ABSTRACT

Electronic E-card is not something new in Internet. Some group of Internet users often send E-card each other but some group do not care this new way to tell "Happy Birthday", "Happy New Year", "Congratulation" etc. People know E-card as an electronic card that they send each other in special occasion. It is just like an ordinary card, the major different is "it's digital". This is how they percept it in the way other people do. E-card can be manipulated to be the creative way of self-presentation or even business presentation in short form. That is why www.thaicustomecard.com is established to redefine E-card and also make new concept of E-card that gather the feature of photo sticker, personal web page, publishing design etc.

www.thaicustomecard.com is E-card on-line store that aim to make profit from new generation of E-card and hope to promote it to be the alternative or even the standard way of self and business presentation in short form that can be compete with banner, photo sticker and other form of presentation. www.thaicustomecard.com positions itself clearly and uniquely by focusing on customization and mass customization. So, it does mot make any standard E-card like the other E-card on-line store. By offering new concept of E-card to redefine E-card and focusing on customization. This is the new perspective of E-card on-line store. Moreover, this is the first e-card on-line store that is brick and mortar.

In the future, we believe that customization and differentiation are the future trend and being necessary for the survival of business. Everything will be converted to Internet based due to its potential, if it is possible. The Internet infrastructure of many countries will be improved. That is mean the number of Internet users will increase. People behavior will change a lot.