



Giggle Coffee and Bakery Online Shop

by

Ms. Lattiya Jangsiripornpakorn

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

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

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Project Title Giggle Coffee and Bakery Online Shop

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The Graduate School of Assumption University has approved this final report of the Three-credit course, IC 6997, E-Commerce Practicum submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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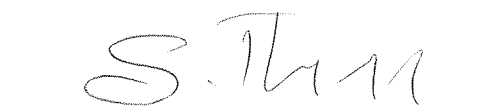
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ABSTRACT

The objective of this project is to create a Web site for Giggle Coffee and Bakery to provide an online menu and to promote the shop to customer as well as delivery services. The report shows a SWOT analysis, which is to reduce weaknesses by providing, pre-listened sound on the Web site and use advertising and promotion to be recognized by customers.

The financial analysis indicates that Giggle Coffee and Bakery has a break even point within 4 years (37.58 months). After that this report shows the Web site and Database Design. Giggle Coffee and Bakery Web site is created by HTML, which is developed on EditPlus Text Editor and Macromedia Dreamweaver8 and Adobe Photoshop CS by using a consistent and simple scheme.

This project is constructed as a web prototype for Giggle Coffee and Bakery as an E-Commerce that provides electronic online menu and other useful information for customers as well.

ACKNOWLEDGEMENTS

I had to find information to complete this project but sometimes was discouraged when I could not find the solution or information needed. However, I have had a lot of encouragement from people who have tried to support me with information and advice.

First, I would like to thank Dr. Saranphong Pramsaneh, my project advisor for his invaluable suggestions and advice in preparation of this project. I would also like to thank all my instructors from Master of Science in Internet and E-Commerce Technology [MS (IEC)] major from where I have got a lot of knowledge which is implemented in this project.

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I. INTRODUCTION

1.1 Background of the Project

In the third millennium, global business has realized the e-commerce application to help the business in term of marketing, sales and promotion, advertising and negotiation via the Internet. As we enter a new digital economy, the Internet is the most effective media in current business world. E-commerce is more beneficial for every business as we can open our shop 24 hours a day, 7 days a week.

Nowadays, there are many coffee and bakery shops in Thailand. Mostly they are in Bangkok. Some of them are well known to the public. There is not much coffee and bakery shop which offer online store or provide their online catalog. Most of them do not offer delivery service. This is a good opportunity of our coffee and bakery shop to promote our shop and our services via online store.

The purpose of this project is to support our shop and delivery services business and look for opportunity to launch both products and services, which fulfill their satisfaction for both online customers and offline customers as well.

1.2 Objectives of the Project

Design and develop an online coffee and bakery shop website in order to

- Provide an online menu and delivery service.
- Promote the storefront to be well-known.
- Act as a communication channel to the customers.
- Prepare for the future online ordering activity.

1.3 Scopes of the Projects

To implement the knowledge gained from Master of Science in Internet and E-Commerce Technology for developing a Giggle Coffee and Bakery Shop and Delivery Services through online channel.

- To cover E-Commerce strategies, marketing strategies, financial analysis and web design.
- To develop efficient online menu for online ordering activity in the future.
- To demonstrate the Giggle Coffee and Bakery Shop and Delivery Service website prototype named “www.gigglebakery.com” in the report.

1.4 Deliverables

- The project report in details covering the scope mentioned.
- The complete and apply E-Commerce website prototype consisting of the product information and other advantages information.

II. LITERATURE REVIEW

2.1 An overview of E-Commerce

E-commerce or Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet. Kalakota and Whinston (1977) define E-Commerce from these perspectives:

- (a) From a *communication perspective*, E-Commerce is the delivery of information, products/services, or payment over telephone line, computer network, or any other electronic means.
- (b) From a *business process perspective*, E-Commerce is the application of technology toward the automation of business transaction and work flow.
- (c) From a *service perspective*, E-Commerce is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.
- (d) From an *online perspective*, E-Commerce provides the capacity of buying and selling products and information on the Internet and other online services.

E-Commerce is a system that includes not only those transactions that center on buying and selling goods and services to directly generate revenue, but also those transactions that support revenue generation, such as generating demand for those goods and services, offering sales support and customer service, or facilitating communications between business partners. E-Commerce builds on the advantage and structure of traditional commerce by adding the flexibilities offered by electronic network and low transaction cost of communication as well.

Moreover, E-Commerce is attractive because it can be used to raise profit by increasing revenue while decreasing cost. Companies can increase revenue by exploring new opportunities for conducting commercial activities and expanding into the global market. E-Commerce is also bringing about advantages to both consumers and business organizations both short-term and long-term benefits. It enables companies to open up to a new market and reach many audiences to increase their number of customers. It allows companies to do business with their existing customer base much easier and faster in terms of cost reduction as E-Commerce reduces manpower and operating expenses. The use of electronic documents not only speeds up processing time, but also greatly facilitates data updating (e.g. for updating an inventory). Consequently, business organizations can make use of E-Commerce to enhance productivity. The advantage for consumers is that they can search the global market anytime and anywhere. By using search engines or search agents, consumers can easily compare product efficiently.

2.2 Why the company should be on the Internet

The Internet is an international network of computer networks which now links millions of customers within and outside of Thailand. It is at the same time a new communication tool and a new channel of distribution. It is the fastest growing marketing tool today.

The company must consider Internet Marketing for several reasons. For the first time in the advent of the communication age, company is able to market the products and services “just in time”. Using the Internet, the customers and company can communicate directly at any time and across any geographical boundary. The latest updates of products and services are communicated fastest via the Internet. The interactivity of the Internet is unique. Company can also forget the long lead-time

needed to get a feedback on the product and/or services. Customer will give the company a feedback right away, saving time and money. Company can learn the customers' interests in the company, products, and services in minute detail simply by tracking their usage patterns on the company World Wide Web site.

The Internet is also a wonderful marketing research tool. Company can conduct online external research of the market, competitors, and trends. Company can conduct online customer surveys and internal employee surveys using the World Wide Web. Perhaps the most potent marketing application of the Internet is the identification, promotion, and building of customer relationships with "micro-communities", special interest groups, demographic and psychographic segments of the marketplace. Identify and sell directly to coffee lovers, travelers, investors, ethnic interest groups, art-lovers, philanthropists at far lower costs than through traditional media such as mailing lists, print, radio, and television advertising because the Internet allows for pinpoint identification and marketing to passionately involve consumer segments.

The ability to purchase a product while reading about it is also unique. The Internet allows your customers to satisfy their needs in a second. Impulse buying is made easy.

To summarize, here are the advantages the company will have by being present on the Internet:

- (1) Company can adapt the message in real time to internal and external developments.
- (2) Company can interact with the customers and thus get a quick and valuable feedback from the customers.
- (3) Company can benefit from the marketing research capabilities of the Internet.

- (4) Company can efficiently find and sell to specific market high segments.
- (5) Company can sell directly to customers immediately and at any time.

2.3 An overview of Internet Marketing

(1) Definition and Scope

Internet marketing is a component of Electronic Commerce. Internet Marketing can include information management, public relations, customer service, and sales. E-Commerce and Internet Marketing have become popular as Internet Access is becoming more widely available and used. Well over one third of consumers who have Internet access in their homes report using the Internet to make purchases. Internet Marketing is also useful for companies that wish to expand their “brick-and-mortar” business into an online business.

(2) Business Models and Formats

Internet Marketing is associated with several business models. The main models include business-to-business (B2B) and business-to-consumer (B2C). B2B consists of companies doing business with each other, whereas B2C involves selling directly to the end consumer. When Internet Marketing first began, the B2C model was first to emerge, B2B transactions were more complex and came about later. A third, less common business model is peer-to-peer (P2P), where individuals exchange goods between themselves. An example of P2P is Kazaa, which is built upon individuals sharing files.

Internet Marketing can also be seen in various formats. One version is name-your-price (e.g. Priceline.com). With this format, customers are able to state what price range they wish to spend and then select from items at that

price range. With find-the-best-price websites (e.g. Hotwire.com), Internet users can search for the lowest prices on items. A final format is online auctions (e.g. Ebay.com) where buyers bid on listed items.

(3) Benefits

Some of the benefits associated with Internet Marketing include the availability of information. Consumers can log onto the Internet and learn about products, as well as purchase them, at any hour. Companies that use Internet Marketing can also save money because of a reduced need for a sales force. Overall, Internet Marketing can help expand from a local market to both national and international marketplaces.

(4) Limitations

Limitations of Internet Marketing create problems for both companies and consumers. Slow Internet connections can cause difficulties. If companies build overly large or complicated web pages, Internet users may struggle to download the information. Internet Marketing does not allow shoppers to touch, smell, taste or try-on tangible goods before making an online purchase. Some e-commerce vendors have implemented liberal return policies to reassure customers.

(5) Security Concerns

For both companies and consumers that participate in online business, security concerns are very important. Many consumers are hesitant to buy items over the Internet because they do not trust that their personal information will remain private. Recently, some companies that do business online have been caught giving away or selling information about their customers. Several of these companies have guarantees on their websites,

new online world. Online Marketing has a slightly different character and purpose as indicated in such seminal works as the cluetrain manifesto, Purple cow, Permission marketing, and other texts of smaller nature compiled in blogs and new sites.

(1) Purpose of Online Marketing

When marketing online, the general four step process of marketing is still the guiding idea, in the online world the character of marketing becomes more deeply a conversation between a marketer and a market-of-one a concept that is central to The cluetrain manifesto. In such a role as a communicator, the online marketer is in a position to build awareness of her/his company or business in more personal terms than otherwise, and in so doing enables a more human conversation. Such conversations tend to be more warts and all and should establish confidence of the potential purchaser in the potential vendor.

Smith and Chaffey (2001) claim that Internet technology can be used to focus marketing on the customer, while at the same time linking to other business operations so as to achieve profitability. This can be done by:

- (a) *Identifying:* the Internet be used for marketing research to find out customers' needs and wants.
- (b) *Anticipating:* the Internet provides an additional channel by which customers can access information and make purchases, understanding this demand is key to governing resource allocation to E-Marketing. For example, low-cost airline EasyJet (<http://www.easyjet.com>) has an online revenue contribution of over 90% since demand for a standardized product online is so high.

- (c) *Satisfying*: a key success factor in E-Marketing is achieving customer satisfaction through the electronic channel, this raises issues such as is the site easy to use, does it perform adequately, what is the standard of associated customer service and how are physical products dispatched?

Detractors of this concept of human-to-human contact through online conversations suggest that companies are going to be careful about marketing in this manner and perhaps will never really have honest and open conversations as the interests of companies and businesses are not the interests of potential purchasers. The cluetrain manifesto allows for this type of thinking suggesting that businesses when marketing in this manner need to be thinking about more than just making money; if a business is thinking only about making money, it will become apparent in close online conversations and the market will treat that business in whatever manner it may as markets can now talk to each other through the same means marketers talk to potential customers.

(2) Online Marketing Activities

Smith and Chaffey (2001) describe five key online marketing activities (the '5Ss') which can be applied by an organization to implement various online marketing tactics. For example, for an e-newsletter, the 5Ss are:

- (a) *Sell: Grow sales* (the e-newsletter often acts as both a customer acquisition tool and a retention tool e.g. the lastminute.com, e-newsletter has this dual role)

- (b) *Serve: Add value* (give customers extra benefits online such as an online exclusive offer or more in-depth information about your products or the industry sector)
- (c) *Speak: Get closer* to customers by creating a dialogue, asking questions through online research surveys and learning about customers' preferences through tracking, which content are people most interested in.
- (d) *Save: Save costs* of print and post if you have a traditional offline e-newsletter can you reduce print runs or extend it to those customers you can't afford to communicate with.
- (e) *Sizzle: Extend the brand online.* A newsletter keeps the brand 'front-of-mind' and helps reinforce brand values. Added value can also be delivered by the e-newsletter by informing and entertaining customers.

Capturing attention of potential customers can be as simple as advertising using some of the new advertising tools the online world provides, such as advertising on search engines, but it can also be about configuring more remarkable methods that tend to spread across many sites and capturing the imagination of many people in the process. There are at least three major configurations of links and tools that have been used to capture attention online: funnel building, buzz marketing and cool tools.

Building a sales funnel requires working with search engine optimization, email newsletter distribution, discussion board entries, advertisements, affiliate activities and more. In fact, any way that additional links can be provided so that a potential customer can begin a conversation

with a business, is educated about that business' products/services, or is provided with concepts and propositions that will eventually lead to a sale. A funnel is usually laid down over time and is the result of continuous activity of marketers in online activities.

Content development is critical to the development of an online marketing campaign. Researching, writing, gathering, organizing, and editing information for publication on web sites to develop and promote your business and or product name is extremely important, and should be incorporated in all online marketing campaigns.

Buzz marketing tends to be a much quicker process and tends to involve less activity on behalf of marketers and requires attention of people online to spread by word-of-mouth, word-from-keyboards, to be fascinated or intrigued. Purple cow was sold largely through buzz marketing that spread by blogs relatively quickly.

Another tactic of gaining attention online is through the development and release of a cool tool. A cool tool is something that captures the imagination of the online browsing public and it is thought to be so cool that it should be shared with online friends. This could be a video clip, standalone software that is cute such as a cartoon character that lives on a users screen, or some other device that is used often for a specific purpose, such as 3Ms Post-it Notes.

III. BUSINESS ANALYSIS

3.1 Company Background



Figure 3.1 Giggle Company Limited Logo

"Giggle Coffee and Bakery" was established in January, 2006. It is located at 159/8, Sathorn Soi7 on Sathorn Road, the business center of Bangkok. We are the new comer in this area. There are many competitors in Silom and Sathorn Area. It seems to be difficult to attract customers to our coffee and bakery shop. We targeted businessman and officers who work in nearby buildings. We do not provide only coffee or drinks but we also provide delicious meals--both savory and sweets for customers.

The business owner would like to be differences from other coffee and bakery shops around this area. He decides to offer online menu and delivery service for adding more distribution channels. This will be an advantage for busy people who would like to take a break from their works but do not have much time to go to other places. They just connect to the Internet, looking at online menu, easily order on the phone, wait for a few minutes and then they will receive fresh and delicious products.

3.2 Current Marketing Situation

Coffee represents the second most important commodity to be traded on the global level, crude oil being number one. Many people wake up every morning to a cup of fresh coffee. Then add the coffee consumed repeatedly throughout the day – served in restaurants, homes, offices, convenience stores and at, almost any social function. Coffee is seen as a “common” product consumed frequently.

The coffee business in Thailand is quite interesting because Thai people widely consume coffee. Formerly they were businessmen and tourists, but nowadays the white collars and students have started to visit coffee shops. Therefore, good opportunities still remain in the café business, as the consumer behavior tends to view coffee as a fun drink, one that goes with entertainment as well as acting as a stimulant.

Some 60% of the market shares belong to overseas franchises, while 40% goes to local brand. There are five types of shop layouts for the new age cafes.

