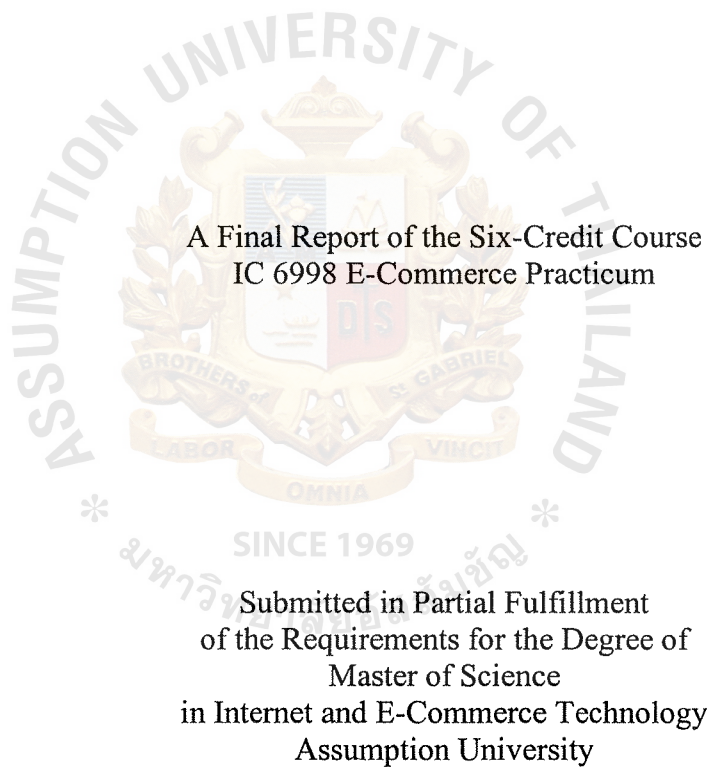Online Tutoring Service

by

Ms. Usa Piyabongkarn

A Final Report of the Six-Credits Course
IC 6998 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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Project Title	Online Tutoring Service
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Academic Year	March 2002

The Graduate School of Assumption University has approved this final report of the six-credit course, IC 6998 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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ABSTRACT

There is the rapidly increasing of private tuition which show that the demand are over the supply that mean the great potential of private tuition.

So, we sets up the web site (Online Tutoring Service) that can provide information of qualified tutors which the user can click anytime, anywhere. This way is convenience save time, save cost for looking for the tutor that meet the customer's requirement and ensure that they will get a best tutor for them. This benefit are different from the existing competitor which provide only information similar brochure.

An important part of this project is set up which is revolutionizing the tutoring industry. Online Tutoring Service (Tutortop.com) for resources to meet the needs by Tutortop provide view database of highly qualified tutors to seek one whom you deem is the most suitable for your purposes. The database is neatly categorized into subjects and geographical areas. Moreover, tutortop.com establish website to meet need of teachers, parents, and students by utilizing the power of the Internet.

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I. INTRODUCTION

1.1 The Importance Role of Internet

The Internet is rapidly becoming the technology of choices for electronic commerce because it offers business an even easier way to link between supplier 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, although many nations are now involved with the Internet in one way or another. The Internet is known as the network of networks. There are more than 23,000 networks in 130 countries connected to the Internet. The growth rate of world-wide Internet is about ten percent a month. Such great expansions are things nobody should ignore.

The Internet is an international community with a population of more than 30 million who are all accessible by electronic mail. The progress in data communication technology in this decade plays an important role in building the information superhighway (ISH) programs in developed countries like US, Japan and Singapore. An Internet-style information service is often quoted as one metaphor of the future ISH: text, voice, image and motion pictures at your fingertips.

The carriers can only go so far in providing Internet services. Ultimately, the communication pathways must enter the user's machine, pass through layers of software and end up in application programs. The computer industry, along with the many vendors of computer-related equipment, must play a role in determining how this aspect of the Internet will evolve. The nature of technological innovation almost guarantees that many new technological options will continue to be generated from many different sources and make their appearance throughout the Internet. Thus, it appears that no

single entity can possibly be in charge of the Internet. A key to the success of the Internet is to insure that the interested parties have a fair and equitable way of participating in its evolution, including participation in its also-evolving standards process. A proper role for governments would be to oversee this process to make sure that it remains fair and meets the wide spectrum of public needs.

The Internet is a rich source of information and resources for students, lecturers, researchers and professionals. The people should have skills for the Internet environment. Learn how to use the Internet to help with your coursework, literature searching, teaching or research.

The Internet and other networks have made it possible for business to replace manual and paper-based processes with the electronic flow of information. In electronic commerce, business can exchange electronic purchase and sales transaction with each other and with individual customers. Electronic business uses the Internet and digital technology to expedite the exchange of information that can facilitate communication and coordination between the supplier and customer.

1.2 The Position of Internet Thailand in the Present

Technological mergers among the cable television, the telephone and the Internet has added more pressure to the commercialization of the Internet.

As of today, there are more than 40,000 organisations already online with this gigantic network. In the last count by the Internet Society, there were more than 3.2 million online computers as part of the Internet in 84 countries.

If we also count the part-time online systems for mail exchange, there are more than 150 countries in the world that you can send and receive electronic mail to or from. With the standard Internet services of today, users are likely to face the following jargon which will become commonplace as more and more people use them.

These services have traditionally been served by "server" machines and require your Internet service computer (i.e. the main computer where end-users connect to), to run a "client" program so that it can show results on your PC (acting as a terminal) and accept your input to the server.

There are a repertoire of services on the Internet much like food in a restaurant. Sooner or later, we will know what is meant by "gopher server," "web server," "ftp server," "news server" and so on.

In a nutshell, we can guess what news server means. An ftp server is a machine that all servers request for file transfer to a remote site. Gopher and web are the most well-known information services using menu and hypertext paradigms respectively. Other servers are WAI (Wide Area Information Service), Archie (archive search), netfind (looking for an electronic address of a person), etc.

Let's now get back to see what we do as a client to these servers. Net-surfing means that you may contact another server anywhere in the world, and then move to yet another server anywhere else in the world. One server may tell your "client" program to contact the other server automatically if you click a mouse at a particular word or sentence on the screen.

Easy isn't it? This kind of user interface is called "hypertext", i.e. text with intelligence to bring along other related pages of information if activated. Mosaic is called the hypertext viewer, and the World-Wide Web (WWW or W3 or just "web") is called a hypertext service on the Internet.

If your terminal has no "full Internet" access to the service centre, you will need to use another hypertext viewer program called "lynx" to read all the text. Mosaic can do more than lynx as it also displays colourful pictures, plays MIDI music, plays recorded sound and can play a digital movie on the computer screen, provided your terminal

hardware is equipped with the appropriate multimedia hardware to render the expressions.

This is where the term "hypermedia" comes into use. It is hypertext with multimedia presentation. It is also interactive. It is the prototype of the future communication device we will all be using: a television set with computer control hooked into a switched multimedia network.

Hypermedia servers are made compatible with a less-equipped terminal that may not support graphics for the communication session such as the one made through a text-mode terminal emulator. Only text can thus be shown. The Lynx program is such a case.

Lynx, on the other hand is more versatile as it runs on any teletype terminal. But you will miss all the colourful graphics. Lynx is particularly suitable for Internet nodes which have a low-speed link to the world. This is particularly true with the universities in ThaiSarn project of 1993 and 1994, where all the connections were at 19.2 Kbps only.

Transferring unnecessary image data on such low-speed links are counter-productive as one picture may be worth more than a thousand words of text. Thus, we should save all the available channel for the more valuable text data and email and limit the transfer of image data to where necessary.

1.3 Role of Internet and Technology with Education

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. Although many nations are now involved with the Internet in one way or another. The Internet's evolution and discusses the role that governments around the world may have to play as it continues to develop.

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Distance education media and printed materials in support of service for education have long been introduced to Thailand, particularly radio, which was first called "Witthayu Suksa (Education Radio)", produced by the Ministry of Education and the Public Relations Department. Expansion has been made of other types of learning network with best access to rural areas and the community, such as the establishment of village reading centres, public libraries, museums, mobile libraries, publications, groups of local intellectuals, television and education by satellite. Such networks are run by both public and private sectors to support and provide education and knowledge to improve a quality of life of the people. This is to be discussed as follows:

The Use of Distance Education Media and Information

Dissemination:

The application of distance education media and information dissemination through radio, television, postal service, publication and satellite has long been undertaken by the public and private sectors and played an important role in delivering information and data to remote areas inaccessible to government services. Distance education is crucial in promoting education to people living in areas inaccesible to education in the past decade.

(1)   Radio, television and postal service The government, through the Ministry of Education, has made use of radio programmes for education to a limited extent for more than 20 years. At first, air time for educational programmes at radio stations could not obtained a wider coverage. The content of the programme broadcast at that time was mainly produced similarly to that of formal education. During 1978-1984, Thailand began to establish Radio Thailand for Education. With the support from the World Bank, it was launched in 1985. The station was established with the aim to provide both

formal and non-formal education. Programmes are organized in the way that they can be used as educational tools in consistency with the curriculum. The service serves straight into schoolrooms, to teachers and students. Programmes organized are made to provide education to people in the non-formal education system for the improvement of their knowledge and ability which will be useful to their life-long education. In addition, there are knowledge-oriented programmes providing advice and stimulating innovative ideas on various issues, such as agriculture, health, income generation, law, administration, good citizenship, population studies, family planning, etc.

Programmers broadcast include school radio programmes, non-formal education by radio and postal service, agricultural extension through media, health and news dissemination, etc.

The Government also has the policy to let all radio and television stations broadcast programs to supplement useful knowledge to young people and general public, especially those educationally- disadvantaged and living in remote areas. Regulations for broadcasting were as follows:

Radio. Not less than 25% of the total on air time for daily programmes shall be provided to news and education, with at least 15-minute religious (dharma) programme weekly.

Television. News and knowledge programmes must be on air not less than 15 percent of the air time for daily programmes. At least 30 minutes a day must be given to programmes for children.

The total number of radio stations both in AM and FM frequency is 525. Of these, 78 stations are in Bangkok, 448 stations are in the rural areas.

(Source: Radio Inspection Unit, Public Relations Department). Of the television stations, both under the government operation and those leased to private sector, 9 stations are in Bangkok. There are 31 sub-stations upcountry, belonging to Radio and Television Thailand. The reports on the quality of life of Thai people in 1994,1996 and 1998 showed that the percentage of households receiving information through radio and television were 92.2, 95.9 and 98.5 percent respectively, which constitutes to the achievement of the target. (The targets for 1994 and 1996 were 85 per cent while that of 2001 is 95). It is assumed that distance media is able to assist people from all parts of the country to receive more useful news on a gradual and increasing basis.

The survey on radio programmes for education on Radio Thailand in 1996, conducted in 6 provinces: Lampang, Mae Hong Son, Surat Thani, Ranong, Ubon Ratcha Thani and Khon Kaen, it indicated that the listeners rated the following programmes as "good": non-formal education, open university's programme and radio programmes for school, agriculture, health, knowledge for life. A percentage of 45.7 of the listeners apply the knowledge to daily life. 12.8 percent identified that they had never used the knowledge gained at all. The number of the respondents keeps on increasing. Therefore it is assumed that programmes, such as knowledge about politics, administration, democracy development, career guidance, religion, ethics, spiritual development, environment conservation and health promotion are beneficial to the listeners.

(2) Printed media Printed media produced by public and private sectors include information/technical materials, daily/weekly newspapers, features,

Thai/foreign languages weekly/monthly magazines. It is found from the survey that materials published by private sector from the centres were over 180 titles and 165 titles from provinces (mostly in the form of local newspapers) Such materials offer knowledge- disseminating columns for the benefit of the readers, Subjects range from family, health, science, technology, etc. Some are specialized printed materials such as health magazine, mother and child magazine, folk technology magazines, etc.

(3) <u>Satellite</u> The expansion of education opportunity of the government has brought to the establishment of the Centre for Distance Education by Satellite in 1994. Target groups would have more choices of their won to receive education with similar quality and standard. Distance education of the country is then arranged in 3 categories;

(a) distance education by satellite for non-formal education in accordance with the curriculum of the non-formal education at primary to upper secondary levels. The service focuses on youth and people missing an educational opportunity, especially those in remote areas, laborers with little education, throughout the country.

(b) distance education by satellite for formal primary to upper secondary education. An emphasis is put on quality and standard of instruction in subjects where teachers and specialists are scored, especially in educational institutions in remote areas.

(c) informal distance education by satellite to suit the students' interest. This aims at providing knowledge and skill beneficial for daily life of the people.

The distance education by satellite focuses on fully-integrated of multimedia. There are many restraints concerning this, for instance, many schools and educational institutions cannot rearrange their time-table to be consistent with the time when the program is on air. Not enough television sets are available for the purpose and no publication to supplement the instruction. In 1997, educational institutions and agencies participating in the programs were allowed to use television programs as they see fit, mostly in the form of supplementary aid to education. No particular specification has been set on the free-to-choose study type. The satellites also apply to long-distance meetings, training, seminars for specific groups such as: training teachers in English at primary level, training teachers of the disabled, and training for teachers in computer science.

Free elective subjects offered are: foreign languages, hotel management, mechanics, well-being, home economics, etc.

In addition to the setting up of the Thaicom Distance Learning Centre, in 1996, a television station was set up in the compound of the school at Klaikangwon Royal Villa, Hua Hin, to televise programs to networking schools nationwide. At present, 1,504 schools have joined in the project, to be classified by agency as follows:

Table showing number of schools participating in Thaicom Distance Learning Project, in 1996, classified by agency:

Table 1.1. Number of Schools Participating in Thaicom Distance Learning Project, in 1996, Classified by Agency.

Agency	Number of schools
1.Department of General Education	1,234
2.Office of the National Primary Education Commission	46 202
3.Department of Local Administration	19
4.Office of the Private Education Commission	2
5.Department of Religious Affairs (Dharma-Pali studies schools)	1
6.Ministry of Public Health (colleges for nursing)	

Learning Network:

The development of learning networks was included in the 7th National Education Development Plan (1993-1996). The policy on this issue aimed to establish learning networks to enable people to increase their knowledge and ability by the community and society. Mobilization of cooperation among public and private sectors and local wisdom must be encouraged to play an important role in the management of sub-district and non-formal education that meets the requirement of the community. There was evidence that indicated that in 1990, 125 centres were established and in 1996 the centres were expanded to 789 centres covering all district. The centres aim at providing non-formal education in various forms as well as information dissemination services. The centres are mostly located in monasteries, masjids or public-donated lands. At present, these centres play an important role in the management of community learning

centres and support them to become focal points of learning networks in the community.

These are established to allow more involvement in the provision of education from the community. The centres also provide lifelong education to public and students in the community. These centres may be called by different names and located in different places such as:

Learning Centre: established in an educational institution, equivalent to educational institution.

Education Centre: established a public or private premises, equivalent to a branch educational institution.

Community Education Centre: established in the community, equivalent to a branch institution of education.

These centres are responsible for organizing activities in non-formal and informal education in various forms as required by a specific individual or groups.Education management with community participation has been continuously developed with an increasingly wider coverage. The implementation in the fiscal year 1998 could be summed up as follows: the establishment of 5,055 community learning centres (in 5,256 districts) with 4,942 teachers and 328,346 students. Besides community learning centres, which were developed from village reading centres, there are other types of other network to support community learning. These networks are public libraries, science centres, etc.

