



## Developing of Online Marketing

by

Ms. Jutarat Boonyawierouch

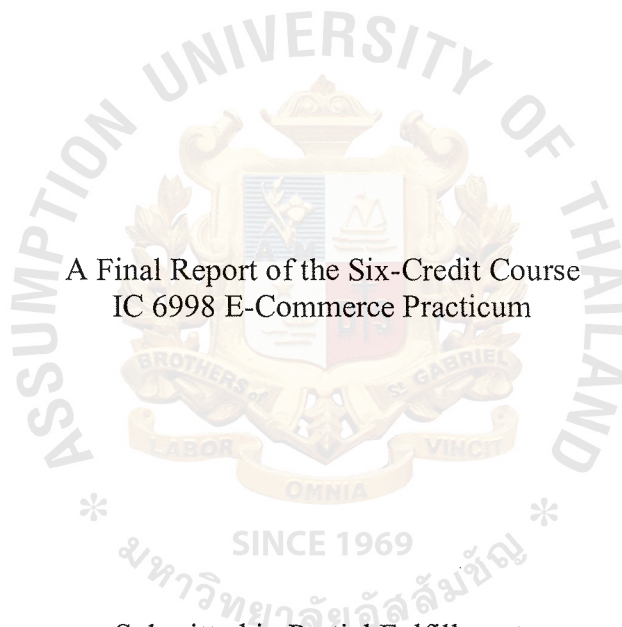
A Final Report of the Six-Credit Course  
IC 6998 E-Commerce Practicum

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

March 2003

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March 2003

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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.

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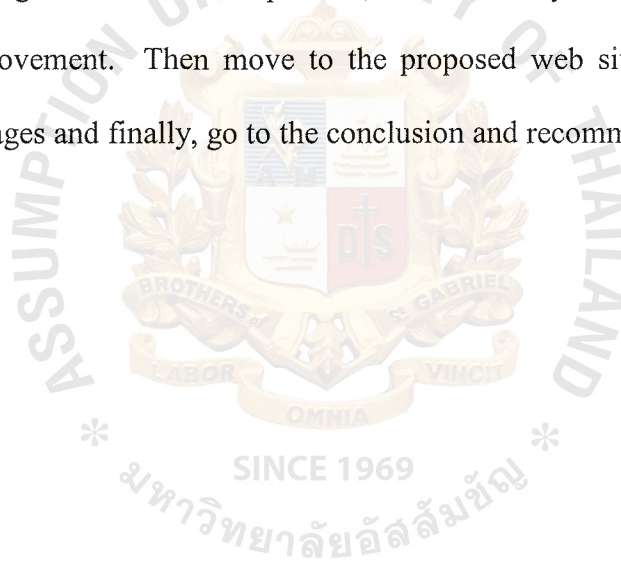
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## ABSTRACT

This project is to develop online marketing for the Electronic Dictionary, [www.cyberdict.com](http://www.cyberdict.com).

The Internet is getting popular now and more and more people are using the Internet. In Thailand the Internet users still have to get the confidence and trust in the Internet, hence the web site will mainly help users find information of the Electronic Dictionary.

This report will begin with an introduction of market situations that include the background of the organization and competitors, situation analysis and current problems and areas for improvement. Then move to the proposed web site, its structure and competitive advantages and finally, go to the conclusion and recommendation.





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## **I. INTRODUCTION**

### **1.1 Background of the Project**

Nowadays, English is more and more important for Thai people. It is not only the most used language in communication but it also helps create a good economic situation. Since the economic crisis, Thai companies have to accept the foreign investment and reorganize their working system. For keeping a job, an employee has to adjust himself in working with a foreigner or at least his English in communication. The importance of English also can be proved by an increasing number of international schools and universities offering international programs. Parents would like their children to be good at both Thai and English for a better career in the future. The Electronic Dictionary, as a tool for studying, can serve the market's need because of its benefit in English, convenience and user friendly.

The Electronic Dictionary has entered the Thai market 10 years back, but only some group of customer knows it. These groups of customers are well educated people such as students, lecturers, doctors, engineers, lawyers and businessman and anyone else who is interested in English, but it does not mean that a customer has good knowledge about the Electronic Dictionary. If a customer is interested in Electronic Dictionary, he will search for information to compare price, dictionary, function, content, design, specification and so on. As Electronic Dictionary is a technology oriented and high price product and a customer does not know how a good Electronic Dictionary should be, the degree of information seeking is high. That is a reason we would like to provide the information of Electronic Dictionary and what the good ones should be to a customer.

The Internet provides numerous business functions and activities that can be pursued by using the web site. It includes internal and external communication, information management and distribution, public relations, customer service, technical assistance, cost containment, and, of course, marketing and sales. For the high information seeking products, the web site is the best solution. It allows anyone to have a 24 hour-a-day access on the Internet and provides the multimedia information with graphics, photographs, sound and text information. We believe the information we provide to a customer will help to generate higher sales volume.

### **1.2 Objectives of the Project**

The purpose of this study is:

- (1) To introduce a new product, Besta Electronic Dictionary, into the market
- (2) To create brand awareness, image and reliability of company
- (3) To provide the information of Electronic Dictionary and change customer's misunderstanding what the good Electronic Dictionary should be
- (4) To expand a distribution channel
- (5) To provide the better service to a customer and a user guide

### **1.3 Scope of the Project**

The final report will cover the scopes listed below:

- (1) The development of online marketing for the Electronic Dictionary
- (2) To introduce the market situation including the organization and competitors introduction, situation analysis and current problems and areas for improvement.
- (3) To develop the proposed web site for online marketing purpose.
- (4) To update the information on the web site frequently.

- (5) To manage by effectively allowing users to find information easily.
- (6) To use the web site as a tool to support the traditional sale.

#### **1.4 Deliverables**

Deliverables for this project will be as follows:

- (1) The final report covers the scope as mentioned above.
- (2) The proposed web site.
- (3) The power point presentation.



## II. THE MARKET SITUATION

### 2.1 Background of the Organization

#### CyberDict Technology Limited

CyberDict Technology Limited, a member of OpenTech Company Limited, is the brainchild of experienced groups of IT professionals and dictionary experts who share a common vision to transform dictionary usage by combining real dictionaries, Advance PDA (Personal Digital Assistant) and other personal productivity tools into electronic talking dictionary products in Thailand.

The parent company, OpenTech Co., Ltd., was established in April, 1996. Following the earlier successful take over of all sales and support services of Wang (Thailand) Ltd., a wholly owned subsidiary of Wang Laboratories Inc. U.S.A., the company has expanded its business from IT into electronic educational products – a sole distributor of VTech electronic learning products, Texas Instruments science and math products, Vernier Science Software, Franklin electronic dictionary and e-books and Craloya.

OpenTech Co. Ltd. realizes that a good electronic talking dictionary does not come from translation services but real dictionaries. Content of the dictionary is the most critical factor for a good electronic talking dictionary. The company therefore, in late 2000, formed the CyberDict Technology Ltd., which focus on research and development of the best possible content dictionary for the Thailand market. To achieve its goals, CyberDict Technology Ltd. formed strategic partnership with two dictionary contents and IT technology partners. Professor (Hon.) Dr. Wit Thiengburanathum, Ph.D., M.Sc., B.Sc., M.P.A, L.L.B., provides the most comprehensive dictionary series with on-going consultation supports, eg. National Most



Entry Dictionaries (Library Edition) and SE-ED's Modern English/Thai Dictionary and other specialist dictionaries. Inventec Besta Co., Ltd., which is part of Inventec Group in Taiwan, provides the R & D (Research and Development) supports and best hardware and application design platform. The Inventec Corporation was ranked number 4 of the Taiwan Top 10 IT Companies and number 8 of the Taiwan Top 10 Public Enterprises in Year 2000.

CyberDict Technology Ltd. announced its first state of the art electronic talking dictionary in April, 2001, Besta Dr. Wit 8000. This innovative model comes with built-in 8 licensed dictionaries which includes Dr. Wit Nation Most Entry Dictionary (Library Edition), SE-ED's Modern English/Thai Dictionary, Longman dictionary, management and science dictionary, engineer dictionary, legal dictionary, phrases and idioms dictionary, abbreviation dictionary and homonym dictionary. All these real dictionaries are store in a huge memory but a compact size unit. The company emphasizes that a good electronic talking dictionary should not come from translation services but should come from real dictionaries, which explains each word in meanings rather translation word by word. A good electronic talking dictionary should also provides information of part of speeches and grammar information, eg. adjective, tense, phrases, idioms, antonyms, synonyms, confused words, example sentences, etc.