- (1) *Coffee houses* that are located in the business area or any area that has wide space to build one shop with good decoration inside the shop. Coffee entrepreneurs would consider the best location for their shops.
- (2) *Coffee corners* that sell coffee as the main menu with a few supplementary snacks.
- (3) *Restaurants* which expand their service to target family groups and offers the attractions of a restaurant.
- (4) *Coffee corner cum snack bars* focus on selling coffee together with baked goods, and has now seized on locations in office buildings as its marketing niche.
- (5) *Small booth or mini café* focuses on selling fresh-brewed coffee along with other drinks. This type has been the focus of development by many local

coffee shop business entrepreneurs and are ubiquitous, with only some variations in theme, using more modern appliances and equipment, plus more attractive decorative packaging to encourage consumers; some cafes in this group have their own franchise brand names.

3.3 SWOT Analysis

Analysis of internal and external environment, the overall evaluation of company's strengths, weaknesses, opportunities, and threats.

Strengths

- (1) Professional and well-trained baristas and chefs.
- (2) All of products meet with customers' demand and satisfaction.
- (3) Good quality product at a reasonable price.
- (4) Provides delivery service which no one does before.
- (5) Running the services with full service minded.
- (6) Provides online menu with not much competition offered to customers

Weaknesses

- (1) Open days are only office day (Monday – Friday).
- (2) Service hours are limited by night time.
- (3) Company is still new and unknown in coffee and bakery business.
- (4) The online order system is being processed and not completed yet.
- (5) The payment system online is not available and provided.

Opportunities

- (1) To be able to increases new product items by each category to enhance number of consumers in the existing market.
- (2) Consumers are showing increased interest in E-Commerce so Giggle

can establish the online catalog to expand market target.

- (3) To be able to develop new products and services for the existing market or launches to the new market to increase sales revenue and gain more profit.
- (4) The service mind of well-trained staff is advantage.

Threats

- (1) There are many competitors in coffee and bakery business.
- (2) Many competitors are starting to use the Web Site to take away company target market and customers.
- (3) Small business needs more investment on the Information Technology and technicians to take care of the system.

3.4 Market Segmentation and Target Market

The company identifies the market segments according to the target marketing that it can serve more effectively. The customer segments exhibit different needs or products responses so the company segments consumer market by looking at consumer characteristics; demographic, behavioral and geographic. The target market must be defined to leverage the similarities of these segments as follows:

- | | |
|------------------------|--|
| (a) <i>Age:</i> | 25 to 50 years old |
| (b) <i>Gender:</i> | Female and Male |
| (c) <i>Occupation:</i> | Professionals classes, white collar workers, trendy businessman |
| (d) <i>Life Style:</i> | Care for premium quality products and service, living under time constraint environment, trendy, Internet users. |

(e) *Location:* Sathorn and Silom area or nearby area

3.5 Marketing Mix 4Ps

The basic tool that is used in the local market and global market for selling products and services to target customers is marketing mix. These elements of the marketing mix must be designed and coordinated by our company to achieve synergy in the marketplace are as following:

3.5.1 Product

“Giggle Coffee and Bakery” offers 3 main product categories as follow:

Savory

Savory category is divided products to 4 groups as follow:

(1) *Quiche*

- (a) Spinach Quiche
- (b) Mushroom Quiche
- (c) Mini Assorted Quiche
- (d) Quiche Lorraine

(2) *Tarts*

- (a) Margherita Tart
- (b) Pesto Anchovy Tart
- (c) Black Olives and Tomatoes Tart
- (d) Sun-dried Tomato Mozzarella Tart

(3) *Pies*

- (a) Chicken Pie
- (b) Creamy Mushroom Pie
- (c) Shepherd's Pie

- (d) Steak and Kidney Pie
- (e) Chicken Pot Pie
- (f) Cottage Pie
- (g) Bacon and Egg Pie
- (4) *Light Meals*
 - (a) Salads: Chicken liver, Tuna Salad, Caesar Salad
 - (b) Soups: Mushroom, Pumpkin, Onion
 - (c) Sandwiches
 - (d) Baked Clams with Garlic Bread
 - (e) Pate with Toast

Sweets

Sweets category is divided products to 6 groups as follow:

- (1) *Crème Brulee*
 - (a) Raspberry White Chocolate Crème Brulee
 - (b) Light and Breezy Crème Brulee
 - (c) Double Chocolate Crème Brulee
 - (d) Espresso Crème Brulee
 - (e) Sugar and Spice Crème Brulee
 - (f) Orange Praline Crème Brulee
 - (g) Cranberry Vanilla Crème Brulee
 - (h) Classic Crème Brulee
- (2) *Muffins & Brownies & Cookies*
 - (a) Carrot Apple Nut Muffin
 - (b) Blueberry Muffin
 - (c) Orange Poppy Seed Muffin

- (d) Chewy Chocolate Muffin
- (e) Dark Chocolate Brownies
- (f) Chocolate Chip Cookies
- (g) Oatmeal Raisin Cookies
- (3) *Cakes*
 - (a) Lemon Crunch
 - (b) Walnut Cake
 - (c) Almond Meringue and Chocolate Layer Cake
 - (d) Chocolate and Hazelnut Soufflé Cake
- (4) *Cheesecakes*
 - (a) Blueberry Cheesecake
 - (b) New York Cheesecake
 - (c) Chocolate Crust Cheesecake
 - (d) Lemon Ripple Cheesecake
 - (e) London Cheesecake
- (5) *Tarts*
 - (a) Apple Tart
 - (b) Pear and Almond Tart
 - (c) Lemon Tart
 - (d) Tarte Tatin
 - (e) Mixed Fruit Tart
 - (f) Strawberry Cream Tart
 - (g) Chocolate Chestnut Tart
 - (h) Baked Fruit and Custard Tart
- (6) *Light Desserts*

- (a) Crème Caramel
- (b) Poached Pears in Honey Wine
- (c) Chocolate Cream Pots
- (d) Raspberry Cream
- (e) Poached Peaches in Vanilla Syrup
- (f) Vanilla Orange Soufflé
- (g) Chocolate Mousse
- (h) Napoleans with Lemon Cream and Strawberries
- (i) Raspberry Bavarois
- (j) Hazelnut Macaroon Sandwich

Drinks

Drinks category is divided products to 5 groups as follow:

- (1) *Hot Coffee*
 - (a) Espresso
 - (b) Mocha
 - (c) Americano
 - (d) Cappuccino
 - (e) Latte
 - (f) Coffee with syrup (caramel/vanilla/cinnamon)
- (2) *Cold Drinks*
 - (a) Iced Café Espresso
 - (b) Iced Café Cappuccino
 - (c) Iced Café Caramel
 - (d) Iced Café Americano
 - (e) Iced Café Mocha

- (3) *Tea & Hot Chocolate*
- (a) Earl Grey Tea
 - (b) Peppermint Tea
 - (c) English Breakfast Tea
 - (d) Camomille Tea
 - (e) Darjeeling Tea
 - (f) Hot Chocolate
- (4) *Frappe*
- (a) Espresso Frappe
 - (b) Mocha Frappe
 - (c) White Chocolate Frappe
 - (d) Caramel Frappe
 - (e) Chocolate Frappe
- (5) *Smoothie*
- (a) Mixed Berry Smoothie
 - (b) Kiwi Smoothie
 - (c) Strawberry Smoothie
 - (d) Peach Smoothie
 - (e) Raspberry Smoothie
 - (f) Apricot Smoothie
 - (g) Blueberry Smoothie
 - (h) Mandarin Orange Smoothie
 - (i) Blackberry Smoothie
 - (j) Grape Smoothie
 - (k) Cranberry Smoothie

(1) Fruit Cocktail Smoothie

“Giggle Coffee and Bakery” offers delivery service for all of products above. For delivery terms and conditions, we charge by distances. The destination distance must not be further than 20 kilometers to maintain quality and freshness of products.

3.5.2 Price

“Giggle Coffee and Bakery” sets up price of each product in term of high value and high quality. The prices of products in savory category are between 40 – 70 baht. The prices of products in sweets category are between 15 – 65 baht per piece. The prices of products in drinks category are between 45 – 90 baht. Delivery service charges are based on the distances as below:

Table 3.1 Delivery Service Charges

Within	Baht	If order up to...
1 kilometer.	Free of charge	-
2 kilometers	50	4
3 kilometers	70	5
4 kilometers	90	5
10 kilometers	120	5
15 kilometers	150	5
20 kilometers	200	5

3.5.3 Place

(1) Offline Channel

“Giggle” storefront is at 159/8 Soi Sathorn7 on Sathorn Road. It is behind Bangkok City Tower and Sathorn City Tower.

(2) *Online Channel*

<http://www.gigglebakery.com> is Giggle's online menu. In online menu customers can see all of products same as physical store.

3.5.4 Promotion

Giggle Coffee and Bakery Shop uses various types of promotional approach to the target;

(1) *Advertising strategies*

(a) Exchange banner with affiliated Web site, which have the review sections in order to promote the coffee and bakery shop.

(b) Put the Universal Resource Location (URL) of Giggle Coffee and Bakery web site into famous portal and search engine; Google, AltaVista, or Yahoo.

(c) Distribute the brochure at the considerable business places or traveling place around Bangkok. Especially, buildings around Sathorn and Silom area or nearby area.

(2) *Sales Promotion strategies*

(a) Point and Reward: collect point from ordering products from Giggle. Ordering products every 300 baht, customers will get 1 point. After customers collect 10 points, they can get discount 10% and being "Giggle Member Club" for free automatically. Customers who collect 10 points will not pay member fee for 6 months.

(b) In the future, after online ordering system are completed and ready to be used. For first 100 customers who register via online registration member form, they will get souvenir and 10 points collection.

3.6 Competitor Analysis

In the competitor analysis, can divide the competitors into two major groups;

(1) *Direct competitors* are the coffee and bakery shop in Thailand which has official website and online catalog.

(a) Coffee Lovers Phuket (<http://www.coffeeloversphuket.com/>),

which has website as follow:



Figure 3.2 Coffee Lovers Phuket's Web Site

(b) Sovente (<http://www.sovente.com>), which has website as follow:

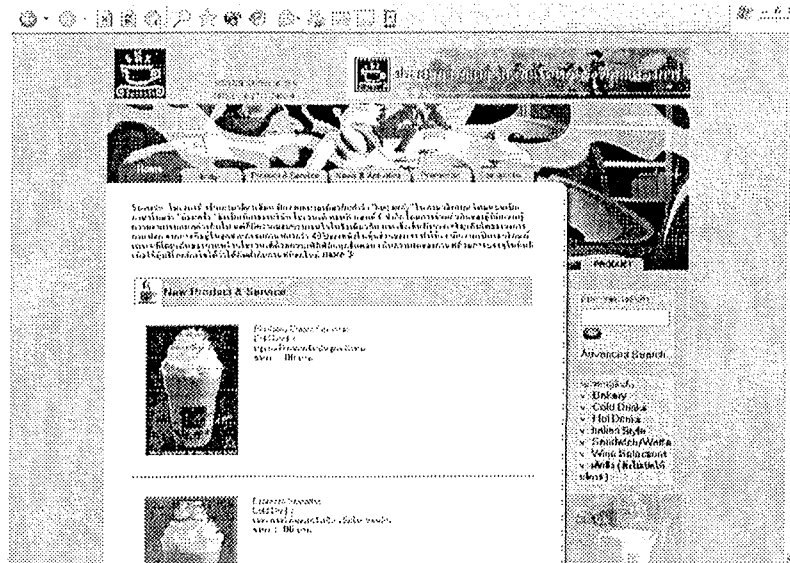


Figure 3.3 Sovente's Web Site

(c) 94°C Coffee (<http://www.94coffee.com>), which has website as follow:



Figure 3.4 94°C Coffee's Web Site

(2) *Indirect competitors* will be categorized in the analysis as only brick-and-mortar competitors that perform most of their business off-line, selling physical products and serving services by means of physical stores. Whereas there is no analysis of a foreign pure-play competitors, that conduct their business activities solely online.



IV. FINANCIAL ANALYSIS

4.1 Cost Analysis

This section will be the projected cost and benefit analysis for five years of the business.

Table 4.1 Expense and Revenue Summary

Expense	Year	1 st	2 nd	3 rd	4 th	5 th
Fixed Cost	Web Hosting Fee	7,200	7,200	7,200	7,200	7,200
	Hardware & Software	85,000	0	0	0	0
	Assets & Facilities	1,250,000	350,000	400,000	425,000	470,000
	Rental Cost	480,000	480,000	480,000	480,000	480,000
	Total fixed costs	1,822,200	837,200	887,200	912,200	957,200
Variable Cost	Purchasing Cost	694,800	729,540	766,017	804,317	844,533
	Salary Cost	354,000	371,700	390,285	409,799	430,288
	Transportation	54,000	56,700	59,535	62,511	65,637
	Utility Cost	102,000	107,100	112,455	118,077	123,980
	Total variable costs	1,204,800	1,265,040	1,328,292	1,394,704	1,464,438
Cost	Total costs	3,027,000	2,102,240	2,215,492	2,306,904	2,421,638
Revenue	Total revenues	2,316,000	2,431,800	2,553,390	2,681,060	2,815,112
Profit	Total Profits	-711,000	329,560	337,898	374,156	393,474
	Cumulative Profits	-711,000	-381,440	-43,542	330,614	724,088

Table 2 shows that in the first year, Giggie Coffee and Bakery Shop lose money of approximately 711,000 Baht; because they have to set up the whole thing for the new business. That makes fixed cost highest in the first 5 years. In the second year, the profit is 329,560 Baht that helps increasing and the cumulative profit in this year, but still loses in amount approximately 381,440. In the third year, the cumulative profit still loses in amount approximately 43,542 Baht. However, in consecutive year, the cumulative profit starts increasing by 330,614 Baht and 724,088 Baht respectively. For

expense and revenue summary of the second year to the fifth year, estimate by 5% increasing from the expense and revenue of the past year.

In this project, the author uses the “Break-even point analysis (month)” or “Payback Period Analysis” to analyze the financial issue. It involves finding the time that the business has reached the break-even point. At break-even, total cost is equal total revenue; they do not get any money, but they do not lose any money either. If they produce more units than at the break-even level, they will be generating a profit. On the other hands, if they produce less than in the break-even level, they will be losing money.

