



Living Places.com

by

Ms. Onrumpa Ruangyudhapakorn

A 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
Assumption University

July 2002

Living Places.com

by
Ms. Onrumpa Ruangyudhapakorn

A 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
Assumption University

July 2002

Project Title Living Places.com


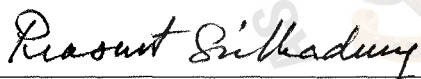
Name Ms. Onrumpa Ruangyudhapakorn

Project Advisor Rear Admiral Prasart Sribhadung

Academic Year July 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.

Approval Committee:



(Rear Admiral Prasart Sribhadung)
Advisor



(Prof. Dr. Srisakdi Charmonman)
Chairman



(Dr. Ketchayong Skowratananont)
Member



(Assoc. Prof. Somchai Thayarnyong)
MUA Representative

July 2002

ABSTRACT

This report is a part of Master of science of Internet and E-commerce final project to apply theory into real store front.

The idea of this project comes from the useful of Internet that provide comfortable to people. A long distance become a shorter distance as well as a writer has some experience of apartment business knowing some difficulties that it has to search for the place takes two or three days to satisfy. Internet can be used to overcome this problem users can search information about the place, picture of the place price of the place and layout of the places within one hour. Writer create Livingplaces.com to provide service of finding place to live through the Internet.

This report study and explain Livingplaces.com in full detail starting from introduction of the Internet, Livingplaces.com marketing plan, financial analysis, web site design and layout, recommendation and future plan.

Writer hope that this report give idea to everyone who are interested in E-commerce.

ACKNOWLEDGEMENTS

I would like to thank my family member my mother, father and sister. My friends giving me cheerful. To all teachers from kindergarten to graduate school. To Buddha giving me belief and everyone in this world to support me.



TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
LIST OF FIGURES	v
LIST OF TABLES	vi
I. INTRODUCTION	1
1.1 Internet in Thailand	4
1.2 Internet in Asia	7
1.3 Global Internet Report	7
II. MARKETING ANALYSIS	10
2.1 Executive Summary	10
2.2 Mission	10
2.3 Objectives	10
2.4 Goal Setting	11
2.5 Key to Success	11
2.6 Market Segmentation	11
2.7 Target Market	12
2.8 Behavioral	12
2.9 Market Needs	12
2.10 Market Trend	15
2.11 Industry Analysis	15
2.12 Competitor Analysis	16

<u>Chapter</u>	<u>Page</u>
2.13 Development Requirement	21
2.14 Front End	21
2.15 Back End	21
2.16 Web Site Strategy	22
2.17 Web Site Positioning	23
2.18 Resource Requirement	24
2.19 Future Development	24
2.20 Web Site Marketing Strategy	24
2.21 SWOT Analysis	25
2.22 Customer Value	26
2.23 Customer Cost	27
2.24 Marketing Mix	28
2.25 Online Sales Strategies	29
III. FINANCIAL ANALYSIS	31
3.1 Sales Forecast	32
3.2 Expense Forecast	35
3.3 Break Even Analysis	35
IV. LIVING PLACES.COM	37
4.1 Analyze Web Site	38
4.2 Site Structure and Architecture Blueprint	46
V. CONCLUSIONS AND RECOMMENDATIONS	48
5.1 Conclusions	49
5.2 Recommendations	51

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
2.1 Maslow's Hierarchy of Needs	13
2.2 www.home4thai.com	16
2.3 www.asungha.com	17
2.4 www.homedd.com	18
2.5 www.hunsaplaza.com	19
2.6 www.thailandproperty.net	20
3.1 Sales Forecast	33
3.2 Expense Forecast	35
3.3 Break Even Analysis	36
4.1 Livingplaces.com Mainpage	38
4.2 Livingplaces.com Search Page	39
4.3 Livingplaces.com Location Search Page	40
4.4 Livingplaces.com Search Result Page	41
4.5 Livingplaces.com Specific Search Page	42
4.6 Livingplaces.com Contact Us Page	43
4.7 Livingplaces.com Tips Page	44
4.8 Livingplaces.com WebBoard Page	45
4.9 Livingplaces.com Site Structure	46

LIST OF TABLES

<u>Table</u>	<u>Page</u>
1.1 Top 5 Activities on Internet	6
1.2 Top 3 Reasons Not Purchasing Online	6
1.3 Top Selling Item on Internet	6
1.4 Percentage of Male and Female Using Internet	8
1.5 Percentage of Population Using Internet	9



I. INTRODUCTION

Internet links everything in the world. Internet help computer's business to grow as well as add powerful potential into computer even personal computer or palm and mobile phone. Internet can be adapted into several ways such as in mobile phone by using Wireless Application Protocol.

Internet makes the world reach each other. It link people in several countries living as one. Information can be reached with in a few minutes, it is very fast communication and at low cost. Electronic mail is the cheapest medium that people can use to contact their relatives and friends in other countries. Internet telephone is adapted to create the lower price in contacting. Internet has been another choice of communicating to mankind.

Search engine is the powerful tool to let people know and search what they want, as people adapt internet to gain money from it. Everyday a lot of things and new ideas are created. Internet main concept is to make convenience to users. People might not know that many web sites are created exist. They just go into the center of it which is search engine typing words that they want and search. They will get what they want. It seems that earning income from internet especially e-commerce will decline. Many web sites decreased in profit, lay off workers and even shut down such as boo.com coming from many factors such as products are not interesting, web site is not comfortable or easy to use, lack of detail, and insecure, while successful e-commerce web site; such as Amazon.com's still opening and making profit.

Internet in the future will be more interactive there will be voice, video clip, interactive television, download music, ring tone from mobile phone etc.

Static or non interactive web page is not attractive, low technology, not amusing and fun. Internet does not stop here. It can be developed many more up to the imagination of people and talent of people in developing new programming language or very simple ways that other people cannot think of.

People bring internet combined with electrical appliances such as refrigerator, microwave, washing machine, air-condition etc. by putting a computer port within those electrical appliances and input through the computer, such as palm or mobile phone by using PDA network. In terms of business sector Internet can be another channel to expand the profitability of the firm. Company can interact with customer individually and can solve each person's problem by opening company web site section frequently ask question (FAQ) and input for a specific question and then solve each computer problem. One company web site can be used as selling product through web site giving information, price and order from web and apply internet and web to be another channel of marketing. It can be used as customer support channel to promote one-to-one marketing, treat customer with special care service customer individually.

A good e-commerce web site could be able to adjust price according to each customer by considering at their volume of purchase and past purchase experience with web site and accumulative volume. The purpose of adjusting price is to create efficiency in the method of pricing which is fair to customer that could increase customer satisfaction and loyalty. At one store, customer support channel as one-to-one interaction mentioned earlier and also a place to contact between employees of the company themselves. For some firm that has many locations or sales representative staying in different branch in different location, can contact supervisor of their team, group, and colleague, to communicate between company and employee; which will bring benefits to company with a small operation cost. In the future business firms will

adapt their business into e-commerce as support channel or main channel up to the strategy of the company.

The revolution of the Internet has changed traditional supply chains. This e-commerce wave creates the opportunity for online collaboration between employees, agents and partners and suppliers. Much business can be done via virtual spaces, through the Intranet or extranet. As the Internet matures, new faster technologies will be available so that people can bridge the communication gap imposed by distance and time. Broader bandwidth promising real-time interaction such as voice and video coupled to animation and visual communication tools will further enhance virtual business life. If enabled, the overall efficiency and intelligence of an organisation can be greatly enhanced, which promises increased effectiveness and profitability due to fast and efficient service.

The development of e-commerce will be likely in these 5 categories:

- (1) E-commerce web site will treat you personally. A web site will contact personal data of user or web travelling / browsing behavior of purchasing products from web site in the past in order to adjust the web site according to demand.
- (2) Customer will get faster delivery system, probably within one day as customer order. The improvement of logistic service when customer order products; logistic system will link into the center, and center will order from the nearest warehouse. Products will be delivered from there in a few minutes.
- (3) E-commerce web site can adjust price according to each customer. Because the programming of those web sites can remember the past purchase of each customer. In order to create a fair treat for customers who buy in large

amounts, it will create customer loyalty.

- (4) E-commerce in the future will be available to all devices not only personal computer or note book computer, but also mobile phone, palm, T.V. interative, even play station or other took 24 hours.
- (5) Intelligent agent will be used more wide spread.

Internet in Thailand

As we will organize a web site, we need to know the trend of the overall market.

Internet User Profile of Thailand.

The “Internet User Profile of Thailand 2001,” the third yearly survey by the National Electronics and Computer Technology Centre (Nectec).

This survey is conducted by random its questionnaire in September and October last year via web site. The research found that the majority of users were aged between 20-29, 65.9 percent lived in Bangkok and suburbs, 76.3 percent were single and 74 percent held at least a Bachelor’s degree.

Almost half (49.3%) have internet access at home and they often log-on to the internet between 8.00 pm to 12.00 am. Although 54.7 percent have never shared their Internet account with others, the remaining 45.3 percent have shared an Internet account among friends and relatives.

Around a quarter of the population spent five to 10 hours on the Internet each week and 46 percent of them had 1-3 years of Internet experience.

Average income of the Internet users was around 30,000 – 50,000 baht per household.

The top five activities were email (35.7%), information search (32.2%), news reports (9.5 %), chat or ICQ (7.0%) and web boards (5.8%).

Users under 20 are the most active group for chat and ICQ, while people aged between 20-29 mostly use email and those older list information search as their preferred activity. This group is also a leader in using Internet for reading news and participating via a web board.

About e-commerce or online shopping; 80.4 percent said they “never” thought about buying things online, and this figure has not changed since Nectec conducted the first survey in 1999.

