates the website as information distribution channel which includes the details of information and the price of product by just clicking the mouse. Then they can visit the shop at their convenience and make a decision.

As the company is located in an area which is well known for electrical goods, the company has put the address on the website so that it is convenient for them to go to the right place and shop with not much time consuming.

4.2 Competitors Analysis

Table 4.1. Direct Competitors.

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Area 2. Size of store 	<ol style="list-style-type: none"> 1. Lack of product variety 2. No relationship with customer 3. No web site 4. Lack of PR and promotion

Table 4.2. Indirect competitors: Large size business such as HomePro, Leading Department Store and Discount Store.

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Promotion to motivate sale volume 2. Location and space of store 3. Many branches 4. Widely recognized because of PR 5. Hugh fund for investment 	<ol style="list-style-type: none"> 1. Non negotiable price 2. High price

4.3 Break-even Analysis

It is viable to apply the break-even analysis concept which compares Thai Advanced Lighting.com project costs and project benefits.

Table 4.1 shows the project costs which included Sales, Investment Cost, Hardware and Software cost, Operating Cost for the next 5 years. Table 4.2 shows the profit that Thai Advanced Lighting.com will earn in 5 years. Table 4.3 shows the

project analysis, which compares how much will be spent and how much will be earned each year. Therefore, the payback period will start in year 3 because main branch company supports the company.



Table 4.3. Thai Advanced Lighting.com Project Cost.

Items of Cost	Quantity	Unit	Unit / Price	Year 1	Year 2	Year 3	Year 4	Year 5
1. Investment Cost								
1.1 Hardware Cost								
a. File Double Processor	1	unit	100,000	100,000				
b. PCs Pentium IV	2	unit	38,900	77,800				
c. HP Business Inkjet Printer	1	unit	39,000	39,000				
d. Scanner	1	unit	2,490	2,490				
1.2 Software Cost								
a. Cute FTP	1	unit	5,500	5,500				
b. Flash 5	1	unit	6,950	6,950				
c. IIS	1	unit	8,000	8,000				
e. Adobe PhotoShop	1	unit	9,900	9,900				
f. Dream Waver	1	unit	6,500	6,500				
g. Web Server	1	package	210,000	210,000				
h. Database Server	1	package	180,000	180,000				
1.3 Room Modification	1	setup	245,000	245,000				
1.4 Consulting for System Setup and Start	1	person	45,000	45,000				
2. Operating Cost (per year)								
2.1 System Support	12	month	120,000	1,440,000	1,440,000	1,440,000	1,440,000	1,440,000
2.2 Hosting	12	month	12,000	144,000	144,000	144,000	144,000	144,000
3. Wage								
3.1 Web Master (20,000 x 12)	1	person	264,000	264,000	264,000	264,000	264,000	264,000
3.2 Web Designer (12,000 x 12)	1	person	180,000	180,000	180,000	180,000	180,000	180,000
3.3 Sale Persons (15,000 x 12)	3	person	288,000	288,000	288,000	288,000	288,000	288,000
3.4 Staffs (6,500 x 12)	3	person	234,000	234,000	234,000	234,000	234,000	234,000
4. Miscellaneous	1	unit	10,000	10,000	10,000	10,000	10,000	10,000
Total Cost in each year				3,496,140	2,560,000	2,560,000	2,560,000	2,560,000
Cumulative of Project Cost				3,496,140	6,056,140	8,616,140	11,176,140	13,736,140

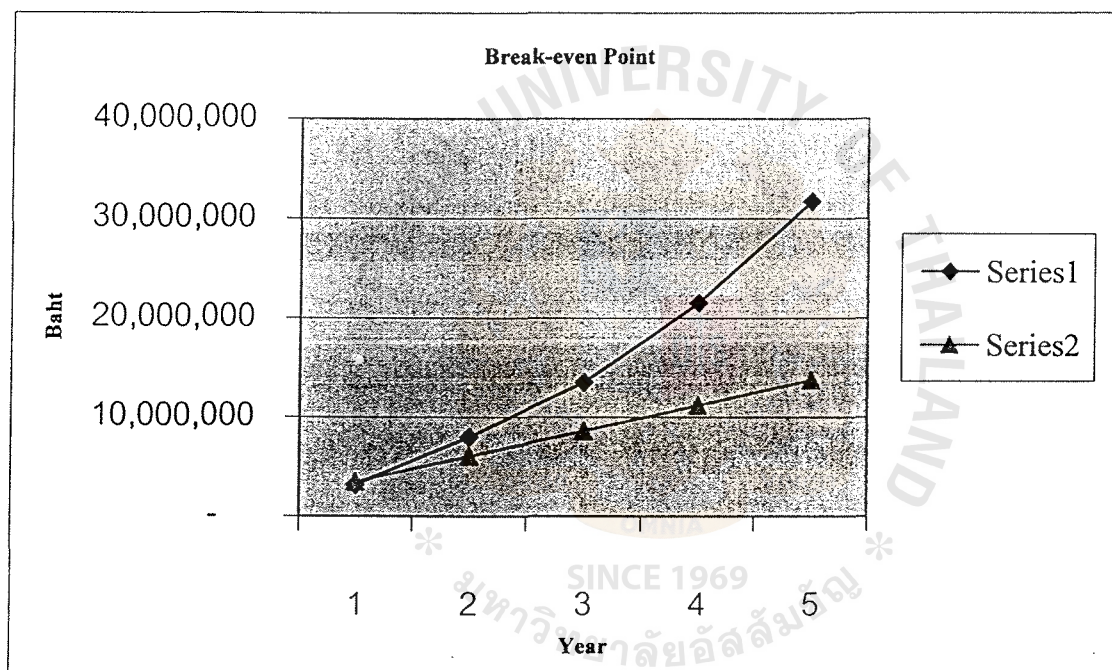
Table 4.4. Thai Advanced Lighting.com Project Benefit.

