ThaiPrettyModelSearch Online

by

Miss. Nareerat Prachumklang

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

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

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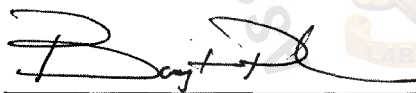Assumption University

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Approve.

Dr.

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Academic Year   November 2006

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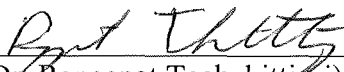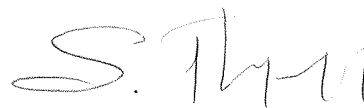
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ABSTRACT

"ThaiPrettyModelSearch" is an online services website for talents girls and boys to be "Pretty" model. This website discovers girls and boys to take professional "Pretty" and finally market them to the companies that need "Pretty" to present their products or services.

ThaiPrettyModelSearch is very proud to introduce to talents the most unique and efficient way to join the very competitive services industry. This website not only shows pretty profiles with their statistics, but also allows them to upload pictures on the web to market themselves. Through this services, and just a click away, talents able to show their work without having to travel or meet them face-to-face. In the other side, it's easy to the companies to find pretty model by searching in the photo gallery with specify their need such as gender, age and experiences

The website provides numerous benefits for both companies and pretty model with fulfill customer satisfaction for online business.

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I. INTRODUCTION

1.1 Background of the Project

In today's world the internet has a vital role in broadcasting, communicating information and knowledge to people around the world to open their vision and for their benefits. Internet is the world's largest computer network that is accessible to individuals, companies, colleges, government agencies and other institutions in countries all over the world. It links thousands of smaller computer networks and millions of individual computer users in homes, businesses, government offices, and schools worldwide. The Internet is rich in business information. It contains current news, business issues, industry trends, and company information such as financial performance, products, goals and employment. In fact, the web is so vast and changes so constantly that it's easy to get sidetracked. You will find information on the internet about almost any research topic. However, finding that information can be frustrating if you don't know how to conduct an effective search, Businesses are using the internet to communicate with employees, customers and suppliers anywhere in the world. Keep in mind that the internet is an independent platform.

This means that all computers can link to the internet and communicate with each other even if they use different internal operating systems such as Microsoft Windows or Mac. The internet makes these types of communications possible: E-mail, Telnet, Internet telephony, File transfer, Discussion mailing lists, Newsgroups, Chat etc. The companies are using the internet to find information, work collaboratively, find new business partners, conduct electronic commerce, attract new customers, order supplies, operate more efficiently, communicate with their manufacturers, suppliers, customers,

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employees and investors, determine customer preferences and recruit employees. Although the internet has many business functions, corporate executives see improved communication and enhanced customer service as its two biggest benefits. Additionally the internet provides customers with information that is difficult and expensive to obtain in other ways. It provides customers with affordable pricing options, enhanced product selections, convenience, and in some entertainment. We are able to conduct businesses in many ways especially for organizations that rely on the internet to do transaction and distribute their organizations' information in selling, buying, advertising products or services. Moreover contacting and making relationship with partners and customers. Besides the size of company doesn't matter when we conduct our commerce on the internet, internet will facilitate efficiently similar to professional. (Michael H.Mescon, Courtland L.Bovee, John V.Thill, 2002)

Internet will reduce the unnecessary cost to save their payment in doing transactions. As a result small company becomes in the vein of credible company easily. Because of its technology, the advantages to business by serving this convenience to customers proficiently will help many businesses succeed in the growth of company, the opportunities to generate income for their business. It is not difficult to reach. Another factor in conducting business on the internet is behaviors and benefits of consumers in our society. They are able to shop, conduct other transactions 24 hours a day, everyday from almost any location. This e-commerce will provide customers with more choices; they can select from many vendors and from more products and price levels, allows for quick delivery of digitized products and information, allows customers to interact with other customers and exchanges ideas as well as compares experiences, and facilitates competition which can keep prices in line. With a click of the mouse, for example,

customers can plan price that they want to purchase within their budget. Today's customers can make buying decisions as if they had an army of intelligent helpers running to all the stores around the world to find the best products and prices. This ability is putting customers in a position of unprecedented control.

1.2 Objectives of the project

The objective is to create, develop Website for "ThaiPrettyModelSearch.com"

(1) To develop the Website as new channel of communication and interaction for boys and girls who want to be pretty model by using service center of website.

(2) To provides online services for the companies which would like to find pretty models to promote their products or services.

(3) To provides professional of consulting for events and organizers.

(4) To provide customer to visit the website 24 hours a day, 7 days a week.

1.3 Key to success

To succeed in this business:

(1) To be a collection of all Thailand's events sources and in order to create the website to be more interesting and attractive to boys and girls.

(2) Provide a wide range of professional of consulting staff.

(3) Provide online service for petty boys and girls that want to be pretty models via "ThaiPrettyModelSearch.com".

(4) Choose the pretty models that have an experience.

(5) Offer the friendly tools and services to boys, girls and companies by answering all questions that they want to know via e-mail within 24 hour.

1.4   Scope of the project

(1)   Customers can access the website and look for pretty boys and girls information according to their wish. It provides the information about pretty boys, girls and companies background.

(2)   The report will include the prototype website which shows how it is going to look like.

(3)   The break event analysis would be covered to the online business.

(4)   Design a database system that will be useful in analyzing the future plan.

(5)   The project covers the scope of architecture design services, Design a website as a prototype to demonstrate concept of service's details.

(6)   This report will cover a complete analysis of marketing plan and strategies by defining target market, segmentation, positioning, marketing mix competitive advantage, SWOT analysis as well as the benefits from designing a website.

(7)   The website will cover the local area in Thailand.

(8)   The website will have user-friendly interface, usable and utilities to the boys and girls.

(9)   The membership, registration and e-mail system are effective the visitors and members can easily register and run the system from the website.