The top three reason were “Cannot see or feel the products” (41.7%),” Do not trust merchandisers” (32.7%) and “Do not want to give credit card number” (27.2%) of the 19.6 percent who had bought something on the Internet, the top selling item was books (56.6%) followed by software (22.6%), movies (16.4%) and entertainment (13.5%).

Problem of Using Internet.

51.2 percent reported slow speed as their top concern, followed by porn sites (32.3 %), lack of a reliable network (30%) and junk mail and cost (25.8%).

Most of the users had a dial-up Internet connection using a 56.6 kbps modem (44.4%), but there was also a small group of broadband Internet users comprising cable modem (1.5%), ADSL (0.6%) and satellite (0.3%).

Just 20 people (0.1%) had tried using a mobile network to connect to the Internet.

Virus via the Internet

44.3 percent said they never had, while of the 55.7 percent who had, only 2.4 percent reported major damage.

Internet User Profile of Thailand.

Table 1.1. Top5 Activities on Internet.

Top 5 Activities on Internet	
E-mail	35.7%
Information Search	32.2%
News Reports	9.5%
Chat of ICQ	7.0%
Web Boards	5.8%

Table 1.2. Top 3 Reasons Not Purchasing Online.

Top 3 Reasons Not Purchasing Online.	
Cannot See or Feel the Products	41.7 %
Do not Trust Merchandisers	32.7 %
Do not Want to Give Credit Card Number	27.2 %

Table 1.3. Top Selling Item on Internet.

Top Selling Item on Internet	
Books	56.6 %
Software	22.6 %
Computer Devices	22.2 %
Movies	16.4 %
Entertainment	13.5 %

Source: National Electronics and Computer Technology Centre (Nectec)

Internet in Asia

Our country is in Asia, the situation of our neighbouring country is important for us to consider, in order to improve the development of Internet in Thailand in makro sector and micro sector.

Dataquest Analysis shows that Asia will have 183.3 million Internet subscribers in 2003, compared to 162.8 million in the United States. Western Europe will have an estimated 162.2 million, putting it neck-and-neck with the U.S. market.

The largest subscriber base in Asia at the end of 2000 was Japan with 2.4 million followed by South Korea with 16.7 million, China (14.6 million) and Taiwan (4.6 million). Dataquest forecasts that in 2001 China will overtake South Korea as the second-largest market in the region, but it will not catch up with Japan until 2003.

For Thailand if we have falling prices and improved infrastructure, it will encourage larger number of subscribers.

Global Internet Report.

Now we are looking further in to the other countries outside our region because Internet is around the world. We better consider the over all market.

Gender consideration is also considered as information in marketing analysis. From Table 1.1 male use Internet more than female in several countries except in Thailand, but it is only 1 percent difference. It can be considered that male and female in Thailand use internet equally.

The number of population using Internet is consequence to the number of businesses on the Internet growth, and earning more income.

Table 1.4 shows percentage of population using Internet the number one is Canada 38%, Singapore is the highest in Asia and South East Asia with the population using Internet at 25%. Thailand is only 2% equal to South Africa, we are still behind The Philippines and Malaysia at 8% and 7% respectively.

Table 1.4. Percentage of Male and Female Using Internet.

Percentage of Males and Females Using the Internet		
Nation	Male	Female
Canada	41%	34%
Singapore	30%	21%
USA	30%	21%
Australia	29%	21%
New Zealand	27%	22%
Germany	20%	9%
Hong Kong	16%	9%
Taiwan	15%	9%
Malaysia	8%	5%
China	4%	2%
Philippines	3%	2%
Thailand	1%	2%
Indonesia	1%	1%
Source: ACNielsen NetWatch		

Table 1.5. Percentage of Population Using the Internet.

Percentage of Population Using the Internet	
Canada	38%
Australia	25%
Singapore	25%
USA	25%
New Zealand	24%
UK	15%
Germany	14%
Hong Kong	14%
Taiwan	12%
France	11%
Philippines	8%
Malaysia	7%
China	4%
South Africa	2%
Thailand	2%
Indonesia	1%
Source: ACNielsen NetWatch	

II. MARKETING ANALYSIS

2.1 Executive Summary

Living Place.com is a web site that enables comfortably for people who are looking for the place to live and for the owner of any kind of living places to join our community and advertise them in our web site as a choice for people to choose. People are looking for the place that they want to live mainly location is the first choice that they consider. They can search the best result of living places. Our web site provides many kinds of living places such as houses, apartment, town houses, and condominium especially in Bangkok area suitable for both Thais and foreigner. We provide web site in two languages Thai and English language. For owner of the living places of house, apartment, town houses, and condominium this is another way for them to find customer. This web site provides information in detail, better outcome to people who search living places.com. On the other hand the more people come to search the more property owners willing to advertise or post their information with us.

2.2 Mission

Living Places.com fastest way to find your residence.

2.3 Objectives

- (1) Attract 250,000 users in the first year.
- (2) Bring in 2 million page views a month by the end of the first year.
- (3) Increase the number of properties available for users to choose by 50 percent by the end of the first year.
- (4) Attracting 50 percent number of property owner to post and use our service by the end of the first year.
- (5) Increase banner exchange by 50 percent by the end of the first year.
- (6) Increase advertisement banner by 50 percent.

2.4 Goal Setting

- (1) Creating an online corporate image.
- (2) Strengthening public relations.
- (3) Increasing revenues.
- (4) Lowering operating costs.
- (5) Improving customer service.
- (6) Increasing customer satisfaction.

2.5 Key to Success.

- (1) Provide quick and perfect result of search.
- (2) Provide full information detail about property that they want direct to the point.
- (3) Being partner with another site to promote web site.
- (4) Promote Living Places.com with a popular search engine for example yahoo.com, siamguru.com, google.com etc.
- (5) Contact customer monthly via e-mail.
- (6) Provide useful tips such as decoration, annual sales (furniture, kitchen ware, bedding), gardener kits.
- (7) Provide easy methods for property owner, clear direction.
- (8) Trust worthy of method of payment (bank transfer).

2.6 Market Segmentation

Living places.com provide detail about property such as Apartment, Condominium, House and Town House in Bangkok. Bangkok is the capital of Thailand that is the center of everything such as education, many business firm, banking, government house, national airline etc, so there are many jobs requirement, people live here more than anywhere else. The best place of shopping and tour for example at Siam

Square, Jattujak Park, Wat Prakaew, Royal Palace etc. suitable for traveller.

2.7 Target Market

- (1) All people that want to find a living places such as house, condominium, apartment and town house from the following group of people.
 - (a) Thai people and foreigners who are looking for a place to live.
 - (b) Office Workers
 - (c) Tourists
 - (d) University Students
 - (e) Couple
- (2) Property Owner who desire to increase their market to another channel of advertisement .

2.8 Behavioral

Group of people who like to use internet to solve their problem when they desire something, they think Internet is the place to solve for them. They are very technical, high level of education, moderate-high income.

2.9 Market Needs

Maslow's hierarchy of needs theory define human needs. Every human being has these needs; it consist of five levels.

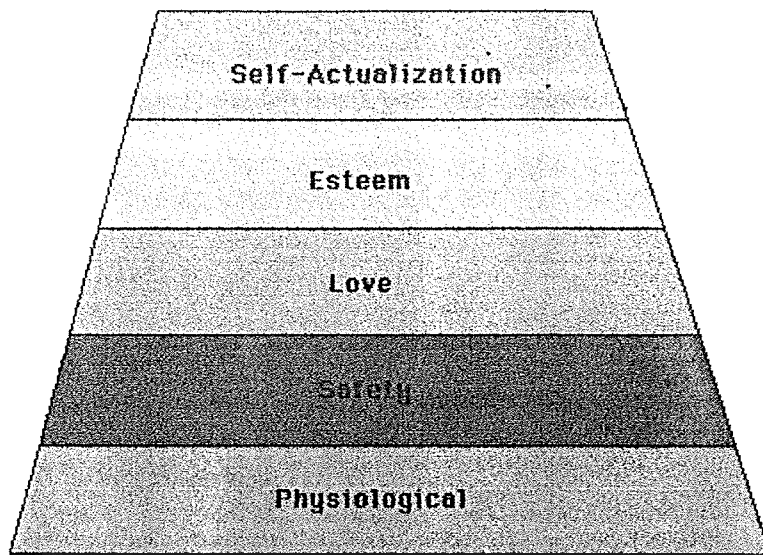


Figure 2.1. Maslow's Hierarchy of Needs.

(1) Physiological Needs

Physiological needs are the very basic needs such as air, water, food, sleep, sex, etc. When these are not satisfied we may feel sickness, irritation, pain, discomfort, etc. These feelings motivate us to alleviate them as soon as possible. Once they are alleviated, we may think about other things.

(2) Safety Needs

Safety needs have to do with establishing stability and consistency in a chaotic world. These needs are mostly psychological in nature. We need the security of a home and family.

(3) Love Needs

Love and belongingness are next on the ladder. Humans have a desire to belong to groups: clubs, work groups, religious groups, family, gangs etc. We need to feel love by others. Performers appreciate applause. We need to be needed.

(4) Esteem Needs

There are two types of esteem needs. First is self-esteem which results from competence or mastery of task. Second, there's the attention and recognition that comes from others. This is similar to the belongingness level.

(5) Self-Actualization.

The need for self-actualization is "the desire to become more and more what one is, to become everything that one is capable of becoming." People who have everything can maximize their potential. They can seek knowledge, peace, esthetic experiences, self-fulfillment.

As we explain the Maslow's Hierarchy of needs, which are the five level of needs that every people have, we will define to our products. Living places.com can serves the following needs.

(1) Safety Needs

Living place protect prople from natural disaster, cold, or hot weather, rain, animals and harmful people.

