

ABSTRACT

In the second millennium, Internet technology plays an important role to change the way we live, work, shop, gather information, and so on. The Internet technology offers a golden opportunity for EC. EC can improve marketing and promotion, customer service, and sales. Furthermore, new business opportunities can be found through EC.

We offer online Chai-ya salty egg as the channel to introduce and promote our product to international markets. China will be the first market to export. The product will be sold online while additional services will be provided to make customers high satisfaction. Customer is the key success factor we must pay attention. In addition, the strong marketing strategy is the most important thing to make business successful.

The report begins with introduction to EC, its benefits, and reasons why we provide product online. Then it moves to the existing situation analysis of industry and competition in China. After that it will move to the proposed web site and its competitive advantage. Finally, it will show the web plan, control and support mechanism, and feedback.

After doing the industry and competitive analysis, we found that it offered high opportunity and possibility to succeed. We are the first one who provides product online in this field. Therefore, we gain competitive advantage of fast mover and have strong marketing strategy so that our web site will be on top. The targeted markets are both B2B and B2C. They are restaurants, hotels, distributors, and final consumers. These people love salt food and live under time constraint environment, health conscious, care for premium quality food products. We will use distributors to make product available in China market. China is the largest populous country thus it is good opportunity for high sales.

The web site's domain name is www.ChaiyaSaltyEgg.co.th which is easy to recognize what we are offering. Also, it shows that we are Thai food exporter thus it helps us to promote Thai food easily because Thai food is very famous in world market. The main profit is selling product online whereas additional services are provided to satisfy customer.

We emphasize on quality of the product and the effective web site with easy and convenient to use for customer. The payback period is approximately 2 years and 7 months. Our site is positioning as **“The most preferred choice online Chai-ya salty egg where you can satisfy with superior quality, delicious, and high nutrient”**.