The calculation to define the revenue per month of the forth year is equal. The break-even point (month) or the payback period is the cumulative profit of the third year divided by the profit of the forth year per month. The calculation result will show the month, which the break-even point (month) or payback period occurs.

$$\begin{aligned}\text{Break-even point (month), Payback period} &= 43,542 / (330,614/12) \\ &= 1.58 \text{ months}\end{aligned}$$

From the result, it will occur in the forth year on the 2nd month, or it will occur within the 37.58 months

Table 4.2 Calculate for Pay back Period

Year	Cummulative Total Cost	Cummulative Total Revenue	Cummulative Profits
1	3,027,000	2,316,000	-711,000
2	5,129,240	4,747,800	-381,440
3	7,344,732	7,301,190	-43,542
4	9,651,636	9,982,250	330,614
5	12,073,274	12,797,362	724,088

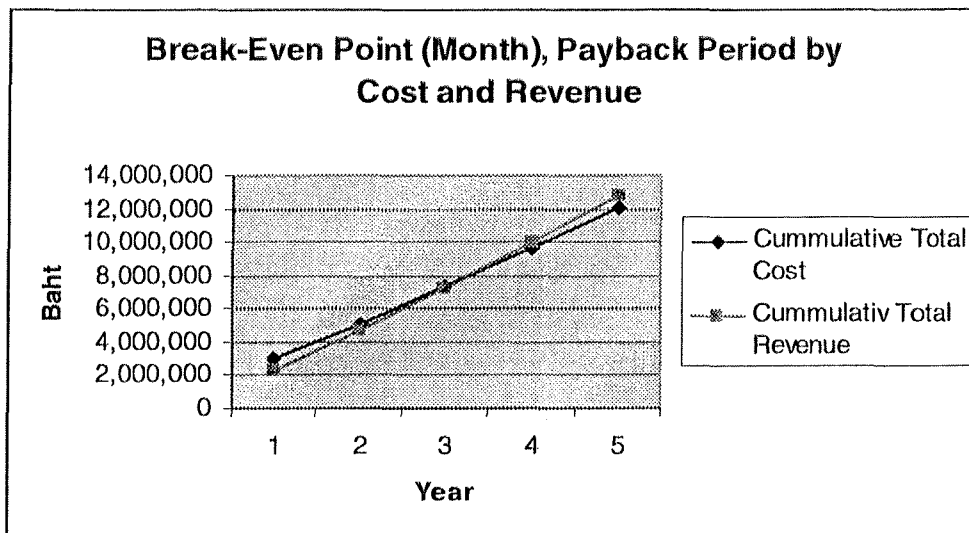


Figure 4.1 Break-Even Point (Month), Payback Period by Cost and Revenue

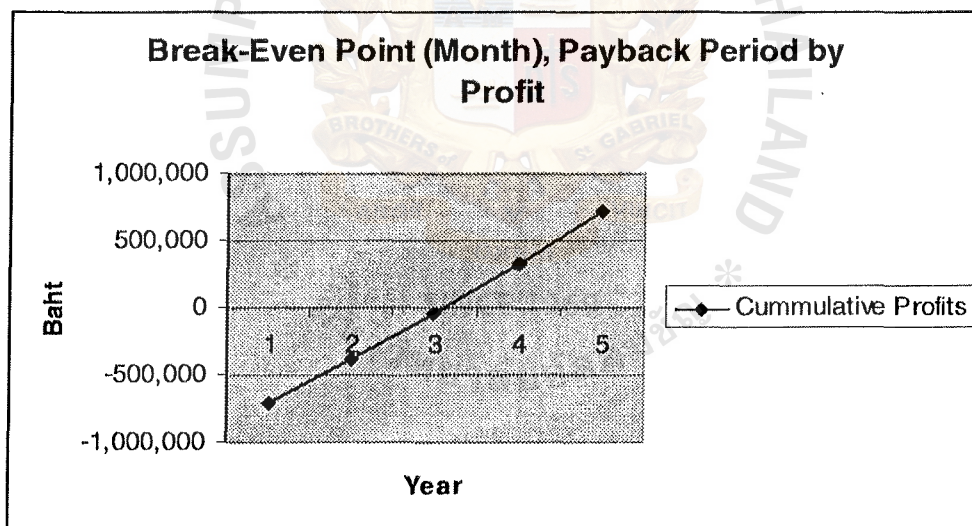


Figure 4.2 Break-Even Point (Month), Payback Period by Profit

V. WEB DEVELOPMENT AND DATABASE DESIGN

5.1 Web Site Objectives

- (1) Build a positive image of the company by products and services.
- (2) To provide information about company and make it easy to browse for products by category using an online menu via the Internet.
- (3) To show an attractive and colorful interface to attract the customer as a web site about the Giggle Coffee and Bakery Shop.
- (4) Create an easy to use navigation bar because the Web site should have the user-friendly interaction.
- (5) Create the attractive online menu for each product category. Showing clearly products' pictures and price lists of each product.

5.2 Web Design

5.2.1 Web Site Structure

The site structure of this website is very simple but very useful in the mean time. This website has eleven main pages as follows:

- (1) *Index Page*, which is the entrance to home page. There is nothing much in this page, just showing the animation logo of Giggle Coffee and Bakery Shop.
- (2) *Home Page*, which is the introduction page. This page shows the company information and the physical store atmosphere.
- (3) *Customer Login Page*, which is the page for the customer to identify their identity; it is able to do so by keying in their username and password that they had previously been registered with the web site.

Once their username and password are checked, they will be authenticated to access the whole web site freely; for example, they can view or edit their profiles by clicking “Edit Profiles”.

- (4) *Customer Registration Page*, which is the page for the new customers who want to be the member and then use the services. Firstly, they need to click the “Register” and fill in all information required. Once, the system finished checking their profiles that customers are able to use the service by using their username and password registered.
- (5) *Membership Page*, which is a page that included the processes to be registering, editing a customer’s personal profiles, changing their password by themselves, seeing their previous order and so on.
- (6) *Administrator Page*, which is the page for administrator. The administrator will see all the customer member information and the delivery service order information in each day.
- (7) *Savory Page*, which is the savory category menu. This page is the link to 4 sub pages in savory category which are Pies Page, Tarts Page, Quiche Page and Light Meals Page.
- (8) *Sweets Page*, which is the sweets category menu. This page is the link to 6 sub pages in sweets category which are Crème Brulee Page, Cheesecake Page, Cakes Page, Muffins & Brownies & Cookies Page, Tarts Page and Light Desserts Page.
- (9) *Drinks Page*, which is the drinks category menu. This page is the link to 5 sub pages in drinks category which are Hot Coffee Page, Cold Drinks Page, Tea & Hot Chocolate Page, Frappe Page and Smoothie Page.

(10) *Delivery Page*, which is the delivery terms and conditions page. This page shows the delivery service charge based on the distance. Customers can click the link below to registration form. Only registered customer can use the delivery service because the shop needs to know the customer information for delivery service.

(11) *Contact Page*, which shows the address of physical store, contact information and Giggle's map.

So far, for every page of this Web Site, they can be linked to each other under the ideal concept of "Hierarchical Structure", meaning that it organizes information into category and sub-category as the figure below:

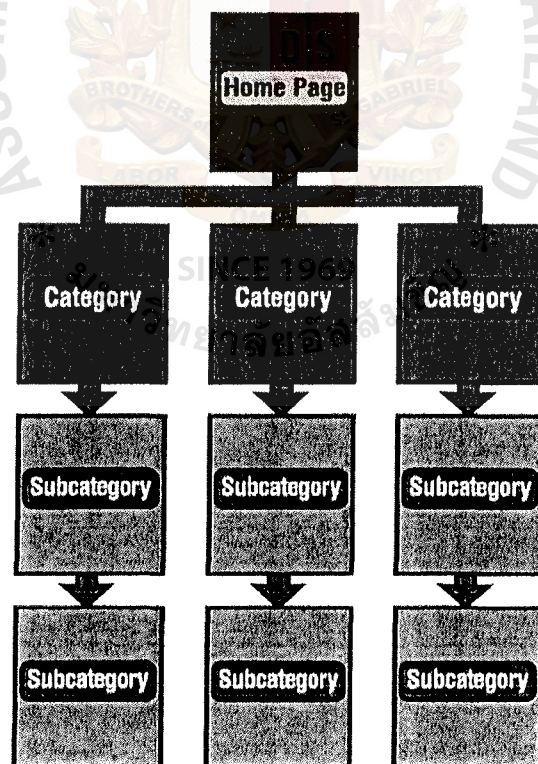


Figure 5.1 Hierarchical Structure

5.2.2 Design web

Design on the page has to be attractive to induce the visitors to surf through the site. Every page of this web has site been created by using EditPlus Text Editor (for programming), Adobe Photoshop CS and Adobe ImageReady CS (for Image Decoration), and Macromedia Dreamweaver8, for JavaScript embedded. This web site focuses on creating a clear and easy-to-read web for audience. It uses brown, yellow, orange and green color and sets this scheme throughout every page because products are related with those colors and the users will perceive and understand the characteristic of products as well.

The sketch of this website divides every page into five parts for consistency.

- (1) *Head Logo*: The section publishes the product mixed images and Giggle's Logo.
- (2) *Navigation area (Top)*: This section is published in the second top of every web page in horizontal design under Head Logo.
- (3) *Navigation area (Left)*: This section is published in the left hand side of every web page in vertical design just left before the main displaying area.
- (4) *Display area*: Right next to the navigation area (left), it is the main section, in which to show and display the details of every pages linked clicking.
- (5) *Bottom area*: This section is located down below the Display area; it is the section to display the copyright declaration of the Web site.

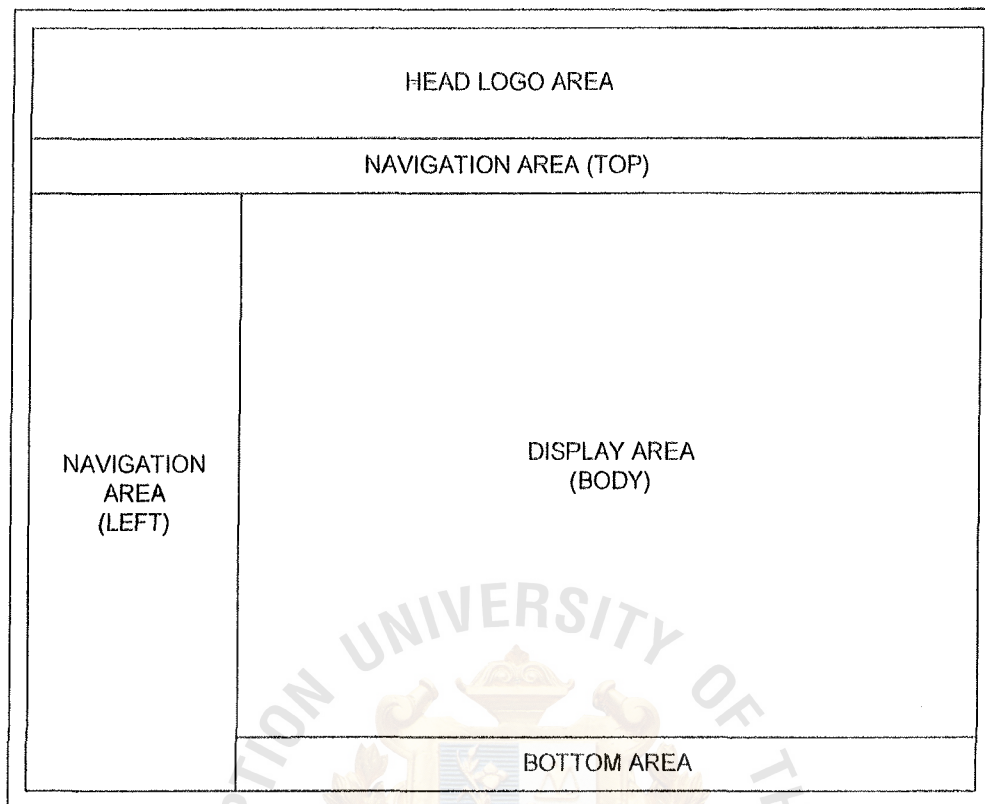


Figure 5.2 Web Site Layout

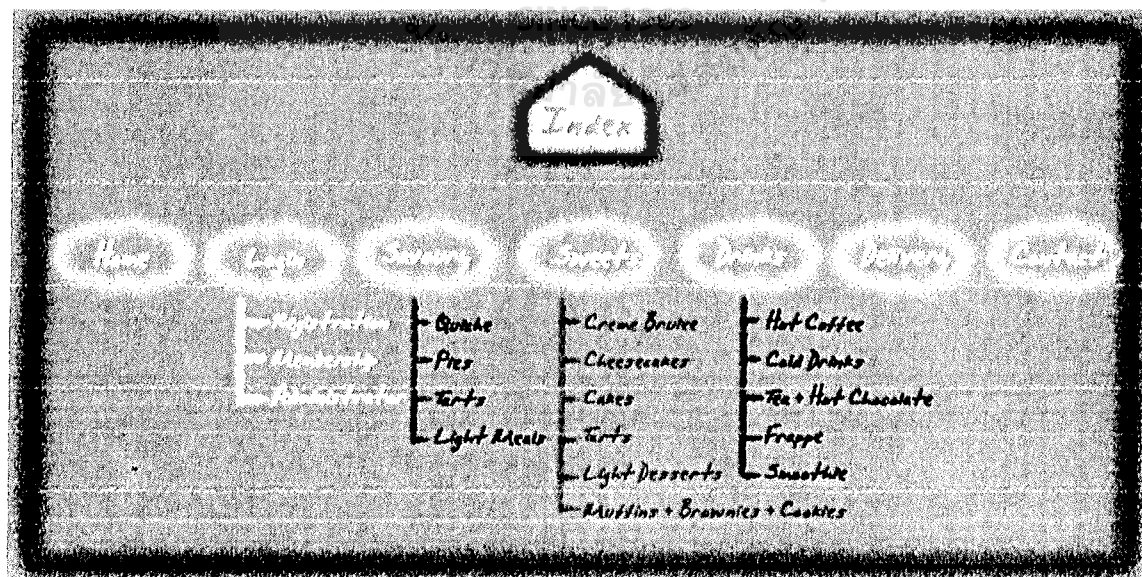


Figure 5.3 Web Site Structure

5.2.3 Details of each page

Web prototype was created to achieve the objective that is mentioned earlier.

The main pages in web prototype are explained as follows:

(1) *Index Page*

It is the first web page when visiting Giggle Coffee and Bakery web site. In this page show only Giggle's animation logo which is the entrance to home page.

(2) *Home Page*

It is the second page after clicking on Giggle's animation logo. In this page in the top will show product mixed image and Giggle's logo. The general navigation menu is down next which are the link to Home Page, Customer Login Page, Delivery Page and Contact Page. The product category navigation menu is show on the left which are the link to Savory Page, Sweets Page and Drinks Page. The shop information and physical store atmosphere images are shown on the right of this page.

(3) *Customer Login Page*

It is published as the page that allows the customers to identify themselves in order to access the rest of the whole web page as the registered customers. They are required to login before they come to order any foods from the Web site, because only the registered customers are able to use these services.

(4) *Customer Registration Page*

It is published as the page that allows any customers, who want to become Giggle's member and want to use delivery service, need to sign-up

and register via the web page. Once they finished registration, they are fully authenticated to access the Web site with the full system of ordering and delivering services.

(5) *Membership Page*

It is published as the page that the member customers will be accessing to their personal profiles. They can freely make a change to their information and also be able to change their own-set-password to keep more security once in a while.

(6) *Administrator Page*

It is published as the page that the administrator will be accessing to see all customer information and delivery service order information in each day. They

(7) *Savory Page*

It shows the savory category's menu. It shows the link to 4 sub categories page; Pies, Tarts, Quiche and Light Meals. After clicking the links, in each sub categories page will show the products' images and prices. Each sub pages are created with cool design which will attract customers to see all of online menu.

(8) *Sweets Page*

It shows the sweets category's menu. It shows the link to 6 sub categories page; Crème Brulee, Cheesecakes, Cakes, Muffins & Brownies & Cookies, Tarts and Light Desserts. After clicking the links, in each sub categories page will show the products' images and prices. Each sub pages

are created with cool design which will attract customers to see all of online menu.

(9) *Drinks Page*

It shows the drinks category's menu. It shows the link to 5 sub categories page; Hot Coffee, Cold Drinks, Tea & Hot Chocolate, Frappe and Smoothie. After clicking the links, in each sub categories page will show the products' images and prices. Each sub pages are created with cool design which will attract customers to see all of online menu.

