

ABSTRACT

The objective of this project is to create and develop website “TeenguideThailand.com” to improve efficiency for the existing system in the matter of increasing the sale volume. This website is also a new channel to contact customers, which is easier and faster than the conventional store front.

The ‘Arale’ shop is a women’s clothing shop, where the new designer clothes is launched every week to follow the world fashion. To give the best services to customers, it needs to keep records of customers’ information such as their dressing style, buying behavior and personal information, in order to have good relations with customers and to encourage repeating consumption.

‘TeenguideThailand.com’ is conducted in order to be a communication channel for the target group. It will be a source of fashion for women, the new collections of the leader brand names are provided and also with the new coming products of the Arale shop are shown and ready to be ordered via this website.

Therefore, TeenguideThailand.com is helpful to increase efficiency in doing business of Arale shop by enhancing capability to reach customers which leads to an increase of sale volume.

At present Thai government has launched new policy to provide the Internet system to every province. This proves that Thai government considers the Internet as an important tool to develop the country. There are many useful resources on the Internet, people can study or find out information through the network. Internet can also stimulate Thai economy, since it is the cheapest communication channel to other countries, therefore electronic commerce is the best way to do business with foreigners.

The business of Journey Planning Group Co., Ltd. is a travelling business whose main target is the foreigner and this is why it is proper to conduct the electronic business for this company. Therefore, TravelguideThailand.com is conducted to be a new business channel for Journey Planning Group.

In the year 2002, domestic tourism is still the important policy for this government. The Tourism Authority of Thailand has set the following policy:

- (1) Encourage foreign tourists to come to Thailand in order to get money into our country.
- (2) Distribute travelling places to local areas to allow local people to have more income from travelling business.
- (3) Reserve and restore Thai art, culture, nature and environment, keep Thai identity as long as we could.
- (4) Develop the travelling service to be a standard for the most satisfaction for tourists.
- (5) Emphasize on the safety of tourist within the travelling period in Thailand.