#### **Inventec Besta Co., Ltd.**

Inventec Group is Taiwan's top 8 enterprise with revenue USD35 billions (Year 2000) that has 7 companies and 12 factories worldwide. Its major products are notebook computer, digital camera and VoIP, electronic dictionary and PDA, cellular phone, graphic calculator and etc.

Besta is an own brand company of Inventec Group which is a leading brand in electronic dictionary and the most admired Taiwan Company in electronic dictionary

industry. Its product line is electronic dictionary, electronic book, personal digital assistant, wireless PDA, and wireless entertainment PDA.

Table 2.1. Besta International Market Share: ELECTRONIC DICTIONARY.

Area	Brand	Market Share
Taiwan	BESTA	57%
Hong Kong	BESTA	38%
China	BESTA	15%
USA	BESTA	70%
Singapore	BESTA	80%
Malaysia	BESTA	90%
Korea	A-ONE	45%
<b>Thailand</b>	<b>BESTA</b>	<b>35%</b>

Table 2.2. Besta International Market Share: PDA & WIRELESS PDA.

Area	Brand	Market Share
Taiwan	BESTA	20%
Hong Kong	BESTA	5%
China	BESTA	5%
USA	CYBIKO	???

**Professor (Hon.) Dr. Wit Thiengburanathum, Ph.D., M.Sc., B.Sc., M.P.A., L.L.B.**



Figure 2.1. Professor (Hon.) Dr. Wit Thiengburanathum, Ph.D., M.Sc., B.Sc., M.P.A., L.L.B.

Professor (Hon.) Dr. Wit Thiengburanathum, Ph.D., M.Sc., B.Sc., M.P.A., L.L.B., the author of dictionaries who is well known in education society, is a specialist in Science, Law and Languages. Now he is an instructor of ChiangMai University in the faculty of Medicine, Pharmacy, Social Science, Law and Arts. His works are these followings:

- (1) The Nation Most Entry, English/Thai Dictionary (Library Edition),
- (2) The Nation Most Entry, Thai/English Dictionary (Library Edition),
- (3) SE-ED's Modern English/Thai Dictionary,
- (4) Thai/Thai Dictionary,
- (5) Medical Dictionary,
- (6) Drugs & Diseases Dictionary,
- (7) Dictionary of Engineering,
- (8) Computer, Internet & IT Dictionary,

- (9) Management & Science Dictionary,
- (10) Legal Dictionary (Thai Law),
- (11) Phrases & Idioms Dictionary,
- (12) Abbreviation Dictionary,
- (13) Homonym Dictionary

## **2.2 Competitor Introduction**

### **Talking Dict**

The company founded the brand “Talking-Dict”, a range of high proficiency electronic consumer products designed to address the needs of consumers.

Established in 1993. The company’s corporate culture is rooted in high technology electronic consumer products and has successfully launched products throughout its existence with more than 300 outlets network over Thailand. These factors enable the company to stay abreast of the latest technology and market trends.

We believe that establishing long-term relationships between the company and the customer are the best method to achieve the goal of producing a product of the highest quality. At all times ongoing relationships with our customers to aid our R&D strategies and thus continually improve and develop our products.

Looking to the future, the company’s strategy is to remain focused on its core business and reinforce its market leadership and further enhance the company’s competitive advantages. Further resources will be invested in innovation, technology and brand equity development.

## **2.3 Situation Analysis**

### **Nature of Demand**

The Electronic Dictionary is a high price product and most customers are new buyers. Although it has entered into Thai market about 10 years, there is only some groups of customers know it. These groups of customers are well educated people such as students, lecturers, doctors, engineers, laws, businessmen and anyone else who is interested in English, but it does not mean that a customer has good knowledge about Electronic Dictionary. If a customer is interested in Electronic Dictionary, he can find the information from sales person at outlets that are the most popular source, brochures, web sites, magazines, newspapers, radio and through dealer leaflets. After he gets the information, he will make a decision whether he wants Electronic Dictionary. Normally, customer's decision will happen at home because Electronic Dictionary is a technology and high price product. He does not know how a good Electronic Dictionary should be and what its benefits are. Then if he wants it, he will get more information to compare price, dictionary, function, design and specification. He may go to 2-3 stores or call the distributor to check promotion. The degree of information seeking is high.

The degree of brand awareness and loyalty is medium. A customer does not concentrate on brand, but he will focus on source of dictionary. As Besta is the international brand, we do not have our own local brand like the competitor, Talking Dict, who was the first Electronic Dictionary in Thai market. We have to create the brand awareness in Thailand – local area and to focus on the license of dictionary. Therefore, we promote the name of Dr.Wit Thiengburanathum, the author of dictionaries. Although a customer may be interested in one brand already, a sale person will make him decision to buy which brand at point of sale. Cause a customer does not



have well knowledge about Electronic Dictionary so he will believe an advice of sale person.

Table 2.3. Major Segmentation Variables for Consumer Market.

Group of Customer	Student	Working People
– Age	11-24 years	25-65 years
– Purchase decision	Parents	Himself
– Influence the decision making	Children, friend, salesperson	Friend, salesperson
– Individual or group decision	Family	Individual
– Factor consideration	Functional and Price	
– Risk of negative purchase outcome	Medium: Dictionary and software	
– Time of consumption	Hardware 5 years Dictionary 2 years	
– Geographic location	Bangkok and metropolis City of education center: Chiang Mai, KonKean, Songkla, etc  Travelling city: Pattaya, Phuket, etc	
– Heavy or light user	Light	

### Step of the Buying Process

- (1) A customer knows and has some information of Electronic Dictionary from sources: sales persons, brochures, web sites, magazines, newspapers, radio and dealer leaflets.
- (2) He will study the information by himself and make decision whether he wants it at home.
- (3) If yes, he will get more information to compare price, dictionary, function, design and specification. Sales persons will encourage he to buy which brand at point of sale.
- (4) Buying process. Normally it is a new purchase situation. There is some parent who is repeat customer because he buys one unit for each child.

### Product Usage

- (1) Searching a vocabulary
  - (a) English/Thai, Thai/English, English/English, Thai/Thai Dictionaries
  - (b) Specific Dictionaries: Medical, Engineering, Legal and etc.
  - (c) Accuracy, faster and convenience
  - (d) Friendly user
  - (e) Compatible size
- (2) English Learning Tools
  - (a) Travelling Conversation
  - (b) English grammar
  - (c) Revision Dictionary: spelling, listening and meaning test
  - (d) User Dictionary: Specific vocabulary
  - (e) TOEFL vocabulary
  - (f) Useful vocabulary

- (3) PDA
  - (a) Personal Information
  - (b) Memo
  - (c) Organizer: name card, time management, calendar and etc.
  - (d) Local and world time
- (4) Calculator
  - (a) Science calculator
  - (b) Graphic calculator
  - (c) Statistical calculator
  - (d) Formula calculator
  - (e) Metric conversion
  - (f) Currency conversion
  - (g) Size conversion
  - (h) Personal Finance
- (5) Reference
  - (a) Travel guide: an international country information, Thai embassy overseas
  - (b) Police stations in Thailand
  - (c) Hospital in Thailand
- (6) Entertain
  - (a) Games
  - (b) Fortune teller

### Extent of Demand

Total volume in Year 2002 is Baht 800M that is rapidly increasing from Year 2001, Baht 600M and Year 2000, Baht 300M. The market is expected to grow by 20% in Year 2003. The market share of Year 2000 – 2002 is in the following table.

Table 2.4. The Market Share of Electronic Dictionary in Year 2000 – 2002.

Year	2000		2001		2002	
Brand	Volume*	Percentage	Volume*	Percentage	Volume*	Percentage
Besta	100	33%	220	36%	280	35%
Talking Dict	125	42%	320	53%	480	60%
Others	75	25%	60	10%	40	5%

Remark: Volume\* is in Million Baht.