(2) Love Needs

Human have a desire to belong in a group. Living in village, condominium and apartment all of these are living with a group of people with in the same location same area.

(3) Esteem Needs

Living in a place that you dream of is considered as self esteem because they will get attention and recognition that comes from others.

2.10 Market Trend

Customers using online or web service in finding living places are likely to grow in the future. Customers can see the picture of the place, location, surroundings, rental fee, utilities rate and contact number. It is more comfortable than finding by themselves in the old way. Without online service they have to go more than one place, sometimes using several days until they are satisfied.

2.11 Industry Analysis

Living places are important for every person because it is a basic need of human being which is shelter, who has to satisfy this need already. It can be used as source of investment because right now interest on saving rates are at 2 percent per year which is very low, after Thailand has recovered from economic crisis. Real estate business starts to grow as government policy would like to increase spending.

Investment is better than saving. In some people's mind they spend more on every business sector such as investment in mutual fund, in stock exchange, starting their own business and also in property or real estate.

From the past, during economic crisis, most people were unemployed. Many businesses laid off workers so people from up country leave Bangkok. As economy starts to grow these people increase coming into Bangkok, so they want to find a place to live. It will enhance more chances to see and try our web site service.

Industry participants consist of any real estate industry in Bangkok altogether 4 categories House, Town House, Condominium and Apartment.

2.12 Competitor Analysis

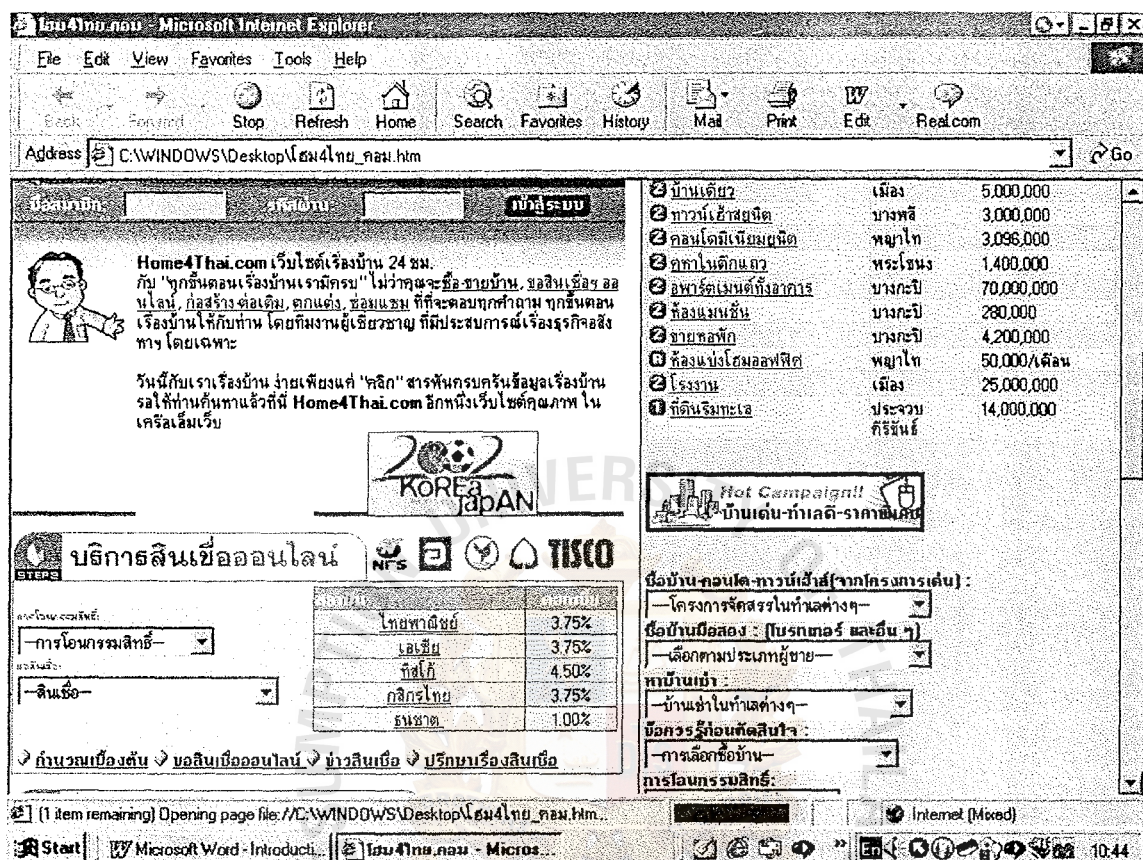


Figure 2.2. www.home4thai.com.

www.home4thai.com

Provide information about home, home loan, search for home and being a center of buyer and seller to meet each other.

Provide a lot of information cover all areas of house.

Giving knowledge.

Different from Living places.com.

Focus on house products.

Service Thai people.

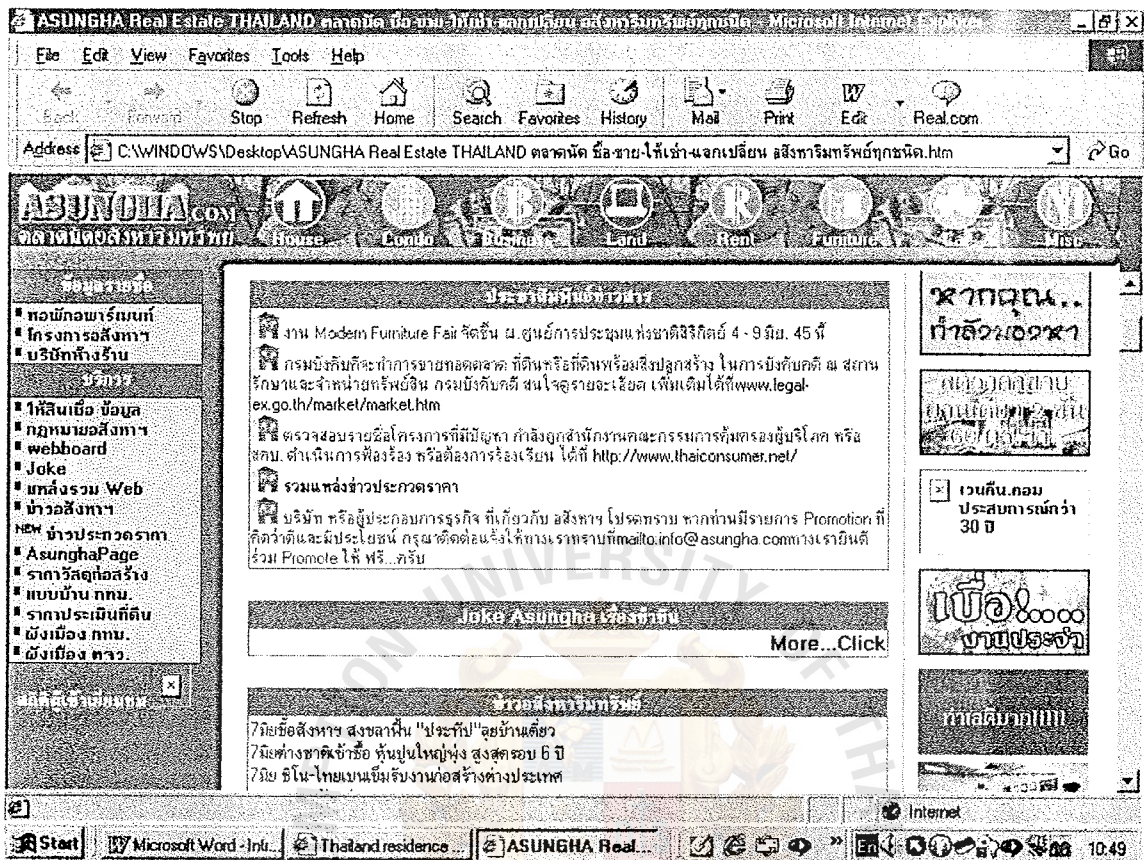


Figure 2.3. www.asungha.com.

www.asungha.com

Provide useful information, news about property

Different from Living places.com.

Can not find the main focus. Offer everything sometime it is not necessary.

Do not have search tool.

Serve Thai people only.

Web site design look mess.