(10) The 24 hours websites offers the users to run and access the online anytime they need.

1.5 Deliverables

Deliverables for this project will be as follows:

(1) The final report covers the scope as mentioned above.

(2) The complete and applicable E-Commerce website consists of the Pretty boys and girls information and necessary knowledge such as who has been successful as pretty boys and girls, the database management and other advantageous information. All pretty boys and girls will be updated frequently.

1.6 Project Plan

Item	Description	September 2006				October 2006				November 2006			
		1	2	3	4	1	2	3	4	1	2	3	4
1	Proposal submission				■								
2	Data collection design				■	■							
3	Design website					■	■	■					
4	Project development							■	■	■			
5	Implementation									■			
6	Report submission										■		
7	Presentation										■		

II. THE LITERATURE REVIEW

2.1 Various Industries for Pretty Models

"Pretty" is a part of the first "P" (Product) in marketing mix (4P's), because a car can not speak itself, so mostly companies will use pretty models to present not only their products and services but also drive products rising prominently.

That is why, automobile companies search for brands image by using the beautiful girls. In the age of new communication marketing, IMC(Integrated Marketing Communication), which neither access to deepest customer heart nor any communicate cannot make relationship between brands and consumers. Therefore the companies have to change their ways of new access. The pretty is one of tools to access to customer effectively do not deny by consumers.

Many automobile companies will emphasize the pretty, that's looking good to help them to present the personality of brands into target group.

Develop next level of the pretty models

Nowadays Pretty models will reflect the personality of Brand in generally, Although BMW will have three generation but BMW use pretty models just one format such as C-3 (Series 3) make straight for a person has just to begin the work, C-5 (Series 5) catch the executive, C-7 (Series 7) catch the chief executive. While TOYOTA, which have three differently generation automobiles, Vios Altis and Camry, which is different target group. Toyota will use pretty models to reflect differently personality of brands.

The liquors company is one of the stages for pretty models.

The Pretty models are not only just the stage in automobile exhibition but also in the field of alcohol. "Pretty" of this realm will change one's mind to call that PG stand

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for PUSH GIRL or PROMOTION GIRL.

PG is important in marketing strategy. Although pretty models are high cost. Such as the pretty who has ability in liquor sale they will extremely get many commissions; it is not depended on abilities in the sales but also looking good in physical property.

The standard wage of PG, divided 4 levels, The first level, the wage is 300 baht/day, the minimum for PG, The second level, the wage is 500 baht/day, that PG can talk with a customer for tell the property of products, the third level, the wage is 800-1,000 baht/day, the countenance is good, speak English, the level four improve upward to pretty the wage about 2,000 –3,000 baht in 2-3 hours.

The others aspect of the marketing, The pretty models get not only ordinary factor for the activity encourages the purchasing power but also product image, especially in motor vehicle business, "Pretty" is the one thing that entrepreneur all in motor vehicle industries not looks over every marketing activities, every the work begins new automobile, even new product for every small companies such as lubricating oil or the film filters to protect the light, as a result must need young good figure and come to build product attractive in the marketing activities.

For Honda's company will chooses pretty models by itself that apply by oneself or send by agencies. Mostly companies are using "Pretty" to enhance brand image and products are an automobile, hiring temporary and have no signing a contract, but will have in case of automobile big type exhibition such as Bangkok motor show or the great motor vehicle festival will have using pretty models to present products and supports the brand image up to 8-10 persons.

The "Pretty" and automobile already becomes a pair. If the beautiful girls will advise to customer, which technician will give the data almost technique too much

which Pretty models will be trained by technician and then to presents the details of an automobile that listen easily understood to customers, which likes to talk with pretty than technician.

Mazda choose pretty models, which are specialist to transfer DNA of Mazda species to customers as follow:

(1) Modern

(2) Insight full that mean the understanding in the detail of products

(3) Spirited having spirit one products with brand, in order that Mazda will assign each person have responsible, in the lead presents automobile each generation data clearly to present an automobile in the generation such efficiently.

The pretty models can be star.

The total income of pretty models for each person about 1 million baht, It make big dream for boys and girls to contest and after end of contract they will majority model, star or public relations for the well-known companies. Japan and Europe are different definitely. Because of the personality of the brand and laying position products between Japanese and European car, Which the price for European car so high about more than 2 million bah, while Japanese car will moderate price about 1.5 million baht, From the difference in the personality of products makes pretty models of Japanese car will emphasize the young girls, figure, the personality is good and the tone of voice is good, the majority will like new child who never to contest on stage before, while European car will have emphasized young girls that have an experience to work and must not waste time in many trainings extremely.

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2.2 What is Electronic Commerce?

Electronic commerce (E-Commerce or EC) is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet. It is the use of the Internet and the Web to transact business. More formally, digitally enabled commercial transactions between and among organizations and individuals. Digitally enabled transactions include all transactions mediated by digital technology. Commercial transactions involve the exchange of value across organizational or individual boundaries in return for products or services.

History of E-Commerce Electronic commerce applications started in early 1970s, with such innovations as electronic fund transfer (EFT). However, the extent of the applications was limited to large corporations, financial institutions, and few daring small businesses. Then came electronic data interchange (EDI), which expanded from financial transactions to other transaction processing and enlarged the participating companies from financial institutions to manufacturers, retailers, services, and so on. Many other applications followed, ranging from stock trading to travel reservation systems. Such systems were described as telecommunication applications. With the commercialization of the Internet in the early 1990s and its rapid growth to millions of potential customers, the term "electronic commerce" was coined, and e-commerce applications expanded rapidly. One reason for the rapid expansion of the technology was the development of networks, protocols, software, and specifications.

The other reason was the increase in competition and other business pressures. From 1995 to 1999 we have witnessed many innovative applications ranging from advertisement to auctions and virtual reality experiences. By 2000 the e-commerce

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market place represented access to millions of consumers worldwide who used the Internet and a set of marketing communications technologies (e-mail and Web pages) that was universal, inexpensive, and powerful. E-Commerce is now becoming primarily business-driven, with a view to producing profits, dominated by large traditional business firms and increasingly subject to national and global regulations.