Items of Benefit	Year 1	Year 2	Year 3	Year 4	Year 5
1. Sales	2,000,000	3,000,000	4,000,000	6,000,000	8,000,000
2. Services	1,200,000	1,800,000	1,500,000	2,000,000	2,200,000
Total Benefit	3,200,000	4,800,000	5,500,000	8,000,000	10,200,000
Cumulative of Project Benefit	3,200,000	8,000,000	13,500,000	21,500,000	31,700,000

Table 4.5. Thai Advanced Lighting.com Project Analysis.

Analysis	Year 1	Year 2	Year 3	Year 4	Year 5
1. Cumulative of Project Benefit	3,200,000	8,000,000	13,500,000	21,500,000	31,700,000
2. Cumulative of Project Cost	3,496,140	6,056,140	8,616,140	11,176,140	13,736,140
3. Benefit - Cost	- 296,140	1,943,860	4,883,860	10,323,860	17,963,860
4. Pay Back Period	-1,184,900	-1,051,900	3,831,960	14,155,820	32,119,680

Table 4.6. Break-even Analysis.



4.4 Buyer Behavior

First of all, after need recognition occurs, the potential customer will not invoke any of the later steps in the purchase process. This is one of the reasons that many e-commerce companies now have to spend vast sums of money on conventional forms of promotion. For example, an e-commerce life insurance intermediary may establish an extremely powerful website that permits clients rapidly to select the best policy for them from a wide range of competitive offerings. Yet until the potential customer has (1) decided that he or she needs a new policy and (2) accepted e-commerce as a platform through which to make this purchase, the site will be of no benefit to the company. Hence it is extremely probable that having created the website the company will need to concurrently implement a promotional program involving activities such as TV advertising or a direct mail campaign.

Once the customer enters the information search phase, the e-marketer must determine whether all the information that is required can be delivered through electronic technology. Clearly the ultimate objective is to ensure that customers are totally satisfied with the information available on the supplier's electronic platform, and that after completing their data search will move onto evaluating the information provided. One of the best-known examples of this approach is an early entrant into e-marketing, the on-line bookstore Amazon. Visitors on the site are offered a powerful search engine, links between titles covering similar topics, book reviews from top literary magazines, and in many cases frank opinions of other customers who have already bought a book.

The degree to which potential customers are prepared to use electronic platforms to acquire information will have significant impact on a company's marketing budget.

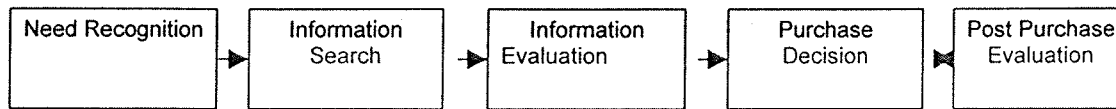


Figure 4.1. Buyer Behavior.

Purchase decision and Post purchase evaluation are both positive and negative feedback.

4.5 Reasons for Creating an Online Catalogue

Thai Advanced Lighting Company is a trading company that sells almost every kind of lighting products with high quality raw materials from domestic and foreign countries. The main products are decorating lamps such as Pendent Fitting Lamps, Picture Lamps, Ceiling Lamps, Acrylic Fluorescent Lamps, Reflector Louver, Downlights, Track/Spotlights, Wall Lamps, Post Lamps, Chandelier Lamps and Garden Lamps. The products also include light bulb, accessories for installation like starter, electronic ballast, transformer lamp holder, etc.

As the company is located in the area named "Klongtom" people do not think much about decorating lighting, so it makes the company lose opportunities to increase market share in decorating lighting business. Lack of communication and marketing strategies are quite big problems of the company. So the website project was created to solve the problem. The purposes are to maintain the existing customers and persuade potential customers, to generate revenue from selling goods, to increase market share and sales volume, to enable audience/customers to visit the site 52 weeks a year, 7 days a week, and 24 hours a day, to reduce costs such as lower costs in printing brochures, order taking, market research, to open new markets when customers have no time to visit the shop or do not know there is quality decorating lighting at reasonable price at Klongtom, and be able to reach new customers, to be able to offer more products to the

customer than they could ever choose in an ordinary catalog or in a traditional store and department store.

The target markets are people who would like to decorate or renovate their house or building and housing constructors. Due to high technology in distributing information via website, most office or home users can easily access the Internet and save time and money on traveling and people can use the Internet anytime and anywhere in the world. Before creating an online catalog, Thai Advanced Lighting has set up a business plan, product strategies and market & sales strategies and how to achieve their mission and goals and how to manage marketing mix and customer delivered value. The company also does the SWOT analysis, competitor analysis, and cost and benefits analysis to find the best way to manage the online catalog to make a good impression to the audience or potential customers.