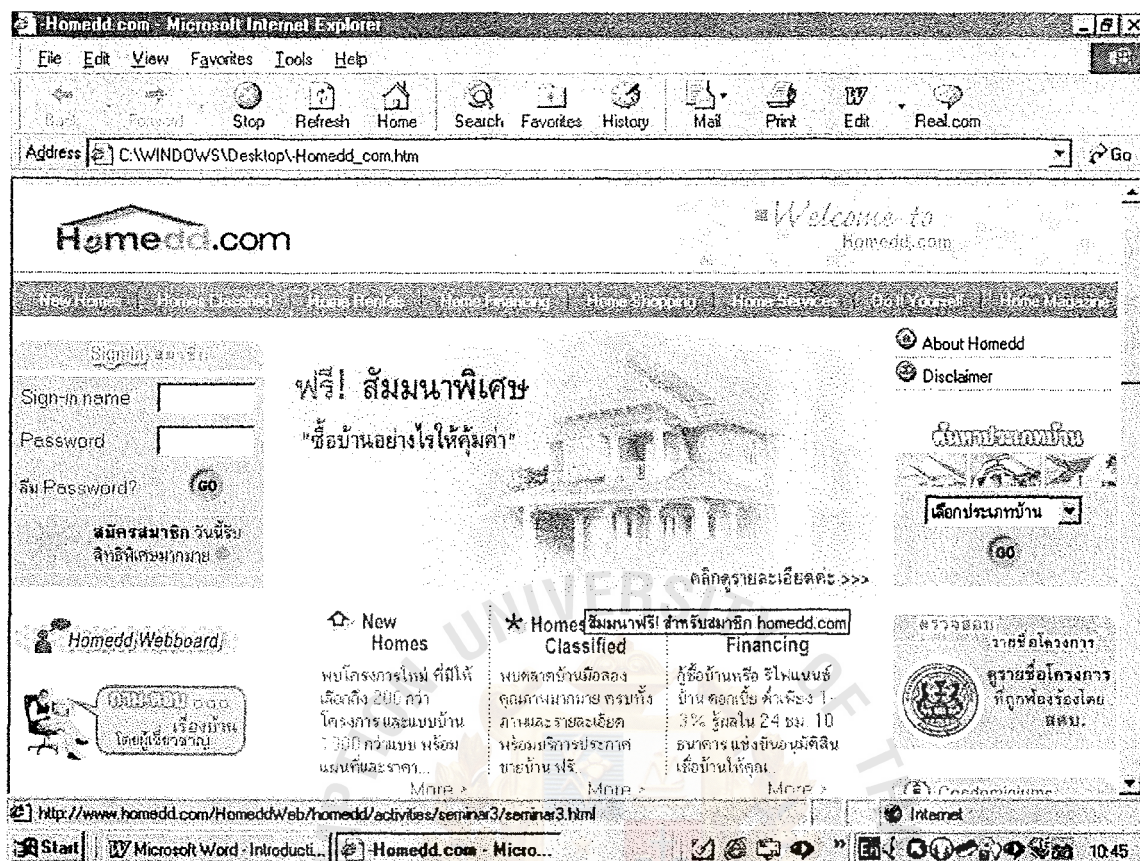


Figure 2.4. Homedd.com.

Homedd.com

Provide information about house.

Cover all useful areas.

Beautiful homepage.

Different from Living places.com

Focus on house only.

Serve Thai people only.

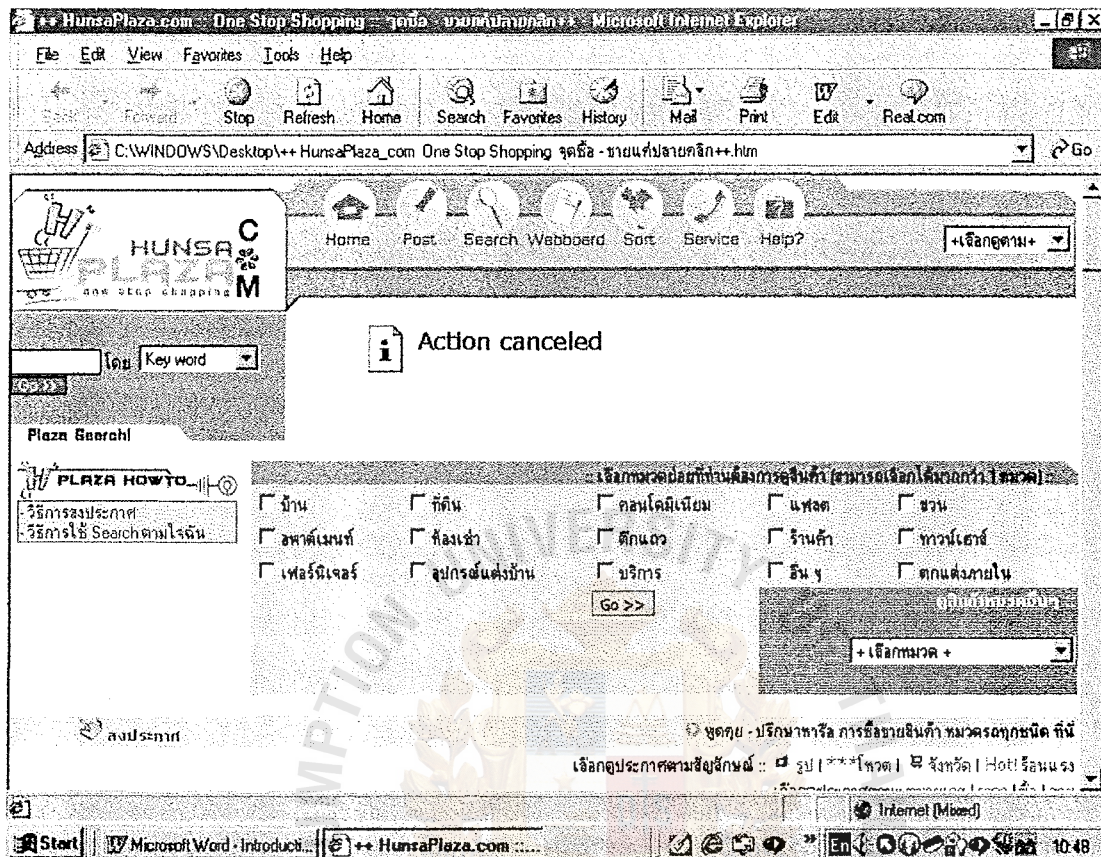


Figure 2.5. Hunsaplaza.com.

Hunsaplaza.com

Provide search tool.

Easy to use and Understand.

Different from Living places.com

Serve Thai people only.

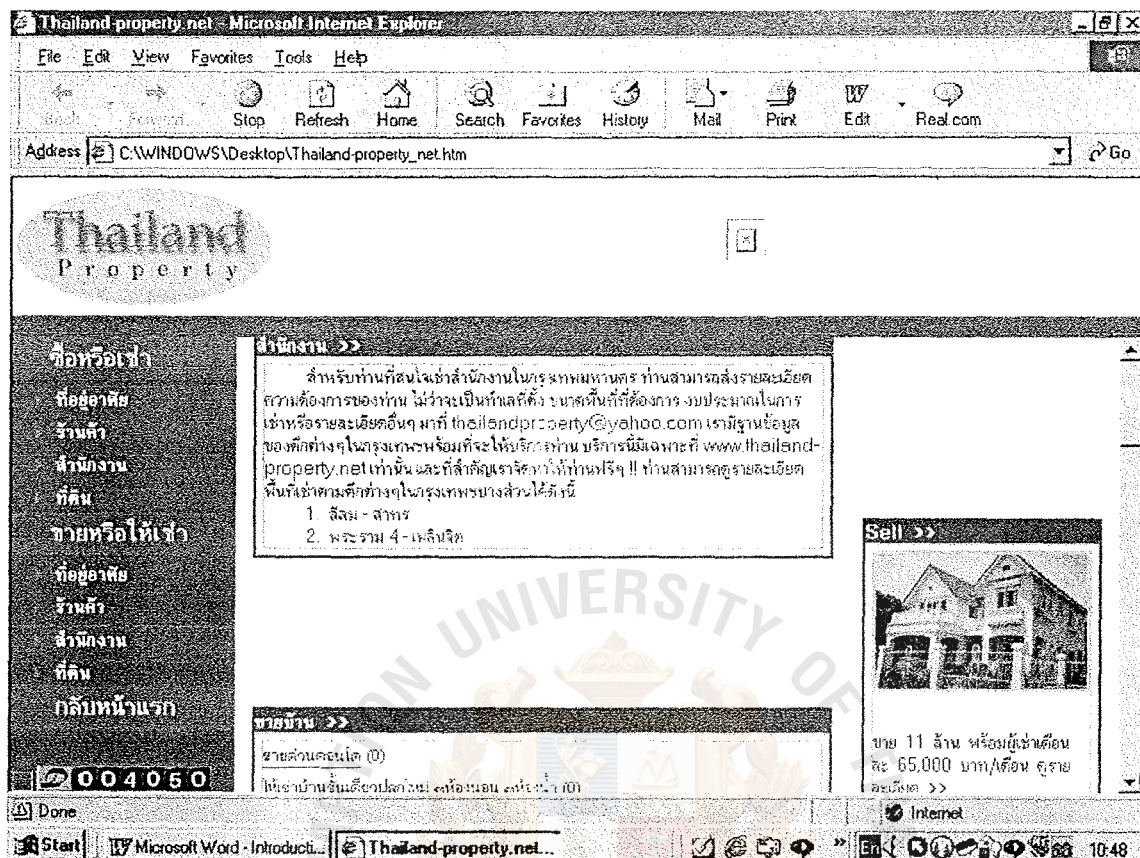


Figure 2.6. Thailandproperty.net.

Thailandproperty.net

Being a place for buyer and seller to meet each other.

Different from Living places.com

Do not have search provider.

Serve Thai People.

2.13 Development Requirement

Living Places.com web site will be initially developed with a team of programmers with Javascript, CGI, Perl and window access datababe and ASP.

The web site will be launched in the first year with three main development phases.

- (1) PHASE I will provide an information of condominium, town house, house, and apartment at least 20 detail. places in each catagories.
- (2) PHASE II will expand the offering by providing an information of condominium, town house, house, and apartment at least 50 detail places.
- (3) PHASE III will add a recommendation in each catagories and will allow user rateeach place, and add useful tool about housing such as decoration trend, color style, furniture style, kitchen ware, bathroom style.

2.14 Front End

Front end means what you can see on screen (the part of the software you interact with)

- (1) Having a clear and easy to use navigation scheme.
- (2) Fast loading, non – graphic – intensive page.

2.15 Back End

Back end means software that runs on a network server (behind the scenes)

- (1) Web hosting with 99.99% uptime. We will host the site at a major data center.
- (2) Statistics to determine: page views, unique users, banner impressions, sponsership impressions and clickthrough.
- (4) A back end that is easily plugged into the following commerce tools.
 - (a) Product database that is easily browsed and searched.
 - (b) Recommendations engine.

- (c) Ability to rate products or recommend them to climber of certain expertise levels.

2.16 Web Site Strategy

Living places.com content site will focus on providing information. Users receive convenience short cut the process in finding places to live, save time. Living places.com will have fast loading, extremely user friendly user interface (UI) to encourage users to browse and click through as many pages on the site as possible.