2.3 Unique Features of E-Commerce Technology.

(1) Ubiquity - Internet/Web technology is available everywhere: at work, at home, and elsewhere via mobile devices, anytime.

(2) Global Reach - The technology reaches across national boundaries, around the earth.

(3) Universal Standards – There is one set of technology standards, namely Internet standards.

(4) Richness – Video, audio, text messages are possible.

(5) Interactivity – The technology works through interaction with the user.

(6) Information Density – The technology reduces information costs and raises quality.

(7) Personalization / Customization – The technology allows personalized messages to be delivered to individuals as well as groups.

2.4 Benefits of E-Commerce. 3133 e·1

To organizations:

(1) Expands the market place to national and international markets.

(2) Decreases the cost of creating, processing, distributing, storing, and retrieving paper-based information.

(3) Ability for creating highly specialized businesses

(4) Allows reduced inventories and overheads.

(5) Reduces the time between the outlay of capital and the receipt of products and services.

(6) Lowers telecommunication cost.

(7) Provides competitive advantage to its implementers.

To Consumers:

(1) Enables customers to shop or do other transactions 24 hours a day, all year round, from almost any location.

(2) Provides customers with more choices; they can select from many vendors and from more products.

(3) Provides less expensive products and services by allowing them to shop in many places and conduct quick comparisons.

(4) Allows quick delivery.

(5) Allow customers to interact with other customers in electronic communities.

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2.5 Limitations of E-Commerce.

(1) Lack of system security, reliability, standards, and some communication protocols.

(2) Insufficient bandwidth.

(3) Rapidly changing software development tools.

(4) Difficulty in integrating the Internet and e-commerce software with some existing applications and databases.

(5) Incompatibility of some software with some hardware, or operating systems or other components.

2.6 Ingredients of an E-Commerce Business Model.

(1) Value Proposition – Defines how a company's product or service fulfills the need of customers.

(2) Revenue Model – Describes how the firm will earn revenue, produce profits, and produce a superior return on invested capital.

(3) Market Opportunity – Refers to the company's intended market space and the overall potential financial opportunities available to the firm in that market space.

(4) Competitive Environment – Refers to the other companies operating in the same market space selling similar products.

(5) Competitive Advantage – Achieved by the firm when it can produce a superior product and/or bring the product to market at a lower price than most, or al, of its competitors.

(6) Market Strategy – The plan you put together that details exactly how you intended to enter a new market and attract new customers.

(7) Organizational Development – Describes how the company will organize the work that needs to be accomplished.

(8) Management Team – Employees of the company responsible for making the business model work.

2.7 E-Commerce Types.

B2C (Business to Consumer) -Online businesses selling to individual consumers.

(1) **Portal** - Offers users powerful Web search tools as well as and integrated package of content and services – such as news, e-mail, instant messaging, calendars, shopping, music downloads, video streaming, and more, all in one place. Yahoo.com, AOL.com, MSN.com are examples of portals.

(2) **E-Tailer** - Online version of retail store like Amazon.com and Walmart.com, where customers can shop at any hour without leaving home or office.

(3) **Content Provider** - Distributes information content, such as digital news, music, photos, video, and artwork over the Web. MP3.com, WSJ.com, and Harward Business Review are some content providers. Content Providers make money by charging subscribers a subscription fee.

(4) **Transaction Broker** - Site that processes transactions for consumers that are normally handled in person, by phone, or mail (e.g. E-Trade.com, Monster.com).

(5) **Market Creator** - Builds a digital environment where buyers and sellers can meet, display products, search for products, and establish a price for products (e.g. eBay.com, Priceline.com).

(6) **Service Provider** - Offers "services" online. Some charge a fee, while others generate revenue from other sources, such as advertising and by collecting personal information that is useful in direct marketing. MyCFO.com, xDrive.com are examples of Service providers.

(7) **Community Provider** - Sites that create a digital online environment where people with similar interests can transact (buy and sell goods), communicate with like-minded people, and receive interest-related information.

B2B (Business to Business) – Online businesses selling to other businesses.

(1) **Marketplace/Exchange (B2B Hub)** - A digital electronic market place where suppliers and commercial purchasers can conduct transactions.

(2) **E-Distributor** - A Company that supplies products and services directly to individual businesses.

(3) **B2B Service Provider** - Sells business services to other firms. Application service provider (ASP) is a company that sells access to internet-based software applications to other companies.

(4) **Matchmaker** - A company that makes money by linking other businesses and taking a cut of any business that occurs via a transaction or usage fee.

(5) **Infomediary** - A company whose business model is premised upon gathering information about consumers and selling it to other businesses.

C2C (Consumer to Consumer) – Consumers selling to other consumers.

P2P (Peer to Peer) – Use of peer-to-peer technology, which enables Internet users to share files and computer resources directly without having to go through a central Web server, in Electronic commerce.

M-Commerce (Mobile Commerce) - Use of wireless digital devices to enable transactions on the Web.

2.8 Technology Solutions for e-commerce security

There are solutions to most of the security problems over internet. The basis of secure data transfer is the use of encryption method. The technology developments for E-Commerce security are:

Encryption - The process of transforming plain text or data into cipher text that cannot be read by anyone outside of the sender and the receiver. The purpose of encryption is (a) to secure stored information and (b) to secure information transmission.

Key (cipher) - Any method for transforming plain text to cipher text.

Symmetric Key Encryption (Secret Key Encryption) Both the sender and the receiver use the same key to encrypt and decrypt the message.

Data Encryption Standards (DES) - The most widely used symmetric key encryption, developed by the National Security Agency (NSA) and IBM. Uses a 56-bit encryption key.