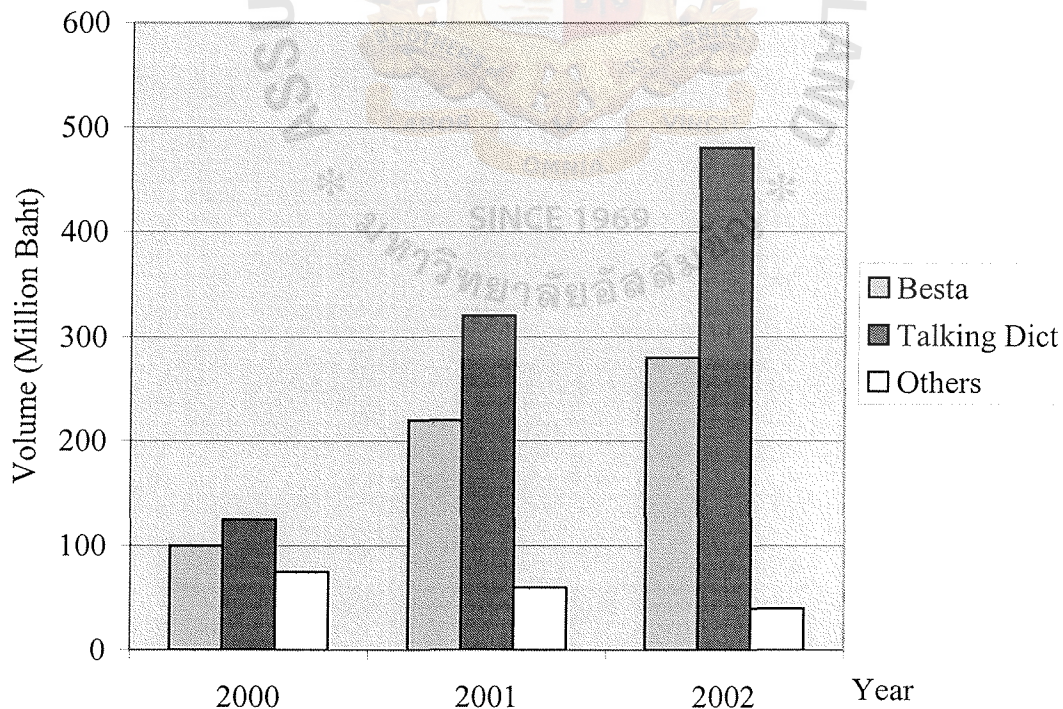


Figure 2.2. The Market Share of Electronic Dictionary in Year 2000-2002.

Refer to the Figure 2.2, there is 2 main competitors, Besta and Talking Dict, in the market. Although there is other competitors, they are going to disappear from the market.

### **Nature of Competitors**

Electronic Dictionary is composed of 3 important components that are manufacturer (hardware), dictionary (software) and distributor who may have his own brand, local brand, such as Talking Dict or an international brand such as Besta. The product is classified into 3 groups, high price model, middle price model and low price model, depend on its feature.

Table 2.5. Brand Structure.

<b>Brand</b>	<b>Besta</b>	<b>TalkingDict</b>
<b>Manufacturer</b>	Inventec Besta Co., Ltd.	Instant Dict
<b>Distributor</b>	CyberDict Technology Ltd.	Union Sense Technology Ltd.
<b>Dictionary</b>	Licensed from Dr. Wit Thiengburanathum, Ph.D., BSc., MPA, L.L.B.	The Chulermprakiat Center of Translation and Interpretation Faculty of Art, Chulalongkorn University, 1999



Table 2.6. Model & Price Comparison.

Barnd	Besta	Talking Dict
<b>High Price Model</b>	CyberDict V: Baht 7,990	T988: Baht 11,900 Super King: Baht 7,490
<b>Middle Price Model</b>	Dr.Wit 8000: Baht 6,900	T888: Baht 6,900
<b>Low Price Model</b>	CyberDict IV: Baht 4,990 CyberDict III: Baht 3,990	Super Gold: Baht 4,990 Super Smart: Baht 3,990 Super Champ: Baht 2,990

### Environment Climate

English is more important everyday. We can see from the increasing number of international schools and international programs in universities. It is not only important for students but also too working people. There is an increase of foreign investment too. The market trend of Electronic Dictionary will be increased because its price will be cheaper like any others high technology product such as PDA, mobile phone, notebook and etc but its capacity will be better. Therefore, the number of target customers will increase, as they get used to high technology products and have better knowledge of the Electronic Dictionary.

### State of Product Life Cycle

Electronic Dictionary state of product life cycle is scalloped. Here sales pass through a succession of life cycles based on the discovery of new-product characteristics, uses, or users. CyberDict Technology Ltd. coordinates with Inventec Basta Co., Ltd. and Dr.Wit Thiengburanathum to create a real Electronic Dictionary that has high capacity in PDA for Thai Market.

## Distribution Structure

CyberDict Technology Ltd. is a sole distributor of well-known international brands of a learning product that are VTech electronic learning products, Texas Instruments science and math products, Vernier Science Software, Franklin electronic dictionary and e-books, Craloya, and of course, Besta Electronic Dictionary. Now, there are about 100 sale outlets of Besta Electronic Dictionary all over the country. They can be explained by type as in this following table.

Table 2.7. The Distribution Channel of Besta in Thai Market.

Type	Example
Department Store	Central, The Mall, Robinson
Discount Store	Makro, Lotus
Book Store	Se-ed, B2S
IT Store	Data IT, PowerBuy
Cooperate sale	Credit Card's Rewards, Mobile Phone's Rewards
Direct sale	Exhibition

## 2.4 Current Problems and Areas for Improvement

The major problems are an instructor does not recommend a student to use Electronic Dictionary and a customer does not have enough knowledge about it. Before we enter into Thai market, an Electronic Dictionary is only a translator not real dictionary. It does not help the student to understand clearly the meaning of vocabulary so an instructor does not allow to use it. Now Besta Electronic Dictionary solves this problem because it is a real Electronic Dictionary licensed by Dr. Wit, the author of dictionaries such as Dr. Wit Nation Most Entry Dictionary (Library Edition), SE-ED's Modern English/Thai dictionary and etc. Our sale person is lack of selling skill and we

try to solve it by preparing training program to develop his skill and encourage him to study more English. We believe that if our sales person can make the customer understand how a good Electronic Dictionary should be and its benefits, our sales volume will increase.

Therefore, we promote Dr. Wit's name, licensed dictionaries and Besta, international brand to make customers believe that we are the best in the market.



### **III. THE PROPOSED WEB SITE**

#### **3.1 The Need for Proposed Web Site**

The Internet allows anyone to have a 24 hour-a-day access on and provides the multimedia information with graphics, photographs, sound and text by using the web site, therefore, the web site is suitable with our product that has a high information seeking. Also, it is the best solution to solve our problem that a customer does not know what the good Electronic Dictionary should be.

#### **3.2 Site's Goal**

**CyberDict Technology Limited., creates the web site, [www.cyberdict.com](http://www.cyberdict.com), to support this following reasons:**

##### **To Introduce a New Product, Besta Electronic Dictionary, into the Market.**

The first objective of web site is an introduction of BESTA into the market. The company is proud to present “Besta Electronic Dictionary”, one of its ideal products. It composes of accuracy and reliable database (series of licensed dictionaries), best content, high technology and best design.

##### **To Create Brand Awareness, Image and Reliability of Company.**

The second objective is a creation of brand awareness and company image. CyberDict Technology Limited is a sole distributor of international brand name of learning products in Thailand, VTech electronic learning products, Texas Instruments science and math products, Vernier Science Software, Franklin electronic dictionary and e-books, Craloya and Besta Electronic Dictionary. Besta is our own product invented from 3 partners' cooperation: Inventec Group, One of top 10 electronic company in Taiwan 2001 – a manufacturer, Dr. Wit Thiengburanatham, an

acknowledged technical expert of education in Thailand, - a licensor of dictionaries, and CyberDict Technology Ltd.– a distributor.

**To Provide the Information of Electronic Dictionary and Change Customer's Misunderstanding What the Good Electronic Dictionary Should be.**

The third objective is an attempt to change customer's misunderstanding about an electronic dictionary. The company tries to make customers understand how a good electronic dictionary depends on how good on its database is, (licensed dictionary) not on how many functions it has.

**To Expand a Distribution Channel**

The web site, [www.cyberdict.com](http://www.cyberdict.com), will expand a distribution channel for new customer groups such as Thai people who lives oversea or a foreigner who interested in Thai.

**To Provide the Better Service to a Customer and a User's Guide**

The last objective is to provide the better service to a customer. If a customer send a damaged unit, he will receive a quotation of fixing price and payment on the web site, [www.cyberdict.com](http://www.cyberdict.com). It also provides a user guide for down load, FQA and respond to any problems of customer.

**3.3 Mission on Purpose of Company**

A mission of Cyberdict Technology Ltd. is to be the number one in the Thai electronic dictionary market. The mission of [www.besta.com](http://www.besta.com) is to provide all information that will be benefit on selling such as detail of product, where to buy, service center, promotion news and etc.