Public libraries aim to promote and encourage reading and provide services of libraries and village reading centres. In 1996, 77 provincial public libraries were established (two provinces where 2 libraries each located were Nakhon Sawan and Songkhla) 570 district public libraries, and 34,369 village reading centres. In 1999, the

numbers of district public libraries and village reading centres have been increased to a total of 660 libraries and 35,504 reading centres respectively. (This data covers only the libraries and reading centres supported by government budget.)

Mobile educational service *unit* is another type of educational service that encourages the public to gain more knowledge. A mobile public library provides educational activities with ready-made learning package of videotapes, computer, exhibits The services are concentrated on specific groups, such as people in congested areas, the disadvantaged, and impoverished people missing formal education and lacking in sources of knowledge and educational services. A mobile floating library provides an expansion of reading and learning to people living along the river and canals in order to create the awareness of clean waterways and conservation of natural environment. Volunteer teachers carrying bags of books visiting people living along the river so as to help those people who may not be able to come to the library boat by themselves get easy access to reading. A mobile volunteer library focuses on target groups who live in remote areas and have difficulties in accessing the library. Volunteers will bring bags of books to the community. These volunteers will collect the statistics of service reviewers and will change the materials and books monthly.

Science Educational Center aims to develop the pattern of the organization of educational activities, curriculum and development in the fields of science and technology, natural science and the environment to target groups in formal and non-formal education. It also serves as a training and development centre in science-related vocation such as proliferation and reproduction of various species of plants and animals. During the fiscal years 1995-1999, 12 science educational networking centres at the provincial level, in all the 12 educational regions was established.

Local Guru or Local Wisdom_refers to local people with_traditional knowledge and experiences in certain areas who transfer their knowledge and experiences to other people in the community. This is regarded as self-sufficiency and self dependency. During the past years, the Ministry of Education and agencies concerned have been established a directory of local wisdom and trying to develop database by information technology such as references on data of learning centres in the community, and local wisdom and local technology.

Moreover, several agencies are trying to integrate local wisdom with new technology, such as the registration of local components in traditional medicine by the Ministry of Public Health for quality control. More than 3,000 kinds of traditional medicine have been registered with the Ministry. The development of traditional medicine has also been made such as wax glazing traditional medicine pills or tablets, or the extract of essence to be used in modern medicine.

In conclusion, public and private sectors have been jointly developing learning networking. This cooperation aims to encourage the community to self-dependent by applying various sources of knowledge to improve a better quality of life of the people in the community.

II. PROJECT OBJECTIVES, SCOPE AND BACKGROUND

2.1 Project Objectives

(1) Using the knowledge and concepts that is learnt from the Master of Science in Internet and E-commerce Technology to apply in this project.

(2) Online Tutoring Service matches students and tutors by utilizing the power of the Internet and simplifying the process of matching a student with a tutor.

(3) Sets up the web site (Online Tutoring Service) that can provide information of qualified tutors. -- anytime, anywhere.

(4) Even potential employers can access online Tutoring Service.

(5) In the long term, Online Tutoring Service can create revenue from charging the Tutors or customers for simplifying the process and advertisement of banners on the site. (But this is at a later stage).

(6) Emphasize the Thailand market to find information with a click. Anytime…anywhere.

2.2 Scope

(1) At Online Tutor Service, tutors receive a web page to post information about themselves, enabling anyone to read about their tutoring background, personal style, location, and cost. This web page can be accessed even by potential employers.

(2) Conduct a complete analysis using the SWOT analysis, SPELT analysis and a detailed Competitors analysis both direct and indirect. Then design strategies to meet competition and show how implementation will be done.

(3)   Implement and maintain web site effectively so as to allow users to find information easily.

2.3 Background

Thailand has realized that the development of education is very important to the improvement of quality of life to enable people to keep pace with rapid changes in society. Hence, the education system has been adjusted from the management in the palaces and temples to a schooling system, with specialized-trained teachers and designed plan and curriculum. This adjustment, however, was not enough for the demand for maximum development of people, community, locality and the country. The recent decade saw an attempt towards education reform with an aim to develop education management to make it more consistent with the country's needs. Some of the implementations according to this reform have met with a certain degree of success, but some are still in need of further practical application.

Education provides an opportunity for human beings to improve a better quality of life to enable them to live together in peace and harmony, and to be capable of adjusting themselves under different circumstances and changes in society. The provision of education is therefore aimed at providing a balanced focus in 4 areas of man's life: intellectual, mental, physical and social.

The provision of basic education starting from primary to upper secondary levels does not focus only on strengthening knowledge and developing ability. However, the curriculum developed for all levels of education provides the learners with an opportunity for self-preparation to live in harmony with others in society, be capable of earning a living or working in jobs suitable to ability. This applies to both compulsory and selective courses of study depending on each individual's interest.

Nowadays, the education is the necessary and important things in the peoples life because the competition grows fiercer. So, most parents realize that the lessons in classroom is not enough for their children. The parents need their children to add extra education more than in the classroom. The problem is how the parent know what their children should study efficiently and suitably. The parent must spend more time to look for an education institution or efficient tutor for their children. This is the reason why I think the Online Tutoring Service can help them and I will set up this incoming service soon.

Online Tutoring Service is revolutionizing the tutoring industry. Using our service a tutor can attract students with ease and everybody can search for a professional to help them master a subject or just sharpen their skills Online Tutoring Service matches students and tutors by utilizing the power of the Internet.

At our site, tutors receive a web page to post information about themselves, enabling anyone to read about their professional background, personal style, location, and cost. This web page can be accessed even by potential employers.

Why I set up this web Page is because I believe that Thailand market has potential to grow in the future.

Because if we analyzed statistic data in 1990 school year, Thailand had a total number of 39,811 educational institutions of various types with approximately 12 million students from all levels of education and 386,908 classrooms. The student-classroom ratio was 32:1. The total number of teachers was 577,272. The teacher-pupil ratio was 1:21. Most of the teachers were general education teachers, accounting for 89.5 per cent of teachers from all categories.

Core Need – looking for the efficiency Tutors for their children which the parent can Make sure their children can get help from a qualified tutor.

Need – The information of Tutors that the parents can know background and other details that suitable for their children at anytime and anywhere.

Want - The efficient Tutors that can help learn their children

III. LITERATURE REVIEW

3.1 Overview of Thai Education History

History of Thai Education can be divided in stages as follows:

3.1.1 Early Development

The Sukhothai Period (A.D. 1238-1378)

Education in Thailand can be said to have begun in the 13th century when Sukhothai was Thailand's capital. In 1283, one of Sukhothai's kings, Ramkamhaeng the Great created the first Thai alphabet, using as its basis the Mon and Khmer scripts which had, in turn, been derived from a South Indian script. He employed for the first time the new alphabet in his stone inscription of 1292 at Sukhothai. Although undergone extensive changes, parts of the original alphabet are still in use.

The Sukhothai stone inscriptions recorded aspects of education in moral, intellectual and cultural terms. Throughout the Kingdom of Sukhothai, two levels of education existed:

(1) Education provided by the Royal Institution of Instruction (Rajabundit) to princes and sons of nobles

(2) Education provided by the Buddhist monks to commoners.

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Figures 3.1. The First Time the New Alphabet in Stone Inscription of 1292 at Sukhothai.

The Ayutthaya Period (A.D. 1350-1767)

The basic structure of education for the princes, boys of noble birth, and commoners was adopted by the court and people of Ayutthaya and still prevailed in the early reigns of the Bangkok period. If is worth mentioning that during the reign of King Narai the Great, a book for the study of the Thai language entitled Chindamani was written and became a popular text book in duetime. It continued to be in use up to H.M.King Chulalongkorn's reign (1868-1910). It is generally accepted as the first textbook of the Thai language.

However, it should also be noted that such education was of an academic type as it did not provide for occupational training which was generally handed down within the family or acquired through an apprenticeship.

3.1.2 Reform and Modernization.

The Bangkok Period (1782 onwards)

(1) After the fall of Ayutthaya in 1767, and following a brief Thonburi Period, the capital city of Bangkok was founded in 1728 by King Rama I (1782-1809), the first King of the present Chakri Dynasty. He made an impact on the development of public education by reforming the Buddhist Church.

(2) Modern technology in the form of the printing press entered Thailand with the coming of Western missionaried and merchants in the mid 1800's. For the first time, printed books were available in the Thai language.

(3) In 1858, King Rama IV (1851-1865) commanded the government to establish a printing press for its own use and began to print the Royal Gazette or Rajkitchanubeksa which has continued till the present day.

Figure 3.2. The Royal Gazette or Rajkitchanubeksa Book.

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(4)   During the early Bangkok period, a number of treaties were concluded with foreign   powers, mostly in the form of a Treaty of Friendship and Commerce. Since English became the lingua franca of the Far East, King Rama IV realized that the kind of education provided by the monastery and the court was not adequate for future government officials. For this reason, he commanded that measures be taken to modernize the education of the country and a good knowledge of English would form a part of the new educational requirements, as it had become a necessary key to further knowledge as well as a medium of communication with foreigners.

(5)   The policy of educational modernization was further pursued by King Rama V (1868-1910). Recognizing the need for better-trained personnel in royal and governmental services, he opened a school in the palace to educate young princes and the sons of nobles in 1871. This was the first Thai school in the modern sense as it had its own school building, lay teachers and a time-table.

(6)   In 1871, immediately after the setting-up of the first school, the Command Declaration on Schooling was issued for this purpose. Although, it is interesting to note that the Command Declaration on Schooling signifies the advent of a formal education in the reign of King Rama V, the fact remains that the education system at that time was essentially for the elite.

(7)   Soon afterwards, King Rama V set up an English school in the palace to prepare princes and court children for further studies abroad as well as a number of schools outside the palace for the education of commoners' children.

(8)   In 1887, King Rama V established the Department of Education to oversee the Kingdom's education and religious affairs. At the time of its inception, the Department had under its jurisdiction, 34 schools in the metropolitan and provincial areas, 81 teachers and 1,994 students, including 4 other advanced schools in the metropolis. It is worth noting that the implicit significance of the establishment of the Department of Education lies not in the scope of its responsibilities but in the fact that education in Thailand was on its way to being a planned enterprise, more systematic than ever before, and that education also had its own spokesman to speak for its worthy cause.

3.1.3 The Emergence of the Ministry of Education

The Department of Education became a full-fledged Ministry of Education on April 1, 1892, as a result of King Rama V's experimental measures in administrative and political reform with a view to establishing 13 ministries.

(1)   By virtue of the 1892 Declaration, the control of private schools, in their rudimentary form, was introduced. A development in this respect reflected that the private sector had come in to share the educational responsibilities with the Government.

(2)   Queen Sribajarindra had the Saowabha School for girls established in From the beginning of the twentieth century onwards, women's educational development in Thailand went from strength to strength.

(3)   In 1901, the first government school for girls, the Bamrung Wijasatri, was set up in Bangkok.

(4)   In 1913, the first women teacher training school was set up at the Benchama Rajalai School for girls.

(5)   In 1898, the first Education Plan was launched. It was divided into 2 parts: the first concerned with education in the Bangkok area while the second with education in the provinces. The most significant feature of this Education Plan was that the educational organization had covered all levels namely; pre-primary, primary, secondary and technical education up to higher education.

(6)   The 1902 the National System of Education in Siam retained all the education levels of the 1898 Plan and reshaped them into 2 categories;namely, general education and professional or technical education. Another feature of this plan was that a variety of age limits for admission was imposed to motivate graduation within a scheduled duration.

(7)   In 1913, the School of Arts and Crafts (Poh Chang) was set up in Bangkok.

(8)   In 1916, higher education emerged in Thailand as Chulalongkorn University was founded with 4 faculties: Medicine, Law and Political Science, Engineering, and Literature and Science.

(9)   In 1921, the Compulsory Primary Education Act was proclaimed.

(10)   The Year 1932 heralded a period of historical change in Thailand as a constitutional monarchy system replaced the traditional system of absolute monarchy. The first National Education Scheme was thus devised whereby individual educational ability regardless of sex, social background or physical conditions would be formally recognized.

(11)   In 1960, compulsory education was extended to 7 years. In addition, special provisions were, for the first time, made for disabled children, who were originally exempted from compulsory education, so that they might be given some form of basic education, regardless of their handicaps.

(12) In 1977, Thailand's educational system was changed from a 4-3-3-2 structure to a 6-3-3 system wherein six years of compulsory primary education is followed by three years of lower secondary school and by another three years of upper secondary schooling,which is still in use nowadays.

(13) From the year 1977 right through to the present day, it can accurately be said that all of the efforts made by the Ministry of Education have been geared towards one direction, which is to provide educational services as a means for a better quality of life and society.

3.2 Problems of Education in Thailand

The First to Sixth National Economic and Social Development Plans focused on the production of manpower to meet the demands for country development. The 7th and 8th plans (1992-1996 and 1997-2002) have been adjusted to concentrate on human as the center of development. Educational development plan was also set up in consistency with the national development plan. In the evaluation of the problems and obstacles connecting with the management of education during the initial stage of the 7th National Economic and Social Development Plan, it was found out that:

(1) Equality of Education

The coverage of compulsory education is not fully complete due to naccessibility of some areas or poverty of the parents causing the students to be without educational equipment, uniform and daily lunch. Some parents move away frequently from their former homes, some want to keep their children at home to help lessen their workload, and many others. Despite the government's effort in extending and improving educational opportunities, the goal has not yet been fully achieved. Since the program had not been

included in the national plan, budget for the implementation was not allocated. Responsible agencies had to eke out money from ordinary budget meant for regular duties, causing the programmed to be less flexible. A line of division of responsibilities among government departments was not clearly established. Education for the disabled was not fully and widely provided because of insufficiency of data on different types of disabilities to plan and allocate the budget ahead. In addition, teachers are not appropriately trained to have teaching skills for each specific type of students with special needs. Teaching equipments are not also sufficient for providing special education.

(2) Quality of Education

Students' achievement in some classes do not yet reach the standard, such as in mathematics and life experience at primary education level, or science at the secondary education level. Problems on the management of higher education include lack of quality instructors in some vocational and university level subjects, such as engineering and computer management. The number of graduates in such subjects is still limited. Graduates in such subjects prefer to join, after their graduation, the private sector to the government sector. Moreover, training of technicians is not effective due to the obsolete equipments.

(3) Education for Ethics Promotion

The ethics education does not have a clear structure but relies on the teachers. Some teachers are not knowledgeable enough and cannot measure the extent of preparedness and willingness in the mind of the students. A lack of continuity exists among the coordination of ethics instillation in the

family, classroom and society. A wide gap exists between each level of education. Ethics education in primary level is different from that of the secondary level and at home. There is no specific model for students to duplicate their behaviors.

(4)   Lifelong Education

Although many agencies are responsible for non-formal education, the coverage has not met the demands. There are youth and adults ready for the service throughout the country, particularly in rural areas. However, the provision of skills and vocational training and development does not yet meet the demands due to the insufficiency of information and data. It also prevents relevant agencies to plan and organize appropriate courses for individual community. Problems also exist in term of disparities of the quality of the course offered by different agencies, coordination and joint planning among agencies.

(5)   Education for Economic Development

Education at primary and secondary levels is not enough to produce graduates capable of earning their own living in the community. There is, however, a lack of instructors with appropriate qualification as well as well-written and easy-to-follow instructional textbooks or manuals with which real practices can be brought about. In some vocational schools, there are not enough qualified teachers to handle courses desirable to the labor market which creates a serious problem to the system. The promotion of students' earning can be done in a limited extent. Despite the promotion of cooperatives, the focus is on the theories rather than on actual practices. Activities organized to help solve problems and develop the community

offer little or no participation from the students. Most of them are organized on periodic basis such as a campaign for good deeds on certain commemorative days. The curriculum of each level stresses the contents as prescribed in the course but it cannot fathom its effectiveness in the mind and behavior of the students.