The UI will be key to the web strategy as it needs to appeal to the audience, encourage visiting, but at the same time be simple and clean.

Living places.com will provide a marketplace of house, condominium, town house and apartment in Bangkok the web strategy is to arrange that information in such a way as to make sure that each user can browse through and find relevant information in a very simple easy to use manner.

Living places.com will sell targeted advertising to real estate and other relevant manufacturers. Our business model is based on providing information and detail to our users, by giving them the information they need to make their decision online.

Living places.com will provide information to its users through special tools that is easy to use offering knowledge to user. We will focus on creating a back end that is quick, always up, and extremely secure. The front end will allow place finding to browse through web site much in the same way they browse other web.

2.17 Site Positioning

Living places.com is suitable for all users. The detail that we offer the price of living places is not targeted at high price or five stars products, depends on place available on that area and willing to be shown in our web site.

Easy and convenience to use.

Users friendly web site, color tone, web design style and picture are feel like home.

Web site traffic

	2002
	2003
	2004
User Session	325,246
	406,557
	467,541
Page View	3,252,460
	4,065,575
	4,675,411
Other	18,650
	21,448
	28,210

2.18 Resource Requirement

Living places.com will need the following resources to complete web site.

- (1) One web master.
- (2) One web programmer.
- (3) One web designer.
- (4) One business development resource manager to deals with future development of the web site.
- (5) Sales and Marketing to updating information of living place in each area and finding more manufacturers to advertise with us.

2.19 Future Development

After initial implementation of the Living places.com web site, future development will be based on resources and business needs.

- (1) PHASE II will expand the offering by providing information of condominium, town house, house, and apartment at least 50 details places.
- (2) PHASE III will add a recommendation in each catagories and will allow user rate each place, and add useful tool about housing such as decoration trend, color style, furniture style, kitchen ware, bathroom style.

2.20 Web Site Marketing Strategy.

Living places.com is the internet presence to service people who are looking for both temporary and permanent living. Bringing convenience and comfort to people by providing information about place, details, location and telephone number online use less time.

Providing powerful search tool. The more information on place provided, the more satisfaction customers will get.

In the future we plan that our web site will stay in customer's mind, being more popular and there will be more property to join and advertise with us.

2.21 SWOT Analysis

Strength

- (1) Shelter is under four basic needs (food, clothes, shelter and medicine) that everyone must possess.
- (2) Convenience to users. Short cut method in finding home.
- (3) Saving interest rate is two percent per year, people want to save more money in property.
- (4) There are few web sites that provide in both Thai and English language.
- (5) Adjust half a month so information is very up to date.
- (6) Integrity information / people can trust.
- (7) Provide temporary and permanent living place.
- (8) Travel is the major income of Thailand, temporary living is needed.

Weakness

- (1) Newly opened web site.
- (2) Our market is a niche market not over all market.

Opportunity

- (1) The use of internet is increasing every year.
- (2) Government policy promote real estate by cooperate with bank to launch credit for people who want to buy house.
- (3) It has a sign that many business increase employment , so more population coming into Bangkok.

Threat

- (1) Number of Internet user in Thailand is only one percent.

2.22 Customer Value

In any products or services provided in the market, customers always consider the beneficial that they will get.

Product Value

Apartment, House, Town house and Condominium are the living place or shelter for human being. It protects human from danger, natural disaster, animal, cold etc.

It can fulfil self esteem by adding utilities or wonderful service such as swimming pool, fitness room, sauna, cable T.V. etc. to satisfy each person's need.

Service Value

Living places.com provide information about living place and telephone to contact on location search. We try to provide choices as much as possible in every detail in order to satisfy customer. Moreover in web board column it is a place for sellers and buyers of property to meet and discuss problem.

Image Value

Person travelling Living places.com get quite good image, because our web design's color tone, classic style and high technologies web site.

Personnel Value

Users will satisfy their needs of finding a place and get suitable products from the web site.

2.23 Customer Cost

Monetary Cost

User will not pay any thing at all for using our web site.

Time Cost

Time cost is very low because Living places.com mission is to provide convenience in finding place to live, probably 30 minutes travelling web they will get product desired.

Energy Cost

Energy cost is very low for customer. They do not have to walk or drive in order to find place. It saves gasoline cost and physical energy.

Psychic Cost

Psychic cost is low. Customers do not have to face with traffic or heat.

2.24 Marketing Mix

Products

Living places.com provides services to customers. In order to apply the potential of Internet to give convenience to people in finding place to live in Bangkok that is a center of business and shopping center suitable for Thai and foreigner. The web provides both Thai and English.

Our product is a full detail of condominium, town house, house and apartment with a variety of its style, price, and location and contact number, picture of products, surrounding place and transportation. Place for property owner and buyer to meet each other. Moreover online space to advertise their property.

Prices

Digital Photographs 200 baht / 1 picture

Advertisement on internet market 3000 baht / 1 year

Banner size 3" x 5" 500 baht per six months

Banner size 7" x 5" 900 baht per six months

Place

Online apartment, condominium, house and town house search.

Online advertisement place for any property in Bangkok and housing manufacturers.

Promotion

Searching any property information from our web site is free of charge. After opening web site for six months, we will arrange a contest by customers sending photo in property with family member upload our web site winner will get Living places.com bedding set worth 10,000 baht.

For banner advertisement on our web site we offer 60 days trial, if it does not work banner holder can withdraw it with half charge.

2.25 Online Sales Strategy

Our business sales is defined as pulling traffic as much as possible. The more successful online marketing, the more traffic and users we will bring to our site. As long as we bring flawless web site, we can then turn traffic and users into actual sales of advertisement and any other area.

We will also use traffic statistics 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.

Search Engine Strategies.

The most important first step is to register web site with the main Web search engines.

(1) Write a Page Title.

Write a descriptive title for each page of 5 to 8 words. This page title appears on the search engines when web site is found. <TITLE>Living

place search ---apartment, condominium, house, and town house in Bangkok </TITLE>

(2) Prepare a Keywords META Tag

The keywords are the kind of words or phrase on which someone might search to find a web site. <META NAME=" KEYWORD" CONTENT="apartment, house ,town house and condominium search online">

(3) Write a Description META Tag

<META NAME=" DESCRIPTION" CONTENT="apartment, house, town house and condominium search in Bangkok, by location search, post your picture of property">

(4) Submit Page to Search Engine

Submit web page to the important web search engine and directories. The most important search engines are Google, AltaVista, Siamguru, Sanook, Mweb.

(5) Submit Page to Yahoo

Yahoo is the most important list of all. We ought to consider paying the \$299 annual recurring fee Yahoo! Express to have web site considered for inclusion within seven business days, otherwise we may be waiting a very long time.

Linking Strategies.

Choose to link from high traffic sites rather than those from low traffic site.

(1) Request link on popular site.

From Sanook.com, Gotcha.co.th, Pantip.com, homedd.com, home4thai.com.

Even if it have to pay for al link, it may bring the kind of targeted traffic.

- (2) Request Reciprocal Links.

Also find complementary web site and request a reciprocal link. Free of charge or barter look for smaller sites that may have linking page.

- (3) Exchange Ads with Complementary business.

Banner exchange to reach new audience.

Traditional Strategies

Traditional media does not mean it is not effective. A mixed media approach can be very effective.

- (1) Include Living places.com on stationary, name card, brochure and car.
- (2) Advertise in targeted magazine, classified.

Paid Advertising Strategies

If we want to grow our business more rapidly, we need to pay for increase traffic.

- (1) Purchase Ads on Appropriate Web Sites.

We can starting from some low-cost banner ads.

- (2) Purchase Pay Per Click (PPC) ads.

This can be a cost-effective way to get targeted traffic, since we only pay when someone actually clicks on the link.

III. FINANCIAL ANALYSIS

We forecast sales and expense, breakeven per month and year based upon the possibility of business. We plan to adjust and update of sales and expense forecast every year.

Our sales come from sales of banner advertisement, sponsor which is a cooperative among dot com business and other business it can be money or things such as banner exchange, link exchange etc. and property owner advertise. We plan that at the first month we can sell banner at least 5-10 banners advertisement and we forecast that our sales will increase ten percent each month as well as from property owner advertise.

Banner size 3" x 5" charge 500 baht per six months

We plan that we will sell 30 banners (3 banners per page we have 10 pages) we will Gain 15,000 baht per 6 months average 2,500 baht per month 30,000 baht per year Banner size 7" x 5" charge 900 baht per six months

Our sales forecast ten banners 9,000 baht per six months average 1,500 baht per months 18,000 baht per year.

Property Owner Advertise we charge 3,000 baht per year We plan that at first year we can sell five customers 15,000 baht.

We plan that our sales may increase ten percent per year.

Other income may come from commission, consulting about property tips.

Sales Forecast

Sales	First Year
	Second Year
	Third Year
Sponsorship	12,000
	14,400
	18,720
Advertising	48,000
	57,600
	74,800
Property Owner Advertise	15,000
	18,000
	23,400
Other	11,000
	12,100
	13,310
Total Sales	86,000
	102,100
	130,230

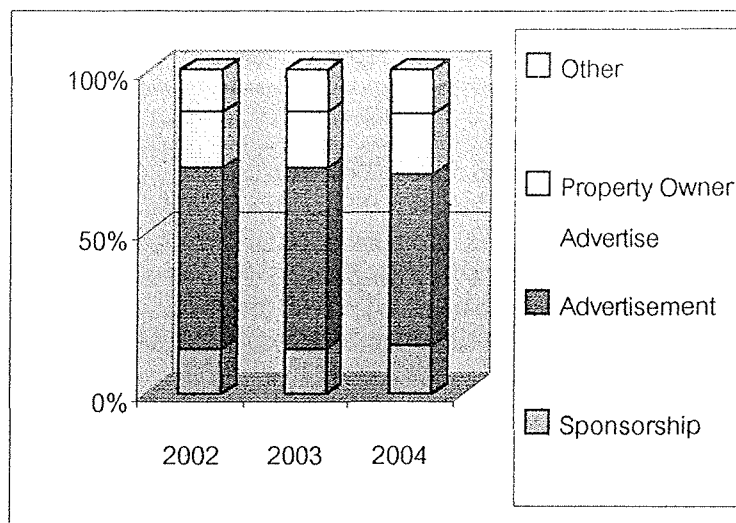


Figure 3.1. Sales Forecast.