**Short Term Goal**

- (1) To introduce a new product, Besta Electronic Dictionary, into Thai market.



- (2) To create brand awareness, image and reliability of company – CyberDict Technology Limited.
- (3) To expand distribution channel for new customer group in overseas that company does not have any dealer.

### **Long Term Goal**

- (1) To support new products in the future such as dictionary online, download dictionary and etc.
- (2) To be alternative distribution channel for customer.

### **The Intended Audiences**

Thai people who are interested in English that can be divided into 2 groups:

- (1) Student included his/her parent and teacher

This group wants him/herself to be good at English.

- (2) Working people

This group wants English to add value in him/herself for career promotion or work for foreign organizations or further their education.

Both groups of intended audience are not fluent in English so the web site is presented in Thai. They will come to the web site to find an information of product that is well organized and easy to understand.

### 3.4 Site Structure

#### Group & Label Content

<p>FRAME 1: Company logo and slogan</p> <p>This frame will be fixed to display in every page.</p>	
<p>FRAME 2: Site content</p> <p>This frame will be fixed to display in every page</p>	<p>FRAME 3: Display area that response to a customer's search. It composed of:</p> <ul style="list-style-type: none"><li>• Homepage</li><li>• Detail pages</li></ul>

Figure 3.1. Structure of Page.

#### FRAME 1: Company Logo and Slogan

Logo of CyberDict Technology Ltd. and its slogan will be displayed in this frame that will be fixed through the web site because we would like a customer to remember logo and image of company. The background color of this frame is blue to make the company logo is outstanding. The slogan character color is white because it is easy to read and match with company logo colors are red, blue and white.

## **FRAME 2: Site Content**

Every feature of the web site will be displayed in this frame and it will be fixed through the web site. Its benefit are well organize and user friendly. Providing a fixed menu bar is convenience for a customer and it prevents him to get lost in the web site. The background color of this frame is blue and content buttons are red because they can go together with company logo and frame 1.

## **FRAME 3: Display Area**

The detail of this frame will change to response customer searching and it composed of 2 types:

### **(1) Home page**

On home page that is the first page of web site, this frame will display the motion picture of the top model. It will demonstrate how to use the unit and the highlight feature. The background is black color because it makes an image outstanding. Also product color is silver or gold, it should not use white background.

### **(2) Detail pages**

On detail pages, this frame response to customer searching so text and images will be displayed. So white is used for background color to make text clearer and easy reading.

## **Site Content & Site Map**

Site content will be displayed as the fixed menu bar in every page. A structure of site content will explain in this following table:

Table 3.1. A Structure of Site Content.

CONTENT		SUB CONTENT	DESCRIPTION
<b>Home</b>			Display of home page
<b>Thai</b>	<b>English</b>		Change the web site language
<b>Dictionary Online</b>		<ul style="list-style-type: none"> <li>English/Thai Dictionary</li> <li>Thai/English Dictionary</li> </ul>	Searching English/Thai and Thai/English vocabulary online
<b>Product</b>		<ul style="list-style-type: none"> <li>Brand &amp; Model</li> </ul>	Detail of product
<b>FAQs</b>			Frequency questions and answers
<b>Shopping Online</b>			Purchase product online
<b>Where to buy</b>		<ul style="list-style-type: none"> <li>Bangkok</li> <li>Provinces</li> </ul>	List of sale outlets, address and location in Bangkok and provinces
<b>Event &amp; News</b>		<ul style="list-style-type: none"> <li>Exhibition</li> <li>Promotion</li> <li>News</li> </ul>	Provide an information about promotion, exhibition, road show, news and etc.
<b>About us</b>		<ul style="list-style-type: none"> <li>CyberDict Technology Ltd.</li> <li>Besta Inventec Co. Ltd.</li> <li>Dr. Wit Thiengburanathum</li> </ul>	An introduction of 3 partners: CyberDict Technology Ltd., Besta Inventec Group and Dr. Wit Thiengburanatham.
<b>Our Service</b>		<ul style="list-style-type: none"> <li>Warrantee</li> <li>Service Center</li> </ul>	Provide an information of after sale service.
<b>Accessory</b>		<ul style="list-style-type: none"> <li>Model</li> </ul>	Detail of accessory
<b>Download</b>			Download user manual and software
<b>Contact us</b>			Email to company
<b>Service Payment</b>			Payment of fixing unit online

Table 3.2. Site Map.

CONTENT		LEVEL 1	LEVEL 2
<b>Home</b>		<ul style="list-style-type: none"> <li>• Top Model</li> </ul>	Highlight Functions
<b>Thai</b>	<b>English</b>		
<b>Dictionary Online</b>		<ul style="list-style-type: none"> <li>• English/Thai Dictionary</li> <li>• Thai/English Dictionary</li> </ul>	Search vocabulary online
<b>Product</b>		<ul style="list-style-type: none"> <li>• Brand &amp; Model</li> </ul>	Search product's detail
<b>FAQs</b>			
<b>Shopping Online</b>			
<b>Where to buy</b>		<ul style="list-style-type: none"> <li>• Bangkok</li> <li>• Provinces</li> </ul>	
<b>Event &amp; News</b>		<ul style="list-style-type: none"> <li>• Exhibition</li> <li>• Promotion</li> <li>• News</li> </ul>	
<b>About us</b>		<ul style="list-style-type: none"> <li>• CyberDict Technology Ltd.</li> <li>• Besta Inventec Co. Ltd.</li> <li>• Dr. Wit Thiengburanathum</li> </ul>	
<b>Our Service</b>		<ul style="list-style-type: none"> <li>• Warrantee</li> <li>• Service Center</li> </ul>	
<b>Accessory</b>		<ul style="list-style-type: none"> <li>• Model</li> </ul>	
<b>Download</b>		<ul style="list-style-type: none"> <li>• User Manual</li> <li>• Software</li> </ul>	Model
<b>Contact us</b>			
<b>Service Payment</b>			



## **Outstanding Features of Web Site**

- (1) Fixed menu bar and pop up list of sub menu.

The content of web site will be displayed in the fixed menu bar in every page. For the sub menu, there is a pop up list when a customer rolls over the main menu. This feature provides the following benefits to a customer.

- (a) Easy to understand the web site's structure

A customer will understand all the content of web site by reading main menu and pop up list of sub menu.

- (b) Faster searching to the target page

The pop up list of sub menu makes a customer go direct to the target page faster. He does not need to go to the main menu page then go to the sub menu page that waste time.

- (c) More convenience

A customer can go directly to any page he wants, no matter where he is in the web site. He does not have to go back to the home page every time he wants to have a new search.

- (d) Prevent a customer to get lost in the web site

A customer will never lost in the web site because of the fixed menu bar and the pop up list of sub menu.

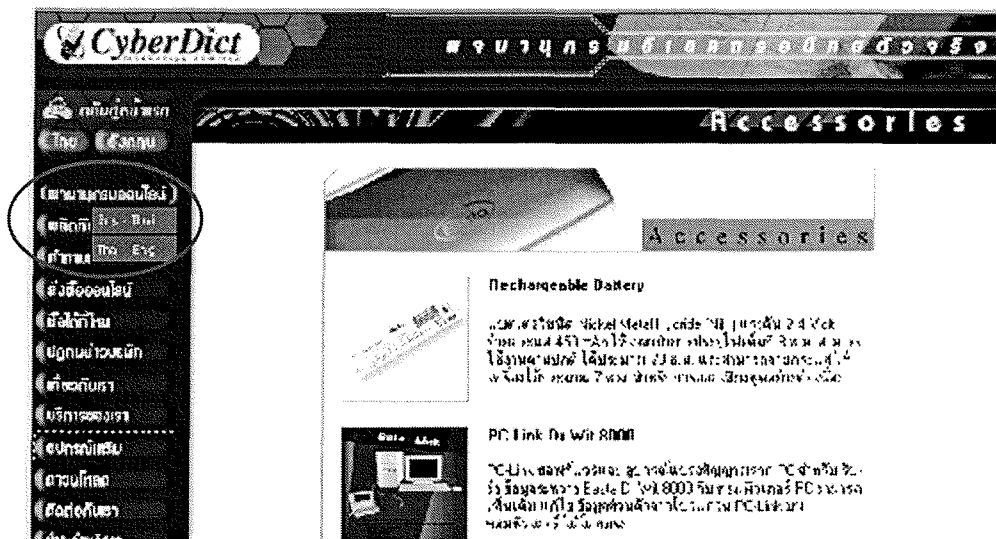


Figure 3.3. Fixed Menu Bar and Pop Up List of Sub Menu.