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Public Key Cryptography - Two mathematically related digital keys- a public key and a private key - are used to solve the problem of exchanging keys. The private key is kept secret by the owner, and the public key is widely disseminated. Both keys can be used to encrypt a message. However, once the keys are used to encrypt the a message, the same key cannot be used to unencrypt the message.

Digital Signature (e-signature) - "Signed" cipher text that can be sent over the Internet. Digital signatures are based on public key encryption.

Digital Envelope - A technique that uses symmetric encryption for large documents, but public key encryption to encrypt and send the symmetric key.

Digital Certificate - A digital document issued by a certification authority that contains the name of the subject or company, the subject's public key, a digital certificate serial number, an expiration date, an issuance date, the digital signature of the certification authority, and other identifying information.

Certification Authority (CA) - A trusted third party that issues digital certificates.

Public key infrastructure (PKI) - Certification authorities and digital certificate procedures that are accepted by all parties.

Pretty Good Privacy (PGP) - A widely used e-mail public key encryption software program.

Secure negotiated session - A client-server session in which the URL of the requested document, along with the contents, contents of forms, ad the cookies exchanged, are encrypted.

Session key - A unique symmetric encryption key chosen for a single secure session.

S-HTTP (Secure Hypertext transfer Protocol) - A Secure message-oriented communications protocol designed for use in conjunction with HTTP. Cannot be used to secure non-HTTP messages.

Virtual Private Networks (VPN) - Allow remote users to securely access internal networks via the Internet, using the Point-to-Point Tunneling Protocol (PPTP).Point-to-Point Tunneling Protocol (PPTP) - An encoding mechanism that allows one local network to connect to another using the Internet as the conduit.

Firewall - A software application that acts as a filter between a company's private network and the Internet itself.

Proxy Server (Proxy) - Software server that handles all communications originating from or being sent to the Internet, acting as a spokperson or bodyguard for the organization.

Protecting Servers And Clients Operating system features - built-in user name and password requirement, and user access control – and anti-virus software can help further protect servers and clients from certain type of attacks.

CERT Coordination Center - A private organization formerly known as the Computer Emergency Response Team at Carnegie Mellon University, which monitors and tracks online criminal activity reported to it by private corporations and government agencies that seek out its help.

2.9 E-Commerce trend in Thailand

The government has renewed its commitment to invest in IT with an ambitious goal to make Thailand a leading country in Information and Communication Technology (ICT) in Southeast Asia over the next five years. As part of its ICT program, E-Commerce trends in Thailand are bright in the coming years, since the current government is playing a vital role in developing an environment to facilitate E-Commerce by identifying and creating key building blocks and enhancing electronic trading or transactions among businesses. The information infrastructure should become more universal and less expensive. In addition, security, privacy protection and trust must be enhanced such that consumers will have more trust and confidence, and be willing to try different products and services on-line.

The government was investing heavily in E-Commerce in order to encourage both government agencies and the private sector - especially small and medium sized enterprises - to use E-Commerce to increase their efficiency and capabilities. People in remote areas will have access to information resources and be able to use the Internet to market their handicrafts developed under the government supported "One Tambon (village), One Product" program. As a result, the expected number of broadband users will increase to one million by the end of 2005 from just over 10,000 currently. With inexpensive access to high speed broadband, the business sector should become more serious about participating in E-Commerce. Other B2B business collaborations would also be encouraged, such as supply chain management, logistics, and development of an E-Marketplace. Through E-Commerce, Thai businesses would become more efficient operating with thinner sales margins but more purchasers in the coming years.

Supporting the emergence of electronic business activities, the new Payment 2004 initiative of the Bank of Thailand will allow online fund transfers to be carried out with a third party/person who has an account with a different bank. The Interbank Transaction Management Exchange (ITMX) will be an exchange center taking care of electronic payment management. It will link with local commercial banks to offer automatic transfers by a debit-account system. In this way, the new exchange would eliminate the need for a credit card for online payments. As a result, this project would encourage more merchants to enter the E-Commerce era since they would not have to go through the complicated business of setting up credit card payment facilities. With this new method of electronic payment, industry experts believe that it will drive E-Commerce growth up by 20 to 30 percent a year.

With respect to secured electronic payment services, several commercial banks in Thailand already provide electronic transactions for transferring money through the internet in a secured environment such as domestic fund transfers, third party fund transfers, bank and international fund transfers. However, with the introduction of this new electronic payment system, the demand for E-Commerce security software and system integration is also expected to rise, particularly in banks & financial institutions and in the retail sectors.

Program to Promote E-Commerce in Thailand

The Thai government recognizes the enormous potential of electronic commerce to expand business opportunities, reduce costs, increase efficiency, improve the quality of life, and facilitate the greater participation of small businesses in global commerce. The E-Commerce Policy Framework proposed by NECTEC was approved by the

Council of Economic Ministers as the E-Commerce development guidelines for all government agencies in 2000. The five main principles within this framework are:

(1)   Include E-Commerce in the National 9th and 10th Economic and Social Development Plans as it boosts exports and stimulates domestic consumption. E-Commerce was classified as an urgent national economic development strategy in the 2002-2006 ICT Master Plan.

(2)   Encourage the establishment of infrastructure such as a legal and security base to enhance E-Commerce growth in the domestic market.

(3)   Facilitate the flow of E-Commerce transactions by eliminating obstructive regulations, supporting fair and competitive circumstances, and providing consumer protection. In support of this principle the parliament approved the "Electronic Transactions Act" on 18 October 2001. This Act explicitly deals with electronic trading and electronic transactions, and establishes a legal framework for all kinds of E-Commerce such as B2B, B2C, and B2G.

(4)   Assist and support E-Government projects and provide public services via electronic media.

(5)   Develop cooperation between the government and the private sector on E-Commerce roles and national interest.