Expense Forecast

Expenses are varies. We consider as fix cost and variable cost.

Fix cost are salary, office rental fee.

Variable cost are utility expense such as water, electricity, telephone, use up office supply such as rubber, pen, pencil, staple, paper etc.

Capital Cost, Capital cost are the money that we pay at first in high amount such as Computer, office furniture, permanent office equipment such as faximile machine, Telephone, photo copy machine, computer desk, etc.

Annual payment such as hosting fee charge, out source webmaster and programmer which is semi annual payment.

Expense Forecast

	2002	2003	2004
Capital			
Computer	100,000	20,000	20,000
Office Furniture	80,000	10,000	10,000
Office Equipment	50,000	10,000	10,000
Total Capital Cost	230,000	40,000	40,000
Fix Cost			
Salary	20,000	23,000	25,000
Office Rent	12,000	12,000	12,000
Hosting Fee (annually)	1,800	1,800	1,800
Out Source Web Master	20,000	20,000	20,000
Salary (semi annually)			
Total Fix Cost	53,800	56,800	58,800
Variable Cost			
Utilities Expense	10,000	10,000	10,000
Use Up Office Supply	10,000	10,000	10,000
Total Variable Cost	20,000	20,000	20,000
Total Website	303,800	116,800	118,800

Expenses

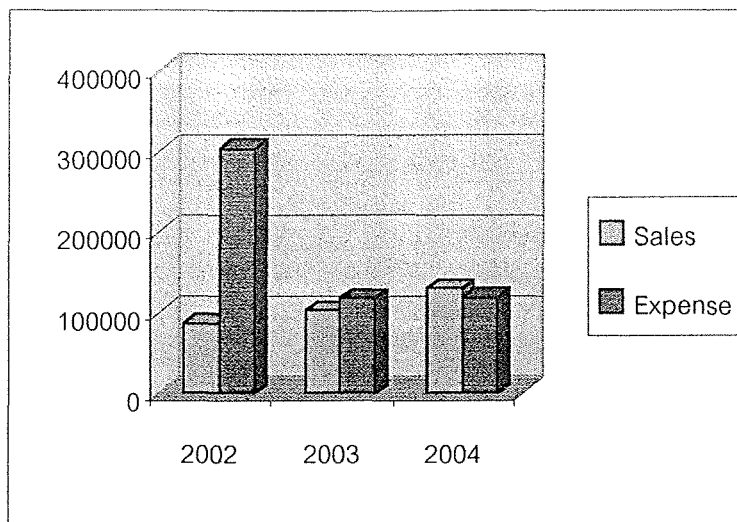


Figure 3.2. Expense Forecast.

Break-even Analysis.

At the first year, expense exceed income because of the inventory expense that we invested before the web site had launched, meanwhile web site is newly open our sales is in small amount. At the second year of opening web site, the customers recognize the livingplaces.com more our sales growth increase around twenty percent while our expense on inventory this year is less than the first year we are nearly see the sign of pay back period. At the end of second year our income gain equal to the money that we invest this is the break even of our investment of the web site after that all of the money we get are the extra money that we can invest more or saving in the bank account.

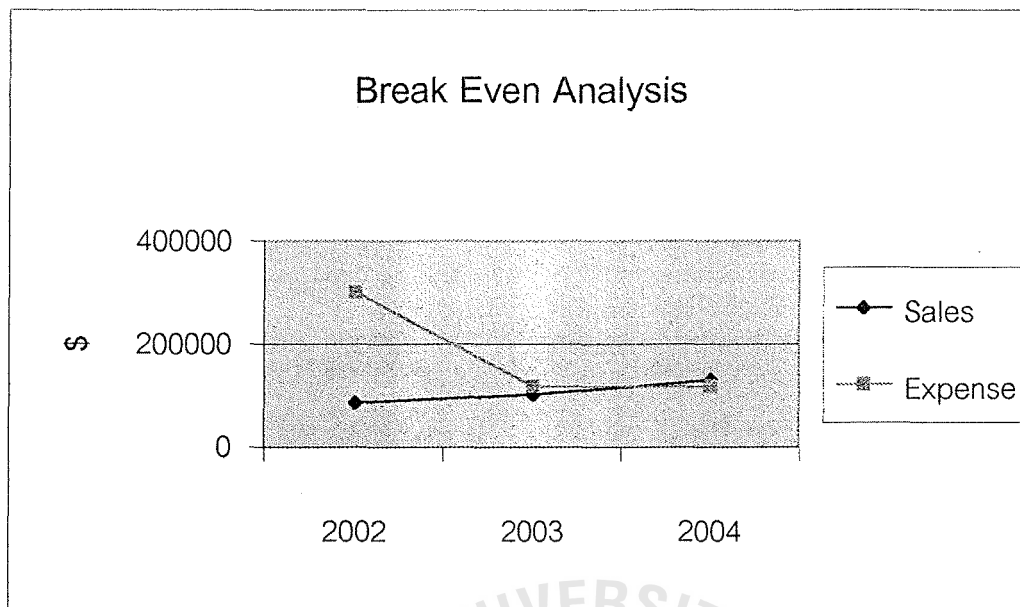
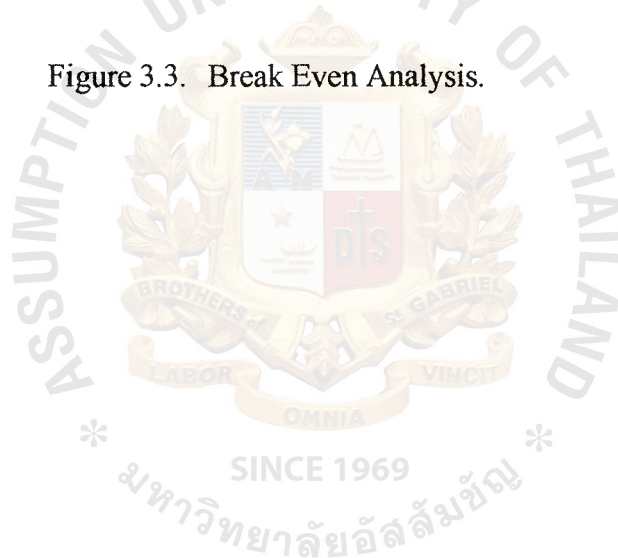


Figure 3.3. Break Even Analysis.



IV. LIVING PLACES.COM

This part defines web site living places.com. The purpose is to focus on bringing experience to customer about convenience, easy to use and user friendly web site. Information is what we consider, we provide much information and details because this is the major concern of this web site that will bring convenience to customer in finding place to live like apartment, condominium, house and town house. We will earn income from traffic of the web and the advertisement from property owner.

The objective of this web site is different from the objective of our competitor. We will provide the result of place to live as a major concern. Competitor objective is the web that provide place for exchange of property seller to leave name and telephone number to contact, buyer must use their own judgement otherwise they will lose a lot of money.

Living places.com offer both Thai and English language and we guarantee that our information presented is true and can be trusted in paying method.

The following are the pages of the web site that is provided to customer, navigation and link.



Figure 4.1. Livingplaces.com Main Page.

Living places.com first page presents the mission core concept to customer to perceive. Member sign in column is for our future plan. Our members will get a special treat from our web site. Customers can use link to any other page by main navigation at the bottom of the page. Users who like Thai language can click at go to Thai page. User can select the purpose of place finding and see the result of search. Advertisement is also on the first page but it is not too much to annoy customer.