## (2) Motion picture on home page

On home page, there is the motion picture of the top model and it demonstrates how to use the unit. The high light functions also provide and they can be linked to more detail. The motion picture will be present in briefly that include only important information. This feature will make a customer understand how to use the unit and know the high light feature of the top model in a short time.

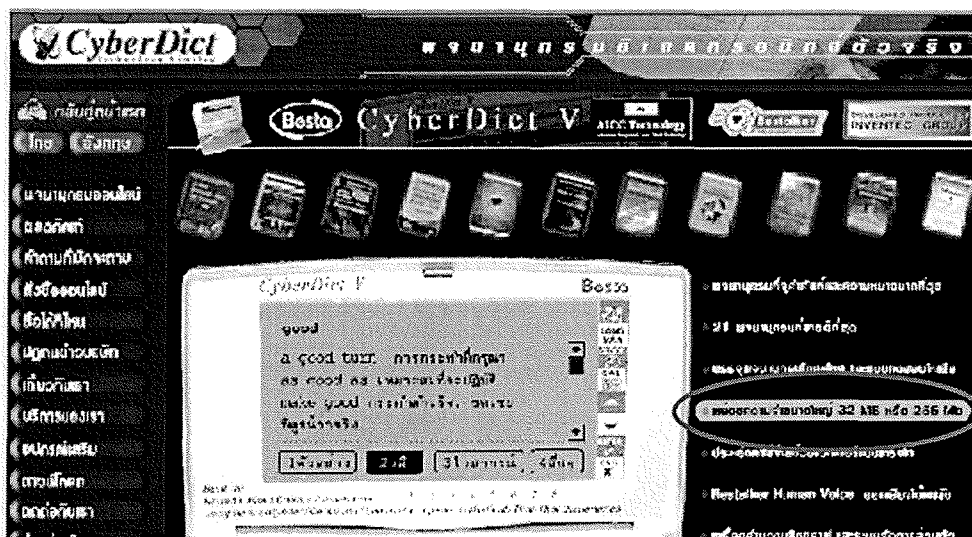


Figure 3.4. Motion Picture on Home Page.

### (3) Dictionary Online

The company believes that Besta Electronic Dictionary contains the best dictionary in the market. Each vocabulary comes from the real dictionary that explains each word in meanings rather translation word by word. A good electronic talking dictionary should also provides information of part of speeches and grammar information, eg. adjective, tense, phrases, idioms, antonyms, synonyms, confused words, example sentences, etc. Therefore, the company invites a customer to search a vocabulary on line, English/Thai and Thai/English dictionary, for proving the quality of product. The benefit of this feature is to allow a customer to try on a vocabulary whether he is satisfy then he will make a buying decision. It also persuades a customer to visit the web site again and again.

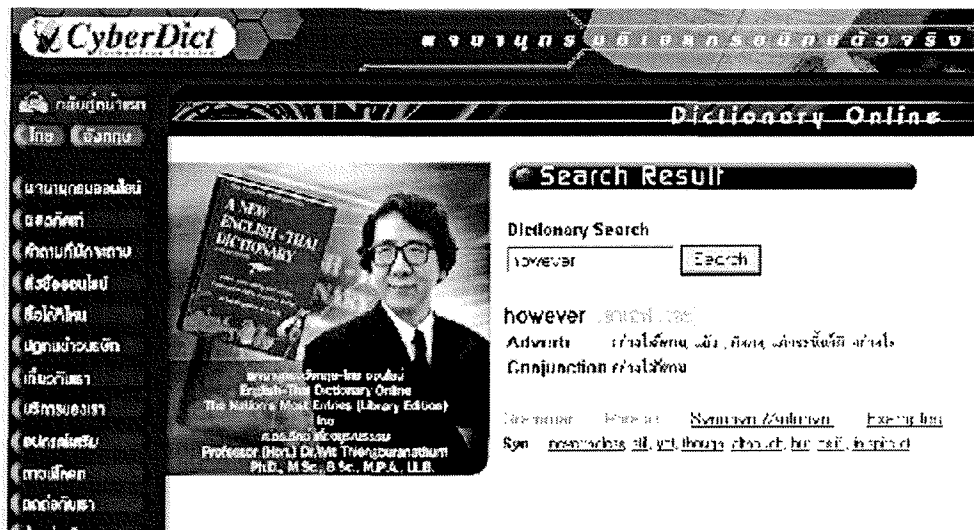


Figure 3.5. Dictionary Online.

#### (4) Searching feature of product

As an Electronic Dictionary is a high seeking information product and it has variety features. The company attempt to present all information in well organize pattern, clear and easy to understand and user friendly also.

These following are the searching methods that provided:



(a) Highlight function

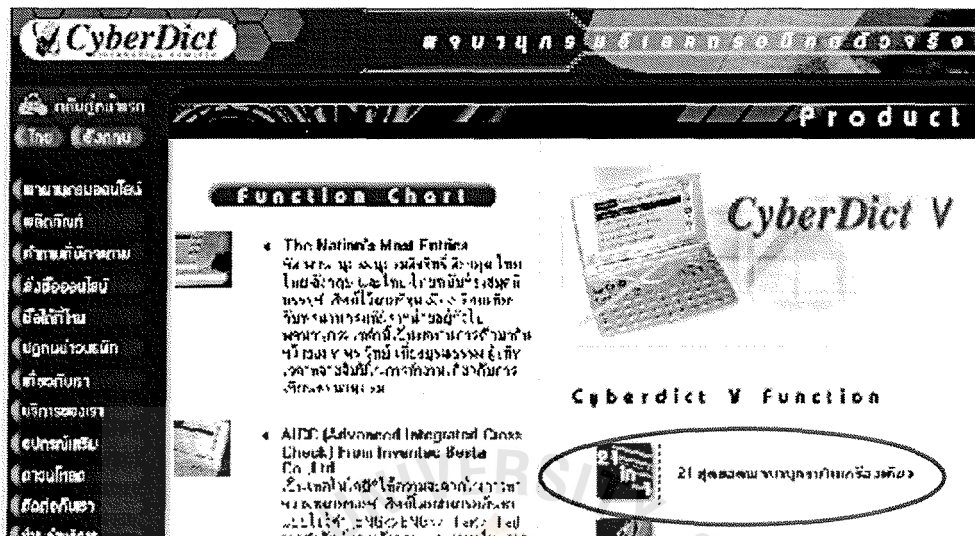


Figure 3.6. Highlight Function.

(b) Function chart and link to detail page

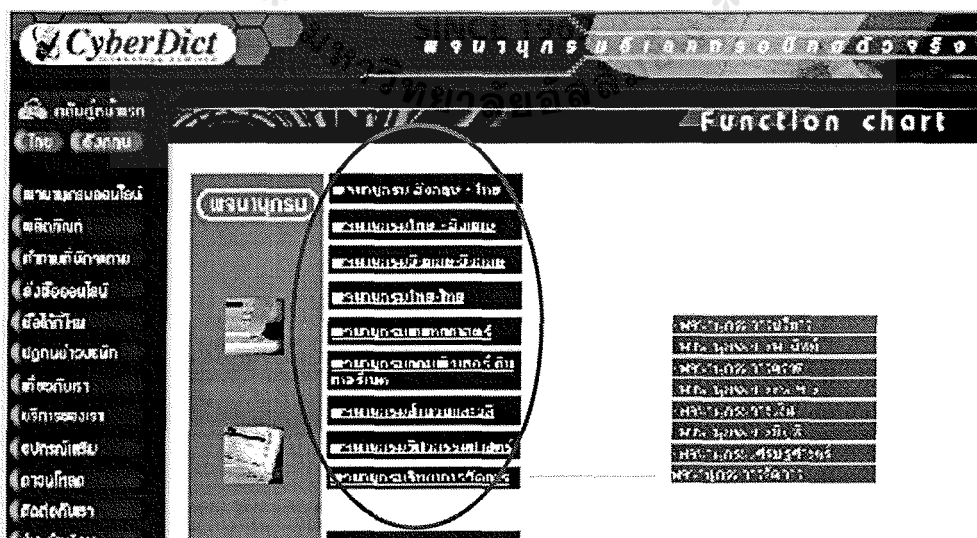


Figure 3.7. Function Chart and Link to Detail Page.