E-Commerce Legal Framework in Thailand

The National Information Technology Committee, in consultation with the National Electronic and Computer Technology Center (NECTEC), empowered six subcommittees to draft six pieces of E-Commerce legislation in 1998. The six are the Electronic Transactions Act, Electronic Signature Law, Computer Crime Law, Data

Protection Law, Electronic Funds Transfer Law and Universal Access Law. With the launch of these new laws, the government expected to bring security and give consumers and businesses increased confidence in the viability of B2B and B2C online transactions. The combined Electronic Transactions Bill and Electronic Signature Bill were submitted by the Cabinet and approved in principle by the House of Representatives, after which the House of Representatives combined these two Bills into one piece of legislation, the Electronic Transaction Act. All other proposed laws are still in the drafting stage.

The "Electronic Transaction Act" of 2001 deals explicitly with electronic trading and electronic transactions and is legally binding on all kinds of E-Commerce such as B2B, B2C, and B2G. When it is implemented by the end of 2005, the Electronic Transaction Commission will play a vital role in facilitating Electronic Commerce activities and establishing trust and confidence in electronic transactions such as using digital signature (Public Key Infrastructure), which is globally accepted as effectively providing a high level of security. For instance, this level of security is needed for B2B transactions, not only trading data or communications online but also to allow processes in a paperless environment, such as negotiating and finalizing contracts.

Computer Crime Law: the draft is nearly completed. This law will clarify what constitutes a computer crime, which includes, unauthorized access, interception of data, and reproduction of a protected computer program. The law will also provide for penalties for non-compliance.

Data Protection Law: The draft will provide for the protection of personal data of individuals. The law, which is aimed at protecting individuals from the misuse of their

personal information, will also regulate collection and retention of such information. However, the proposed draft does not protect employee's data and does not cover state agencies and mass media.

Electronic Fund Transfer Law: This law is still in the drafting process. The draft will promote consumer protection and allocate the liability incurred from technology risk.Universal Access Bill: this bill is aimed at promoting and supporting the development of a proper information infrastructure throughout Thailand. Under this

law, a special information infrastructure development promotion fund is to be set up to assist local communities in the establishment and development of the information centers. The Bill places special emphasis on the allocation of funds to improve access to information by the disabled, children, elderly, and the under-privileged in Thai society. The bill is still in draft.

Only 50,000 Certification Authorities (CA) have been issued for electronic transactions in the government sector to date. The government expects to expand using CA in the private sector in order to increase reliability and confidence among users.

Interested companies may register for the Certificate on-line or submit all required information directly to TOT Corporation Public Company Limited. Further information can be found at http:///www.ca.tot.co.th

III. COMPANY BACKGROUND

3.1 Background of the organization

ThaiPrettyModelSearch is an organization that finding boys and girls to be models. ThaiPrettyModelSearch has physical building where boys and girls can walk into the building to apply and to be interviewed. The main market, which ThaiPrettyModelSearch concentrates on, is Thailand only.
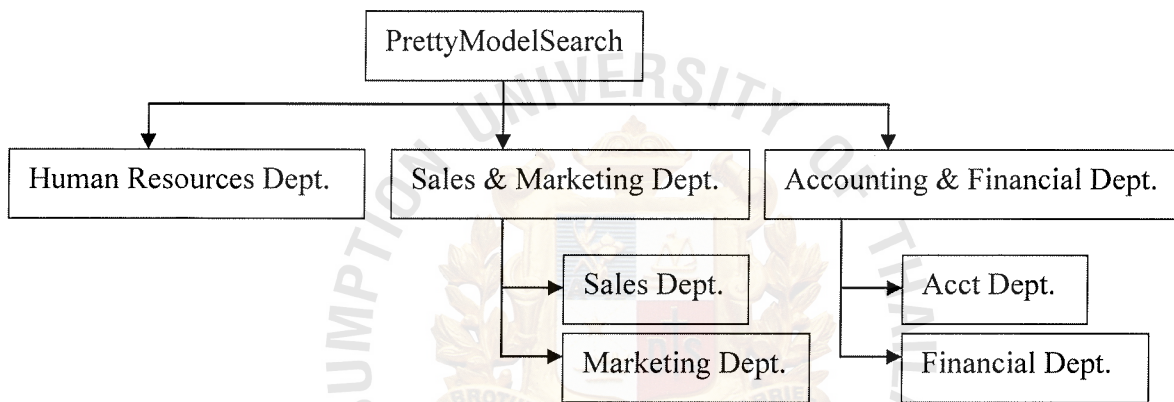
Figure 3.1. Organization chart and structure of ThaiPrettyModelSearch

The figure 3.1 has shown the organization and structure Of ThaiPrettyModelSearch, The responsibilities of each department as the following:

(1) Human resource Department

Most of the organizations in today world cannot run without the help of the employees. Employees from different background give different ideas. More knowledge, interaction and experience, which are being exchanged will result in a good output for the organization.

(2) Sales & Marketing Department

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He should promote the website by doing online advertisement. He also has to find new customers and retain the old customers by providing good customer service. He should also be responsible for the sales, has to have good customer service skills and response to the customer enquiry. He should have been working in either marketing or sales department for at least 2 years.

(3)   Accounting & Financial Department

He should be responsible for keeping track of the account and financial of the company. He should be able to perform a good account for the company and also good financial record of the company without any mistake. He should have been working in the accounting and finance department for at least 2 years.

3.2   Current Problems and Areas for Improvement

After we run the business for 10 months we found the problems and we want to improve the processes of the organization in order to be the leader of the modeling business within two years.

The problems that found are as follows:

(1)   It is difficult for boys and girl in the rural area to apply by themselves in Bangkok.

(2)   Rural area people find it too difficult to access the information of our organization because our organization does not deliver information to them by other media.

(3)   Cost for promotion least return

(4)   Cost of operation / DB can keep customer information more accurate.

(5)   Brander for other company, no link for other website.