(6)   Health Education

A certain number of primary school students is underweight comparing to the standard of the Ministry of Public Health which reflects the problem of health education. The family's economy level and the culture of the family may not correspond to the rules of nutrition and health. Lessons in health education tend to focus on sports caliber, aiming at producing champions more than to create an awareness on personal health. Thus the students do not realize the values of physical exercises and sports activities for the sake of their values on health.

Thailand is now aware of the above problems and realizes that there is an urgent need for education opportunity expansion, lifelong continuing education and skills training to improve a better quality of life. In the 1990 National Education Plan, guidelines and measures for practice were established in the plan of action on Education for All which will be discussed later on.

3.3 Potential of Education Market Evaluated form Researching

It would appear that the pressures for educational reform come from multitudinous factors. However, the main reasons are because of the increasing numbers of students, demands for accountability, the reconsideration of universities' social and economic roles and the impact of new educational technology. "What are the entrance students think about Thai's education: Case study sample of the entrance students in year 1998" Researched by Prof.Srisakdi Chamornmarn, Ph.D. President of ABAC-KSC internet Institute.

The research concluded:

This research surveyed between 2 March 1998 through 4 March 1998 by using convenience sampling technique in order to distribute to the target group. The students who were preparing them selves to entrance the university. After that the researchers have inspected the completion and correctness of every questionnaire that Number of these questionnaires are 1,042 samples by getting financial support from the Assumption University (AU)

From evaluating the general characteristics of the sample, the researchers found that almost of the samples, 57.1%, are women, and 42.9% are men. Next 90.4% of the samples graduated from public high school and 9.6% from private school. Next the majority of the samples (64.8%) passed the class in high school. While another (35.2%) samples did not. Beside, they found that almost all the samples (58.6%) have learnt in program of science and another samples (41.4%) have learnt in programs of art in consequence.

The other outstanding issue which has been discovered is that almost all of the samples (56.2%) are satisfied by learning system in the high school. While the other

(31.7%) are unsatisfied, and another (12.1%) do not have any opinion in consequence. (Table 3.1).

After the researchers have defined the sample by learning characteristics in the high school, they found that the differentiate of the proportional of the samples who are satisfied are the samples who did not pass the class and who have the proportional size of sample to satisfy the learning program in the class more than the sample who did pass the class (59.1%) are satisfied. While another sample (51.0%) which did pass the class are satisfied. (Table 3.2)

Next issue, The researchers did ask for the need of the tutor institute from the student who are preparing point of view. The survey result found that 68% of the sample said that the tutor institute are needed for preparing to enter the university. While 19% said the opposite (unnecessary) and 13% do not have any comment consequently. (Table 3.3).

Then when the researchers defined the sample by the type of graduates from the high school they found that, the samples that passed the class, have the proportional of samples who identified that the tutor institute are needed. While 63.5% of sample, who did not pass the class, said that it is necessary. (Table 3.4)

When the researchers asked what is the reason for taking the supplementary course from the tutor institute from 64.5% of the samples, they said that the content of the course in the school class is not enough for going to take the entrance examination. 9.5% of the samples said that it is fashion. 26.1% of the samples said that the way the school teachers used are inefficient. 20.2% of the samples said that it was need the of the parent. (Table 3.5)

The other issue for consideration. 25% of the samples said that they did not have any future plan for taking the higher education due to the event of economic crisis in the

past recent year. While 50.2% of the samples answer that they did not have future plan. 18.8% of the samples said that they did not know. (Table 3.6)

The researchers defined the sample by using school. The result is was not different in proportional sample size for the effect from their friends who did not take a higher education in the university. (Table 3.7)

However, when the researcher asked what is the effect of the economic crisis to have any effect to make the decision to selecting the type of university, the result is 84.5% of the samples said that it has some influence for applying to study in the university. While 15.5% of the samples said that it did not have any effect. (Table 3.8).

Almost all of the samples (84.1%) confirmed that they required to have more education in the public university. 24% of the samples said that they are going to the private university.

37.1% of the samples said that they agreed to the idea of establishment for the only one ministry of education in the country. However, 33.3% did not agree. And 29.6% said that they do not have any comment.

One more the interesting points of this research. 60.8% of the samples did not agree with the new entrance system. 19.5% did agree. And 19.7% did not have any comment.

The researchers defined the sample by learning types of high school. The students who passed the class are of the proportional to not agree with the new entrance system more than the other. 66% of the samples who passed the class said that they did not agree.

Further more, when the researchers have range of the prefer faculty which they want to study; No.1 is the business/commercial faculty with score 719. No.2 is the engineering faculty with score 583. No.3 is the science faculty with score 494. No.4 is

the humanity faculty with score 360. No.5 is the economic faculty with score 298. No.6 is the law faculty with score 290. No.7 is the medicine faculty with score 282. No.8 is the communication art/mass communication faculty with score 256.No.9 is the political science faculty with score 241. No.10 is the art faculty with score 214. (and for the student in science program and for the student in are program.)

Another one for taking a consideration. The top ten suggestions from the samples for developing Thai education are the following suggestions.

No.1 is the extension for the equalization of the opportunity for taking the education nationwide with score 537.

No.2 is the developing the standard of the instructor at the international standard with score 348. No. 3 is the improving the standard of the learning and teaching system to be the same level in every province with score 314.

No. 4 is the termination of the entrance system with score 248.

No.5 is the improvement of the standard of learning and teaching system to be of the international standard as a developed country who are leading the science and technology with score 223. No.6 is the distribution of the power of local education management with score 160.

No.7 is the technology of education improvement with score 115.

No.8 is the emphasizing of both practical and theoretical with score 82.

No.9 is the support from the government for more education expense with score 74.

And no.10 is the other issue such as increasing the education budgeted/ increasing the number of staff in academic institute to be proportional to the number of the student with score 134.

Please, consider in detail from the following tables.

Table 3.1. The Proportional of the Sample That Satisfy/unsatisfied for Teaching and Learning System in the High School Level.

Item	The proportional of the sample that satisfy/unsatisfied for teaching and learning system in the high school level	Percentage
1.	Satisfy	56.2
2.	Unsatisfied	31.7
3.	No comment	12.1
	Total	100.0

Table 3.2. The Proportional of the Sample That Satisfy/unsatisfied for Teaching and Learning System in the School by Characteristic of Graduation.

Item	The proportional of the sample that satisfy/unsatisfied for teaching and learning system in the school by characteristic of graduation	Passed the class %	Did not pass the class %
1.	Satisfy	51.0	59.1
2.	Unsatisfied	36.5	29.1
3.	No comment	12.5	11.8
	Total	100.0	100.0

Table 3.3. The Proportional of the Sample That Identified That Necessary/unnecessary for Taking the Entrance Examination.

Item	The proportional of the sample that identified that necessary/unnecessary for taking the entrance examination.	Percentage
1.	Necessary	68.0
2.	Unnecessary	19.0
3.	No comment	13.0
	Total	100.0

Table 3.4. The Proportional of the Sample That Identified That Necessary/unnecessary for Taking the Entrance Examination by Characteristic of Graduation.

Item	The proportional of the sample that identified that necessary/unnecessary for taking the entrance examination by characteristic of graduation	Passed the class %	Did not pass the class %
1.	Necessary	78.1	63.5
2.	Unnecessary	13.4	21.9
3.	No comment	8.5	14.6
	Total	100.0	100.0

Table 3.5. The Proportional of the Samples Which Gave the Reason for Taking the Supplementary Course from the Tutor Institute.

Item	The proportional of the samples which gave the reason for taking the supplementary course from the tutor institute	Percentage
1.	They need it	64.5
2.	the content of the course in the school class is not enough for going to take the entrance examination	48.1
3.	it is fashion	39.5
4.	the way of the school teachers use are inefficien	26.1
5.	it was need of the parent	20.2
6.	Teacher suggested	3.0
7.	other	13.3
	Total	100.0

Table 3.6. The Proportional of the Sample That Identified That Have/Do Not Have Friend Decided Do Not Take the Education Since Economic Crisis.

Item	The proportional of the sample that identified that have/do not have friend decided do not take the education since economic crisis.	Percentage
1.	Have	25.0
2.	Do not have	56.2
3.	Do not know	18.8
	Total	100.0

Table 3.7. The Proportional of the Sample That Identified That Have/Do Not Have Friend Decided Do Not Take the Education Since Economic Crisis Defined by the Typeof School.

Item	The proportional of the sample that identified that have/do not have friend decided do not take the education since economic crisis.	The public high school	The private high school
1.	Have	24.7	22.0
2.	Do not have	55.9	62.2
3.	Do not know	19.4	15.8
	Total	100.0	100.0

Table 3.8. The Proportional of the Sample That Identified That the Economic Crisis
Have Effect to Make the Decision to Apply to Study in the University.

Item	The proportional of the sample that identified that the economic crisis have effect to make the decision to apply to study in the university.	Percentage
1.	Effect	84.5
2.	Do not effect	15.5
	Total	100.0

IV. ANALYZE WEBSITE OF TUTORTOP.COM

4.1 What's the Tutortop.com

The Tutortop.com is a service provider that believes in finding value for teacher who loves teaching, student and parent. Whether you are a student looking for a tutor or a tutor looking to market your services, just browse through tutortop site.

This is a tuition matching service provider that is different from the part of tuition. We strive to provide for all tuition needs in a manner that is effective, efficient, and which keeps up with the times. We are the only tuition agency in Thailand that employs email, and ICQ as tools to keep in contact with our users! This guarantees fast responses and at the same time, you would no longer get those unwanted and irritating phone calls from the conventional tuition agencies. In-Tuition Online is the most modern tuition agency in Thailand.

Tutortop.com provide view database of highly qualified tutors to seek one whom you deem is the most suitable for your purposes. The database is neatly categorized into subjects and geographical areas. Tuition classes are no longer given only for children who are weak at their school subjects; many parents engage a tutor for their child to gain an extra edge.

4.2 How to Find the Tutor?

Looking for Tutors?

Parents or students seeking tutors can view our database of highly qualified tutors. Anyone can browse through the tutor lists to find a tutor with the professional, academic, and personal background.

Tutortop.com allows the student, or their parents, the ability to exchange information with the tutor via e-mail before making any commitment. Anticipating

scheduling conflicts saves time and prevents frustration, and electronic communication avoids the answering machine or busy signal blues.

Tutoring can be performed face to face or electronically. Looking for tutors in a particular geographic area to schedule a direct meeting or communicating via e-mail is easy. For example, if a student wants feedback on an essay, he can e-mail it or send it as an attachment to a tutor.

4.3 Goal & Mission

Goal

To be Training Centre - helps you and your child by providing tuition teachers for all levels, subjects and area for all your child's educational needs at reasonable rates. Tutortop .com offer the best tutors, school teachers and lecturers ever available in today's market.

Our Mission

Tutortop .com are dedicated to finding the best tutors to provide for you or your child's tuition needs. As we are an online agency, we are able to enjoy cost-savings which we can be passed on to you. That is not all........you will be able to reach us anywhere you are, and at anytime of the day you like!

Tutortop provides viewed database of highly qualified tutors to seek one whom you deem is the most suitable for your purposes. The database is neatly categorized into subjects and geographical areas.

This is a tuition matching service provider that is different from the rest......We strive to provide for all tuition needs in a manner that is effective, efficient, and which keeps up with the times, save time and fast response.

We are the only a few tuition agency in Thailand that employs email, and ICQ as tools to keep in contact with our users! This guarantees fast responses and at the same

time, you would no longer get those unwanted and irritating phone calls from the conventional tuition agencies. In-Tuition Online is the most modern tuition agency in town!

4.4 Swot Analysis

Strength

(1) Reasonable fees: To ensure the cost-effectiveness of the school which can satisfy. Our fees are reasonable and competitive according to today's prevailing market rates.

(2) Provide class size depend on customer requirement. Maybe one by one or small group for concentrate with course.

(3) Friendly to use because the users can browse through our database and select a tutor or tutors with ease. You can view the particulars of all the tutors who stays in or near your home, and you can select the particulars of tutors who are offering to teach the subjects that you want tuition in.

(4) Efficiently manage:

Because the tutortop can manage the tutor and student it can also arrange a time to meet at a convenient time to conduct their course.

(5) Identifications provided:

Tutortop copies of Educational Certificate/s and NRIC will be shown to the students/parents on the first lesson.

(6) Satisfaction guaranteed:

The Tutortop's tuition service has proven tuotrs that Tutor service guarantee results. If the results are not satisfactory, we provide alternative good quality tutors to best suit your child's needs. Parents can decide after the first lesson so as to endure full satisfaction on our course.

(7) Core Teacher Team

Teachers who teach the student, the teaching counselor, will meet to share experience in team. This team meets 1-2 times per month and follows a standard agenda which includes: student successes and recognition, student concerns and problems, assignment coordination, and planner implementation.

Weakness:

(1) New comer in the market, not well known or not reputation. As we are in the new website, the customer may not trust to use our service.

(2) Limited in target market because the users should have computer to search tutors information.

(3) A limited capacity for service teaching in some subjects because database system collected a few in the initial implement.

(4) Turnover of some faculty/staff instructor positions. In some programs there is a lot of inconsistency because sequence courses are taught by a different person at each step of the sequence.

Opportunity:

(1) The higher competitive environment so education is necessary and important in the peoples life because the competition grows fiercer. And most parents realize that the lesson in classroom is not enough for their children. The parent need their children to add extra education more than in their classroom. The problems are how the parent know what their children will study efficiently and suitable. The parent must spend more time to look for education institutions or efficient tutors for their children

(2) Tutor service on internet in Thailand is few while increased demand for education grow rapidly. In addition, the parents realize that education is an intense experience. This is especially so in Thailand. We can take a great value on academic achievement, and getting good academic qualifications is no longer a luxury for the rich or brilliant but a necessity for everyone.

(3) In some Thai website, the database system can not work although they will post button of search tutors on their website. But then we click the search button, it can not provide the database of tutors.

(4) The existing competitors website are not attractive, not interactive and have no dynamic information. This is the opportunity for better new entrant.

(5) Potential of education market is high potentially. In fact, the participation rate in higher education are increasing in virtually every country. And trend of education is set to be one of the top industries of the twenty first century.

(6) The Internet became the hottest issue in Information Technology during 1994. The Internet is an international community with a population of more than 30 million who are all accessible by electronic mail, with a growth of more than 180 percent a year,

Threat:

(1) economic crisis

(2) Internet reliability, computer virus, Security.

At present, traditional crimes of theft and fraud are migrating from the paper-based world into the electronic one. Internet crime is increasing each year. To address this, organizations must put effective security procedures

in place and make sure they remain effective by periodically carrying out penetration testing.

(3) The ability to conduct network-based business between countries will require the resolution of many legal issues, including the formalization of legal contracts online and the ability to deal with associated customs and trade-related matters

V. MARKETING STRATEGY AND MANAGEMENT

5.1 SPELT Analysis

(1) Social and culture

At present, culture of education such as academic freedom will be given to the faculty, which ensures that there is no political, social or religious interference with the transmission of knowledge in regard to research and teaching and which this culture is different from the past.

However, it would appear that the pressures for educational reform come from multitudinous factors. The main reasons are because of the increasing numbers of students, demands for accountability, the reconsideration of universities' social and economic roles and the impact of new educational technology.