The company creates this website to communicate with audience or potential customer and a lot of strategies from marketing business and design were used in creating this website. This website is just an information provider website and does not provide online shopping. But there is no problem in dealing with customers because the company creates an online catalog with full information and telephone lines to serve customers when they need more information. The company knows that most people needs to think carefully when they want to buy something so that it satisfies their wants and needs. And most people still think it is unsecure to give their credit card number via Internet for online payment. For this reason, the company attracts the customer to visit the company and choose the product they want. The website is created and developed as simply as possible without much requirement in connecting to maintain the customer feel free to do online shopping, and find new customers for expanding the sales volume of the company. All the experience and knowledge gained from

marketing techniques and management learning are merged to improve Thai Advanced Lighting.

The objective of the project is to create this website as a communication channel to the domestic market. The main reason is to increase sales volume for ensuring long-term growth and profitability. Another reason is the need to respond to potential customer and to maintain the existing customer. The company has a lot of experience in electricity and lighting.



V. THE PROPOSED SYSTEM

5.1 Mission

Thai Advanced Lighting produces its products by using good quality of raw materials to mix and match with every style of the place with the concept of “One Stop Shopping”.

5.2 Objective

The objective is to attract people who are interested in decorating their place and to impress the user by providing a variety style of products including classic and modern styles to mix and match with the style of the place. The website is made for increasing the number of different groups of people who use the Internet in searching for some decorating lamps that are suitable for them. There are many product categories, which are Pendent Fitting Lamps, Picture Lamps, Ceiling Lamps, Acrylic Fluorescent Lamps, Reflector Louver, Downlights, Track/Spotlights, Wall Lamps, Post Lamps, Chandelier Lamps and Garden Lamps. Each category has its own sub categories with the one stop shopping concept.

To achieve these missions and objective, the company uses 4 Ps (Product, Price, Place and Promotion) as one of the factors to consider the company's strengths, weaknesses, opportunities and threats. After listing all strengths, weaknesses, opportunities and threats the company will set up the strategies by using SWOT Analysis.

5.3 Goal

Thai Advanced Lighting's goal is to create brand awareness with one stop shopping concept and service minded strategy. It uses the pushing strategy for customers to surf the web site and come to the shop to choose the product they desire.

Since the products have a lot of details customers have to visit the shop and see the real one for satisfying their desire.

5.4 SWOT Analysis

To understand more of the business situation including all other environment around the company, it is necessary to do SWOT analysis. It needs to evaluate the company's internal strengths and weaknesses periodically. However, only internal evaluation is not enough, it also needs to monitor key macro environment forces (demographic-economic, technological, political-legal, and social-cultural) and significant microenvironment factors (customers, competitors, distributors and suppliers) that affect its ability to earn profits.

Internal Strategies Factors Analysis Summary

Strength:

- (1) The company provides a variety of brands, styles and types.
- (2) High quality decorating lamps and manufacture warranty.
- (3) A good relationship that the main branch has created makes the company meet many suppliers.
- (4) The company can negotiate the price of product.
- (5) It is first decorating lamp company in Klongtom area which is well known for its electrical goods.
- (6) Customer can see the decorating lamps on the company's website at anywhere and anytime 24 hours a day and 7 days a week.
- (7) Sophisticated salesperson and staff workers are well trained to serve customers.

- (8) Varieties of electrical products serve customers at the main branch, which connected with the company. Customers can do one stop shopping for electrical goods.
- (9) The company is located in an area which is well known for inexpensive goods.

Weaknesses:

- (1) Only one physical shop in Bangkok that cannot totally serve remote areas.
- (2) Limited of space to show the products.
- (3) Do not accept credit card payment.

External Strategies Factors Analysis Summary

Opportunities:

- (1) Nowadays, the economy has recovered, so people have started to decorate and renovate their home or places. It makes them buy decorating lamp for their places.
- (2) E-marketplace is expanding.
- (3) The company uses a website as communication channel.
- (4) People have no time to visit the shop, so they search for information from Internet.
- (5) Government supports computer products so that people can afford it and can easily access the Internet.
- (6) People do not want to waste their time and money to travel so they can connect to the Internet to see the company's product.
- (7) The numbers of people buying property is increasing. This will support high demand of decorating lamps.

Threats:

- (1) There are competitors around this area.
- (2) Some customers think that there is no variety of products in this area.
- (3) The company is located in Klongtom area where the company cannot focus for high profit.

After reviewing the SWOT Analysis above, the company could say that decorating lamps have more strengths and opportunities than weaknesses and threats. It is a good sign for doing online catalog to support the company's sales volume and to be more successful.

5.5 Product Overview

The products are made of the highest quality raw materials which consistently perform to produce as standardized. Unique illustrations were chosen to help bring the products to life adding to customer's satisfaction. Decorating lamps are tangible products and need service for advice. Thus the company web site provides detailed information and clear pictures to the customer. The company's web site is used as a communication channel for finding decorating lamps suitable for the customer's home and places. They can compare the product and price and visit the shop or order via telephone and get service from the company. The company has many brands (no limit from condition), size and types of decorating lamps to be shown on online catalog for customers to choose. Each product has a warrantee from the manufacturer.

5.6 Target Market

Currently, the company decides to set the target market for decorating lamps only B2C (Business-to-customer). The audiences who are interested in decorating their place would like to choose fine products with classic and modern styles. They are people who are above 20 years, both men and women with middle to high income.

There is minimal requirement for Internet expertise for audience who would like to search for the products. This website has answers from sophisticated architectures which make the audience feel confident to make a decision in shopping. The company is interested in both end users and constructors especially e-shoppers who are interested in decorating, renovating or constructing places. Most of them must have purchasing power.

In the future, the company plans to enlarge the target group in wider remote areas and find new target markets in order to reach the break-even point (or get more profit).