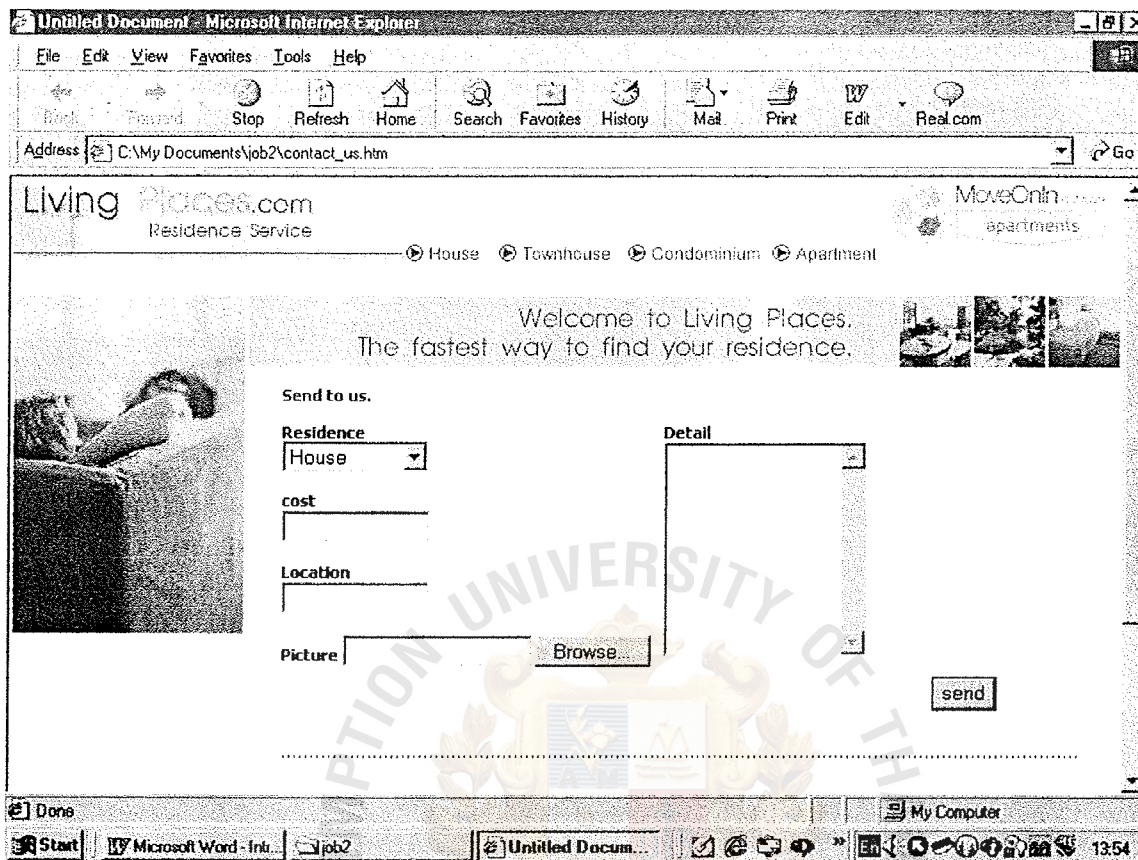


Figure 4.2. Livingplaces.com Search Page.

This is the page for property owner to advertise with us. The other income of our Web page other than banner, advertisement. Property owners who choose to advertise with us first of all will get good image from our web site, as we are different from others. We provide text box to fill in and browse their picture in and then click send. Customer must transfer money to us from our bank and their product will be launched within two days.

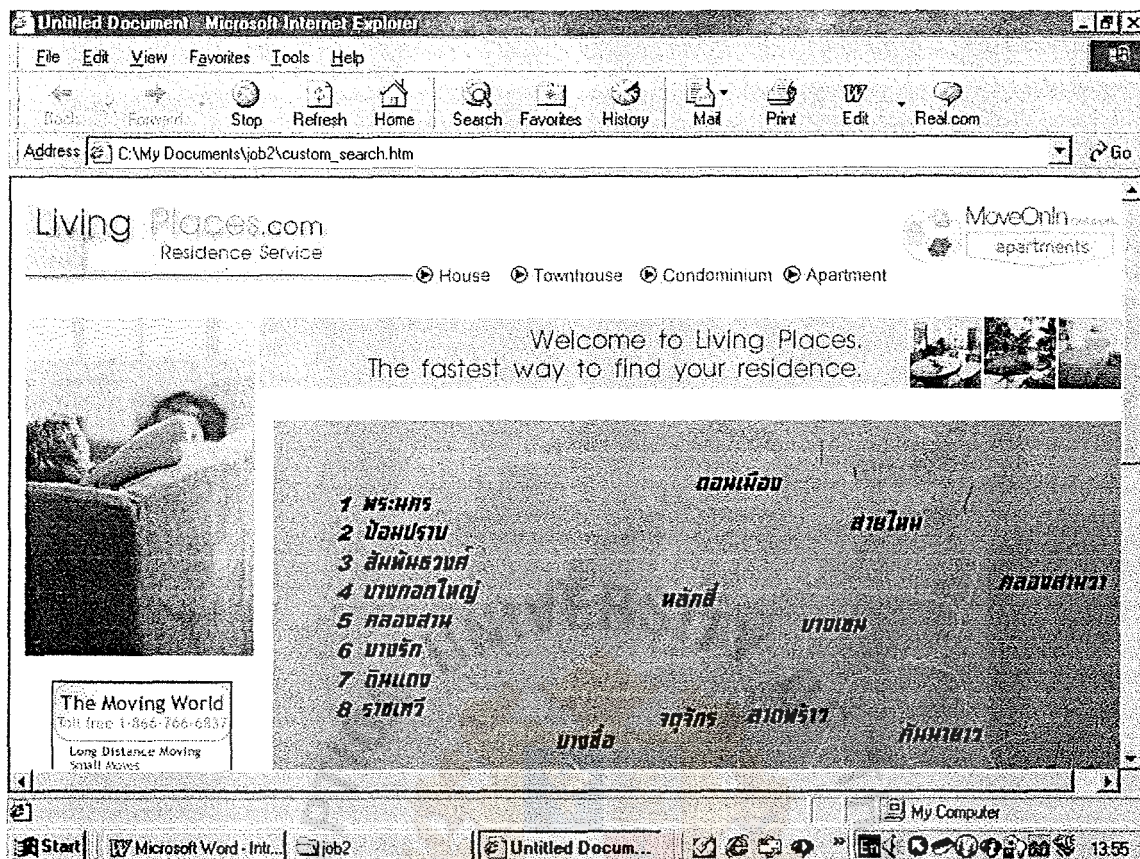


Figure 4.3. Livingplaces.com Location Search Page.

Other than first page search, we add variety by presenting Bangkok Map, customer click at location and the result will come out.

The result is similar to the first page search; it comes from our database.

We provide 52 districts in Bangkok.

This part is very difficult, it is the major competition part because our competitor in Thailand do not have this part.

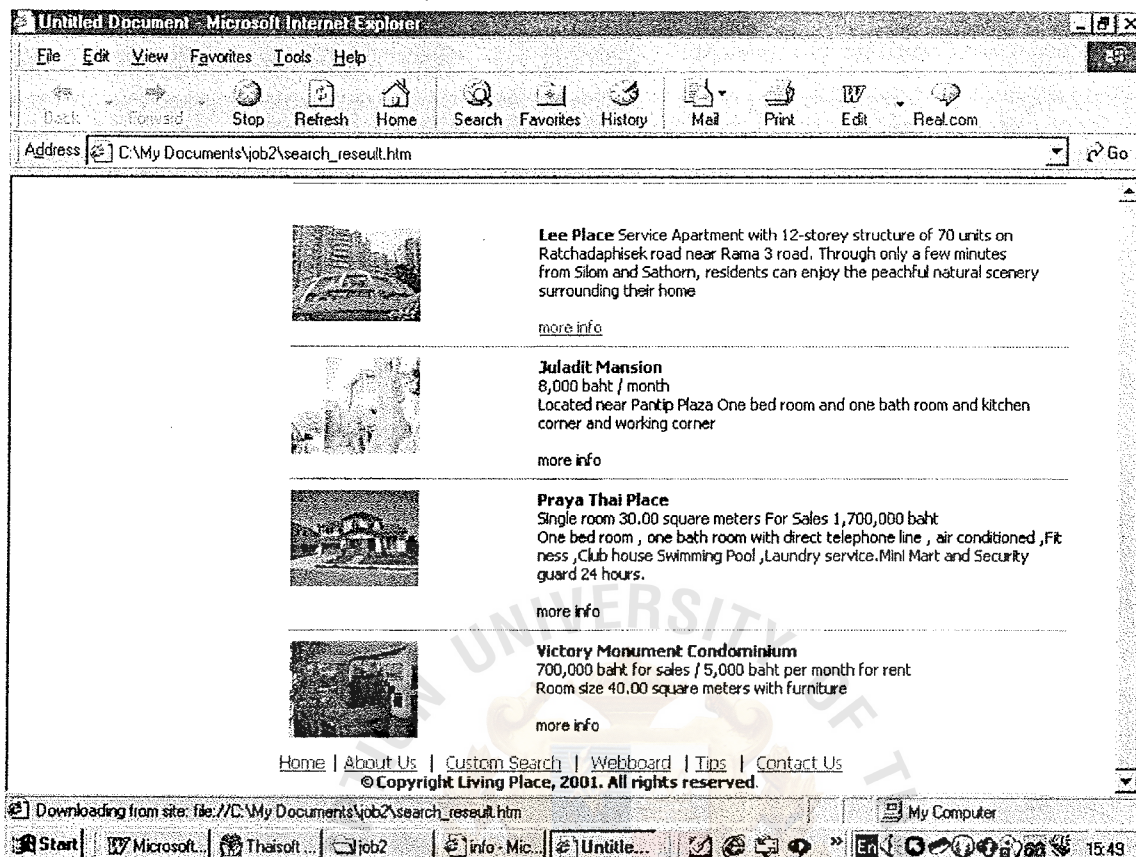


Figure 4.4. Livingplaces.com Search Result Page.

This is the search result page. After users fill in text box and click search the result, page will be shown. The information shown has picture and small detail.

The place that customer is interested they can click for more information. It will be shown in full detail.



Figure 4.5. Livingplaces.com Show Specific Search Result.

This is full detail. Suppose users are interested in Lee Place and click for more detail. Customers will receive full information such as location, address, price and telephone number.



Figure 4.6. Livingplaces.com Contact Us Page.

About us page. For communicating to property owner, about method of payment, payment charges for advertisement, and method to send picture to us.

This part is important because it is the earning income page. We will provide introduction clearly to user, easy to understand and clear direction on this page.



Figure 4.7. Tips Page.

Tips.

Tips page objective is to give knowledge, as well as add more variety to web site.

In the future tips page can pull attention from user who just stop by or they do not have intention to find the place. They can receive knowledge from this page.