(2) Political and Economic

Moreover, economic constraints, like the current economic crisis, can quicken the tempo of the develop education. Once again, higher education in countries has been pushed into the corner because of economic crisis.

(3) Legal

Legal and regulatory issues about internet and e-commerce in Thailand are not complete. The best approach is to stay abreast of the latest e-Business legislation and to implement Web content monitoring procedures that ensure your firm remains compliant.

(4) Technology

Thailand attempt to use technology to improve the provision of education services. Technology becomes more accessible and more affordable. For example, most of existing Internet-based learning is focused

on information technology, all that will change by decade. Internet-delivered products are also expected to jump to about 11% of corporate training this year and will soon overtake traditional classroom settings. Reasons for the rapid growth and change in constituency are hardly surprising: Business skills these days have a shelf life of about three years; Internet-based learning can cost one-fifth that of traditional classroom training; and better, faster, cheaper technologies are making more active (and interactive) courses possible. And there are more on the horizon. Until they arrive, most organizations are combining various methods of delivery. One company has students go to a Web site at a specified time to join a virtual classroom with a live instructor, and listen to the course on the telephone. Students can ask questions via their PCs, and when the course is over, they can contact a mentor 24 hours a day for follow-up information. Compaq Computer recently shortened a training course from about five months to a few short hours by gathering 1,700 employees into classrooms around the country, where an instructor presented coursework on a large screen. Students could type questions to assistant "content managers," or ask them live via a camera in the classroom. Sessions were recorded so students could review them later if they liked. (Washington Post 15 May 2000)

As computer-processing speed-to-cost ratios continue to double every 18 months and telecommunications costs plummet while bandwidth capabilities soar in similar ratio, it will become vastly cheaper and easier to reach geographically wide student audiences. This eventually will be true even in neglected regions with the arrival of wireless systems. For the first

time in history, basic access to communications will not be a significant barrier and many will want to seize this opportunity.

5.2 Target Market

At present, parents spent more money for tuition fees for their children, because parents has realized that the development of education is very important to the improvement of quality of life to enable people to keep pace with rapid changes in society. Hence, the education system has been adjusted from the management in the palaces and temples to a schooling system, with specialized-trained teachers and designed plans and curriculum. This adjustment, however, was not enough for the demand for maximum development of people, community, locality and the country. The recent decade saw an attempt towards education reform with an aim to develop education management to make it more consistent with the country's needs.

However, the student has a lot of pressure because increasing competitive environment and society that realizes importance of higher education. And we find that most parents need good tutors that are suitable for their children.

The guidance from tutors will help students have their better understanding of their work and reinforce the lessons learnt in school. Most parents s' work and therefore they will need someone who is experienced in teaching, is patient and trustworthy to teach their children the fundamentally in studies - a tutor. Good grades comes with discipline, perseverance and hard work.

Many for-profit educational institutions were born out of a desire to reach specific target markets, rather than trying to be all things to all students.

So, we find the trend of education market can grow rapidly, because demand of market is not enough for supply.

Closely linked to the focus on a target market is the necessity of for-profit management to develop the appropriate service for their target markets. Unlike many commodities that are well-defined, the benefits of a higher education may be difficult to measure with precision in the short term.

Target user groups

(1)   The students

(2)   The tutor

(3)   The student's parent

(4)   The school teachers

The user's requirement

The students

(1)   Looking for some tutor

(2)   Search for some question & answer

(3)   Review the course summary

(4)   Do the course exercise

(5)   Checking the exercise's answer

(6)   Looking for the outstanding issue

(7)   Exchange the knowledge

(8)   Asking for the solution of the difficult questions

(9)   To buy the books and any educational things

(10)   To sell the second hand educational thing

(11)   Take the discussion

The student's parent

(1)   Looking for some tutor

The tutor

(1)   Looking for some jobs

(2)   To give the answer for the web board

(3)   Post the exercise answer

(4)   To check the exercise

The school teachers

(1)   Looking for some course

(2)   Looking for part time job

Conclusion, Tutortop.com focus target market as the following:

(1)   In short term,

    (a)   Student at all levels such as primary school, secondary school, university and subjects that the visitor is interested. For example, music (guitar, piano).

    (b)   Parents who have no time to supervise their children. The parent will need someone who is experienced in teaching, is patient and trustworthy to teach their children the fundamentals in studies. Parents expect that tutors will help homework and develop skills of their child.

    (c)   Teacher who loves teaching and the person that needs to use free time usefully.

(2)   In the long term, tutortop.com focus target market as:

    (a)   The company that needs teaching or training for their employees or developing skill, while the company does not invest in part of training department included hiring the training staff. This way it helps the company to save operation cost.

5.3 Product (Service)

Our company wants to meet the satisfaction of customers by providing the best quality service. We search the group of tutors who have service mind and specialize in their subject field. Before we send them to our customers, we must be sure that they can respond to the need of customers. We test the tutors group by testing their teaching and we will evaluate their performance and recommend them.

After the customers get the service we will phone to test their satisfaction and bring their recommendation to improve our service. We motivate the tutors who have high performance by paying bonus. The criteria that we concern the performance of tutors are of many factors; for example, the customer's satisfaction, service mind and so on. We expect to be the best tutor team on Internet, then we have to realize every step that we run this business.

The customers can try to ensure that they will not waste their money freely, we provide the service free of charge to the customers at the first time. Anybody can try the first time because we believe that human have many characteristics, and someone can or can not participate with another one so we have to ensure that the tutors who go with the famous of the company will not make customers dissatisfied.

The content of many subjects that we must ensure that the contents are updated. The subjects that must be calculated such as Mathematics or Scientific subjects, the customers have to try the real testing quiz. For the foreign languages, especially English the customers will study the grammar and conversation.

5.4 Price

Now, there are many competitors in this business. We must be concerned with the price and quality. In this business prices are very important because the parent of children has limited money to spend for the extra study. Most parents think that if their

children pay attention to the study class, it is not necessary to pay more money for extra study. Our company offers reasonable prices to the parents of students. The following table is the price rate.

Table 5.1. Tuition Fee of tutortop.com.

ระดับการเรียน	ค่าเรียนต่อชั่วโมง/คน (1คน)	ค่าเรียนต่อชั่วโมง/คน (2คน)	ค่าเรียนต่อชั่วโมง/คน (3-5คน)
ประถม	170	145	125
มัธยมต้น	170	145	125
มัธยมปลาย	200	165	145
คอร์สเตียมตัวสอบ เข้า ม.4	200	165	145
คอร์สเอนทรานซ์	250	200	165
คอร์สอุดมศึกษา	300	240	200

This price can change for appropriate situation

From these tables the student can save the cost by forming into a group. We think that learning in a small group is more effective than studying alone. Studying in a small group, the students can share their problems that may benefit others. The price rate can change depending on many factors such as tutors, distance and so on. The parent can be sure that the money that they spent is not useless.

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5.5 Place

Now, we offer the service by sending our tutors to the place that the customers want for the comfort of customers. The customers can save time and cost of the transportation. In the future we will open the studying center for studying the computer program. We provide places in Bangkok and around the capital city because there is a huge demand by customer. In the long-term, we will expand the service to the big cities for example Chiangmai, Phuket, Pattaya and so on. For another place we will do the marketing method to know the demand of the customers that can help us to make decisions.

5.6 Promotion

Promotion is the important factor to lead our business to be successful.

(1) Our company gives special promotion to the customers who invite the new customers to us by giving a percent discount.

(2) For the customers that study in Two subjects course, can get one free subject

(3) The customers can test the service, they can try for the first time, if they are not satisfied they can cancel without any payment.

5.7 Positioning Marketing

Our company tries to occupy customers' minds that we are the best that they will think of. If customers want to study at the place that they want, we are the number ones in their mind. The teaching style of the tutors may be different but our tutors always recognize that there are many students can get the knowledge slowly. Our tutors will try to teach in the appropriate way. We always think that all things are difficult before they are easy. Our tutors have service minds so the customers are ensured that they will get the best service.

In market positioning, Tutortop.com is a service provider that shares information between tutor and parent or student via internet. So, the target market is the upper market that have computer in search information. The benefits are fast, convenient and saves time, saves cost.

VI. COMPETITOR ANALYSIS

Competitor Analysis

What are the competitive forces at work in industries today, and how can firms create and sustain a competitive advantage through strategy? How is technology and e-commerce affecting the setting of strategy and creating competitive advantage? If we can analyze strength and weakness of competitor to develop our website is better.

Target user groups

(a)   The students

(b)   The tutor

(c)   The student's parent

(d)   The school teachers

The issue for analytical

(a)   Web design

(b)   The interaction with the users

(c)   The summary of course contents

(d)   The web board for discussion

Competitor Analysis can classify group of competitor 2 type as follows:

(1)   Direct competitors are the overall business patterns that is similar.

(2)   Indirect competitors are the businesses that have some part of business that is similar.

6.1 Direct Competitors

6.1.1 http://learn2play.virtualave.net/index.html
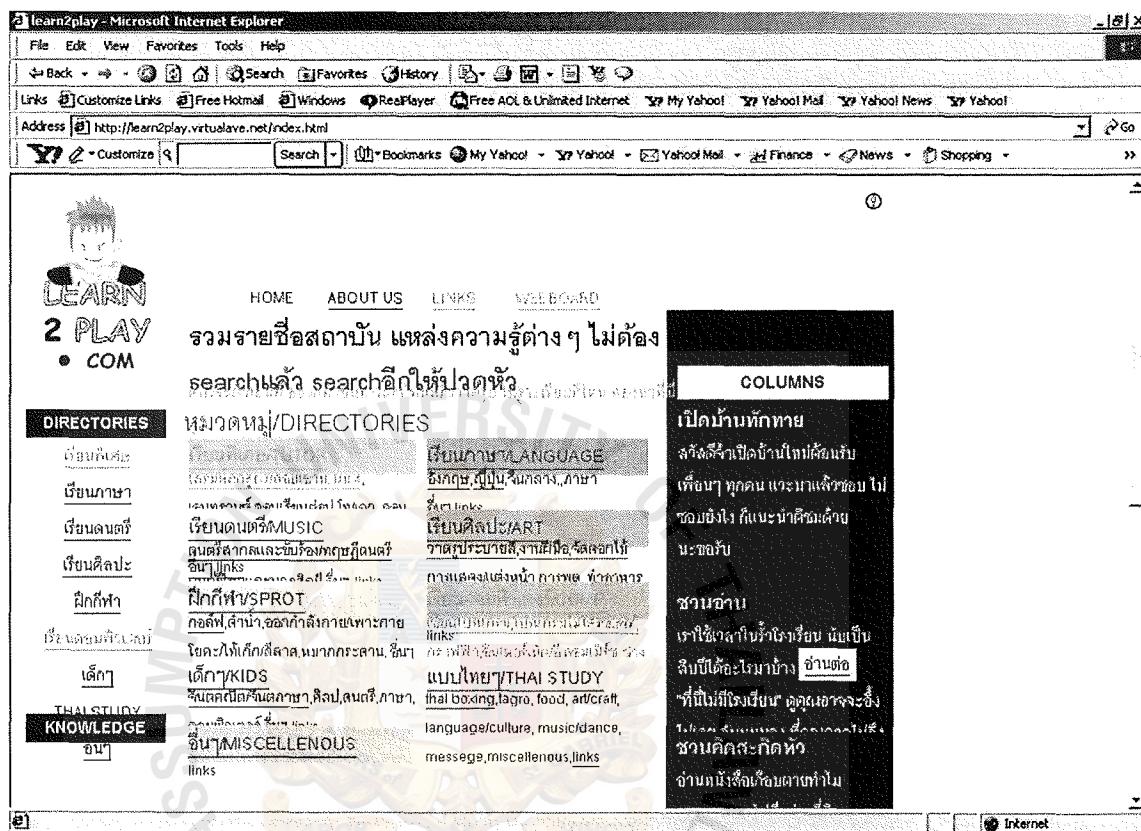
Figure 6.1. Website of learn2play.vitualave.net.

Strength

    (1)   This Web site is suitable for children (under high school)

    (2)   Interested content

    (3)   Having the learning guidance

    (4)   Having web board for discussion for share information

    (5)   Having the answer via e-mail

    (6)   Focus to specific customer

Weakness

(1) Do not have in-depth detail

(2) Taking time for giving the answer

(3) Some time the user can not access because web page is not active.

(4) Every time the visitor clicks, the pop up commercial comes up. This event has result the visitor annoyance it and exit from it. This is the reason that tutorthai.com loss the visitor.

(5) No database to search for, look for the individual tutor.

(6) The position of content not suitable such as the alphabet position overlap together

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6.1.2 http:/www.tutorthai.com
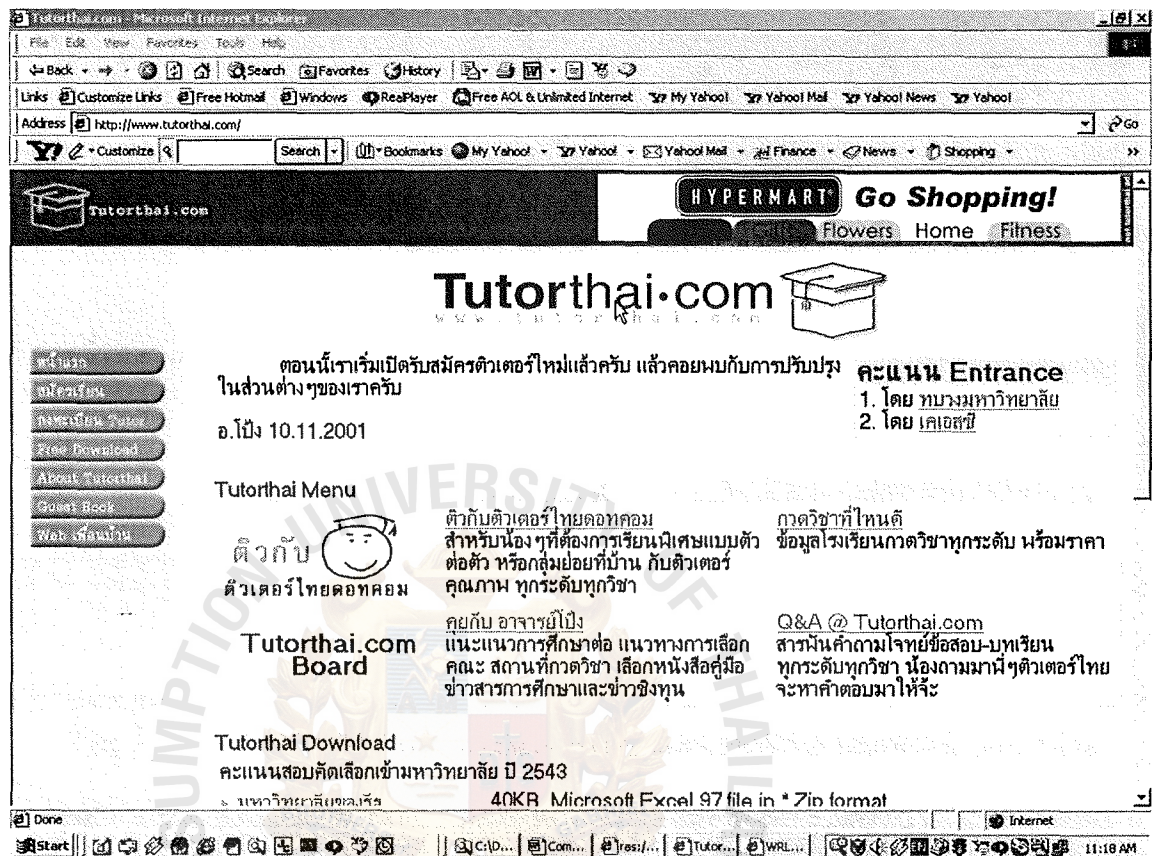
Figure 6.2. Website of www.tutorthai.com.