5.7 Serviced Provided

Thai Advanced Lighting provides good quality products and service with one stop shopping as a mission to create a good impression to the customers. Under the control of the sophisticated main branch, the employees are trained to serve customer's want and need with reasonable price, which they can trust so that they visit the shop by themselves.

The company provides its service 7 days a week since 8.30 A.M. to 5.30 P.M. The company offers free delivery in case the product is not available when customers visit the shop. Free delivery is also provided for ordering via email.

5.8 Marketing Mix (4P's)

According to 4P's concept of marketing, the company will separate marketing strategies into 4 parts, which are the following:

(1) Product

Decorating lamps are quite important to make the place look good and is useful for the place so they will be deficient along with long term usage. Thus, it is essential to decorate the place or home. The company chooses to order a variety of products with good quality to serve the customers. The

products are ordered from suppliers who sell around the country and abroad so the quality is equal to other products they sell. In addition, customers can visit the company or order via e-mail specifying the kind of decorating lamps, series needed, number of each product, contact address and telephone number.

In the future, the company also plans to expand more product lines to serve customers.

(2) Price

Customer can select the price of the products to match with their satisfactions. The company stresses low price strategy because it orders the products in bulk per time so that it gets a high discount from suppliers. If the products are offered at a lower price, more people tend to visit the company and this will enhance the online catalog awareness or exposure rate of the shop. Moreover, low price strategy will activate the customer's buying behaviour by providing occasional discount periods.

(3) Place

The company is located in electricity marketing business area using reactive indirect marketing. Therefore, the company extends its market share, can receive orders through e-mail. Distribution of the product to customer is done physically in Bangkok by charging delivery fee depending on the distance from the company. If the customer is in a remote area outside Bangkok, the delivery service of private and public transportation center will be used.

Furthermore, customers can visit the company and get service at the company (“Thai Advanced Lighting” – 26 Cheongchareonpanich Rd., Klongtom), where sophisticated salespeople are ready to serve them.

(4) Promotion

To do business with web site supporting, URL name recognition is an important factor for surfer and e-shopper. So the company will post the promotion on the web site.

Sale Promotion:

The company offers discount if the customers buy a large volume. Moreover, the company also gives occasional discount periods all over the year in order to activate buying behavior. The customers who order via email, the company will charge free delivery.

5.9 Competitive Advantages

- (1) Many styles, sizes and types of decorating lamps are in the online catalog for customers to choose.
- (2) The product will be checked before distributing to the customers.
- (3) Offer more promotion and discount if ordered through e-mail.

5.10 Customer Delivered Value

Total Customer Value and Total Customer Cost

- (1) Total Customer value – The company is concerned with 2 values:
 - (a) Many styles, sizes and types for home and building
 - (b) High quality and manufactory warranty
- (2) Service Value
 - (a) Sophisticated salespeople are ready to serve customer’s wants and needs.

- (b) Easy to visit the shop and order anytime the customers want
- (c) Useful decorating lamps and light bulb information explains how to choose the suitable light bulb for decorating lamp.



VI. PROJECT IMPLEMENTATION

6.1 Hardware and Software Requirements

The Hardware and Software requirements for Thai Advanced Lighting project system are as follows:

- (a) Hardware Specification
 - (1) Pentium IV 2.0 GHz Processor
 - (2) 128 MB of RAM
 - (3) 40 GB of Hard Disk
 - (4) 50X CD-ROM Drive
 - (5) 3.5 inches Floppy Drive
 - (6) 15 inches Monitor
 - (7) Modem
- (b) Software Specification
 - (1) Window 98
 - (2) HTML Editor
 - (3) Cute FTP
 - (4) Internet Explorer 5.0, Netscape communication
 - (5) Internet Access
 - (6) Illustrator
 - (7) Adobe Photoshop
 - (8) Flash
 - (9) Dream Weaver
- (c) Determining whether the company uses software or learn HTML
- (d) Studying the basics concept of HTML
- (e) Designing the company's web page thoughtfully

- (f) Adding text and making it readable
- (g) Adding images, animations, and background patterns
- (h) Adding other fancy stuff, like VBScript
- (i) Uploading the company's web page