[illegible]

Figure 3.8. Pop Up List Search in Detail Page.

The Service Payment feature not only provides for the payment of fixing unit on line but also provides the quotation of fixing unit and response to any problem of using the product. This feature will help to solve customer problems faster and very convenience for a customer who lives abroad.

The company wants its web site, [www.cyberdict.com](http://www.cyberdict.com) to provide the convenience to customers in searching for information. Therefore, all information can be suitable to print on paper excluding dictionary online page.

## Other Interesting Features

### (1) Shopping online

#### (a) Promotion

The promotion of shopping online is the as same as promotion of Department Store. The company does not emphases on promotion online because the transactions are only a few.

#### (b) Payment method

There are 2 methods of payment:

- (1) Credit Card: Visa and Master
- (2) Money transfer to the company account.

Both methods will be process via the Bank Asia web site that has the reliable security system.

#### (c) Delivery fee and period of delivery

There are 2 types of delivery fee:

- (1) Domestic delivery fee is 100 Baht per unit.
- (2) International delivery fee is 1,000 Baht per unit.

The period of delivery is 7 working days both domestic and international delivery.

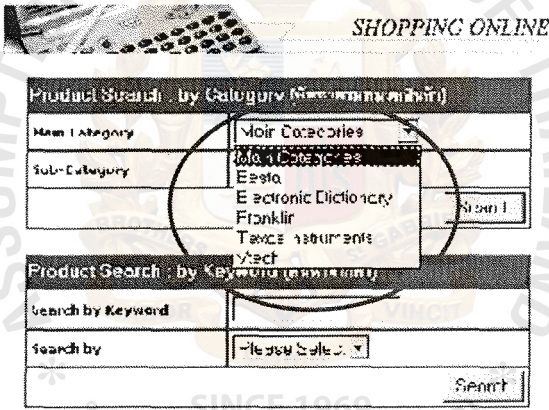
#### (d) Current situation

In Thai market, an Electronic Dictionary does not have many transactions online because of these following reasons

- (1) It is a high technology, high price and high seeking information product.
- (2) A customer needs a sales person's advice on how to use the unit and its benefits before making a buying decision.

- (3) There are many sales outlets of an electronic dictionary every where.
- (4) A customer does not trust the security of payment online or he may not know how to make a payment online.

Although there are not many transactions online in Thailand, there are about 90% of transactions online overseas. Our customers are Thai students or Thai people who live overseas and foreigners who are interested in Thai also.



**SHOPPING ONLINE**

**Product Search : by Category (เลือกหมวดหมู่สินค้า)**

Main Category	More Categories	Submit
Sub-Category	More Categories	
	Esia	
	Electronic Dictionary	
	Franklin	
	Twice Instruments	
	Direct	

**Product Search : by Keyword (ค้นหาโดยคำ)**

Search by Keyword	
Search by	Please Select
Search	

**Feature Items**

Figure 3.9. Production Search Function for Shopping Online.

Refer to Figure 3.8, this function provides more convenience to a customer. He can search the product he wants to buy directly or he can select it from the product list.

(2) Download

This feature allows a customer to download Besta software or user manual in case that he lost it.

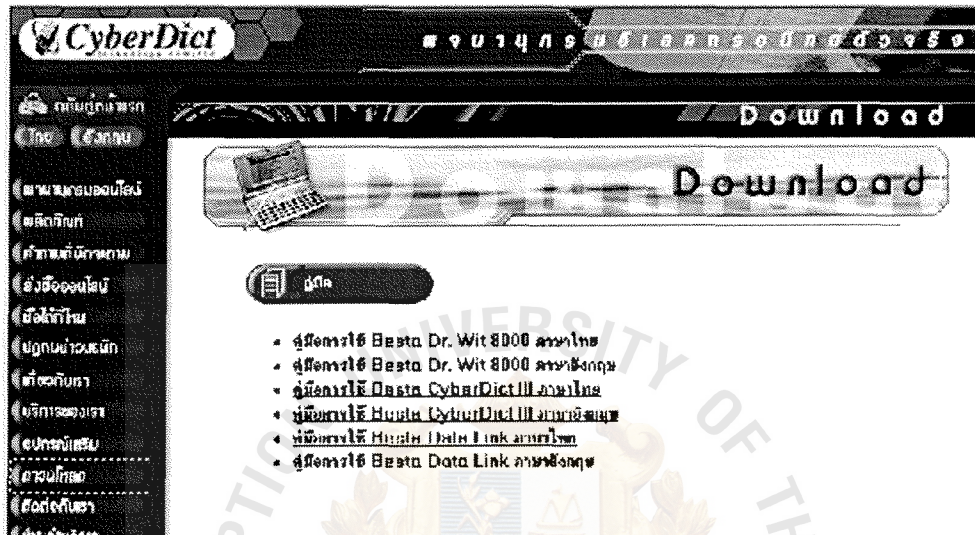


Figure 3.10. Download Feature.

### 3.5 Competitive Advantage

#### SWOT Analysis

##### Strengths:

- (1) Good name and good meaning

[www.cyberdict.com](http://www.cyberdict.com) is the name of company and also has a good meaning for web site.

- (2) Clear objective of web site

Therefore all information is well organized, clear and easy to understand for a customer.

(3) Thai Language

The target customers are Thai people who are interested in English. Their English may not be good so the web site is presented in Thai, and it will be present in English later

(4) Update information

The information will always be up to date. A customer will get the reliable information.

(5) User friendly

The web site is specifically designed to support a customer need and demand on an electronic dictionary product such as searching method and suitable printed format.

(6) Dictionary online

Trial version of dictionary, the company invites a customer to examine the quality of dictionary. Our English/Thai dictionary is the reference for Microsoft Office 97 and Microsoft Office XP.

(7) Customer Service

The web site also provides after sales service to customers in the features of download and service payment.

(8) More convenience

A customer does not need to go out off home to get information. He can get an information at home or any place 24 hours from the Internet.

**Weaknesses:**

(1) Newly opened web site

A customer may not know the web site at the beginning when compared to other conventional methods of information providers.



### **Opportunities:**

(1) Increasing number of Internet users

As the population of daily Internet user increase, so will the need for this service. Changes in the user way of purchasing and seeking information such as moving from physical to cyber. More Internet users expected in the future.

(2) Increasing number of target customer

The trend of an electronic dictionary price is decreasing like other technology products. More people know an electronic dictionary and its benefit. Therefore a target customer is expandable.

(3) Lower cost media

The marketing of the web site is cheaper compared to other conventional or traditional media.

(4) Competitor

At this time, there is only one direct competitor, [www.talkingdict.com](http://www.talkingdict.com). However, its web site is present in English only and the information is not up to date.

(5) Traffic

Traffic situation of Bangkok makes the Internet more convenient.

### **Threats:**

(1) Infrastructure

The instability of the Internet system and the speed of network are still the major problems found in e-commerce.

## Competitor's Web Site Analysis

There is only one direct competitor in the market, [www.talkingdict.com](http://www.talkingdict.com) that belongs to Union Sense Technology Ltd., and its brand is "Talking-Dict". The following is the analysis of its web site.

### Strengths:

- (1) Good name

The name, [www.Talkingdict.com](http://www.Talkingdict.com) is same as its brand name so it is easy for customers to remember.

- (2) Good navigator

There is a pop up list of menu in every page and easy signal for a customer's understanding.

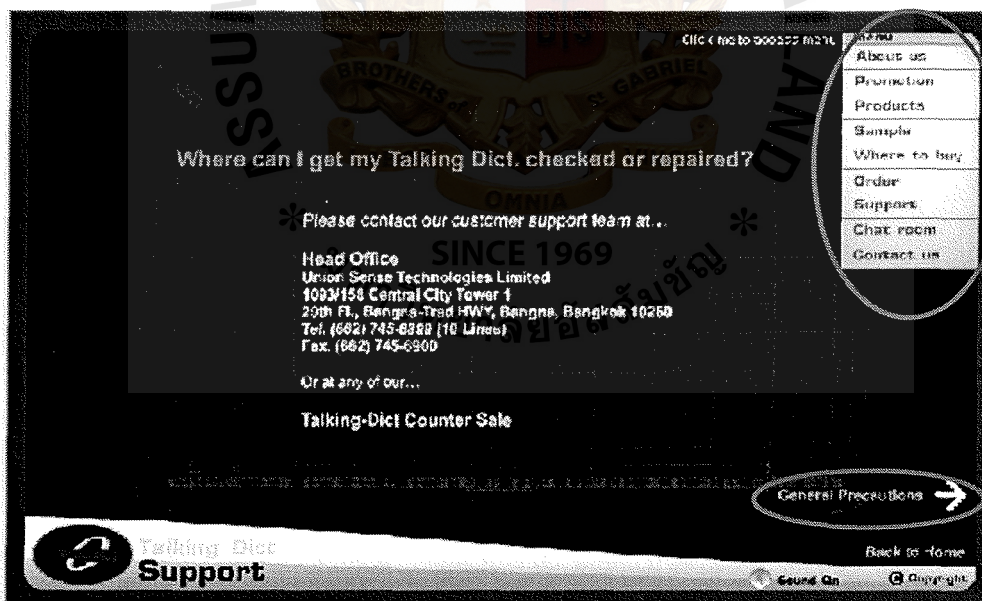


Figure 3.11. Good Navigator & Customer Service Information.