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IV.   MARKET AND COMPETITORS ANALYSIS

4.1   Marketing Analysis

At the present time, If you use a search engine such as Google or Yahoo with keyword "รับสมัครพริตตี้" or "Pretty boys and girls" the result more than 10 pages that the web site link to the advertisement of pretty models. The marketing research found that pretty model can promote products and services that is the best way for product awareness.

Many models be applied to pretty models on the website, but they almost do not have web site for themselves except e-mail. So, Thai Pretty Model Search online is suitable with these businesses for both sides.

4.2   Competitor Analysis

In formulating business strategy, the firm must consider the strategies of the firm's competitors. While in highly fragmented commodity industries the moves of any single competitor may be less important, in concentrated industries competitor analysis be comes a vital part of strategic planning.

www.bananamodeling.com

Strengths

(1)   The Homepage is done with flash, which attracts most visitors. The visitors generally get information about pretty boys and girls, such as what events and services of their homepage they offer.

(2)   The pictures are very vivid and attractive.

(3)   The theme color of the site is yellow which makes it consistent.

(4)   The site is easy to navigate around because there are many events and services being displayed

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Figure 4.1. Bananamodeling's Homepage

Weaknesses

(1) Flash is attractive sometime but some visitors would not prefer it because they might think it wastes their time to download.

(2) The website does not provide statistic of they got their jobs via bannanamodeling.com homepage, this makes it lose confidence from boys and girls to apply for jobs via this homepage.

(3) Customers have to send an enquiry and the company will send them a reply. This is time consuming

(4) The events variety is very limited and the images of the event are also few. This reduces the boys and girls choices.

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www.applemodel.com

Strengths

(1) The Homepage is appealing with the animation. The events are simply listed.

(2) The site helps the first time users to easily go around the website.

(3) There are many numbers of events, this makes the boys and girls to have choices.

(4) There is a small description with each of the events displayed when the image is being clicked.

(5) There are no graphic inside the website, this eventually helps to reduce the download time of the images.

Figure 4.2. Applemodel's Homepage

Weaknesses

(1) The website does not provide statistic of jobs that they got via applemodel.com homepage, this makes it lose confidence from boys and girls to apply jobs via this homepage.

(2) The website does not have any link with the trust patterns such as e-trust.

(3) The website does not have any animation, so it cannot attract to people.

(4) Although it is easy to navigate, the website layout is not very much appealing

www.phichy.com

Strengths

(1) The website has a very good and pleasant layout. The site design would certainly attract the first time visitors.

(2) The picture quality and the website quality are good

(3) The site is easy to navigate and is user-friendly.

(4) Many events are being displayed. A full description of each events is being given. For example, the information of the events in the Thailand is also given.

(5) It has different offers, according to the season.

(6) It has membership with many popular partners, this increases the trust of the boys and girls.

Figure 4.3. Phychi's Homepage

Weaknesses

(1) Even though the site is in terms of the homepage, the site does not show much consistency, while browsing.

(2) The flash image on the top keeps playing, this might be irritating to some visitors and they may leave the site. They should have a button to stop the flash image

(3) There are much graphic inside the site, which makes the page to be loaded slowly sometimes.

(4) When the visitors first enter the site, it seems like any other website do not different from others.

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4.3 Summary of Competitor Analysis Strength VS Weakness

Strengths

(1) Many events are being displayed. A full description of each events is being given. For example, the information of the events in Thailand is also given.

(2) There are no graphics inside the website, this eventually helps to reduce the download time of the images.

(3) The Homepage is appealing with the animation. The events are simply listed.

Weaknesses

(1) The website does not provide statistic of jobs that they got via homepage, this makes it lose confidence from boys and girls to apply for jobs via this homepage.

(2) Customers have to send an enquiry and the company will send them a reply. This is time consuming

(3) The events variety is very limited and the images of the event are also few. This reduces the boys and girls choices.

V. STRATEGIC PLANNING FOR Thai1PrettyModelSearch.com

5.1 SWOT Analysis of the Website

SWOT analysis is a basic, straightforward model that provides direction and serves as a basis for the development of marketing plans. It accomplishes this by assessing as organizations strengths and weakness in addition to opportunities and threats SWOT analysis is an important step in planning and its value is often underestimated despite the simplicity in creation. The role of SWOT analysis is to take the information from the environmental analysis and separate it into internal issues and external issues. Once this is completed, SWOT analysis determines if the information indicates something that will assist the firm in accomplishing its objectives, of if it indicates an obstacle that must be overcome or minimized to achieve desired results.

Strength

(1) The Homepage is appealing with the images quality. Provide full services for companies and pretty models.

(2) Pretty models who register at this website have more experience in various industries.

(3) Provide various types of pretty models, male, female and child.

(4) Fast response to contact with customers guarantee within 1 day

(5) Delivery pretty models on time anywhere in Thailand.

(6) Products and services are updated frequently according to the market trends.

(7) Update useful information inside website everyday.

(8) Fast response can be given to the boys and girls. Online support is there 24/7.

(9) Advertising and Marketing cost is reduced as it is mostly done online..

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(10) Reason able price for pretty models.

(11) Strong Relations with the existing customer and newcomer customers.

Weaknesses

(1)   Unknown to businesses and customers.

(2)   High risk as innovation is temporary.

(3)   High initial setup and promotional costs.

(4)   Infrastructure costs.

Opportunities

(1)   High Advertising Revenue.

(2)   Expansion of operations.

(3)   Expansion into other industry such as organized events business.

(4)   Technological advancements improving service.

Threats

(1)   System downtime.

(2)   Security factors relating to customer privacy.

(3)   Possibility of slow uptake of services provided.

5.2   Customer Analysis

Needs is a difference between our actual state and ideal state. Needs create the motivation to buy services and are therefore at the core of any discussion of marketing like 4 basic needs in our life. **Wants** are based on needs but are more specific. Producers do not create needs, but they do shape wants by exposing to alternatives. A fundamental goal of marketing is to direct the customer's basic need for various services into the desire to purchase specific services website.