6.2 Web Development Processes

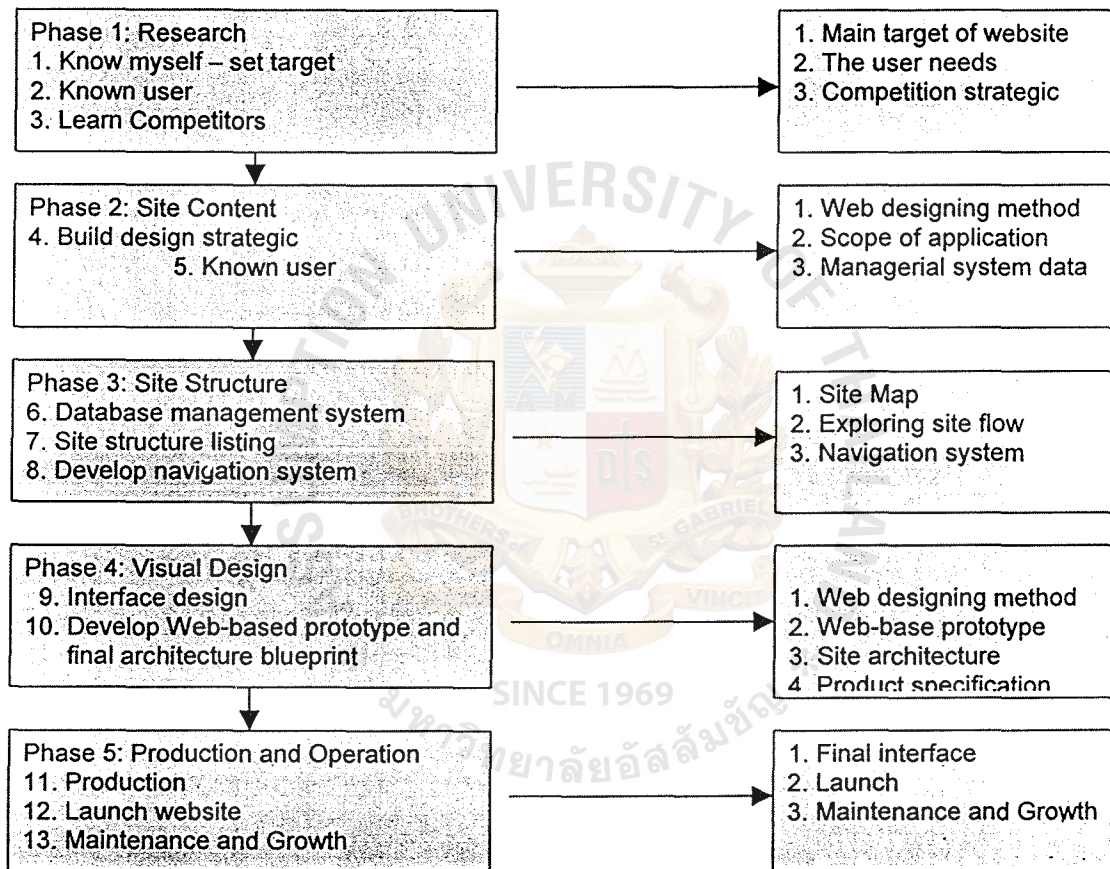


Figure 6.1. Web Development Process.

6.3 Site Structure

The database was corrected with Access application. The database's purpose is to keep all records of product details to inform the customer on the website.

6.4 Site Content Designing

It is easy for the audiences who would like to search for a variety of lamps which match their style. The design is simple and the color approximates the real product. It is straightforward, right to the point visual information. It is to create a good first impression to audiences to feel free to spend their time in searching and making a decision to visit the shop.

Although structure designing and technology are the critical success factors in building a good web site, site content also plays another major factor that can create either positive or negative impression of the site. Same as other web pages, the content of online catalog consists of text and images.

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

- (1) Home
- (2) Product
- (3) About Us
- (4) Contact Us
- (5) Site map

About Us Web Page

Thai Advanced Lighting Co., Ltd. has been established since 2002 under the control of Arunothai Electric Company Limited, which has been running the business for more than 25 years. The company provides every kind of lamp products, which are Pendant Fitting Lamps, Picture Lamps, Ceiling Lamps, Acrylic Fluorescent Lamps, Reflector Louver, Downlights, Track/Spotlights, Wall Lamps, Post Lamps, Chandelier Lamps and Garden Lamps. The company also provides every kind of light bulb which suits the lamps.

Thai Advanced Lighting provides good quality products and service with one stop shopping as a mission to create good impression to the customers. Under the control of the sophisticated main branch, the employees have been trained to serve customer's want and need with reasonable price which customers can trust when they visit the shop by themselves.

The company provides its service 7 days a week since 8.30 A.M. to 5.30 P.M. The company offers free delivery in case the product is not available when customers visit the shop. Free delivery is also provided for ordering via email.

The company creates a website as a communication channel to the people in Thailand. Although this website is just the information provider website, it does not provide online shopping.

6.5 Website Visual Design

The company's aim in website visual designing is to create home pages that provide visible decorating lamps information which can be accessed within a short time and is more understandable. The company believes that the first time audiences visit the company's website should have a positive impression in the simple design and modern style. The company introduces the existing decorating lamps and services on the "About us page". The company's homepage has thumbnail images of product that display all details.