Strength

    (1)   emphasized the entrance students

    (2)   more detail content

    (3)   less graphical background using color of the character substitution

    (4)   supporting a variety of university instructors

    (5)   The business has been established for a long period.

    (6)   Have professional instructors

    (7)   Interested content

(8) Having the learning guidance

(9) Having web board for discussion

(10) Having the answer via e-mail

(11) Focus to foundation course

(12) Pre entrance test

Weakness

(1) Do not have in depth detail

(2) Taking time for giving the answer

(3) Less Web site promotion

(4) Every time the visitor clicks, the pop up commercial comes up. This event has result of the visitor being annoyance at it and exit from it. This is the reason that tutorthai.com lose the visitor.

(5) No database searching; difficult to find the information.

(6) the reply mail takes the time when a lot of questions came

6.1.3 www.geocities.com/traininghome
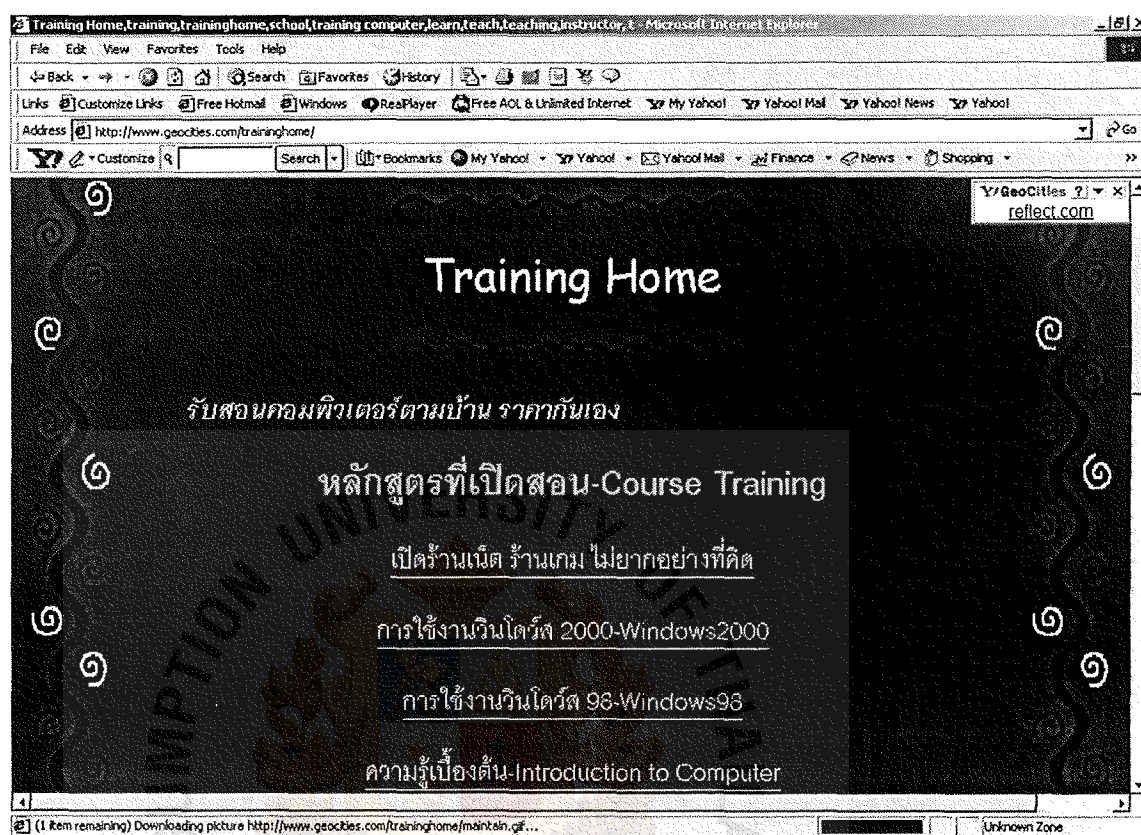
Figure 6.3. Website of www.geocities.com/traininghome.

Strength

    (1)   The aim of website emphasized teaching at home.

    (2)   Convenient for student that needs study at home.

    (3)   Focus only short course suitable for students that have some basic

        knowledge

Weakness

    (1)   Web design is not attractive. The colors are plain and not graphic

        design and not design layout.

    (2)   Less content and detail

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(3)   No navigator

(4)   The website dose not offer any discount or promotion although post

        special price but not detail.

6.2 Indirect Competitors

The indirect competitors have the pattern of business different from Tutortop.com. For example, web site of wrlc.net has not real people to teach students but use the equipment or media of computer that provide knowledge.

6.2.1 http:/www.wrlc.net

Figure 6.4. Website of http:/www.wrlc.net.

Figure 6.5.   http:/www.wrlc.net.
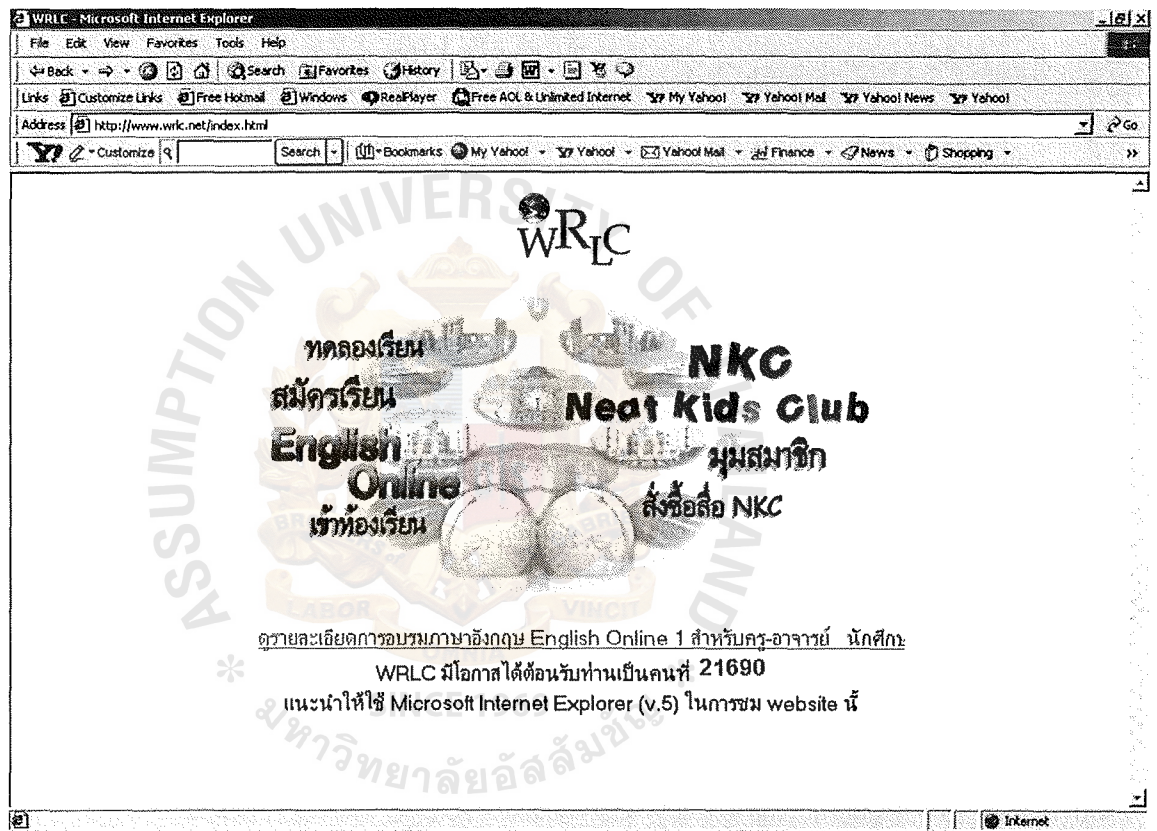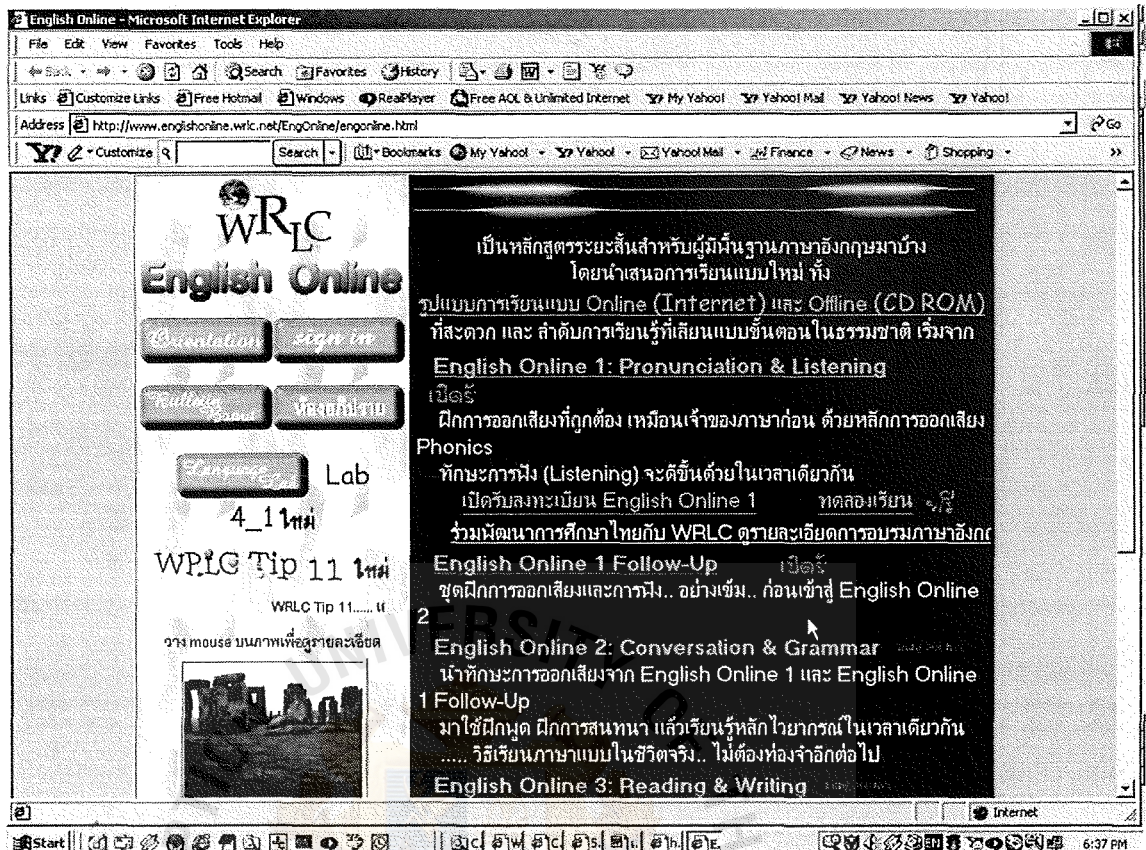
Strength

(1)   The pattern of study emphasizes media form computer or CD-ROM, Don't have the real person who teaches.

(2)   Having the test

(3)   Web design is interesting

(4)   The web content have more variety

(5)   Checking assignment via web

(6)   Have field trial period

(7)   Having interactive web page

(8)   Provide privilege for members

(9) Security for membership

(10) Content is Thai language

(11) Visitor can order other stationery from this site

Weakness

(1) Content is not updated

(2) The detail content is not obvious.

(3) The outside people find it difficult to access because it has privilege only for members. Closed System.

(4) Limited for user that have equipment to learn such as computer and CD-ROM

(5) Part of price, this web does not inform the user. This is the reason that interested users cannot make decision because they don't know the price. Loss opportunity in business.

6.2.2 http:/www.tutor2you.com
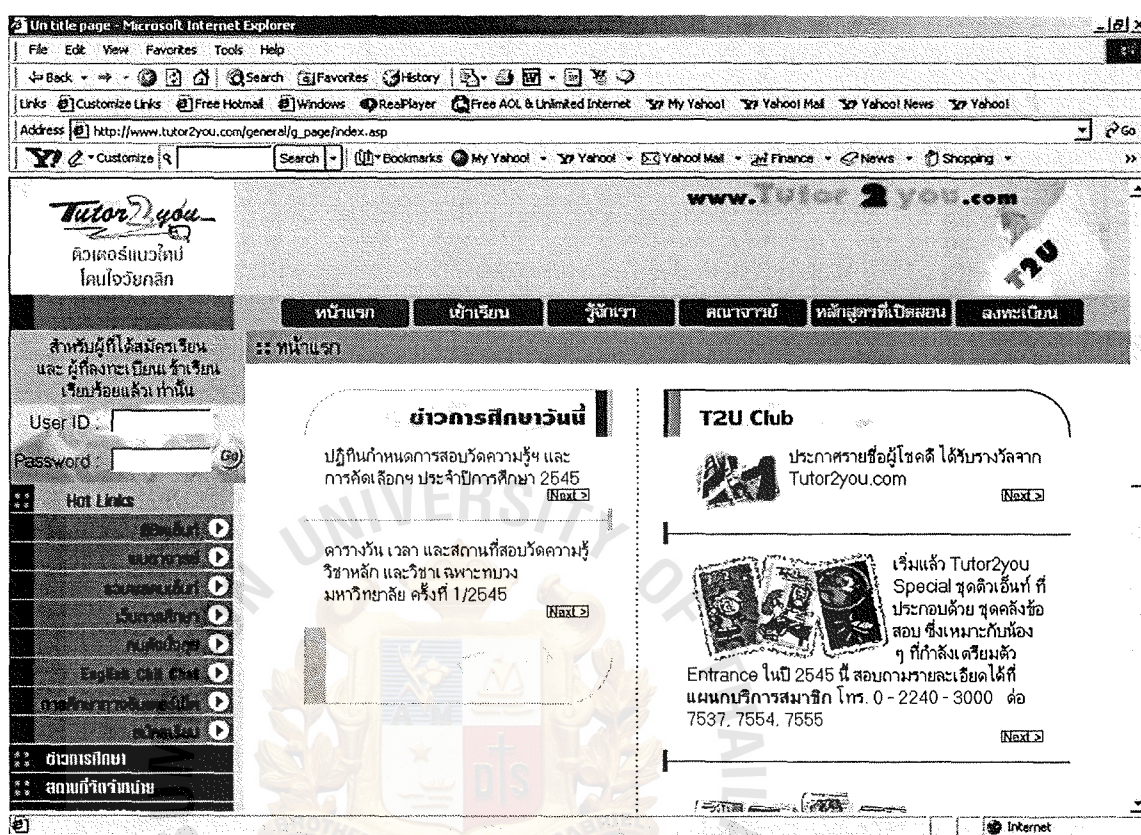
Figure 6.6.   Web Site of www.tutor2you.com.

Strength

(1)   Emphasize study pass the media of internet suitable for long distance

learning study have the e-learning via web page

(2)   Web design is good and attractive, interesting web page

(3)   have the web board for discussion

Weakness

(1)   have less promotion

(2)   No database to search information of tutor

(3)   Give authority to access only the person who registered

(4)   More time the pop up commercial comes up. This event has resulted

the visitor being annoyed it and exit from it. This is the reason that

tutorthai.com lose the visitor.