Analysis of customer's needs

To understand the online customers, there are many reasons why people buy online services. Some reasons are that they can turn into competitive advantages for the business. The need is services and concern about easy way that is important factor for boys and girls.

Analysis of customer's wants

Customer wants to find pretty girls that have experience to promote products, Customers want to see images of pretty before choose, search by specified gender, age, or experience. The pretty want to update the profiles by themselves.

Total customer value analysis

Customers usually select to purchase and obtain services from a company that is perceived to provide highest value. This value can be evaluated by comparing Total customer value and Total customer cost. Below is the equation of customer delivery value which is derived by comparing the Total customer value and Total customer cost. Customer delivery value = Total customer value − Total customer cost

Service Value

Our web site provides services to both existing customers and new-coming customers and prospective ones including services and company information, these tools will create convenience, time and cost saving to both customer and company. Customers can receive the information needs in just a click, they do not need to fax or call or wait for a day to obtain the answer from the company. FAQs (Frequently Asked Questions) are also available 24 hours a day 7 days a week for customer to find out the answer anytime they want. Beside, the company provides affiliate program in detail which customers can be see the events in Thailand easily.

Image Value

For operating the services online shop, reliability is an important factor for the people who apply via this website to be able to get jobs.

Personnel Value

At this web site, online customer service can express this personal value by advising and answering any problems or questions about the company's services or even related information to customers as soon as we can to serve customer's needs. Besides that they can give online solutions and recommendations to customers instantly within 24 hours. ThaiPrettyModelSearch provides the outsourced officers for developing web application.

Total Customer Cost

Monetary Cost

The monetary cost is considered low because all the value-added services online are free of charge. It means that customers do not have to pay for any services that is provide on our web site. Customers can save their communication cost of fax and telephone. They can also cut off the traveling cost to go to apply job for pretty girls or boys. So customers can reduce monetary costs if they conduct online apply job for pretty girls or boys.

Time cost

The time cost is also considered low as well because the customers can do quick and easy business transaction at their convenient time and place. Customers do not have to wait for work time to do transactions because the ThaiPrettyModelSearch online services is open 24 hours a day 7 day a week. Moreover, the user friendly navigation on our web site makes customers take little time when searching for services.

Energy cost

The energy cost is considered low because of good customer information and history record of the people who get their jobs via this website. Customers need to fill out on a customer information form at the first registration and be able refill again any time. They only login by username and password then the old information will show up and is ready for refill by customers.

Psychic cost

The psychic cost that may arise is the unreliability of electronic system especially privacy and personal information of which customers are confident with personal information. The privacy of customers' information will be protected by the company's security system wit SSL and Firewall.

5.3   Market Segmentation

It is the process of dividing a consumer market, which can be segmented in several ways. Its objectives are to group customers with similar characteristics, behavior, and needs. Each market segment can then be targeted by offering services and promoted differently. We try to separate broad segments that make up a market and adapt its offers to more closely match the needs of one or more segments. Here are the factors that we use to identify market segments:

(1)   Demographics segmentation. We try to subdivide our customers according to characteristics such as age, gender, and occupation.

(a) Gender: male and Female

(b) Age: young age (age between 15-25 year), especially teenagers and working people

(c) Occupation: student, other people who are pretty boys and girls

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(2) Geographic segmentation will segment the market into different geographical units. People, company who need pretty boys and girls (Services businesses) that locate in Thailand.

(3) Psychographics is the analysis of people from the inside, focusing on their psychological make up, including activities, attitudes, interests, opinions, habits, self-concept and lifestyle.

   (a) Want to be confident people in both mind and physique and want to look confident.

(4) Behavioral segmentations

   (a) For the boys and girls who being a pretty model and finding money during study in the university.

5.4 Target Market

The target market of the website is separated by the following 2 categories

(1) For Boys and girls who want to be pretty, this webpage can help them not only jobs but also useful knowledge to improve their personality.

(2) For companies which want pretty boys and girls to advertise their product or services.

ThailPrettyModelSearch.com web site will bring pretty boys-girls and companies to meet each other.

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5.5 Market Positioning

For marketing positioning of ThaiPrettyModelSerach web site. The picture of ThaiPrettyModelSerach web site below shown, this web site will prepare useful services and events more that other web site but low-cost.
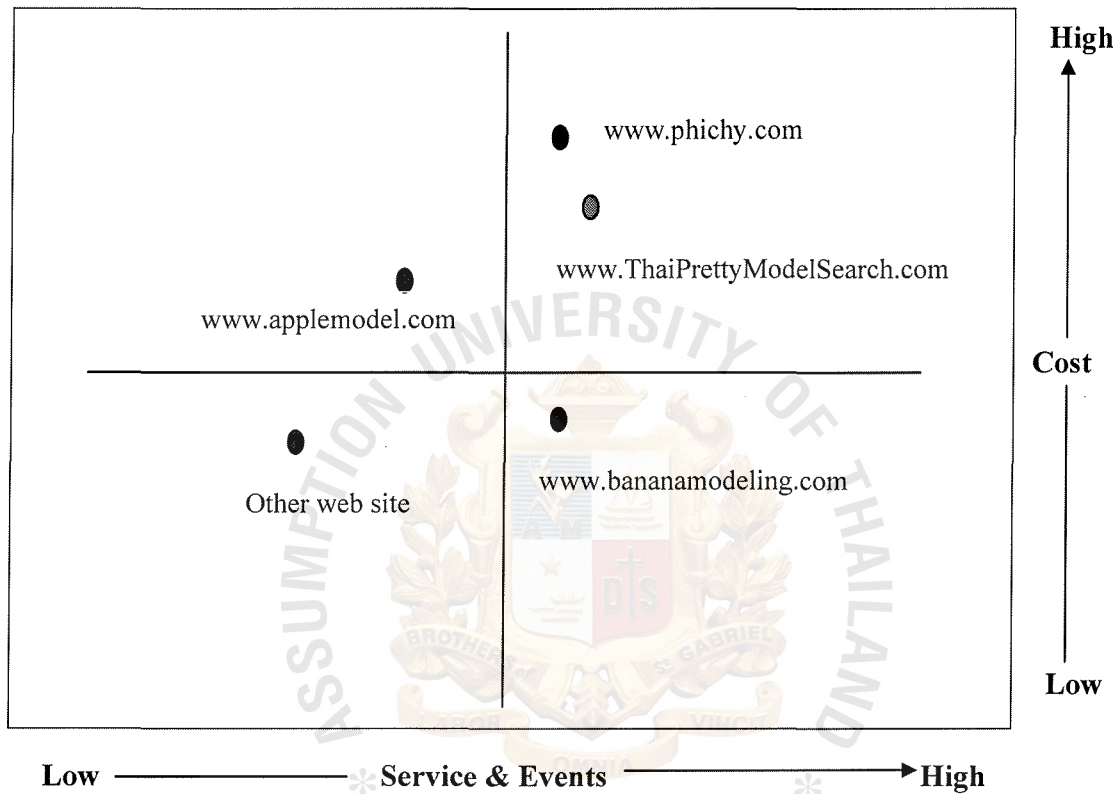