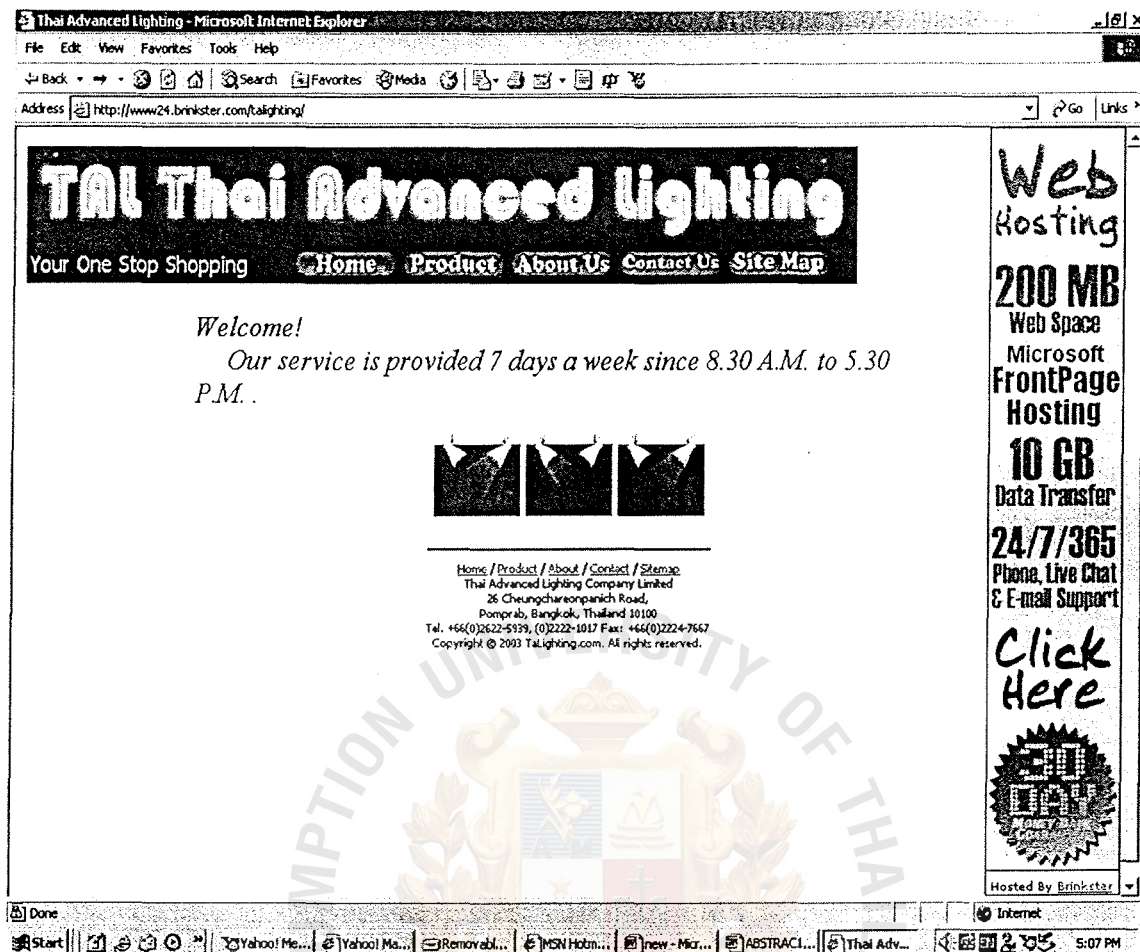


Figure 6.2. Home Page.

The interesting decorating lamp information is presented on the main page in order to catch the attention of audience and potential customers and give them maximum satisfaction as much as possible. Furthermore, more update news and information are on the website in order to make the web page have a fresher look. This will make the customers coming back and motivate them to buy and also to tell their friends to visit the site which is word-of-mouth strategy.

Moreover, navigator tool is created on the main page for more quality and easy linkage to other pages of the website.

Product Page

The “Product” page displays each category of product for customer to choose and give the detailed information of each product for requesting or ordering.

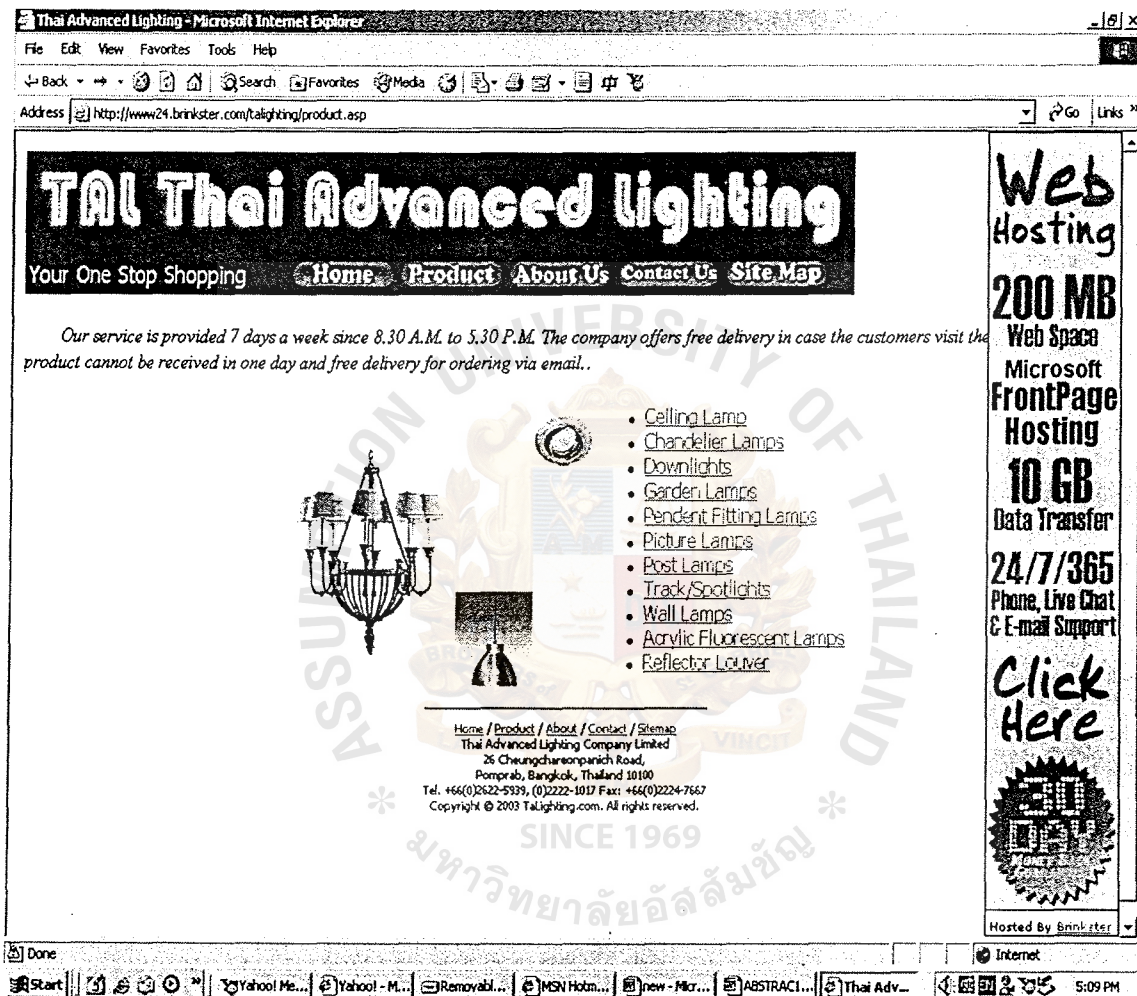


Figure 6.3. Product Page.