(10) *Delivery Page*

It shows the delivery service's information which includes delivery service charge based on distance. We provide delivery service for the member customer who registered via the web page. Only member customer can use our delivery service.

(11) *Contact Page*

It shows the contact information and physical store's map.

5.3 Database Design

(1) **Database Table**

(a) **Customer Table**

The customer table is used to keep customers' information for delivery service and also their username and password before getting the authority to get into the database for controlling the transactions.

Table 5.1 Database Structure of Customer Table

Field Name	Type	Description
cust_id	int(10)	Customer's Identification
cust_title	Varchar(10)	Customer's Title
cust_first	varchar(255)	Customer's First Name
cust_last	varchar(255)	Customer's Last Name
cust_add	varchar(255)	Customer's Address
cust_post	varchar(15)	Customer's Postcode
cust_phno	varchar(15)	Customer's Phone Number
cust_mono	varchar(15)	Customer's Mobile Number
cust_email	varchar(255)	Customer's Email Address
cust_user	varchar(255)	Customer's Username
cust_pass	varchar(255)	Customer's Password

(b) Product Table

The Product table is used to keep the product's details and information, the product's detail with generating product ID.

Table 5.2 Database Structure of Product Table

Field Name	Type	Description
prod_id	varchar(10)	Product's Item Code
prod_name	varchar(255)	Product's Name
prod_cat	varchar(10)	Product Category Abbreviation
prod_subcat	varchar(10)	Product Subcategory Abbreviation
prod_price	decimal(5,2)	Product's Price
prod_image	varchar(255)	Product's Image

(c) Product Category Table

The Product Category table is used to keep the product categories' details and information, the product categories generating product category ID.

Table 5.3 Database Structure of Product Category Table

Field Name	Type	Description
Prod_cat_id	varchar(10)	Product Category Abbreviation
Prod_cat_name	varchar(255)	Product Category's Name

(d) Product Subcategory Table

The Product Subcategory table is used to keep the product subcategories' details and information, the product subcategories generating product subcategory ID.

Table 5.4 Database Structure of Product Subcategory Table

Field Name	Type	Description
Prod_subcat_id	varchar(10)	Product Subcategory Abbreviation
Prod_cat_id	varchar(10)	Product Category Abbreviation
Prod_subcat_name	varchar(255)	Product Subcategory's Name

(e) Customer Order Table

The Customer Order table is used to keep the customer order information for member customers who used delivery service.

Table 5.5 Database Structure of Customer Order Table

Field Name	Type	Description
cust_id	int(10)	Customer's Identification
cust_first	varchar(255)	Customer's First Name
prod_id	varchar(10)	Product's Item Code
order_amt	Decimal(5,2)	Total amount of the product ordered
Order_time	Time	Product Order Time
Delivery_time	Time	Product Delivery Time

(2) Entity Relationship (ER) Diagram

For the prototype system, the author has summarized the entity relationship (ER) diagram to create the entity's relationship as following figure:

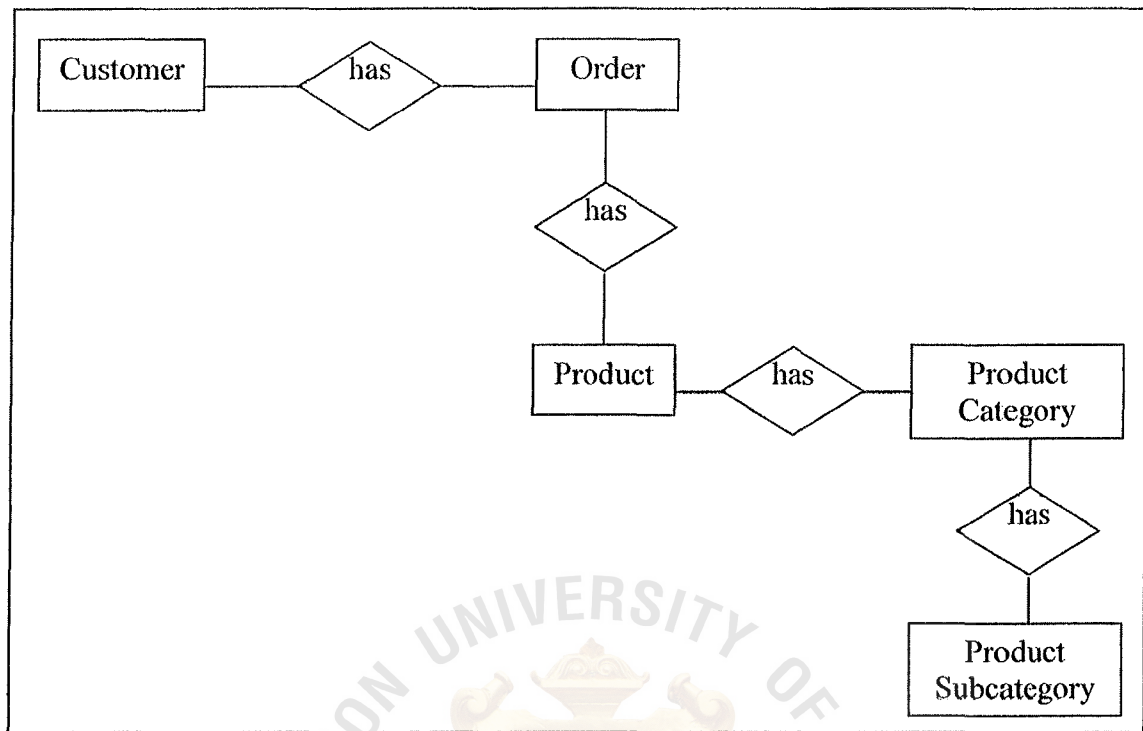


Figure 5.4 Entity Relationship (ER) Diagram

5.4 Hardware Preparation

To operate E-commerce, the equipments that are considered are listed below:

- (1) Laptop: Intel® Pentium M Processor 1300 MHz, 632 MB of RAM, 20GB of Hard Disk, 17 inch Monitor, CD Writer, Optical Mouse, Wireless Network Connection
- (2) Printer Canon ip1600

5.5 Software Preparation

Software used for developing the web site are the following:

- (1) Microsoft Windows XP Professional Version 2002 Service Pack 2
- (2) Microsoft Internet Explorer 6.0

- (3) EditPlus Text Editor v2.11
- (4) Adobe Photoshop CS
- (5) Adobe ImageReady CS
- (6) Macromedia Dreamweaver8
- (7) Apache Web Server
- (8) Easy PHP 1.8
- (9) phpMyAdmin



VI. CONCLUSION AND RECOMMENDATION

6.1 Conclusion

Giggle Coffee and Bakery is going to be an online coffee and bakery shop to offer the online menu and delivery service. This Giggle Coffee and Bakery web site is one of the marketing strategies to promote the physical store and its delivery services.

From the business analysis, the current marketing situation, it is found that coffee represents the second most important commodity to be traded on the global level. There are many competitors in this business type so Giggle Coffee and Bakery has an idea to create a Web site on the Internet, because this will be an advantage to promote the shop and this could increase brand awareness for customers. The website will be the important channel to promote our delivery services.

Giggle Coffee and Bakery uses mixed strategies for the business. For the products, they provide 3 main product categories and delivery services. For the price, they set up price of each product in term of high value and high quality. For the place, Giggle Coffee and Bakery uses the local area where the potential customers are around. For the promotion, it promotes the delivery service free of charge for the customers who live in the radius of 1 kilometer from the shop, and soon to advertise the Web site in many ways such as exchanging banners, registering with search engine and so on.

For the Web site development, Giggle Coffee and Bakery is created by EditPlus Text Editor and adding some scripts by creating in Macromedia Dreamweaver8. About Web pages, Giggle Coffee and Bakery comprises eleven main pages and 15 sub pages with consistency and a simple style. For all graphics, they are decorated by Adobe Photoshop CS and Adobe ImageReady CS to make it attractive to the customers.

From the financial analysis, Giggle Coffee and Bakery will typically have a break-even point when the business runs thirty-seven months (37.58 months).

All Web pages are created by using the “user-friendly” philosophy that is easy for the users to use this Web site. For example, the navigation bar is placed on both under the logo at the top and the left-hand-side in each to have consistency that makes the users easier to find the links as they want.

6.2 Recommendation

In the future, Giggle Coffee and Bakery plans to complete their online order in this website. This will make the web site to be the fully E-Commerce web site with complete online transactions. It can create a good relationship with customers and can create brand loyalty. Website is driven when products are fresh, delivery service is accepted and preferable; the information is another main factor that should be updated at all times. However, the Web site needs to make a good relationship with their customers for more trust in its products, which are food and its delivery services.