6.2.3 http://www.appliedphysics.ac.th

Figure 6.7.   http://www.appliedphysics.ac.th.
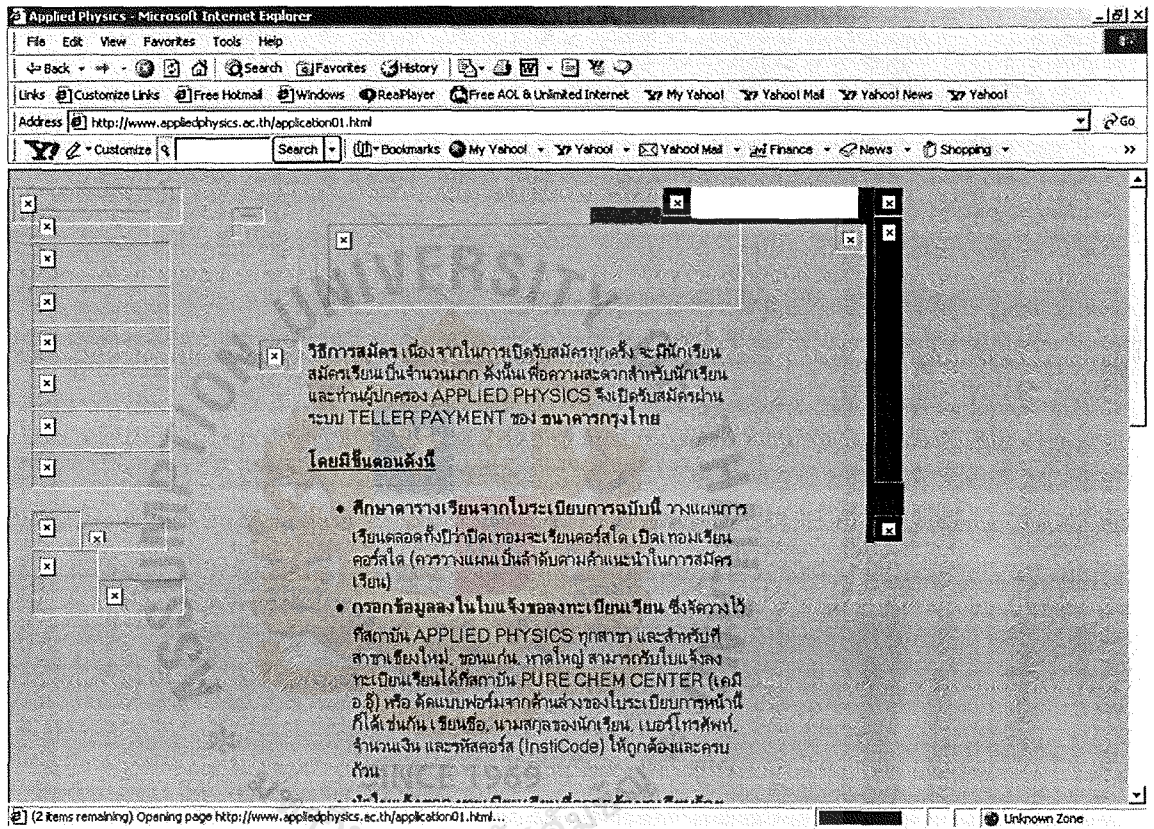
Strength

(1)   Have many apply links for interested users.

(2)   Similar only brochure and advertising on webpage.

Weakness

(1)   Many commercial window to pop up to make users confused. This

event has resulted in the visitor being annoyed it and exit from it.

This is the reason that tutorthai.com lose the visitor

(2)   Not attractive both in position and content.

(3)   The graphic button does not work when the user comes in.

(4)   Provide only information but not interactive with the user similar only

brochure that is advertised on web page.

(5)   No navigator button because graphic button does not work; difficult

for user to find it.

6.2.4 http://www.hardwarecomplex.com/

Figure 6.8.   Website of http://www.hardwarecomplex.com/.

Figure 6.9. Website of http://www.hardwarecomplex.com/.
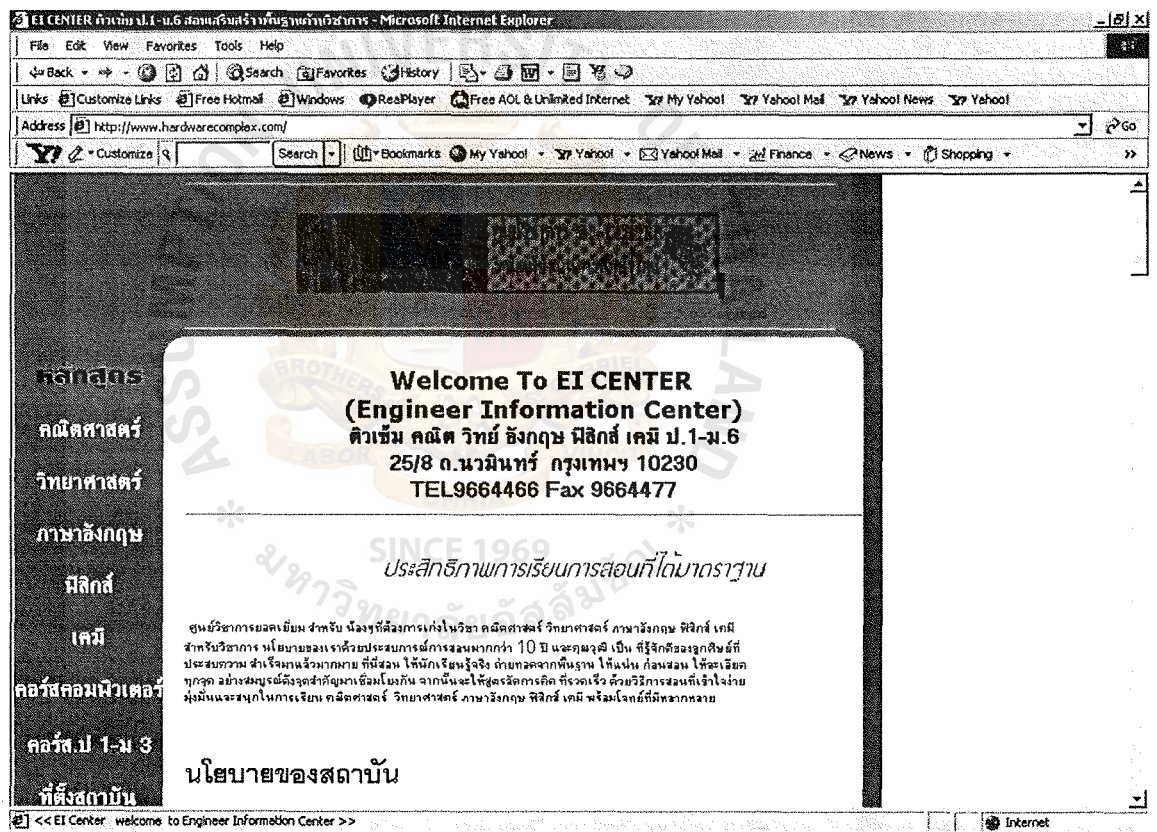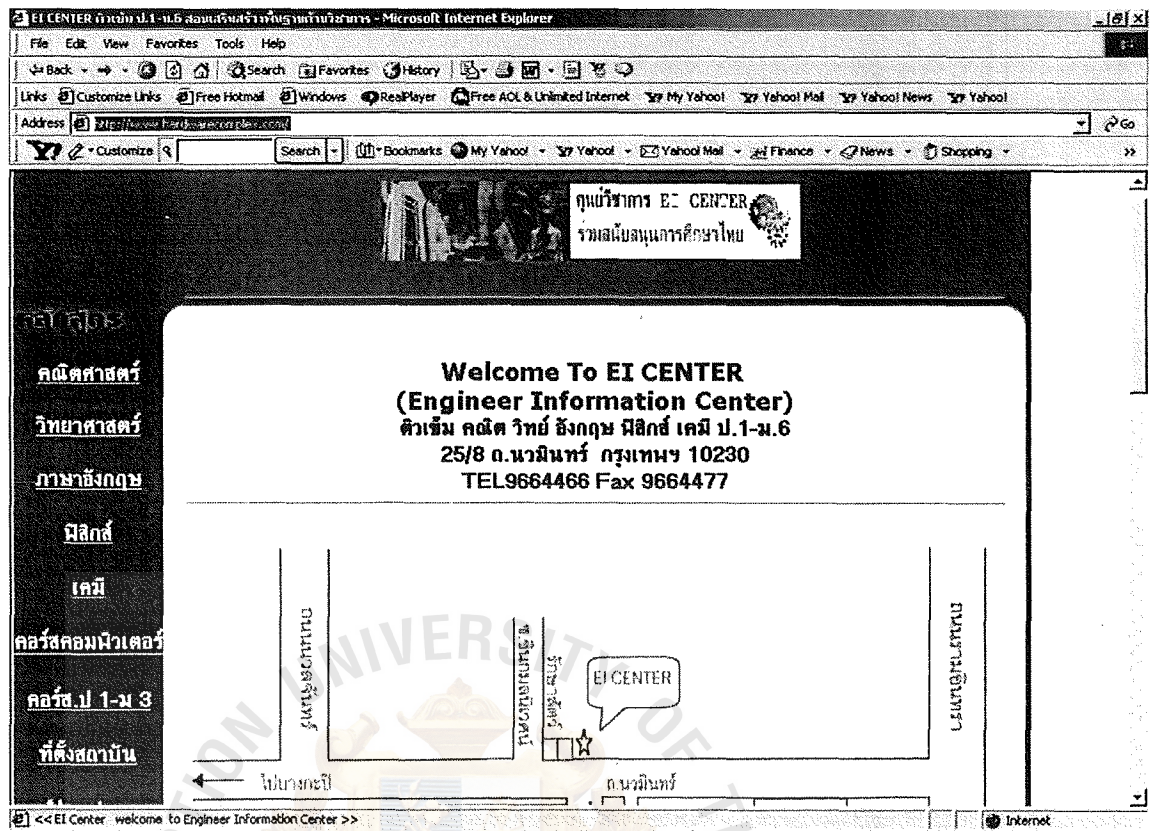
Strength

(1) Have details of graphic location

(2) Provide information in each course deeply

Weakness

(1) Web design is not attractive and motivate the visitor. The colors in page is more plain.

(2) Small font size in content of web page difficult to look for detail.

(3) Provide only information but not interactive with the user similar only brochure that is advertised on web page.

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6.2.5 www.thai.net/yourenglish
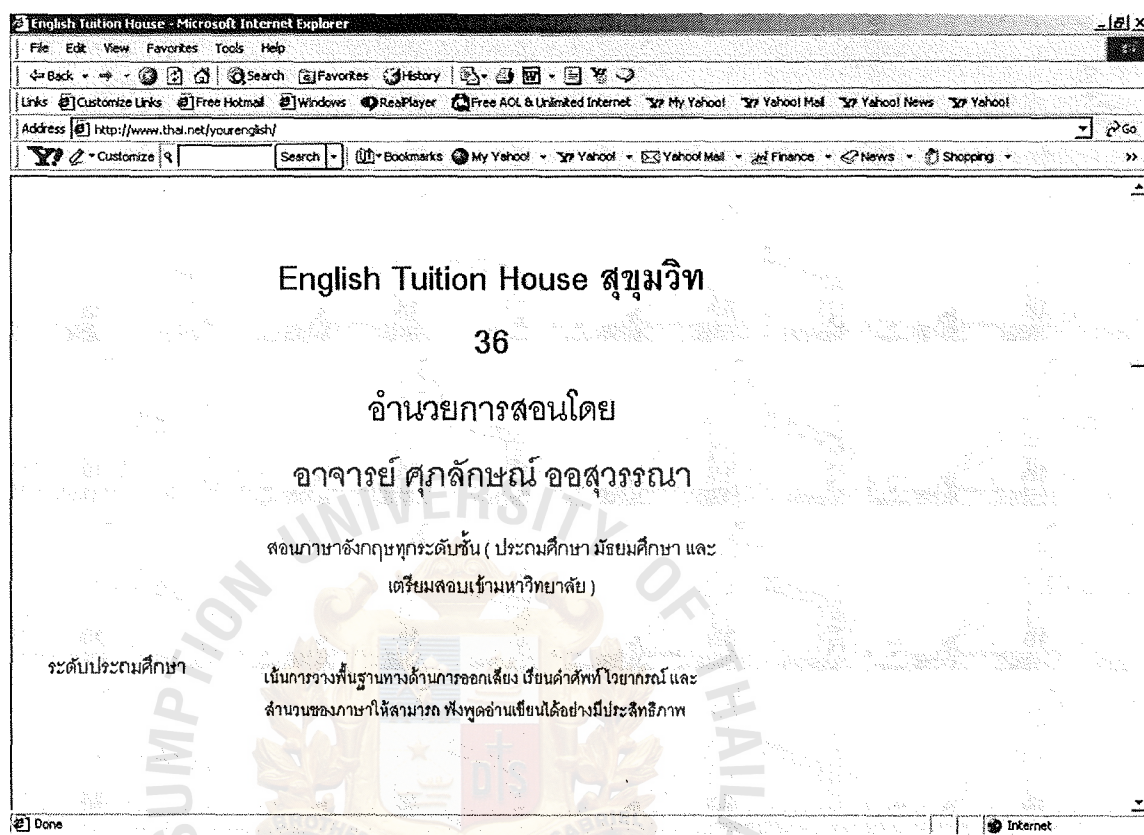
Figure 6.10.   www.thai.net/yourenglish.

Strength

(1)   Provide information in each course.

(2)   Have details of address location

Weakness

(1)   Web design is not attractive to motivated the visitor. It looks like flat

page. The colors in page is more plain.

(2)   Provide only information but not interactive with the user similar only

brochure to advertising on web page.

6.2.6 http://www.pep-school.com/course.php

Figure 6.11. http://www.pep-school.com/course.php.
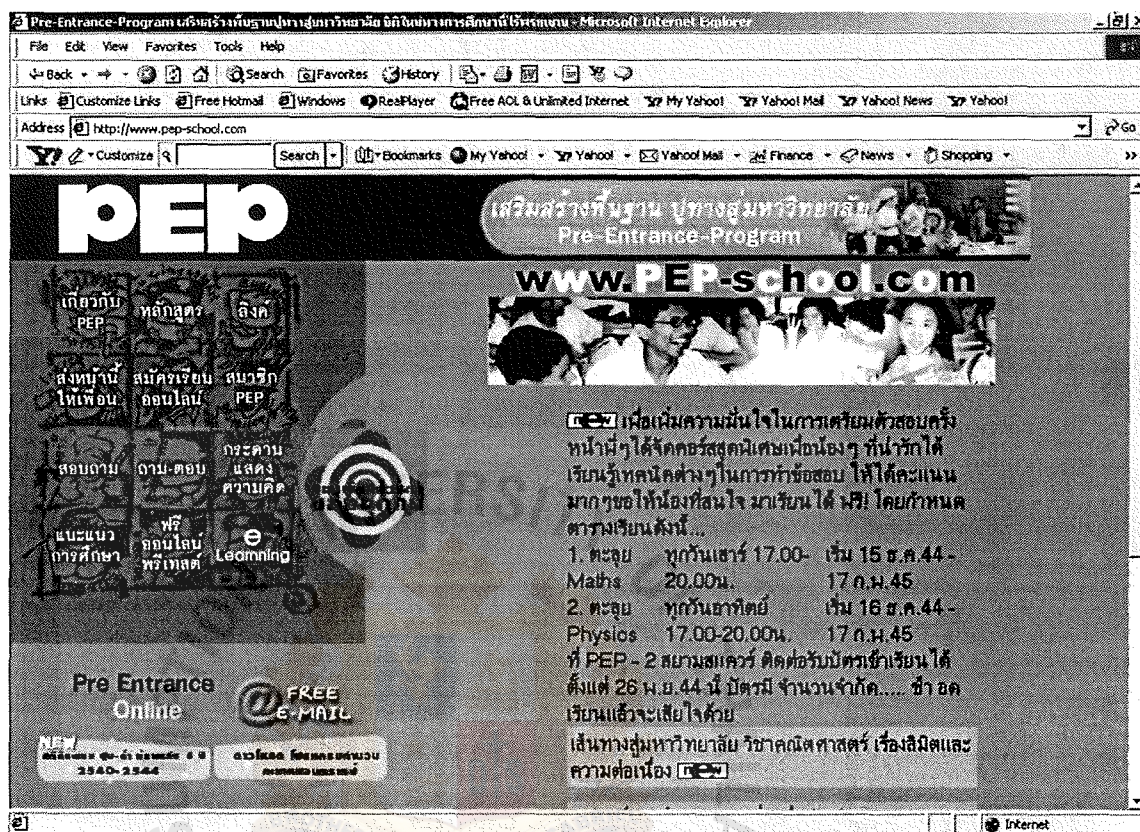
Strength

(1) Web design is good and attractive, the color motivates and the position of layout is suitable and is interesting web page

(2) Emphasize study pass the media of internet suitable for long distance topic of e-learning via web page

(3) Provide promotion that motivates the student to go to the business location.