Figure 6.4. About Us Page.

The "About Us" page presents the general information of online decorating lamp catalog such as objective, company's foundation and services. These data increase visitors's awareness and customers feel free to see the online catalog on the website.

Contact Page

The customer can fill the form that will be kept as a record of the customer's profile for convenience when when they contact the company. It has privacy and is easy for customers to contact the company through the web. Every customer's comment will automatically be e-mailed to the company for further improvement and development.

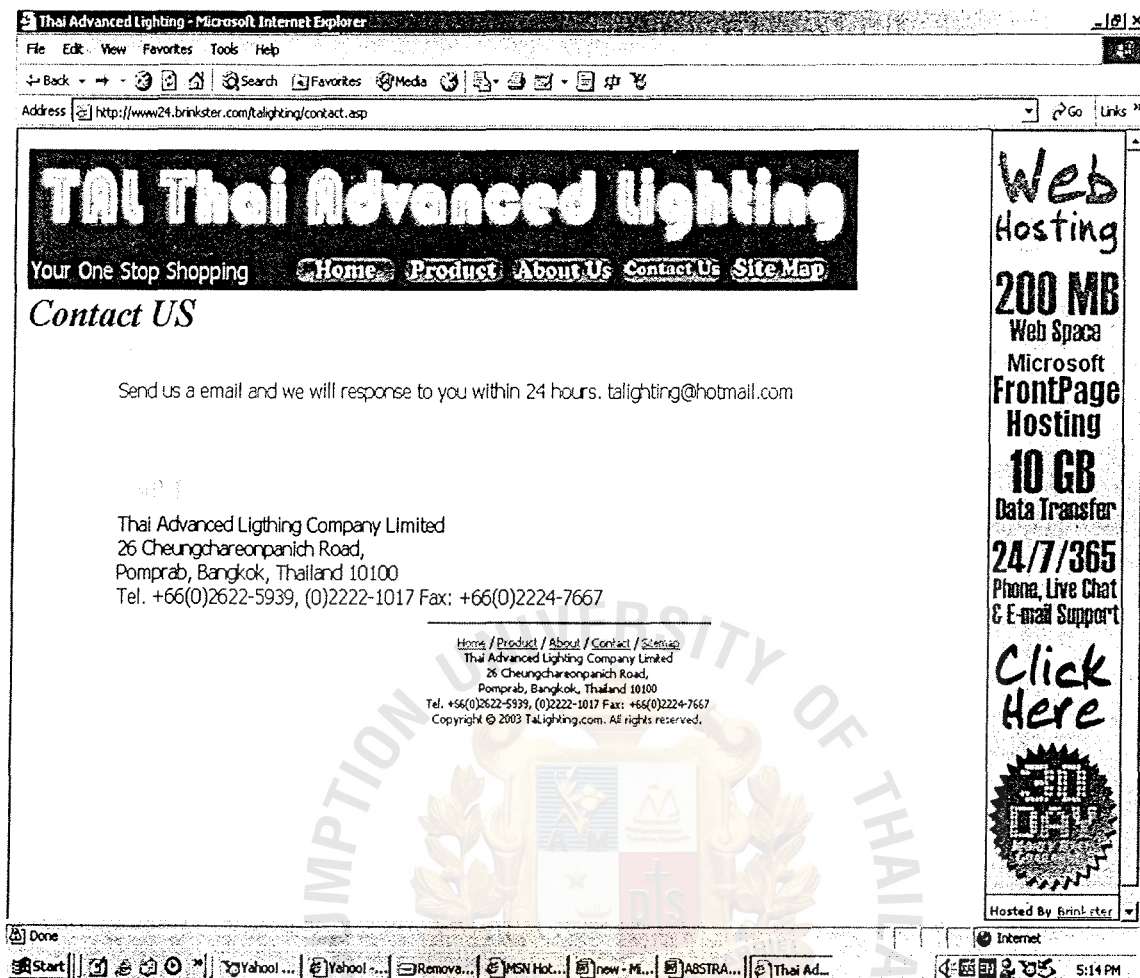


Figure 6.5. Contact Us.

Site Map Page

This page is provided for customers who would like to know about the direction of this web site. This page will show the direction in the format of an organization chart.