APPENDIX A

WEB INTERFACE DESIGN



Figure A.1 Index Page

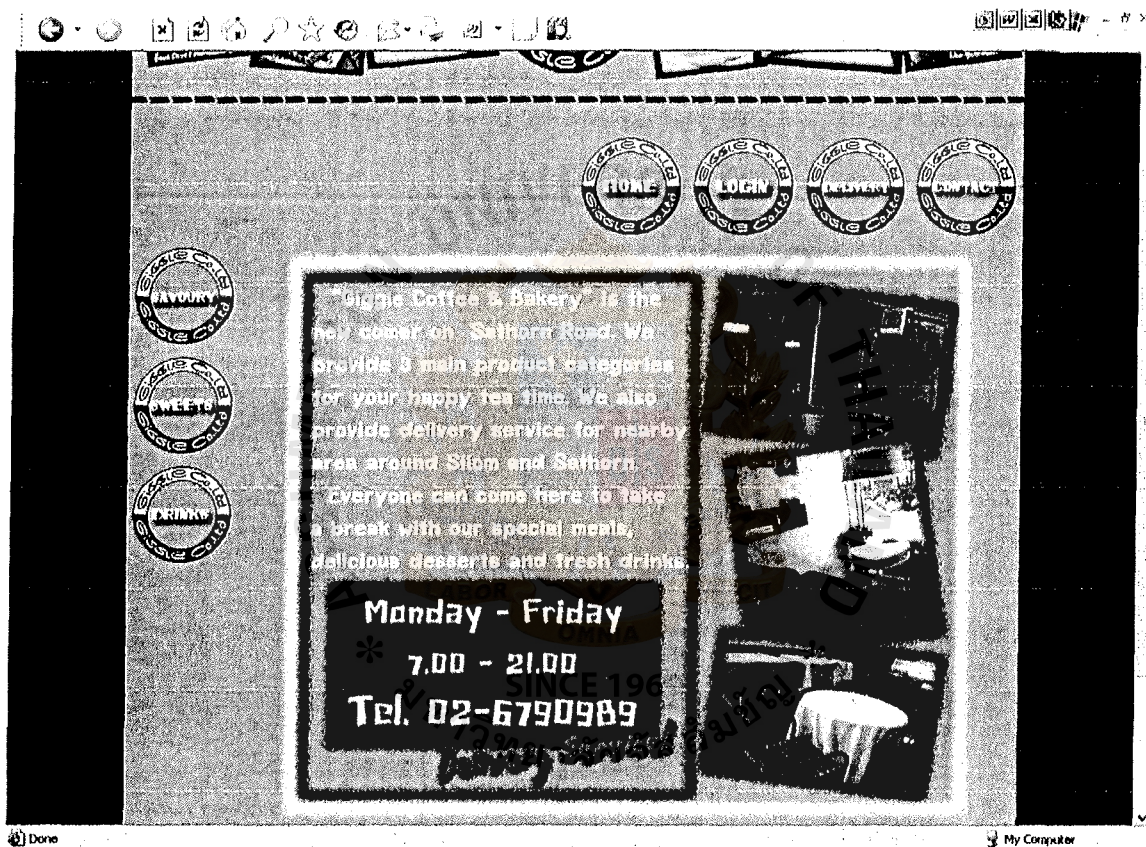


Figure A.2 Home Page

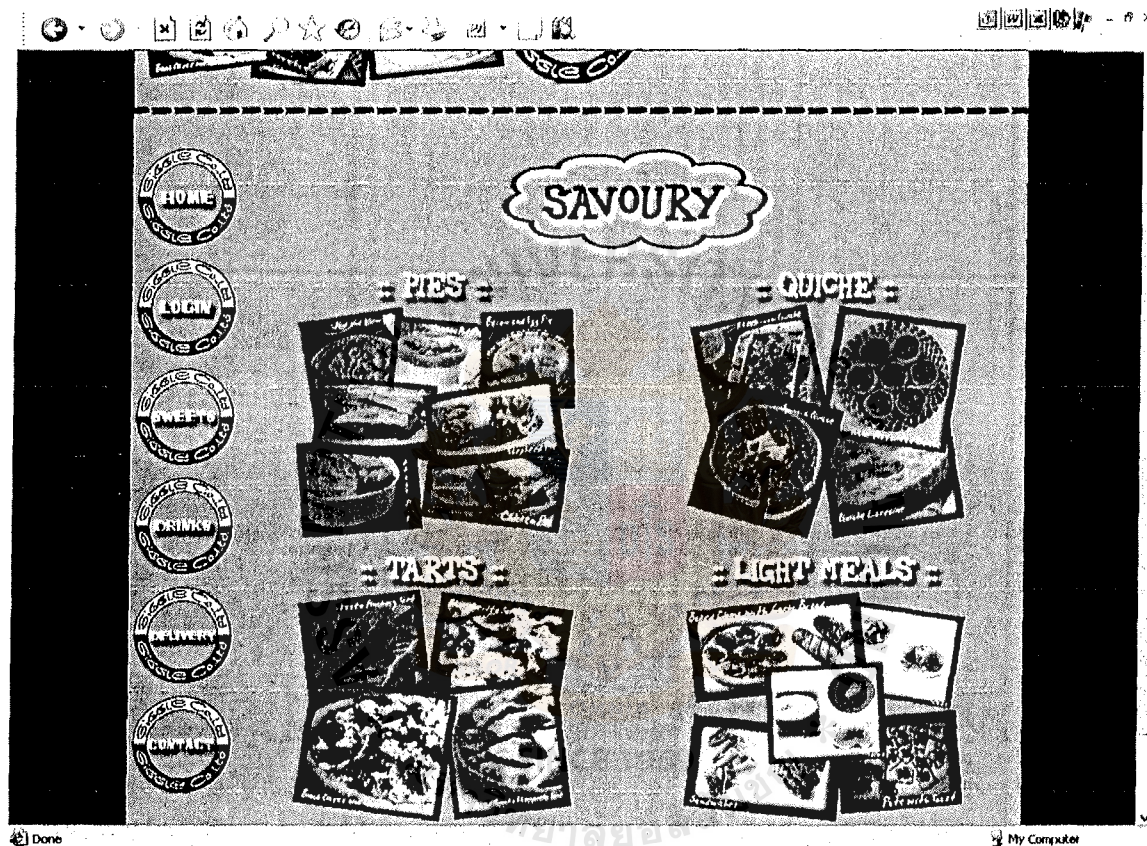


Figure A.3 Savoury Page

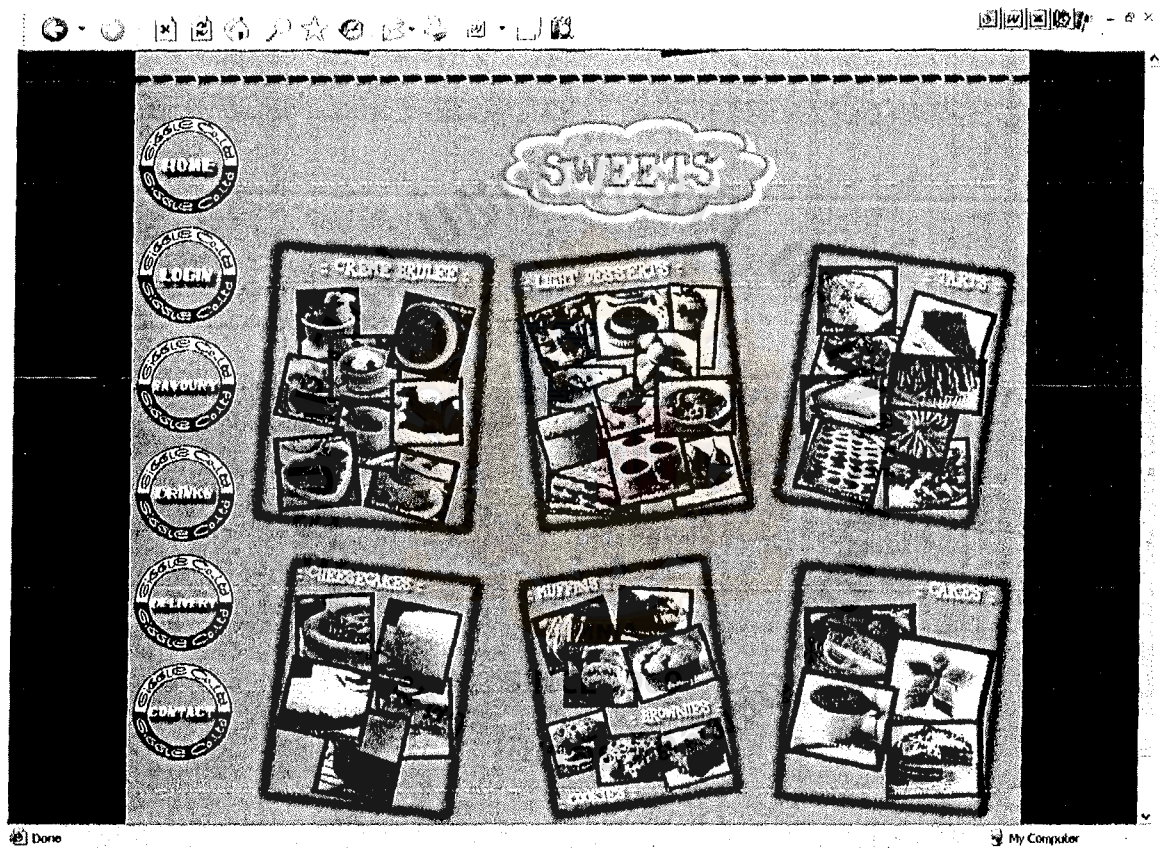


Figure A.4 Sweets Page



Figure A.5 Drinks Page

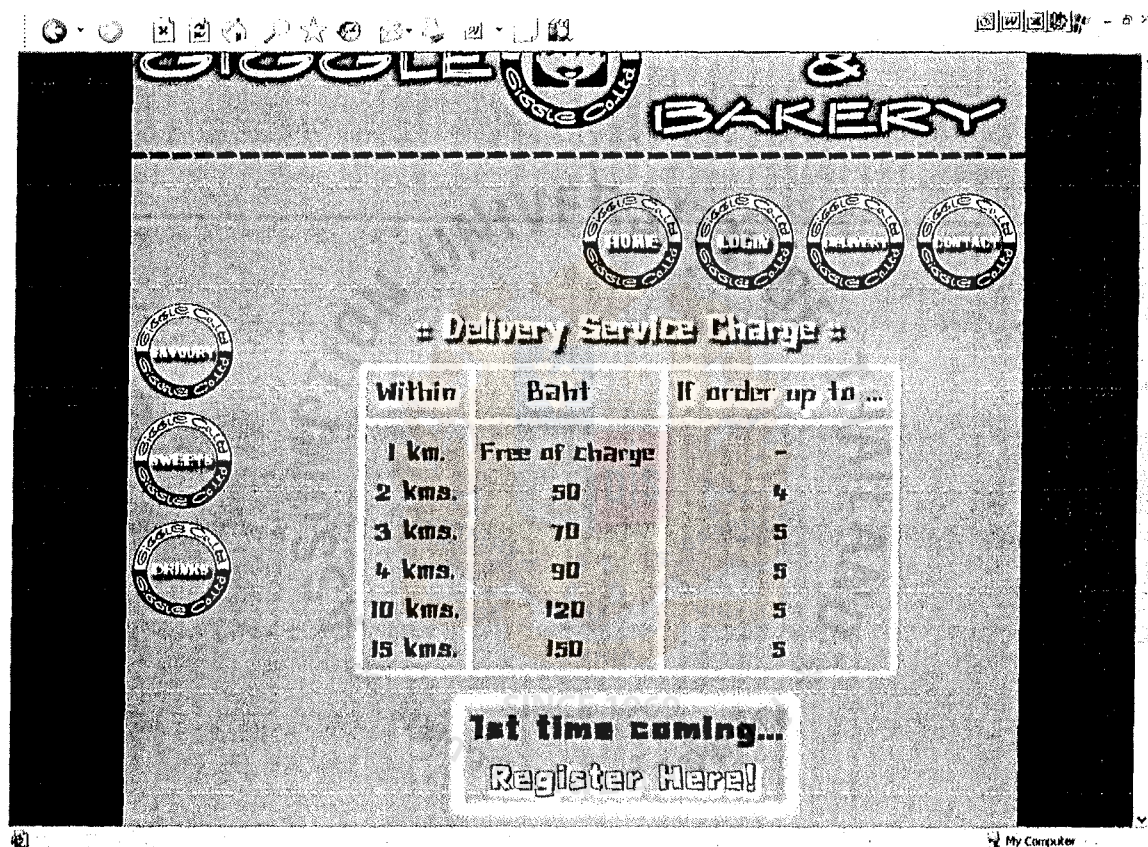


Figure A.6 Delivery Page

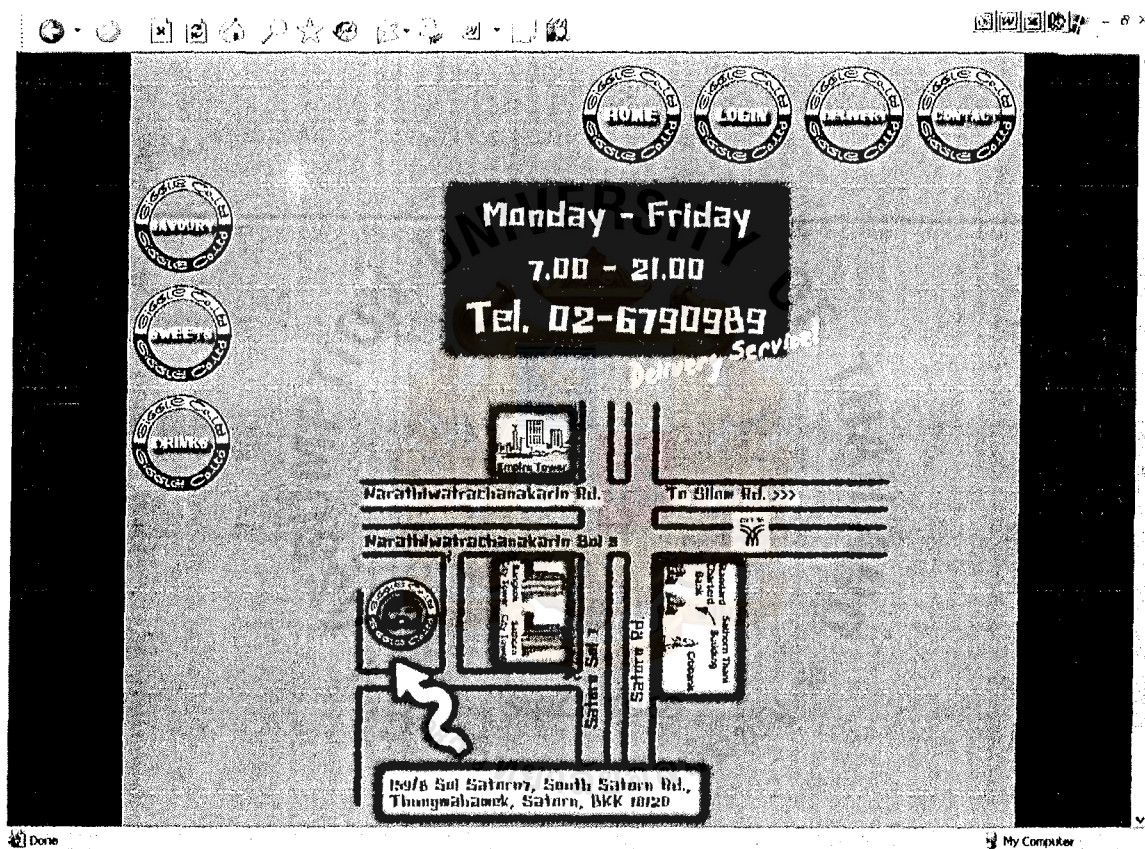


Figure A.7 Contact Page



Figure A.8 Customer Login Page

The screenshot shows a web browser window with a customer registration page. The browser's address bar and toolbar are visible at the top. The page has a dark background with a sidebar on the left containing four circular logos: HOME, LOGIN, REGISTER, and PROFILE. The main content area is divided into three sections: 'Customer Registration', 'Profiles', and 'Delivery Service Form'. Each section contains input fields for user information.

Customer Registration

Username:

Password:

Confirm Password:

Profiles

Title:

First Name:

Last Name:

Address:

Postcode:

Phone No.:

Mobile Phone No:

Email Address:

Delivery Service Form

Figure A.9 Customer Registration Page

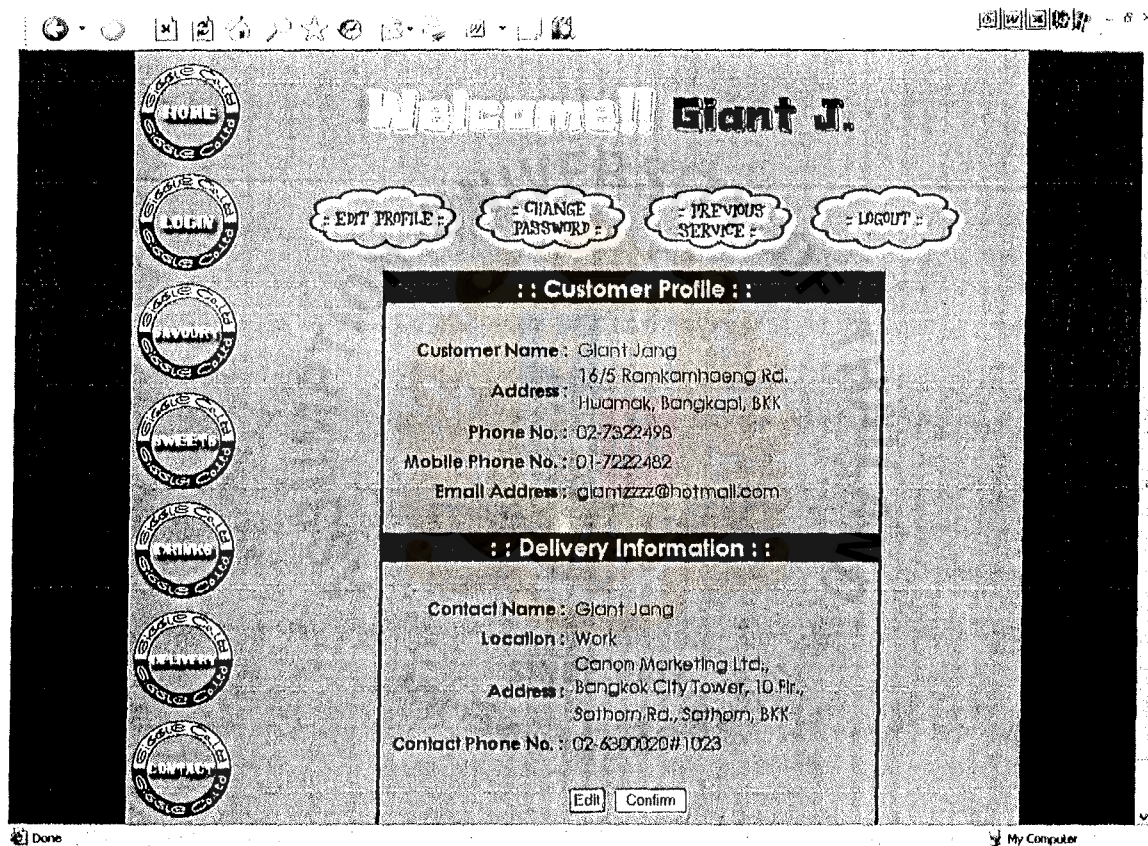


Figure A.10 Membership Page

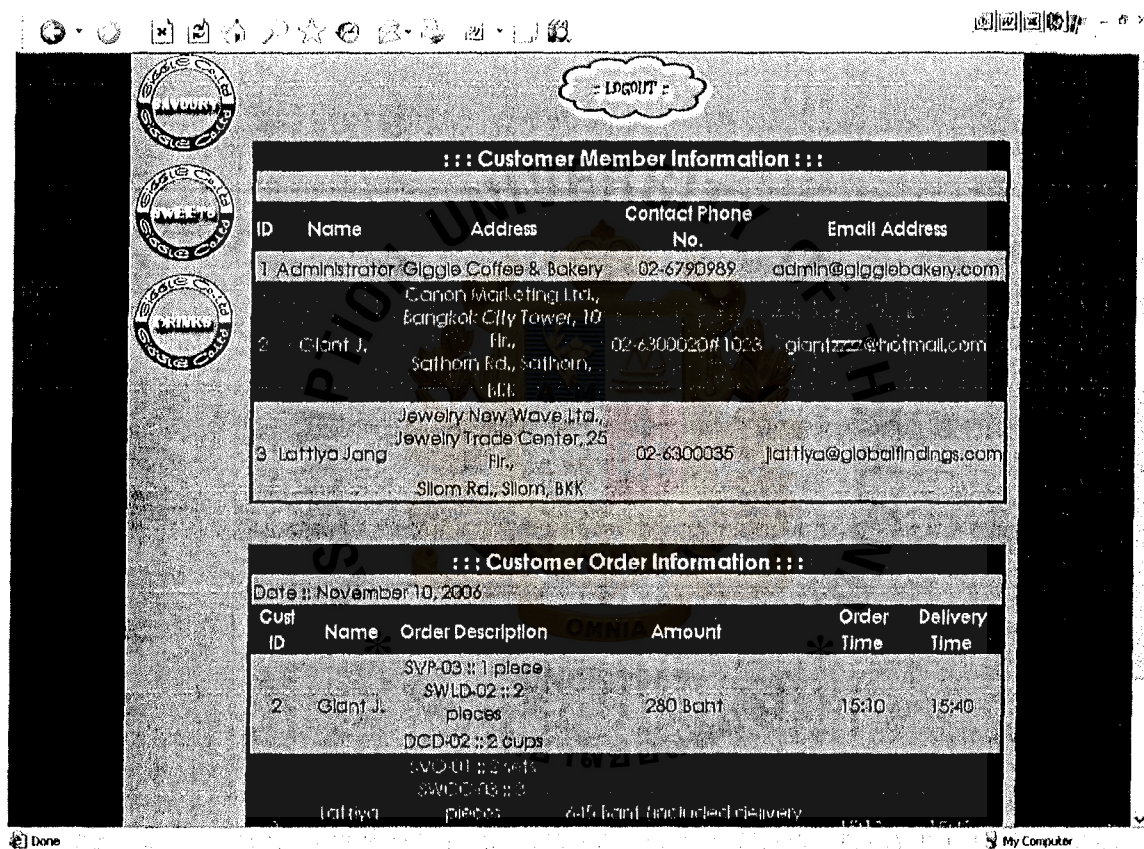


Figure A.11 Administrator Page

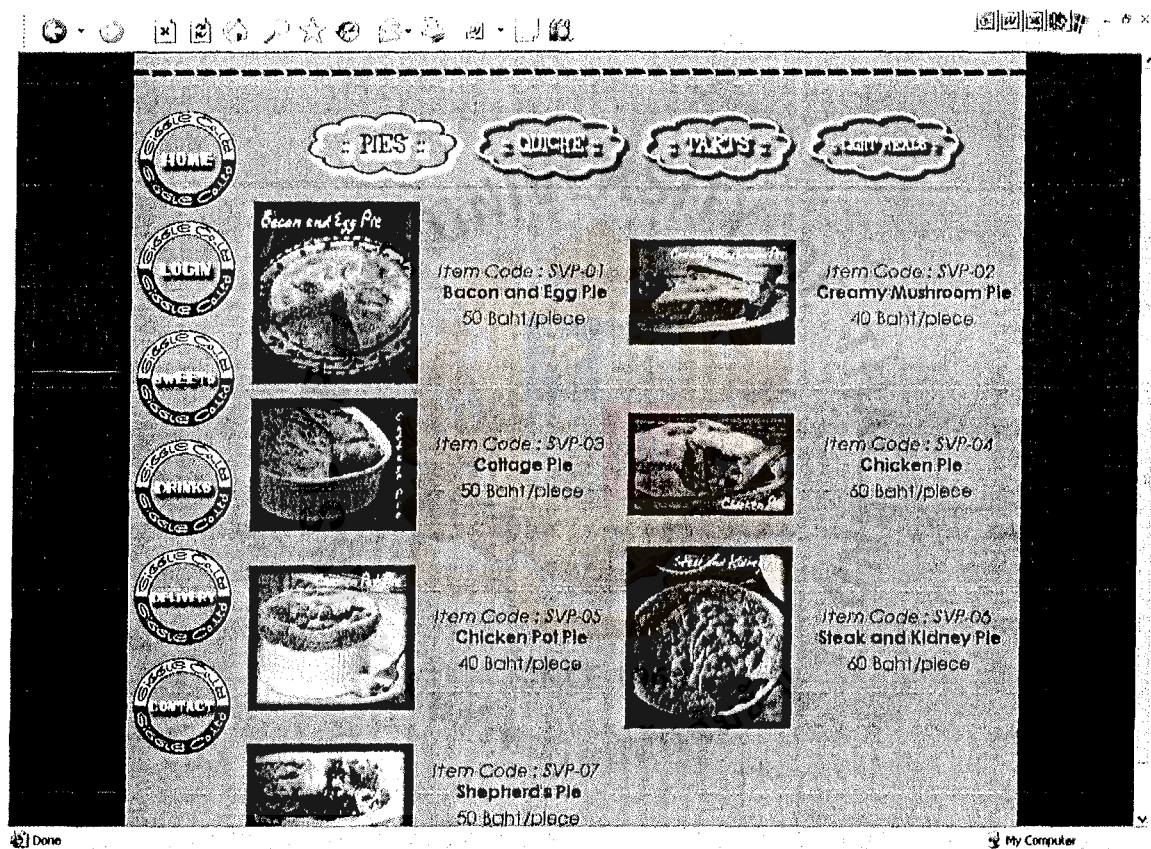


Figure A.12 Savoury – Pies Menu Page

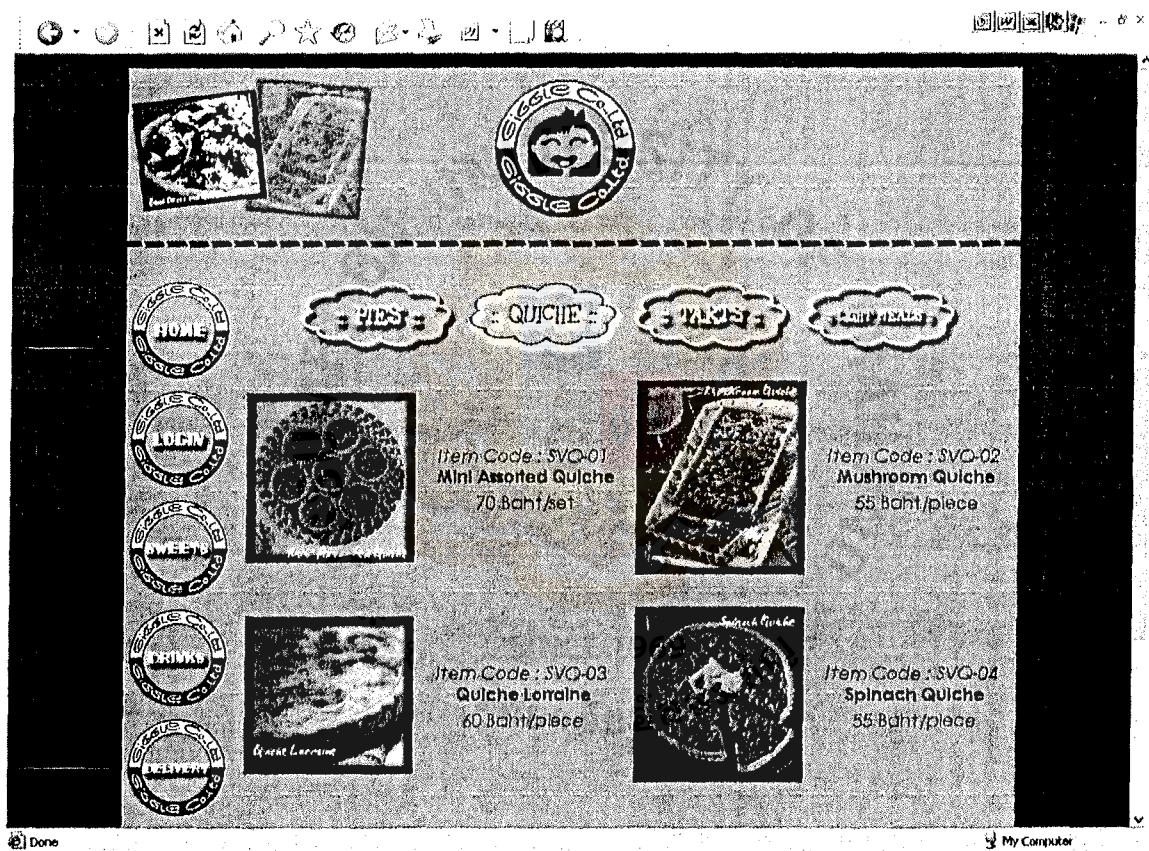


Figure A.13 Savoury – Quiche Menu Page

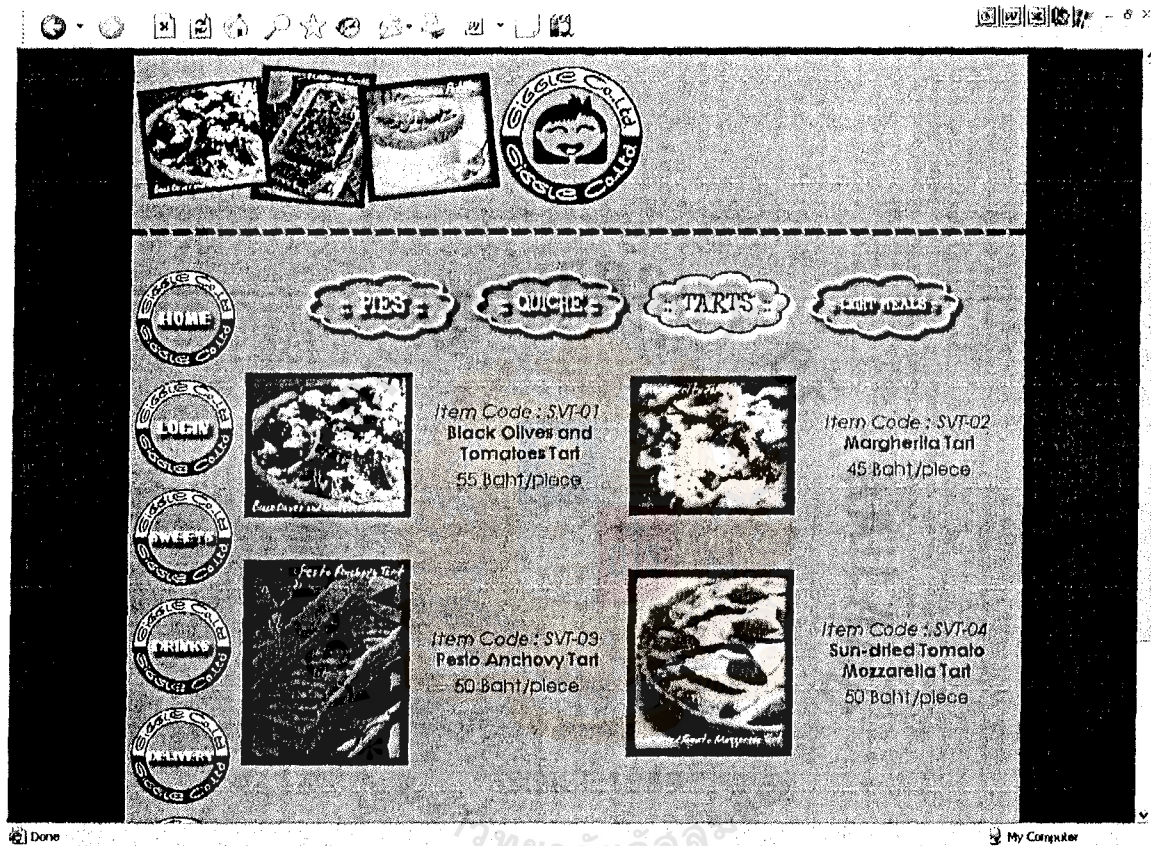


Figure A.14 Savoury – Tarts Menu Page

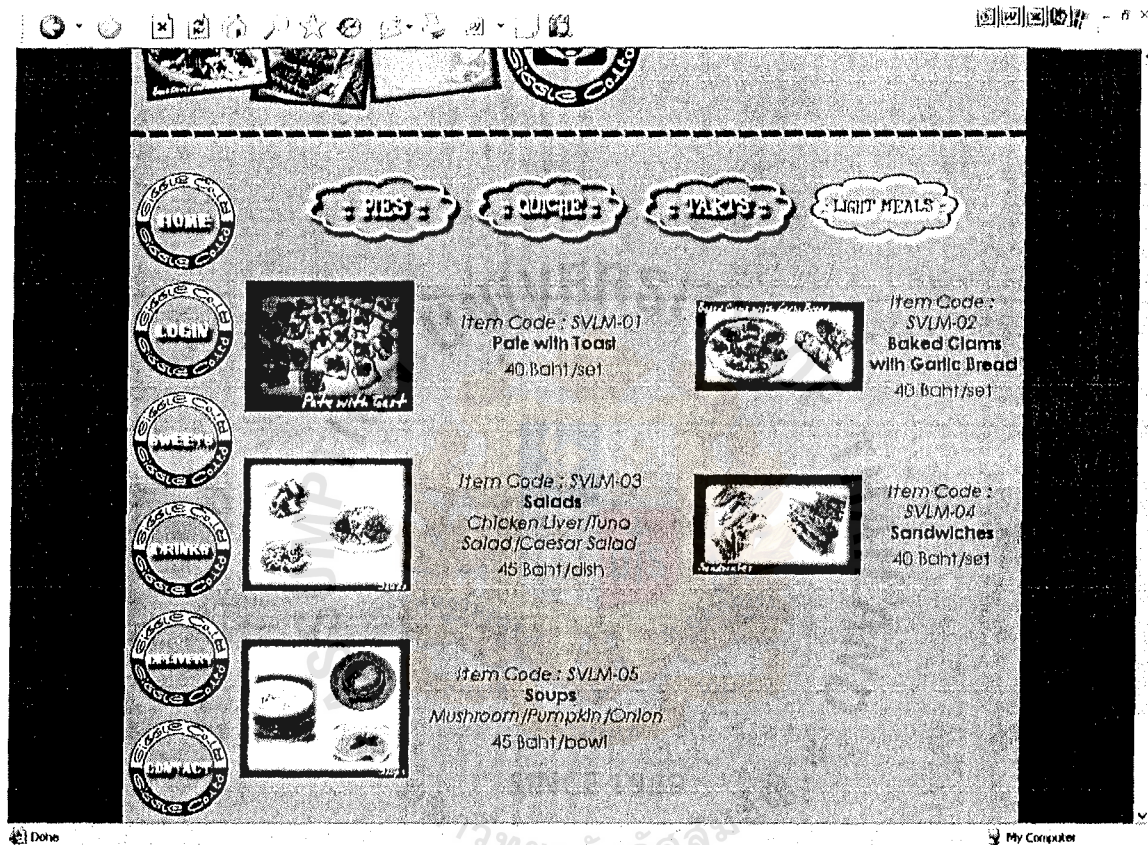


Figure A.15 Savoury – Light Meals Menu Page

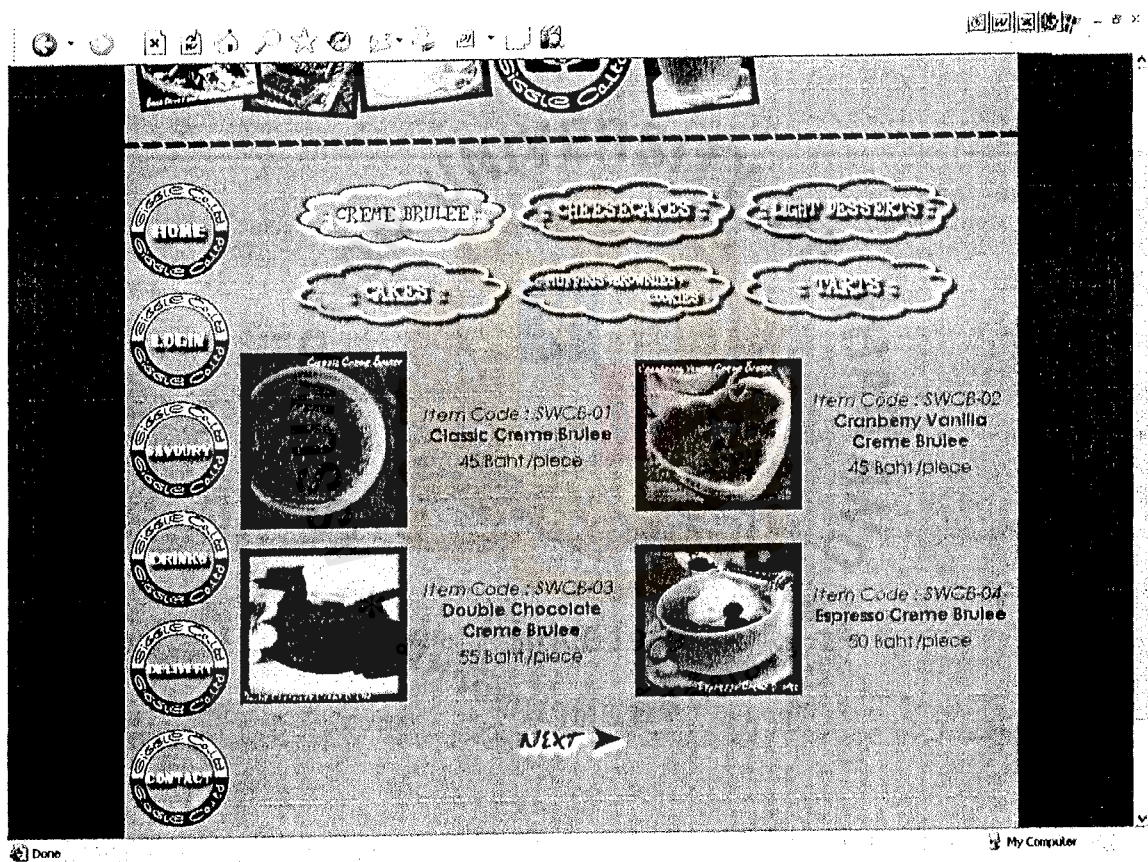


Figure A.16 Sweets – Crème Brulee Menu Page

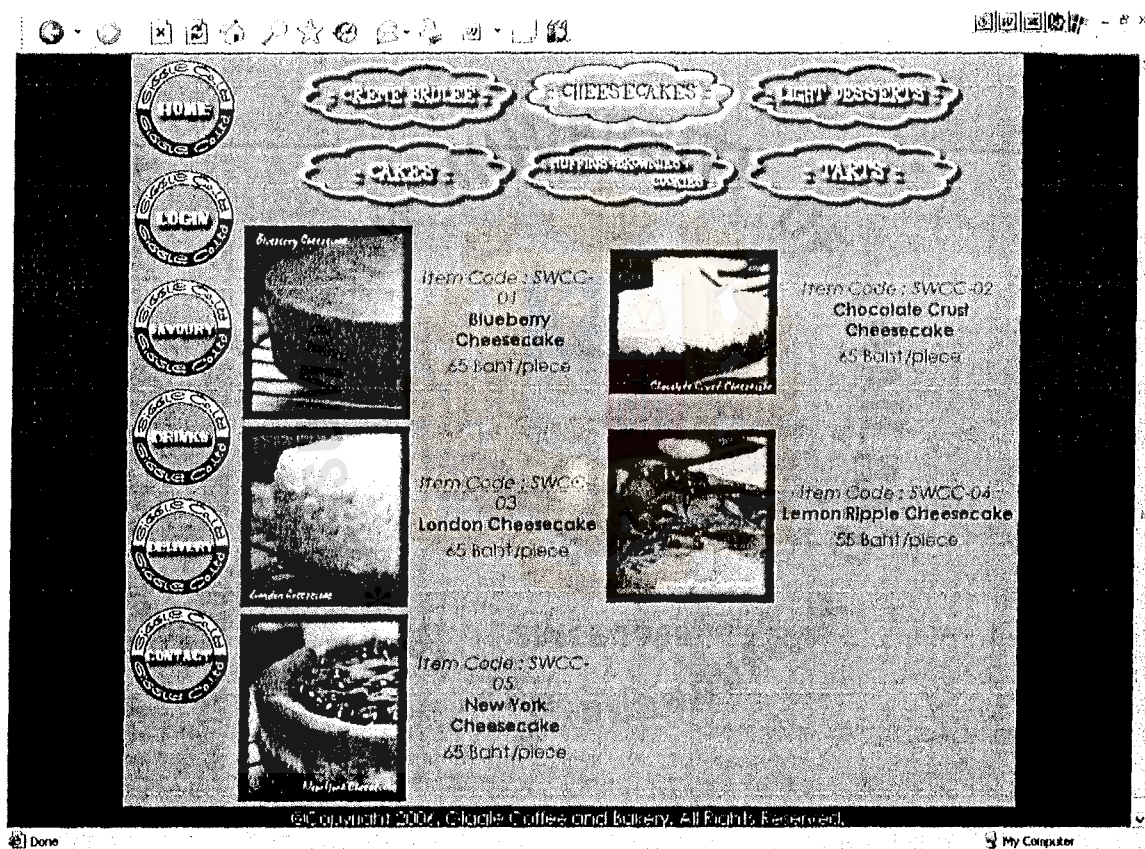


Figure A.17 Sweets – Cheesecake Menu Page

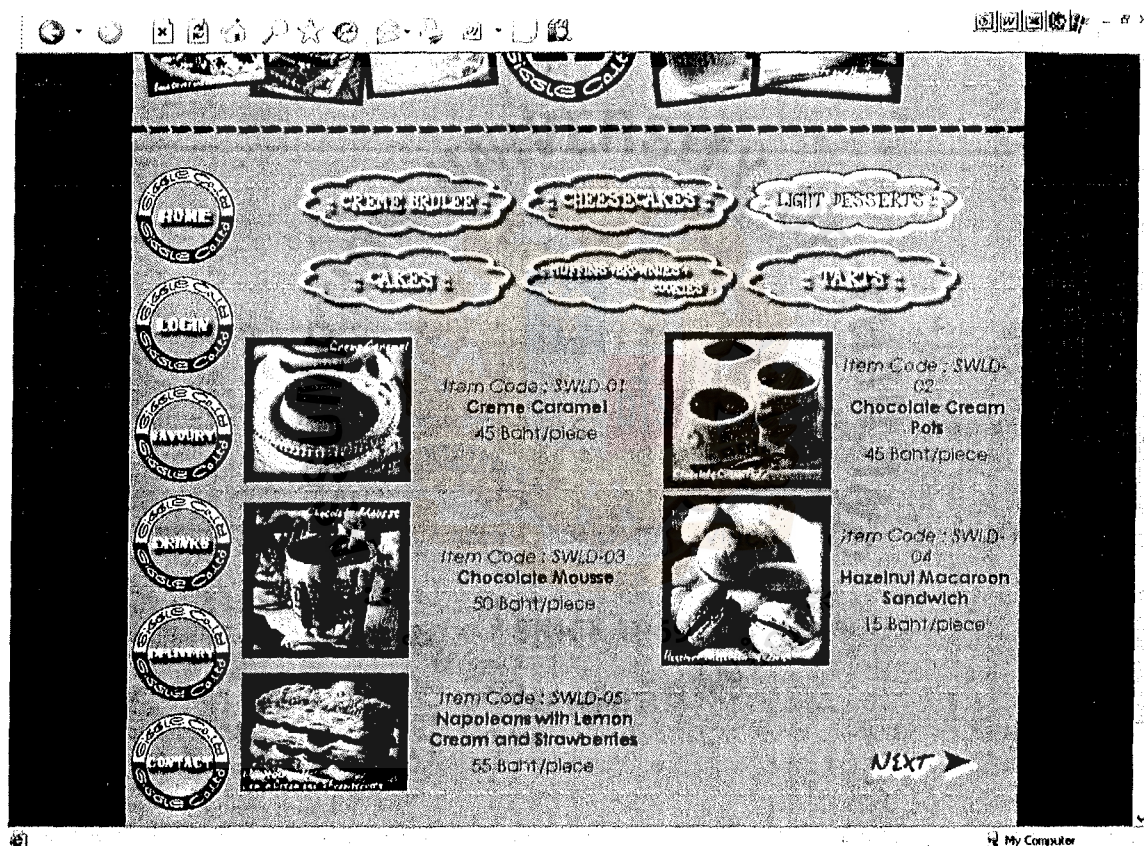


Figure A.18 Sweets – Light Desserts Menu Page

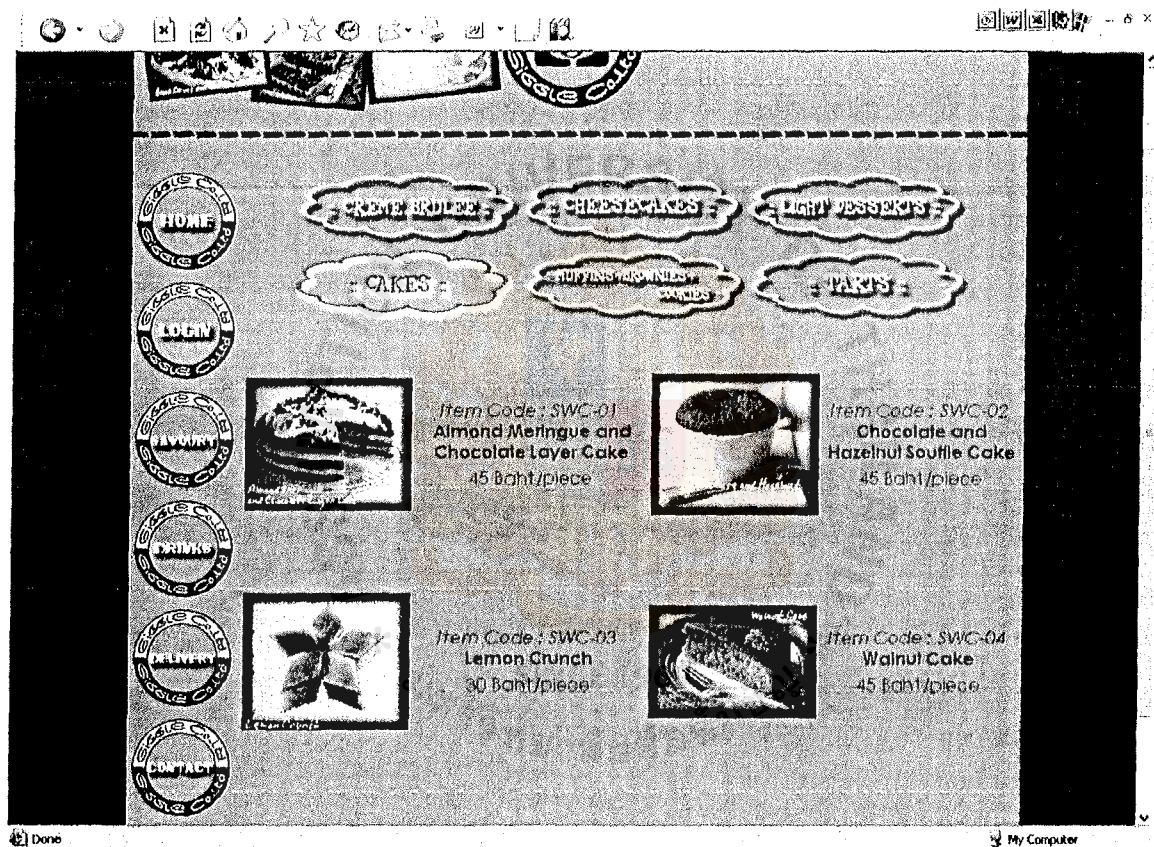


Figure A.19 Sweets – Cakes Menu Page



Figure A.20 Sweets – Muffin & Brownies & Cookies Menu Page

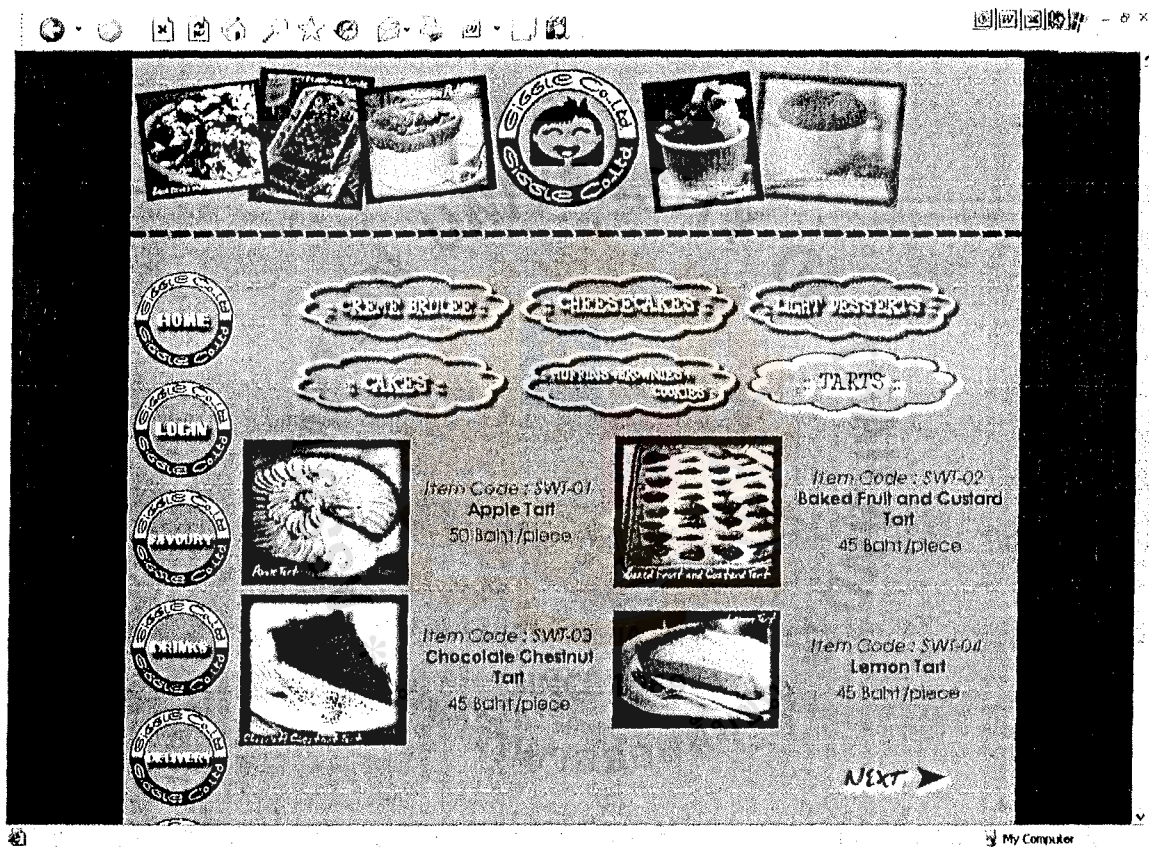


Figure A.21 Sweets – Tarts Menu Page



Figure A.22 Drinks – Hot Coffee Menu Page

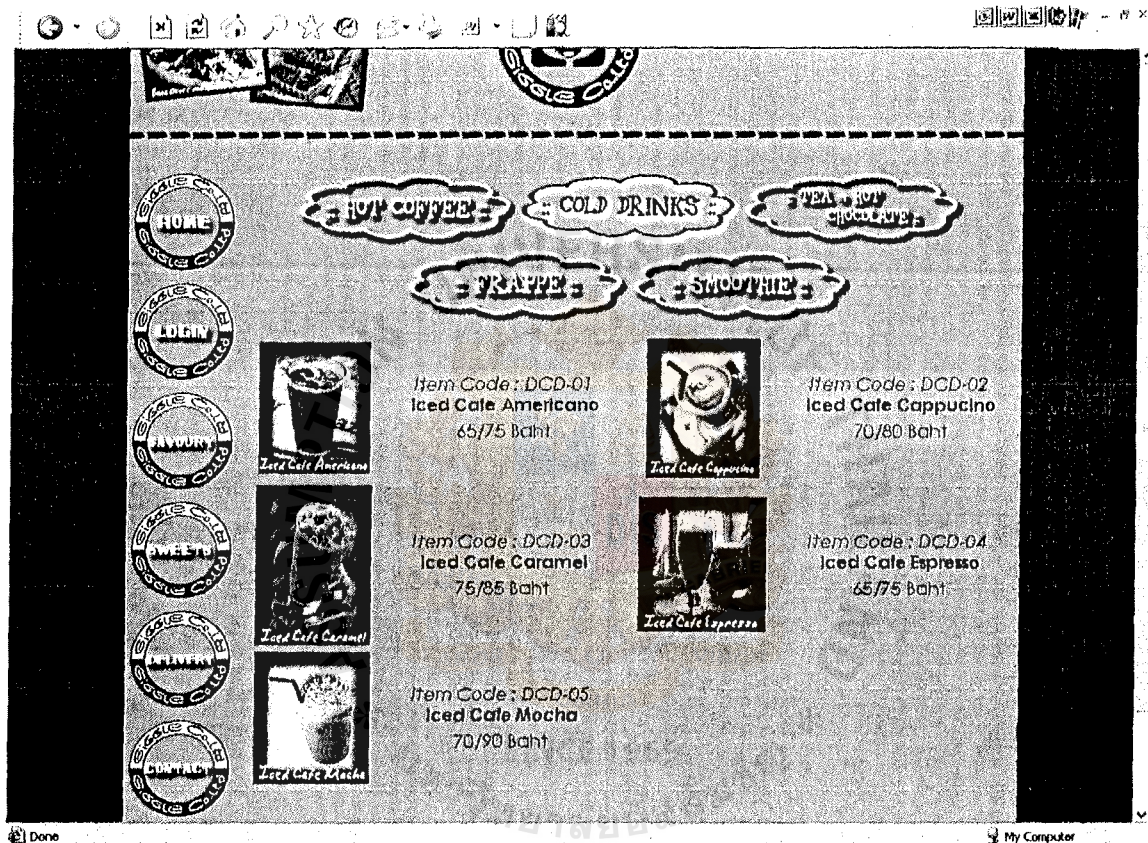


Figure A.23 Drinks – Cold Drinks Menu Page

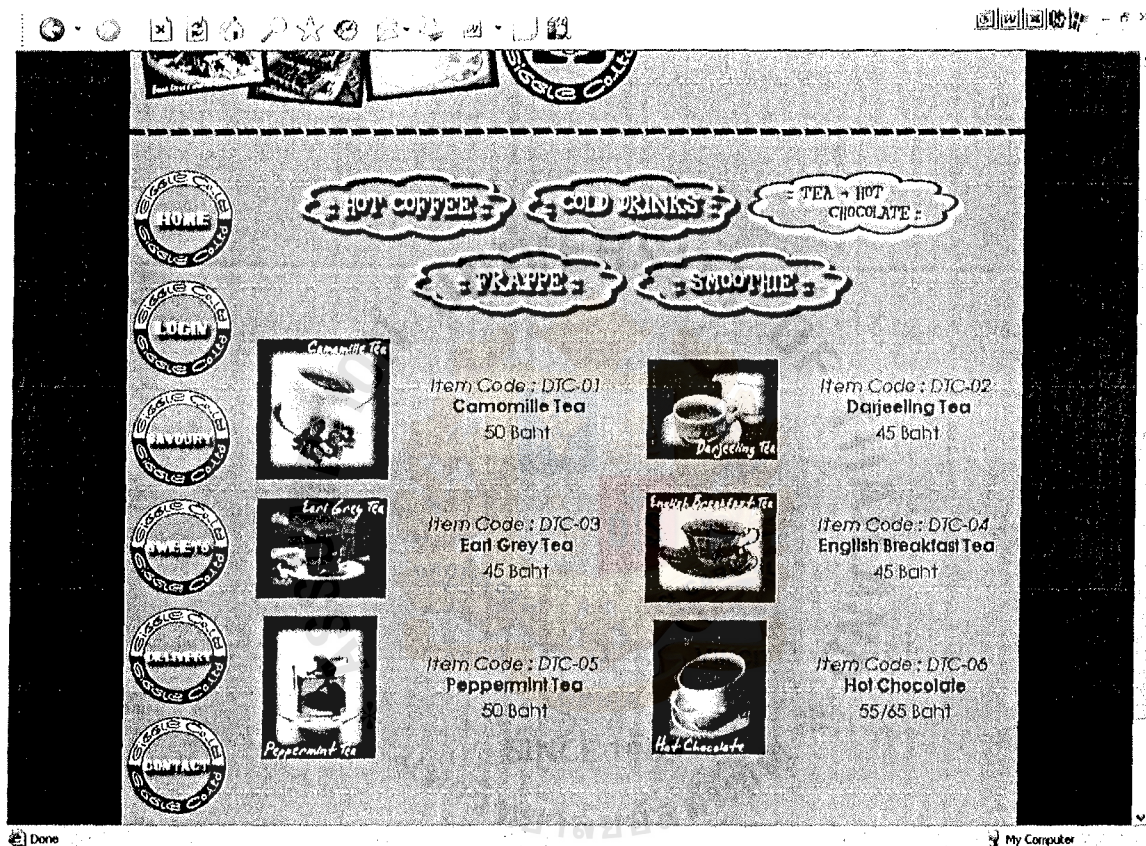


Figure A.24 Drinks – Tea & Hot Chocolate Menu Page

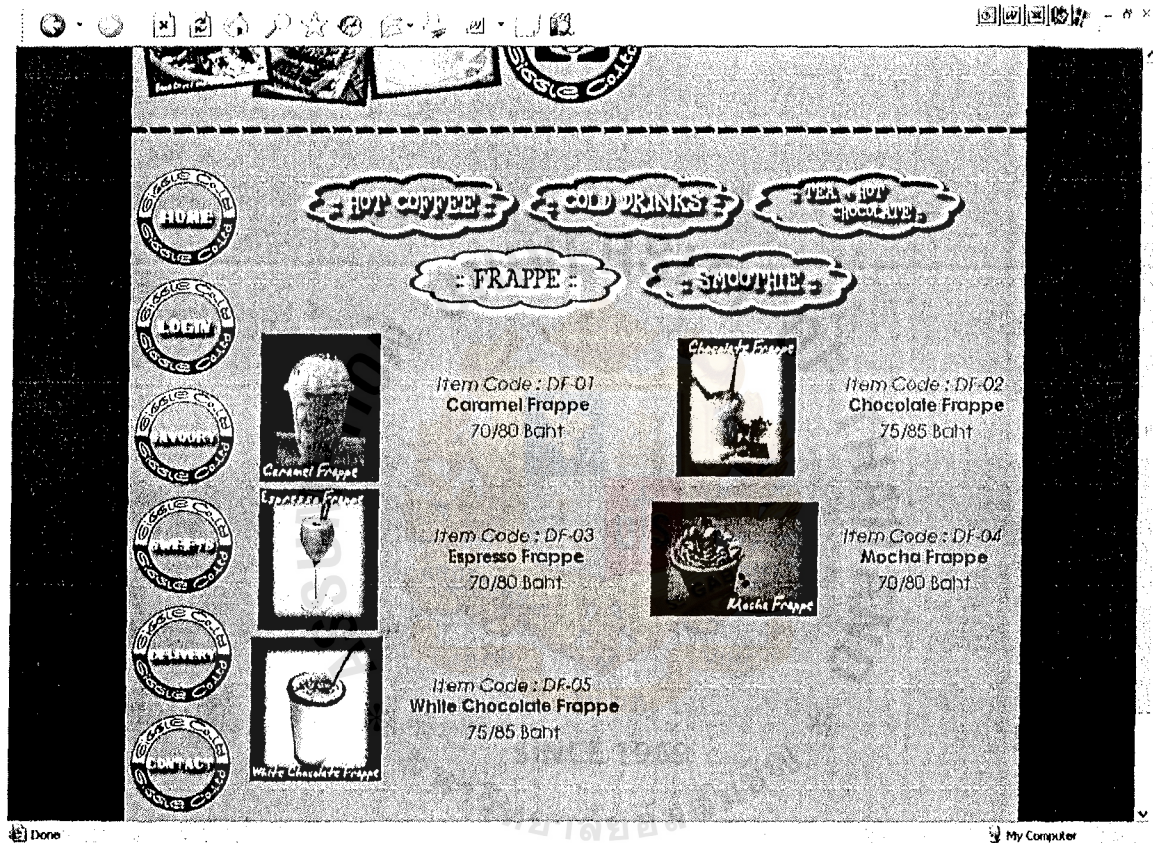


Figure A.25 Drinks – Frappe Menu Page

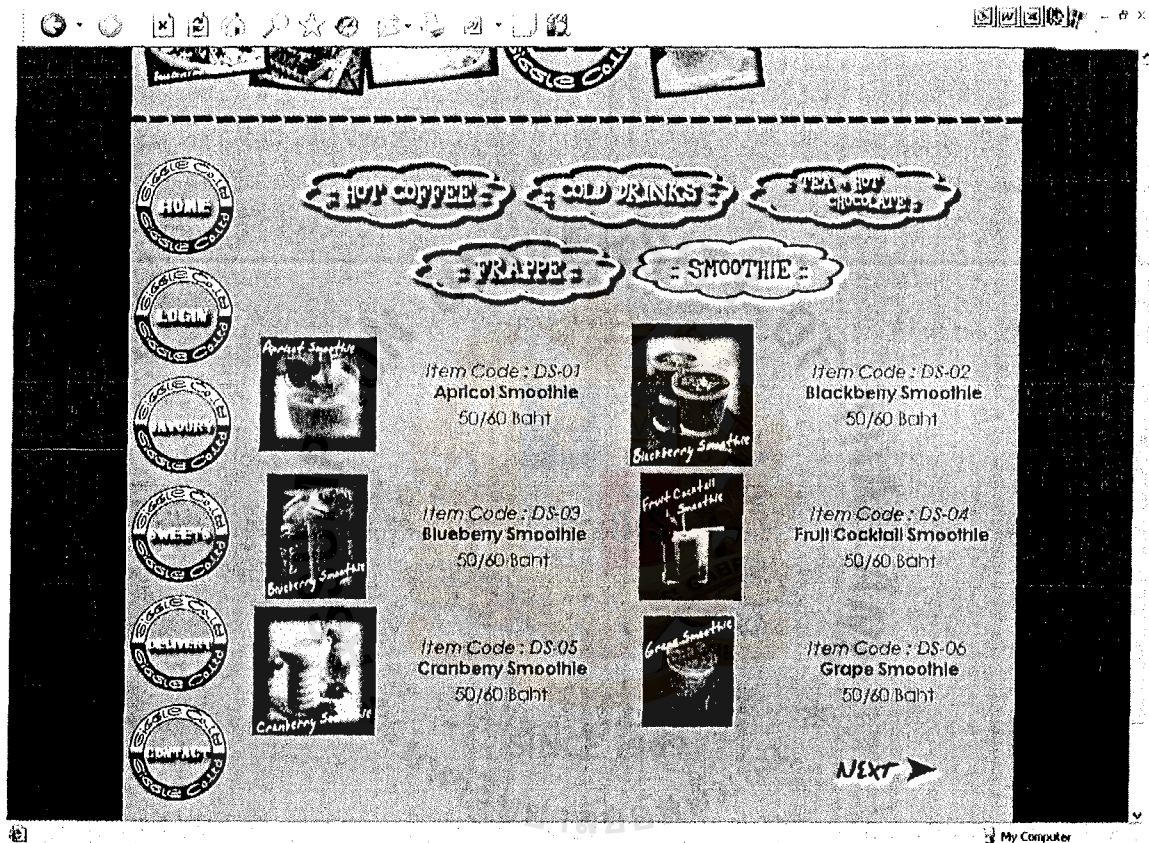