(4) have web board for discussion

Weakness

    (1)   have less promotion

    (2)   No database to search information of tutor

Most of the web site's indirect competitors. have only the web promotion for the course class which they provide for the available course

From this information that we evaluated, we find that tuition business has only a few in the Thailand market. So, we analyze demand compared to supply does not balance. Tutortop.com has opportunity to growth.

VII. DESIGN

The Internet plays an important role in the future of your business. Tutortop.com site will design and develop a website that creates new possibilities for our business.

The objective of design web pages is the following:

(1) To have website well organized and easy to navigate within the site.

(2) Do graphics enhance the content, rather than distract.

(3) Topics content are covered within the site.

(4) Make it pleasing to the eye and make sure to present our service in an easy to understand format

(5) Easy to view database of highly qualified tutors to seek one whom you deem is the most suitable for your purposes. The database is neatly categorized into subjects and geographical areas.

Web page Designing must consider from marketing information analyze and customer need. So ,our goal designing website is clean, clear graphics. Make it pleasing to the eye and make sure to present our service in an easy to understand format. Simple navigation throughout our site is imperative.

Concept and design are the first consideration before implementing the first page of our web site. We identify our target audience, research our competition and move forward in creating a positive image for our web site.

Target audience groups as the following

(1) The students

(2) The tutor

(3) The student's parent

(4) The school teachers

The main concept of design for matches students and tutors by utilizing the power of the Internet and simplified the process of matching a student with a tutor. The results are a few mouse clicks away. The users will have the ability to search through our database and find the tutor that matches their tutoring criteria.

First, when you come to our home page, you will see the page looks like Figure 7.1.

The menu bar stays at the left of page and the top of page the visitor can select the menu at that area depend on your requirement.

This page provides information about course outline and details of course for public access.
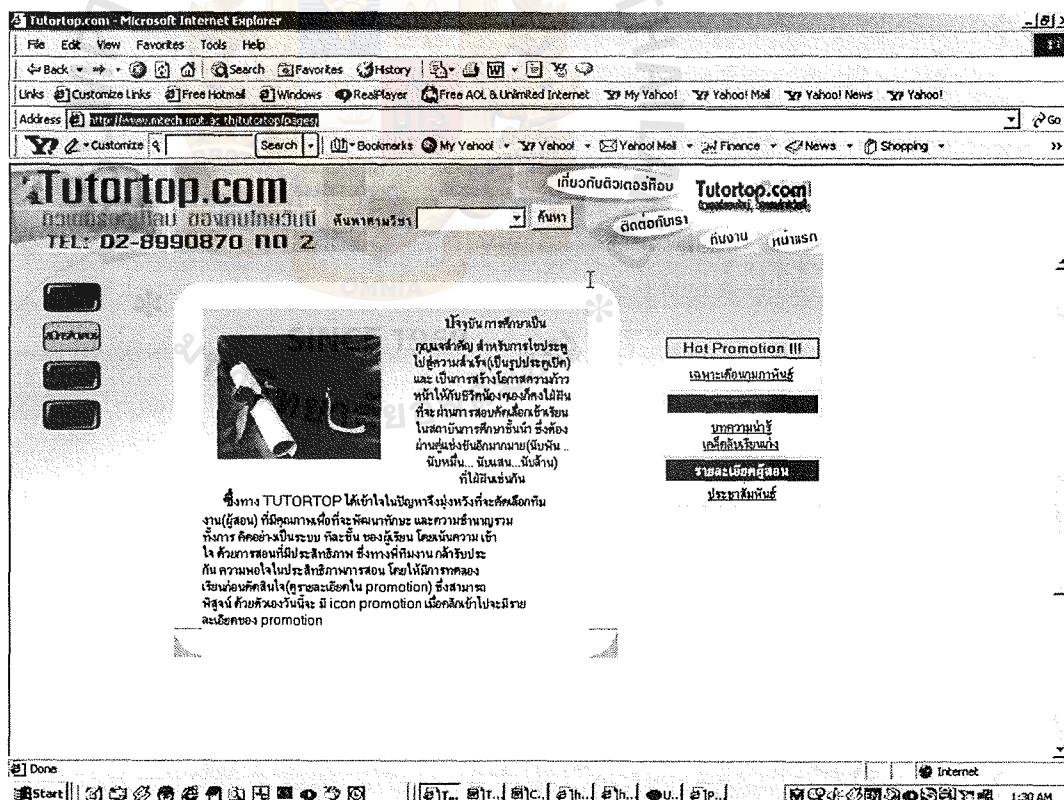
Figure 7.1. Home Page.

Search by Subject.

You can easily find out the information about tutor in Tutortop.com by clicking the search button. This page provides directory and profile of every tutor in Tutortop site. You can use this feature by click on "Search "(ค้นหา) button at the top page. The student, parent or visitor can select the subject that they need by clicking the scroll down of page. Then, the page shows the list of subject that you can select. You can see this page at Figure 7.2.
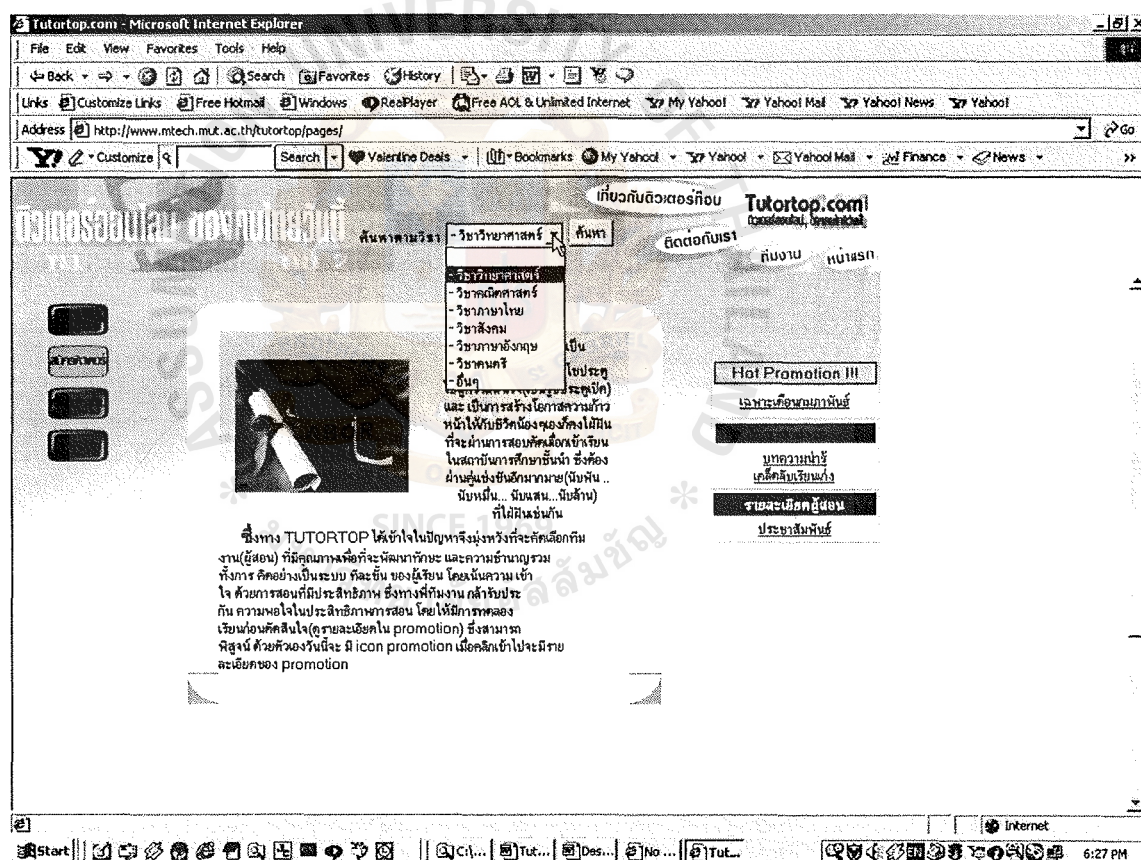
Figure 7.2.   Search by Subject Page.

When you select the first sight on this feature will look like Figure 7.3.

The Page show view list of all tutors in website. For example, when you select the subject of science, the system will search all tutors of science subject in tutortop website.
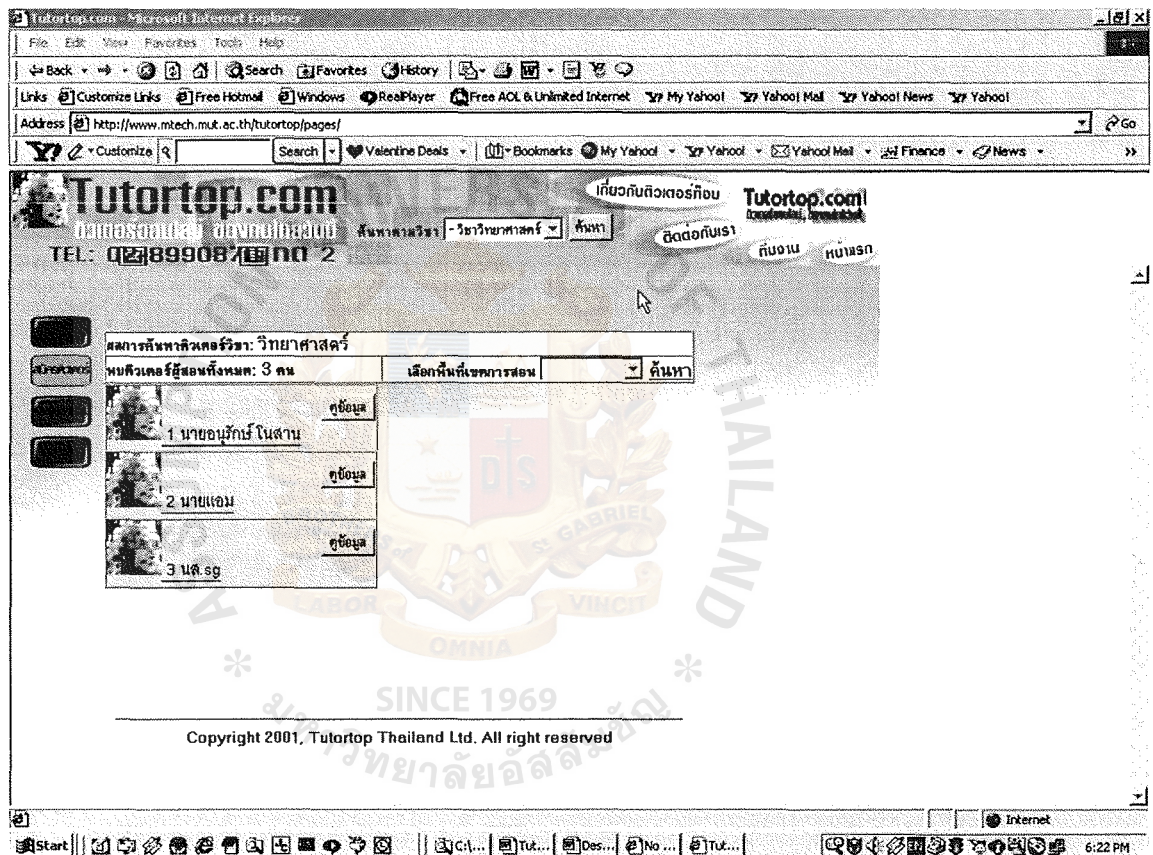
Figure 7.3.   View List of All Tutor in Each Subject.

In this case, after we clicked on detail of each tutor by clicking at "ดูข้อมูล" button. You can find detail of tutor whom you select at the Figure 7.4.
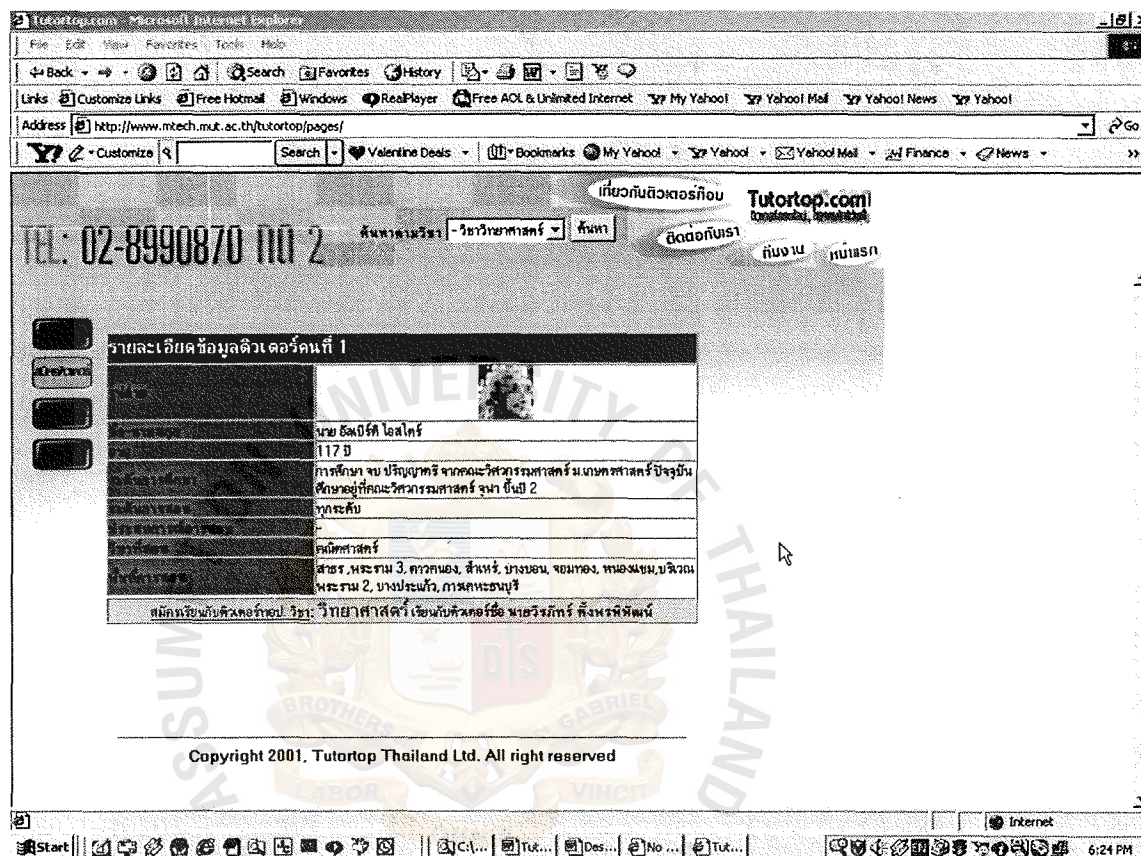
Figure 7.4. Detail of the Each Tutor Page.