### (3) Customer Service

The web also after sale service to a customer such as where the service center and FAQs.

#### **Weaknesses:**

#### (1) Wastes time on loading

A customer has to wait for loading in every page because all information is presented by Flash.



Figure 3.12. Waste Time on Loading.

#### (2) Not up to date information

Information of products is not up to date so it is not reliable for customers. The old models, Double card and Super Star, are already obsolete but they are still present on the web site. However, many new

models such as T988, T888, Super King, Super Gold and Super Champ are disappeared.

- (3) Not support any features of the new model, PDA dictionaries

As there are 2 new models in PDA dictionaries, T988 and T888, but the web site does not provide any feature of them.

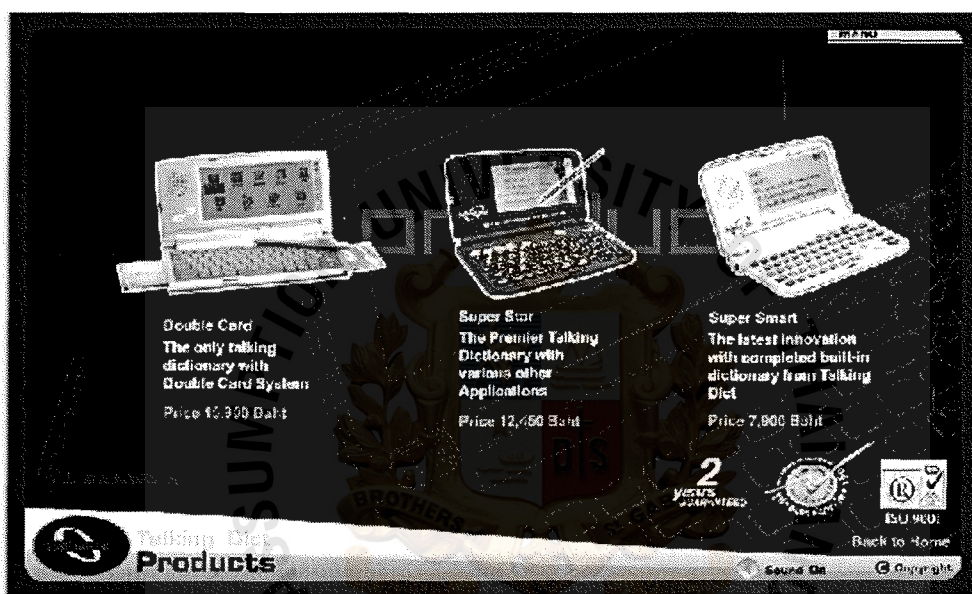


Figure 3.13. Not Up to Date Information.

- (4) English

All information is present in English only, no Thai. It may not be convenient for target customers.

- (5) Some features do not work

Chat room does not work for customers.

### 3.6 Cost and Benefit Analysis

The company estimates an initial cost of the project in 3 main areas: hardware, web site and staff (a web master).

#### Financial Statement

	Baht	Baht
Cost		
Initial Investment Cost (First Year)		
Hardware		
1 set of computer	40,000	
(included Modem, Printer and Scanner)		
Miscellaneous	<u>5,000</u>	
Total Hardware Cost		45,000
Web site		
Domain name and hosting fee	2,880	
Web design fee	30,000	
Miscellaneous	<u>6,000</u>	
Total Web site Cost		38,880
Staff		
Salary of a web master		<u>240,000</u>
(Baht 20,000 per month)		
Total Initial Investment Cost		<u><u>323,880</u></u>



## Forecasting Income

The total sale amount in Year 2002 is Baht 280M. The company estimates the sale amount of web site about 0.005% of last year sale that is Baht 1.4M. There is profit about 30% of sale amount, it means the company will get the profit from web site Baht 420,000.

## Sales Forecast

	Baht
Benefit	
Average Sale Amount per Month	
Units Sale	20 units
Average unit price	Baht 5,990
Total Sale Amount	119,800
Profit	
Average profit is 30% of sale amount	35,940

The company will begin to get the profit at the fifth month as shown in the following figure.

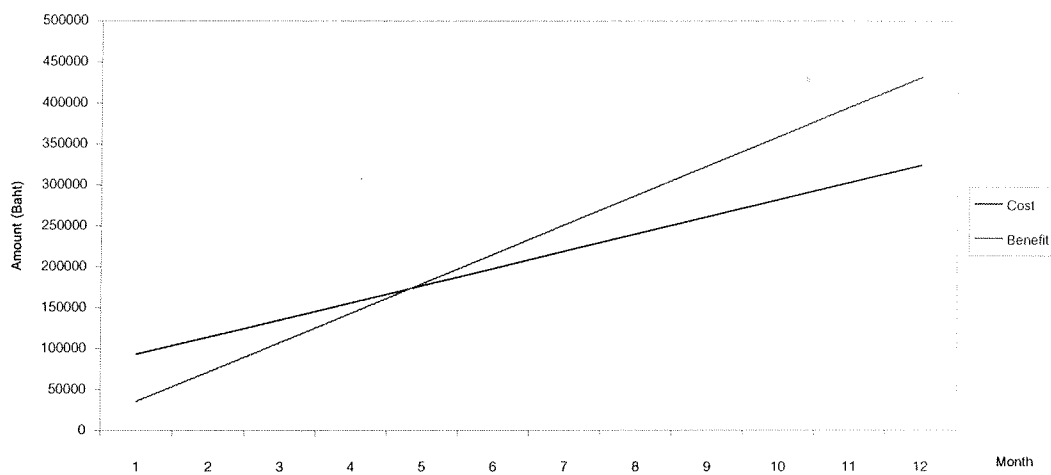


Figure 3.14. Break-even Analysis.



## IV. CONCLUSIONS AND RECOMMENDATIONS

### 4.1 Conclusions

The Internet provides an efficient channel for information and another way to reach customers. The Internet business will be efficient when it is used in combination with good business fundamentals and an existing offline infrastructure.

This project objective has been developed online marketing for an electronic dictionary by following these purposes:

- (1) Introduced a new product, Besta Electronic Dictionary, into the market
- (2) Created brand awareness, image and reliability of company
- (3) Provided an information of Electronic Dictionary and changed customer's misunderstanding what the good Electronic Dictionary should be.
- (4) Expanded a distribution channel
- (5) Provided the better service to a customer, a damage unit, a user's guide and etc.

Referred to Monthly Site Activity Analysis in Appendix A, the company finds the interesting statistic that can prove the achievement of web site. The top 3 most commonly accessed pages are Search Product Page (/dict/serch\_proc.asp), Home Page (/index.htm) and Dictionary Online Page (/dict/tedict\_search.asp) that the percentage of all traffic are 59.21%, 10.43% and 7.30% respectively. The top 3 entry point pages (first page viewed) are also Search Product Page, Home Page and Dictionary Online Page. It shows that the customer responses to the company's objective. Therefore, the company is confidence to develop the web site in the right direction.

## 4.2 Recommendations

As the web site is rapidly becoming boom in as evaluation process, the company should consider these greatest opportunities for doing business online and concern to the basic important factor for online business as follows:

- (1) In order to efficiently utilize our online business and adjust web site structure, data and service offering, the company should try to collect as much as possible web site's visitors and buyer data for properly analyzing consumer needs.
- (2) Increase more functions for communication or activities on the web site such as useful links of English Lessons or studying abroad advisor.
- (3) Always update information to create web site's reliability.
- (4) Present all information in English as soon as possible to support a new target group of customer, a foreigner who is interested in Thai.
- (5) Improve order processing on the web site to be more rapid and convenient.
- (6) Develop a new version of dictionary online search.
- (7) Increase efficient staff to maintain or improve the web site.