Figure A.26 Drinks – Smoothie Menu Page



APPENDIX B

DATABASE DESIGN

	Field	Type	Collation	Attributes	Null	Default	Extra	Action							
<input type="checkbox"/>	<u>cust_id</u>	int(10)			No		auto_increment								
<input type="checkbox"/>	cust_title	varchar(10)	utf8_general_ci		No										
<input type="checkbox"/>	cust_first	varchar(255)	utf8_general_ci		No										
<input type="checkbox"/>	cust_last	varchar(255)	utf8_general_ci		No										
<input type="checkbox"/>	cust_add	varchar(255)	utf8_general_ci		No										
<input type="checkbox"/>	cust_post	varchar(15)	utf8_general_ci		No										
<input type="checkbox"/>	cust_phno	varchar(15)	utf8_general_ci		No										
<input type="checkbox"/>	cust_mono	varchar(15)	utf8_general_ci		No										
<input type="checkbox"/>	cust_email	varchar(255)	utf8_general_ci		No										
<input type="checkbox"/>	cust_user	varchar(255)	utf8_general_ci		No										
<input type="checkbox"/>	cust_pass	varchar(255)	utf8_general_ci		No										

Figure B.1 Customer Table


























Field	Type	Collation	Attributes	Null	Default	Extra	Action
<input type="checkbox"/> prod_id	varchar(10)	utf8_general_ci		No			      
<input type="checkbox"/> prod_name	varchar(255)	utf8_general_ci		No			     
<input type="checkbox"/> prod_cat	varchar(10)	utf8_general_ci		No			     
<input type="checkbox"/> prod_subcat	varchar(10)	utf8_general_ci		No			     