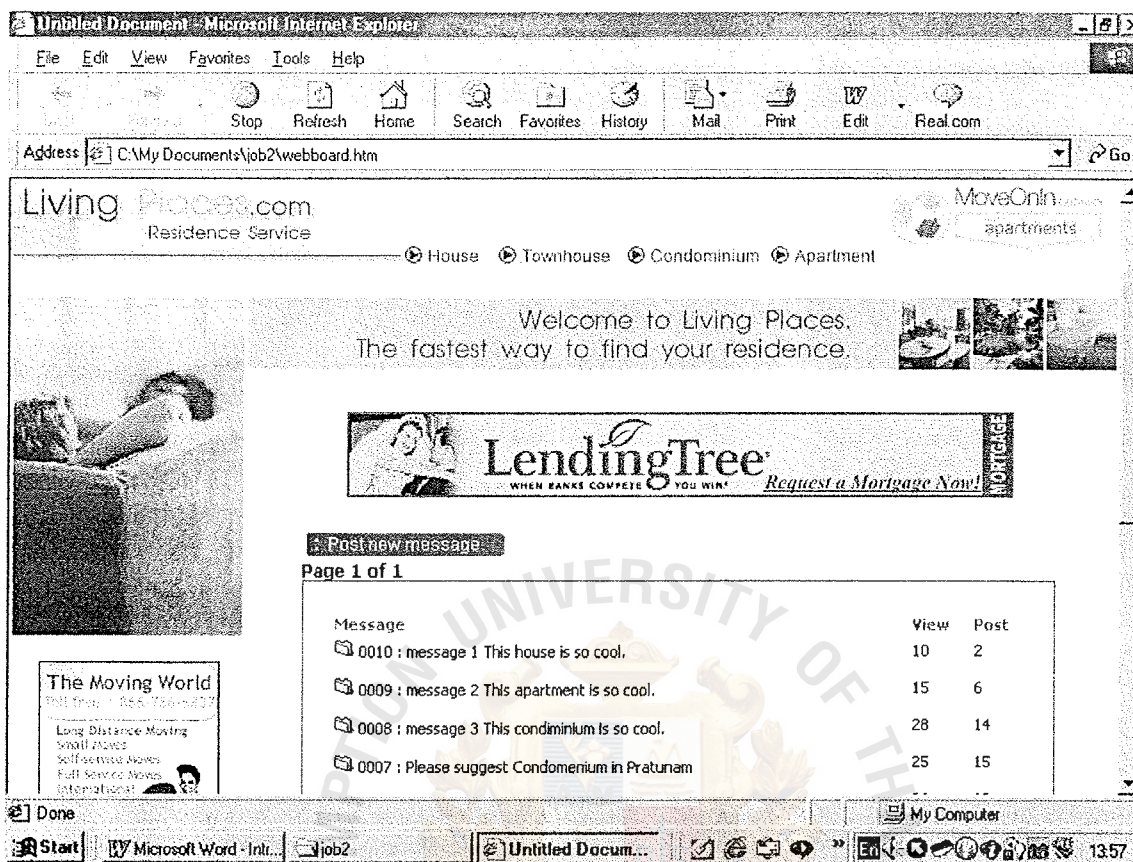


Figure 4.8. Web Board Page.

Web Board

Web board will be the place for users who are looking for the places that do not match our categories provided. They can post offer for anyone to meet their match to contact each other.

For any seller that who to use this place to advertise, they can post in web board as well, this is free. But if they pay for their product it will be more interesting.

Site Structure and Architect Blueprint of Living places.com

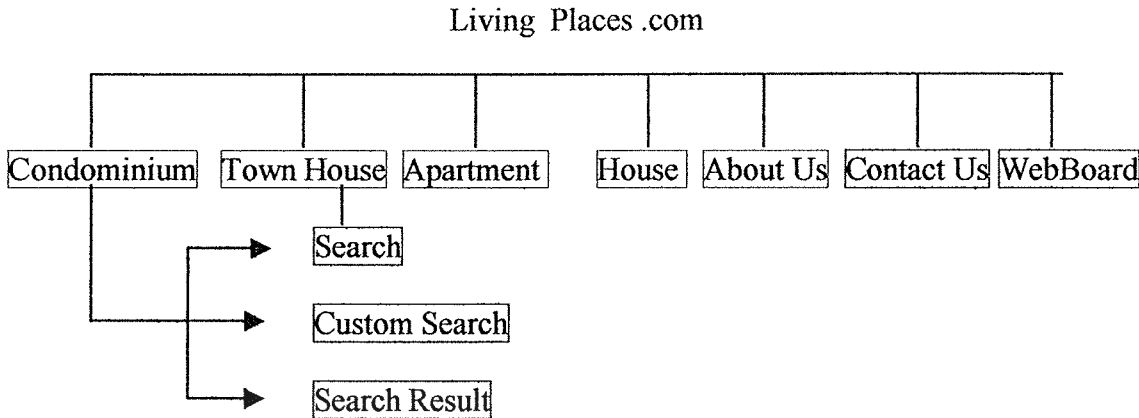


Figure 4.9. Livingplaces.com Site Structure.

Living places.com web site design and navigation.

Have Navigation Support.

User will not get lost they can go back and forward, major content is on the top and bottom of the page in each categories purpose.

Have Standard Link Color.

When users move mouse over the link word, it will change color to red. Users can easily know that, it has more information provided. After they navigate it will be changed into a different color.

Provide an Up to Date Information.

We modified web template occasionally. For the detail of living places we add new place every month.

We assign one sales person to take responsibility in finding a new place, detail of the place and finding sell advertisement in order to update the web site every month.

Fast Download Time.

We have not designed web site in a too long scrolling page. We try to make a small file size and provide a reasonable number of pictures in order to quick load.

Interactive.

Apart from HTML, primary web programming. With Javascript our web page will come alive and visually appeal to audience, more interactive elements can be added to enhance existing design lay out.



V. CONCLUSIONS & RECOMMENDATIONS

Conclusions

Internet has been one thing that we can not miss, we can use Internet to search information in doing report, reading news online more convenience and free. People use internet to get knowledge, to have their own comfort, and use less money for example an electronic mail provides a communication to people in different locations and consumes less money than the original mail method. Internet emerges as new method of doing something from the past. We can download software very easily from Internet, We can short cut the way to find a job, and the most important, we can earn money from it. If we have survey customer behavior, we will know the point why customers still has uncertainty about buying things from the Internet. And then we try to reduce that problem. Finally e-commerce on the Internet will be more successful.

Living places.com site's goal

We want to provide convenience to people who are looking for a place to live, giving information of a place to live, and attract the number of customer to visit the web site.

Short term goal.

Pull traffic, attract customer to visit our web site.

Long term goal.

Create customer loyalty.

Maintain customer loyalty.

Consistence in improving and develop web site.

Expand product information.

Earn profit, income increase every budgeting year.

Living places.com web site provide

Easy to search of property finding.

Provide variety of property choice for customers to choose.

Provide relevant content about the place to live as much as possible.

Having knowledge tips about property.

Providing space for users to discuss each other about property.

Online Marketing will be critical to Living places.com. We will start with a few key online initiatives.

We will develop partnership with as many online retailers as possible, linking to them In exchange for links to us.

We will seek out all village project, condominium and apartment project that have online site, and find unique co-marketing and co-branding opportunities to allow them to expose our content to their member.

We will develop a partnership with famous village project, condominium and apartment such as Noble Home, Land and House, out door supplier in order to have a presence in the offline world.

We will develop the value of trust by the following methods:

Having confidentiality of sensitive information, including customer, payment, and product information.

Having authentication payment information.

Integrity of critical information, including payment information and information to be used for commercial purposes.

The financial plan of Livingplaces.com will be based on inside and outside environment Factors. Inside environment factors are company situation money investment come from our own money does not loan from banking system or financial system, so we are not worry about interest rate and maintain our credit. Outside environment factors are the government policy and overall economic situation.

We consider income and expense. Web site income comes from sales of banner advertisement, sponsorship from affiliate web site either money or things, property owner advertise who are interest to buy space from us for one year. Web site expenses are the capital investment such as computer, software program, web site maintenance, office supply etc. which are expensive but it is necessary to do business. Monthly expense such as utilities expense, salary of employees.

Company break even point around the end of the second year of opening the web site. It is the payback period of investment. Any income after the end of second year period after deduct monthly expense is profit.

Recommendations and Future Plan.

After web site has been launched for a couple of years, we hope that at least customers recognize Living places.com. They know that our web site provides service, even if they have never tried using it.

After web site has been launched, we will collect data and study the result of work. If the study shows that business is working very well, we can make profit, we can pull a lot of traffic, we will go on our future plan. Our future plan is to expand the business to increase to one or more categories. We will provide hotel search in Bangkok area, and maintain categories like condominium, apartment, house and town house as well as expand area into ten kilometers from Bangkok such as Thon Buri, Samutprakarn, Pratum Tani etc. Provide more detail to user, layout of the place, wide and long of the area in square meters.

If the business result are not satisfactory, our contingency plan will be implemented.

We will stop spending such as advertisement, promotion, leave out yahoo search engine and finding free search engine instead. Using banner exchange, link exchange

work more than one job for example sales and marketing position as well as research and development, web designer as well as web programmer.

We are not hopeless. We still look for new opportunity for new trend of the future such as government policy about living place and property, over all business in Thailand in growth stage there are more people finding places to live.



BIBLIOGRAPHY

1. Chaudhury, Abhijit, Debasish N. Mallick, and H. Rghavrao. Communication of the ACM, January 2001.
2. Corrales, Jose'A. Communication of the ACM, September 2001.
3. Karnkanatawe, Kanjana. Bangkok Post Database, Wednesday February 13, 2002.
4. Kotler, Philip. Marketing Management. Ohio: Prentice – hall International,1995.
5. Pastore, Michael. Netwatch Demographic Stats, 1999.
6. Turban, Efraim, Jae Lee, David King, and H. Michael Chung. Electronic Commerce: A Managerial Perspective. New Jersey: Prentice Hall, 2000.