Student Register Page

After you see the detail of tutor, you need to fill application form. Just click at the bottom line and fill the application form as you can see Figure 7.5.

Figure 7.5.   Student Register Page.

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Search by Area

You can search tutor by specifying area that is suitable. You can easily find out the tutor information with search feature. You can also specify your search result by using click "Specify search by area" button (เลือกพื้นที่การสอน). You can see in the Figure 7.6
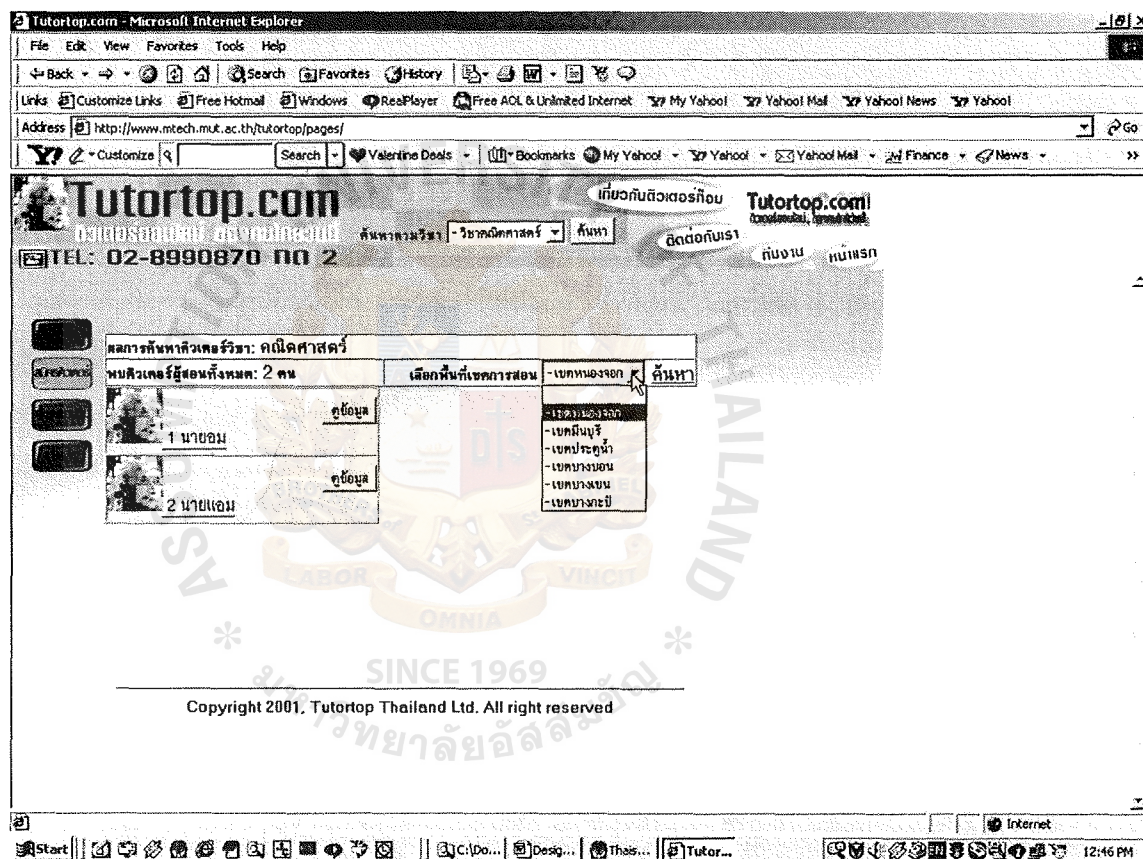
Figure 7.6. Search by Area Page.
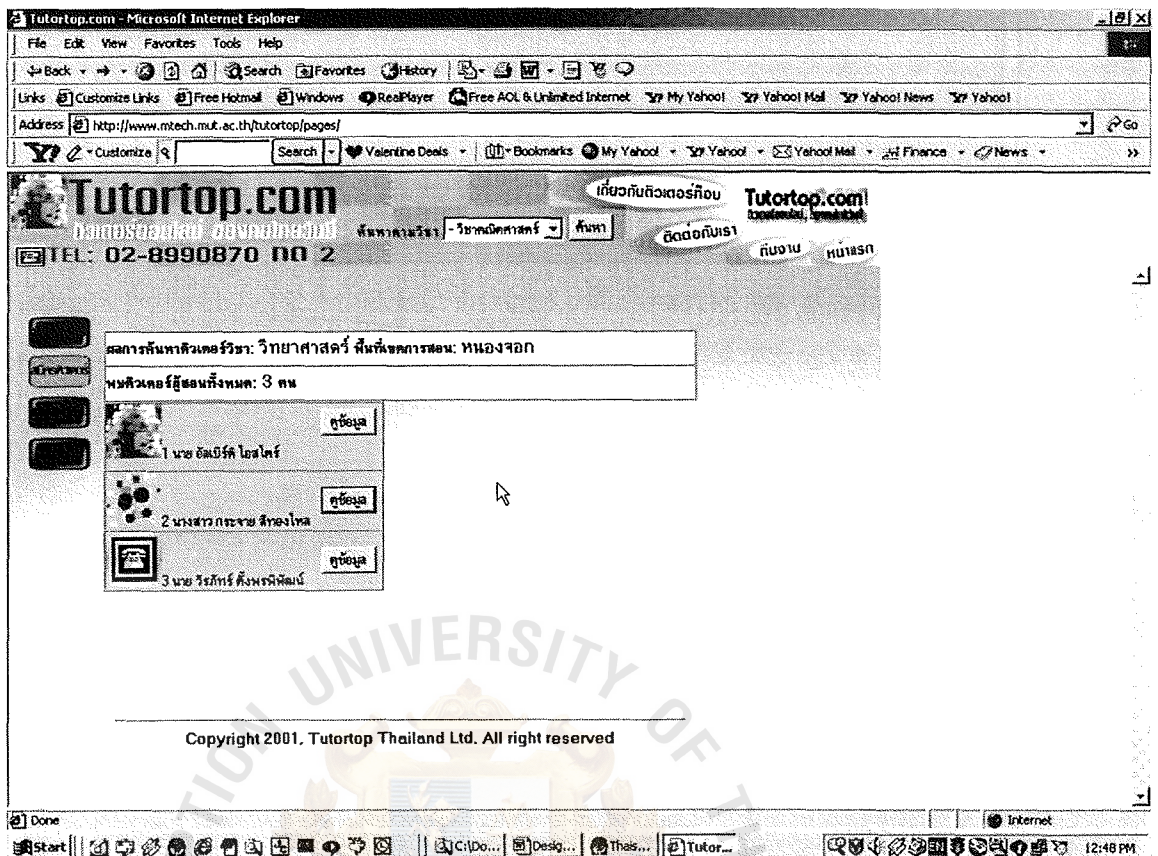
Figure 7.6. Search by Area Page (continued).

Tutor Registration

When teachers need to look for the part time job. They can fill the application form at register page. You can see at the Figure 7.7.

Figure 7.7. Tutor Registration Form.

Contact us

The Tutortop.com give address for the visitors that need to suggest, comment or inform some useful information that we will bring to develop for the future. We provide link for visitor. It is easy to use. You can see this page in Figure 7.8.
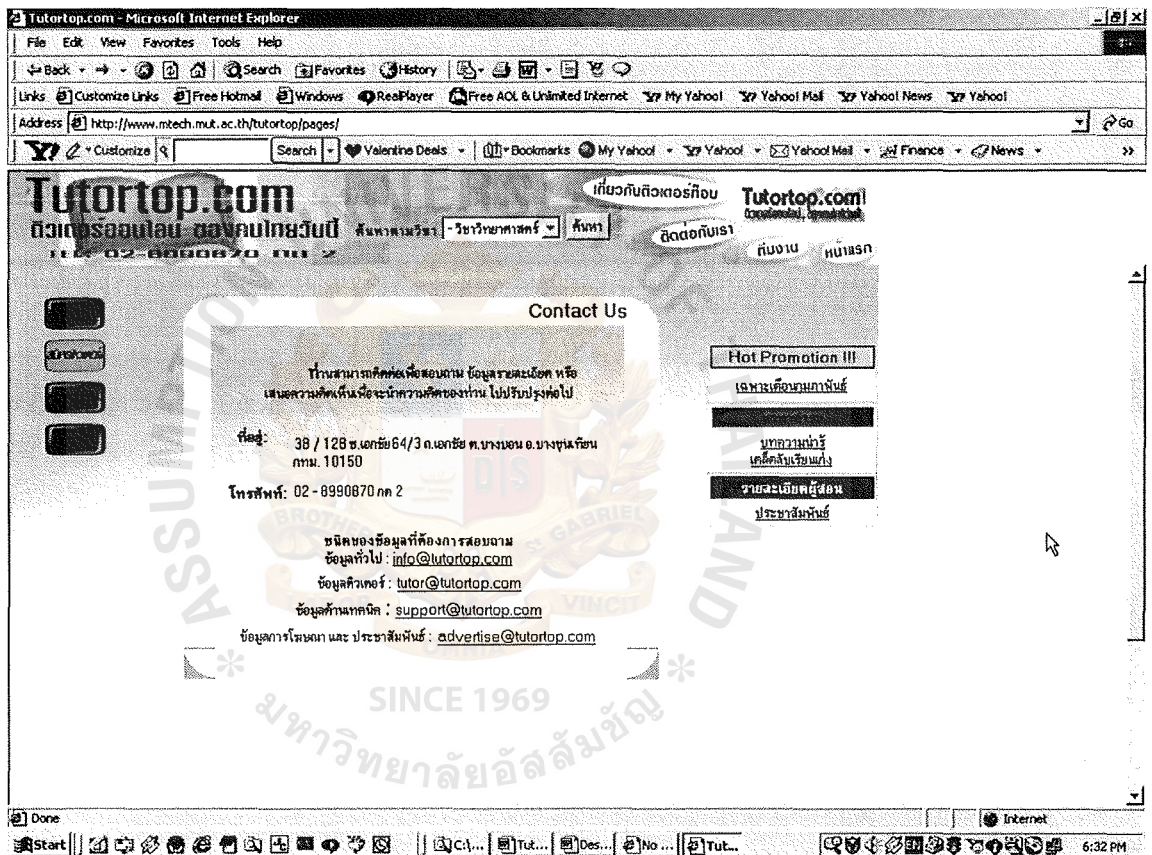

Figure 7.8. Contact us Page.

VIII. CONCLUSIONS

After we collected and analyze the information about the private tuition, we found that the trend of private tuition is rapidly increasing. This situation shows that the demand are over the supply that means the great potential of private tuition.

Nowadays, most parents, students and tutors realize the important of education and are willing to pay for this if the quality is meet their requirement. So, we have set up the tutortop.com in order to serve increasing demand based on internet capacity in IT world. The growth of internet user is a key success factor of this business.

There are still a few of existing competitors in the market. Most competitors only provide limited information and also lack quality on their information then they couldn't meet the customer's requirement. This will be the channel for the ready new comer to penetrate this business and fulfill customer's requirement.

The Tutortop.com emphasizes on pattern designs which are user friendly for customer. For example, user can search and drill down each tutor information, profile, tutor background, personal style, location, tuition fee. This benefits parents or students that save time save cost for looking for the tutor that meets the customer's requirements and ensure that they will get the best tutor for them. This benefit is different from the existing competitor which provides only information similar brochure.

In the other hand, the tutors can post information about themselves, enabling anyone to read about their criteria such as professional background, personal style, location, interest subject, education level, day and time that is convenient and tuition fee.

This is the real win-win strategy to drive the growth and strength of this business which was never done by any existing competitors.

With the proactive marketing strategy(4P)and management strategy we ensure that our web site will be the popular web site which bring the best solution to the customer, supplier(tutors) and finally to shareholders of company. It is really a wealthy business.

IX. FUTURE PLAN

In the first stage of initial implementation of tutortop.com web site, future development will be based on resource and business needs. And we aim to continue overall growth.

(1) We offer the best tutors, school teachers and lecturers ever available in today's market.

(2) Fast service: Tutor.com select the qualified tutors, teachers or lecturers who can be arranged as fast as within 1 or 2 hours upon confirmed request unless negotiations prolong.

(3) We will develop partnerships with as many as possible, linking to them in exchange for linking to us. The benefit is the shared resource or customer database from partnerships to expand the market and distribute the name of web site.

(4) Looking for co-marketing and co-branding opportunities to allow them to expose our content to their member.

(5) We plan to set up the traffic statistic system to show how many times a month our users visit our site, and how much time they spend on the site, in order to sell banner advertising and sponsorships.

(6) We will post job opportunity information on Internet board, university board and other media such as newspaper, journal, etc. that are becoming well known for their business.

(7) Parents can control suitable information for their kids which Tutortop.com will set up a system by which parents can print out and mail or fax us a signed form that allows them to review any identifiable information collected about their child, have this information deleted, and/or request that

there be no further collection of use of their child's information. Tutortop.com takes steps to verify the identity of anyone requesting information about a child and to ensure that the person is in fact the child's parent. This system is to help parents ensure that their kids have a safe online experience.

(8) Tutortop.com allows the student, or their parents, the ability to exchange information with the tutor via e-mail before making any commitment. Anticipating scheduling conflicts saves time and prevents frustration, and electronic communication avoids the answering machine or busy signal blues which may occur miss communication.

(9) Opt-In/Out of Requests for Information: Tutortop.com offers several opportunities to receive information, such as newsletters. You indicate that wish to receive this information by checking a box on a form. If you do not ask for it, nothing will be sent to you and nothing will be shared with third parties.

Tutortop.com also give users the opportunity to opt-out of receiving communication, such as email, from us and our partners by completing to unsubscribe option from the email. This site gives users the option of having their information removed from our database if the user no longer wants to use our services

(10) Security:

The tutortop.com plan to set up security system that has security measures in place to ensure that personally identifiable information collected in the future is secure, including limiting the number of people who have physical access to our database servers as well as electronic

security systems, password protections and moderation of discussion boards.

For example, all credit card transactions on Tutortop.com are processed by Cyber Source, the industry leader in providing reliable real-time e-Commerce services. Cyber Source securely manages all customer data in accordance with consumer data protection laws enacted worldwide, including data handling, storage, and security. Access to Cyber Source servers is controlled 24 hours a day, 7 days a week. Customer data is used only for facilitating the transaction, and is never sold or provided to any other party.

(11) Tutortop.com will increase staffs that can handle all customers (teacher, student and parent) concerns including billing and technical support, web maintenance and security, and other expenses associated with maintaining a web site.

(12) With Tutortop.com the customer can test the quiz and get results via the internet any time any place.

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