## APPENDIX A

### MONTHLY SITE ACTIVITIES ANALYSIS



## MONTHLY SITE ACTIVITY ANALYSIS

Analysis for the month of February, 2003.

### 1. Statistics Report for cyberdict.com.

#### (a) Server activity totals for period:

Total sessions served: 13472

Total hits made on server: 457121

Total page view hits: 95310

Total non page view hits: 361811

Total time spent by all sessions: 5677642 seconds

Total bandwidth: 0.00 kilobytes

#### (b) Session averages for period:

Total sessions served: 13472

Average hits per session: 33.93

Average page views per session: 7.07

Average time spent per session: 421.88 seconds

Average bandwidth usage per session: 0.00 kilobytes

#### (c) Session origins for period:

Total sessions served: 13472

Total search engine referred sessions: 0 (0.00%)

Total referred session: 0 (0.00%)

Total blind (no referrer) sessions: 13472 (100.00%)

(d) Page views per session breakdown:

3995	(29.65%)	sessions made	1	page view
4831	(35.86%)	sessions made	2-5	page views
2796	(20.75%)	sessions made	6-10	page views
1161	(8.62%)	sessions made	11-20	page views
503	(3.73%)	sessions made	21-50	page views
110	(0.82%)	sessions made	51-100	page views
62	(0.46%)	sessions made	101	or more page views

(e) Time spent per session breakdown:

7288	(54.10%)	sessions lasted	1	minute
2215	(16.44%)	sessions lasted	2-5	minutes
2227	(16.53%)	sessions lasted	6-15	minutes
1046	(7.76%)	sessions lasted	16-30	minutes
356	(2.64%)	sessions lasted	31-45	minutes
149	(1.11%)	sessions lasted	46-60	minutes
177	(1.31%)	sessions lasted	61	or more minutes

## 2. Page Usage Analysis

Total pages tracked during period: 28

Total page views recorded: 94763

The average number of views per page: 3384.39

(a) Top 10 most commonly accessed pages during period:

/dict/search_proc.asp	with	56107page views	(59.21%of all traffic)
/index.htm	with	9886page views	(10.43%of all traffic)
/dict/tedict_search.asp	with	6917page views	(7.30%of all traffic)
/t_version/framemenu_t.htm	with	5923page views	(6.25%of all traffic)
/t_version/framehead.htm	with	5626page views	(5.94%of all traffic)
/t_version/checkflash.htm	with	4695page views	(4.95%of all traffic)
/t_version/home_r2_flash.htm	with	4418page views	(4.66%of all traffic)
/t_version/home_r2_nonflasd.htm	with	509page views	(0.54%of all traffic)
/t_version/product_dwit8000.php	with	162page views	(0.17%of all traffic)
/t_version/product_cyberdictv.php	with	118page views	(0.12%of all traffic)

(b) Top 10 least commonly accessed pages during period:

/	with	1	page views
/service/	with	1	page views
/_vti_inf.html	with	1	page views
/dict/dictonline_main.asp	with	1	page views
/e_version/checkflash.htm	with	5	page views
/e_version/framemenu.htm	with	6	page views
/e_version/framehead.htm	with	6	page views
/e_version/index.htm	with	6	page views
/e_version/home_flash.htm	with	6	page views
/dict/	with	9	page views

(c) Top 10 most common error pages:

/dict/tedict_search.asp	with	144 failed requests
/dict/search_proc.asp	with	84 failed requests
/_vti_bin/owssvr.dll	with	79 failed requests
/msoffice/cltreq.asp	with	74 failed requests
/search_proc.asp	with	25 failed requests
/dict/	with	18 failed requests
/dict/search_proc.asp	with	7 failed requests
/cyberdict+technology+limited_files/framehead.htm	with	7 failed requests
/cyberdict+technology+limited_files/framemenu_t.htm	with	6 failed requests
/t_version/	with	6 failed requests

(d) Top 10 entry point pages (first pages viewed):

/dict/search_proc.asp	with	5960	page views
/index.htm	with	4760	page views
/dict/tedict_search.asp	with	525	page views
/t_version/framemenu_t.htm	with	387	page views
/t_version/framehead.htm	with	139	page views
/t_version/checkflash.htm	with	112	page views
/t_version/home_r2_flash_flash.htm	with	107	page views
/search_proc.asp	with	16	page views
/t_version/product_drwit8000.php	with	16	page views
/t_version/home_r2_nonflash.htm	with	13	page views

(e) Top 10 exit point pages (last pages viewed):

/dict/search_proc.asp	with	7964	page views
/t_version/home_r2_flash_flash.htm	with	1345	page views
/dict/tedict_search.asp	with	1158	page views
/t_version/framemenu_t.htm	with	527	page views
/index.htm	with	431	page views
/t_version/home_r2_nonflash.htm	with	166	page views
/t_version/checkflash.htm	with	121	page views
/t_version/framehead.htm	with	87	page views
/t_version/product_drwit8000.php	with	83	page views
/payment/index.html	with	65	page views

(f) Top 10 pages which were the only page viewed:

/dict/search_proc.asp	with	1818	page views
/t_version/framemenu_t.htm	with	283	page views
/index.htm	with	195	page views
/dict/tedict_search.asp	with	172	page views
/t_version/home_r2_flash_flash.htm	with	46	page views
/t_version/framehead.htm	with	37	page views
/t_version/checkflash.htm	with	37	page views
/payment/index.html	with	12	page views
/t_version/product_drwit8000.php	with	9	page views
/t_version/home_r2_nonflash.htm	with	6	page views



### 3. User Agent Analysis

Total sessions served during period: 13472

#### (a) Most active browsers by type and version

MSIE 5.x	with	6253	sessions	(46.46%	of all sessions)
Netscape 4.x	with	6034	sessions	(44.84%	of all sessions)
Unknown	with	447	sessions	(3.32%	of all sessions)
AOL 4.x	with	296	sessions	(2.20%	of all sessions)
Netscape 3.x	with	212	sessions	(1.58%	of all sessions)
Netscape 5.x	with	72	sessions	(0.53%	of all sessions)
MSIE 4.x	with	53	sessions	(0.39%	of all sessions)
Opera 3.x	with	47	sessions	(0.35%	of all sessions)
MSProxy 2.x	with	37	sessions	(0.27%	of all sessions)
WebTV 2.x	with	4	sessions	(0.03%	of all sessions)

#### (b) Most browsers by brand preference:

MSIE	with	12291	sessions	(91.33%	of all sessions)
Other	with	447	sessions	(3.32%	of all sessions)
Netscape	with	336	sessions	(2.50%	of all sessions)
AOL	with	296	sessions	(2.20%	of all sessions)
Opera	with	47	sessions	(0.35%	of all sessions)
MSProxy	with	37	sessions	(0.27%	of all sessions)
WebTV	with	4	sessions	(0.03%	of all sessions)

(c) Most popular user operating systems used for access:

Windows 98	with	6751	sessions	(50.16%	of all sessions)
Windows NT	with	5745	sessions	(42.69%	of all sessions)
Unknown	with	746	sessions	(5.54%	of all sessions)
Windows 95	with	150	sessions	(1.11%	of all sessions)
Macintosh PPC	with	52	sessions	(0.39%	of all sessions)
LINUX	with	11	sessions	(0.08%	of all sessions)
Windows 3.1x	with	3	sessions	(0.02%	of all sessions)

(d) Top 10 new browser tags during period:

Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0)	with	63	sessions
Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)	with	53	sessions
Mozilla/4.0 (compatible; MSIE 6.0b; Windows 98)	with	39	sessions
Mozilla/4.0 (compatible; MSIE 6.0; Windows 98)	with	26	sessions
Mozilla/4.0 (compatible; MSIE 5.01; Windows 98)	with	21	sessions
Mozilla/4.0 (compatible; MSIE 6.0; MSIE 5.5)	with	14	sessions
Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)	with	14	sessions
Mozilla/4.0 (compatible; MSIE 5.01; Windows 98)	with	10	sessions
Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0)	with	9	sessions
Mozilla/5.0 (Macintosh; U; PPC Mac OS X; en-US;rv:1.0.2)	with	9	sessions

#### 4. Referrer Activity Analysis

Total sessions served during period:	13472	
Total search engine reerred sessions:	0	(0.00%)
Total referred session	0	(0.00%)
Total blind (no referrer) sessions:	13472	(100.00%)
Total referring domains tracked during period:	0	



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