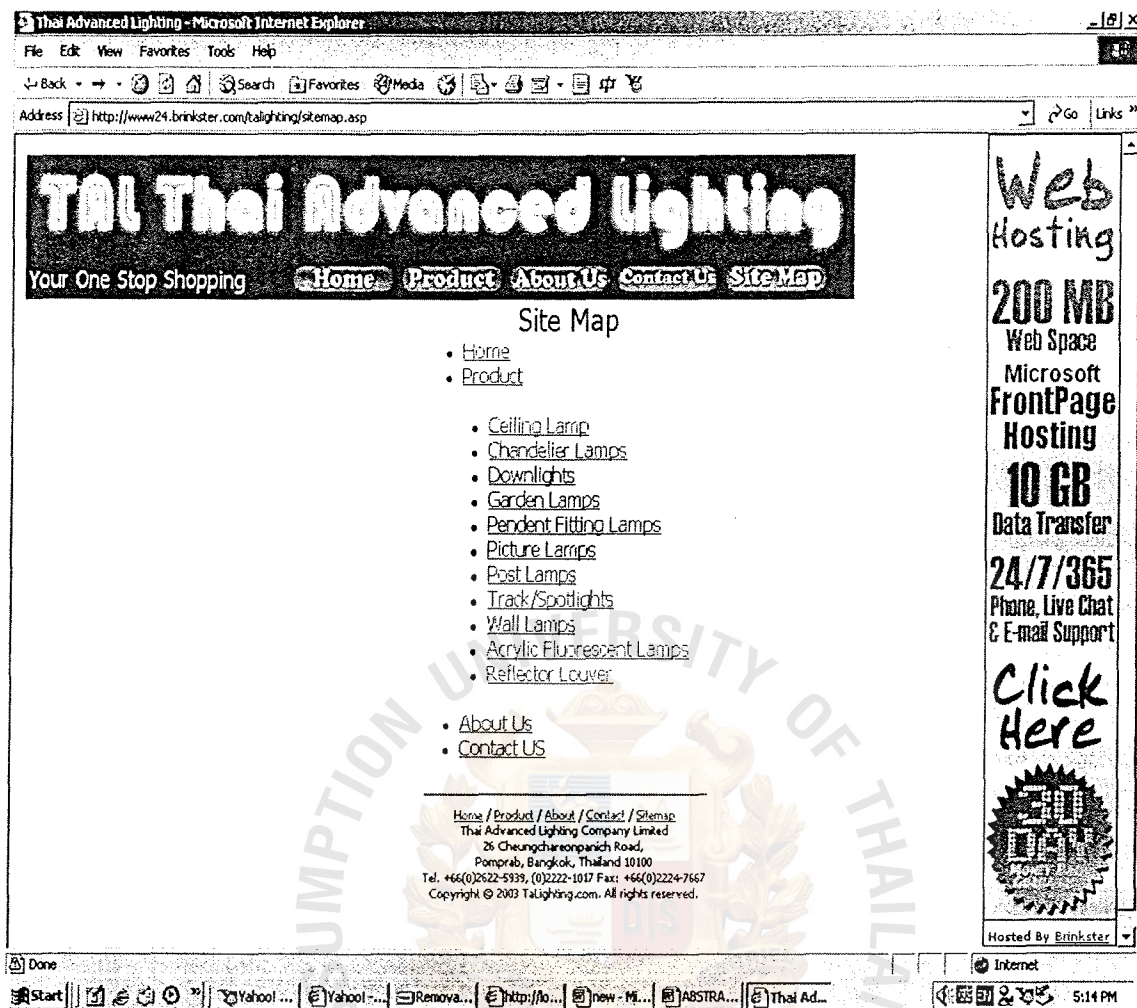


Figure 6.6 Site Map Page.

VII. CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

The Internet is the most well-known tool, and the largest implementation of internetworking, linking millions of individual networks all over the world. It is an efficient channel for information and another way to reach the customers, but it cannot run the business by itself. It has to use a combination of business fundamentals and an existing offline infrastructure; it is an incredibly powerful tool to interact with both end users and building constructors.

This project is completed with the concept of supporting the current business way of family business company and develops the prototype for providing information and online catalog. Since the company would like to expand and enlarge its distribution channels, using e-commerce best fits the company's goal and will help to increase the customer's satisfaction. The conclusions of this project are as follows:

Thai Advanced Lighting Co., Ltd is an existing trading company which sells decorating lamps to domestic market; this project was created to support to be a marketing tool as communication channel.

To conduct a SWOT Analysis, customer delivered value (CDV) showing how to implement has been done. Thai Advanced Lighting is the first company doing a website. It is located in Klongtom which is an electrical business area. The analysis will help the company to expand its market.

This project will help the company to set the right direction by using marketing plan, target market and marketing strategies such as product, price, place and promotion to access its goal.

The company is under the control of a sophisticated system and has been running the business for more than 25 years. So, the company knows how to run the business; therefore, it can earn income and pay back period will start in year three.

E-catalog is the marketing tool for promotion of products on the web site which is effective and cheaper than the year before.

The company realizes that Thai Advanced Lighting.com will be a good communication channel and marketing tool to make relationship with customers, and meet customer's needs.

7.2 Recommendations

The web site is an alternative marketing tool that supports business to grow. In the near future, most people in Thailand will know the company's web site that the company is located at Klongtom. So the company uses this web site as a channel of marketing and communication with existing business way. So in the next step, the project has to be improved by:

- (1) Collecting as many website visitors and potential customers as possible for proper analyzing of consumer needs in order to efficiently utilize online catalog and adjust website structure, data and service offering.
- (2) Always reviewing and improving the web site more frequently to increase customer's attractions and to re-visit the company's website.
- (3) Adding new sales promotion during occasional periods and giving special offers.
- (4) Increasing or updating new product categories.
- (5) Developing an easy and rapid search engine system in finding products.
- (6) Increasing other highly skilled officers to maintain or improve the website.

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