<input type="checkbox"/> prod_price	decimal(5,2)			No	0.00		     
<input type="checkbox"/> prod_image	varchar(255)	utf8_general_ci		No			     

Figure B.2 Product Table

	Field	Type	Collation	Attributes	Null	Default	Extra	Action
<input type="checkbox"/>	prod_catid	varchar(10)	latin1_swedish_ci		No			    
<input type="checkbox"/>	prod_catname	varchar(255)	latin1_swedish_ci		No			    

Figure B.3 Product Category Table






















	Field	Type	Collation	Attributes	Null	Default	Extra	Action
<input type="checkbox"/>	<u>prod_subcatid</u>	varchar(10)	latin1_swedish_ci		No			      
<input type="checkbox"/>	<u>prod_catid</u>	varchar(10)	latin1_swedish_ci		No			      
<input type="checkbox"/>	prod_subcatname	varchar(255)	latin1_swedish_ci		No			      

Figure B.4 Product Subcategory Table

	Field	Type	Collation	Attributes	Null	Default	Extra	Action							
<input type="checkbox"/>	<u>cust_id</u>	int(10)			No		auto_increment								
<input type="checkbox"/>	cust_first	varchar(255)	latin1_swedish_ci		No										
<input type="checkbox"/>	prod_id	varchar(10)	latin1_swedish_ci		No										
<input type="checkbox"/>	order_amt	decimal(5,2)			No	0.00									
<input type="checkbox"/>	order_time	time			No	00:00:00									
<input type="checkbox"/>	delivery_time	time			No	00:00:00									

Figure B.5 Customer Order Table

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