Figure 5.1. Market positioning for ThaiPrettyModelSearch web site

5.6 Marketing Strategy (4P's Marketing Mix)

ThaiPrettyModelSearch is a combination of marketing tools that are used to satisfy Pretty Model and company objectives. Consumers often call the marketing mix "the offering." ThaiPrettyModelSearch is controlled by the following variables often referred to as the four Ps in marketing:

(1) Product

Because of pretty model in "ThaiPrettyModelSearch.COM" website, which have a lot of experience to present their products and services in various events. The companies, which hire pretty model from ThaiPrettyModelSearch to be, succeed to present their products and services highly. It makes ThaiPrettyModelSearch to be popular website, this website is one of the best satisfied website for boys, girls and a newcomer comes get into apply for jobs.

(2) Price

ThaiPrettyModelSearch will be classified into 4 categories as the following:

(a) No experience, no skill to speak English; ThaiPrettyModel will be charged 1,200-1,500 baht per day.

(b) No experience but can speak English; ThaiPrettyModel will be charged 1,600 baht per day.

(c) There are experiences, no skill to speak English; ThaiPrettyModel will be charged 1,800 baht per day.

(d) There are experiences, skill to speak English; ThaiPrettyModel will be charged 2,000 baht per day.

(3) Place (Distribution)

To offer the convenience to the companies, which hire pretty model from this web site, ThaiPrettyModelSearch provide for sending the pretty model

to anywhere in Thailand, and the nearly future ThaiPrettyModelSearch will expand the center of pretty model in the mainly provinces such as Chiengmai, Khonken, Nakornrajchasrima, Surajthanee etc.

(4) Promotion

ThaiPrettyModelSerach will be discounted 10 percent to the company that hire the pretty model more than one time from this website.

VI.   WEBSITE DEVELOPMENT

6.1   Purpose of the website

Purpose of this website to provided services for companies to booking pretty models to be presenters of their products or services. Provide online services for pretty girls and boys that would like to be pretty model to apply their jobs that it is easy and convenient to upload their profile to our databases and companies can search pretty models on his or her needs.

In designing website, we design a consistent message, fonts, logo, and graphics to every page of the website. We emphasize on:

(1) Easy to navigation system, the website will have navigator tools that customers can click to go back home page, previous page, or other sections that they want.

(2) Fast downloading time, the images will be necessarily used to reduce download time because normal the speed of internet homes is quite slow.

(3) User Friendly, the method of order the products and services should be easy to use.

(4) Find the information that customers want in a short time.

(5) To use the web as communication tools for the remote customers and make the service convenient and easy for them to use and provide tools that persuade customers to use the services and make their decision quickly because the customer can compare the value with the others.

(6) Provide customers supporting term of information and help when they need and provide the information and answer clearly.

6.2   Web Design

Concept and theme

The web site created by the organization is an online pretty search site. This site is made with the following features to make the site more users friendly.

(1)   The main color of the website is blue and pink. The color is used in every page of the site to cover the consistency concept of web site designing.

(2)   San serif fonts are used because it is easier for the users to read the information.

(3)   The left hand navigation bar acts as an easy navigation tool bar for the user. The users will be able to get around the site and they will still know where they actually are by using the navigation bar.

(4)   To save the download time, minimum amount of graphic is used.

(5)   By entering the site, the user should have the feeling about the website and know where they can go further.

Web site Layout

The web site has been divided into 3 frames, Top frame, left frame and middle frame. The top frame contains the company logo, Home, Pretty register, Company register, Events, Photo gallery, contact us, Login, privacy policies and order.

The left frame is a navigation bar. The navigation bar has link to the entire events, which is listed, in the site.

The middle frame acts as a main frame. When users click on the link from the left frame, the middle frame functions as a main frame and displays the information related to those links.

Top Frame	
Left Frame	Middle Frame

Table 6.1. Web site layout

The website used table as major layout, divided into top part and content part. The logo is in the top and the menu bar is in the left of the frame. The content and minor links are put in the content part. The relative URL can be linked from the menu links which are available at the bottom of the left of the frame.

Title bar that is useful for search engine, welcome status bar that let users know that they are surfing on Website additionally navigation system that user can simply link to every page and need not to waste their time. Picture of pretty girls are colorful and nice themselves so the theme color is used green and blue.

Color scheme for the website plans to arrange the warm color. The reason why should this tone is would like the website feel warm welcome with visitor's eyes and feeling.

Background decides to use image of pretty girls. It is expresses to warm and identify to services.

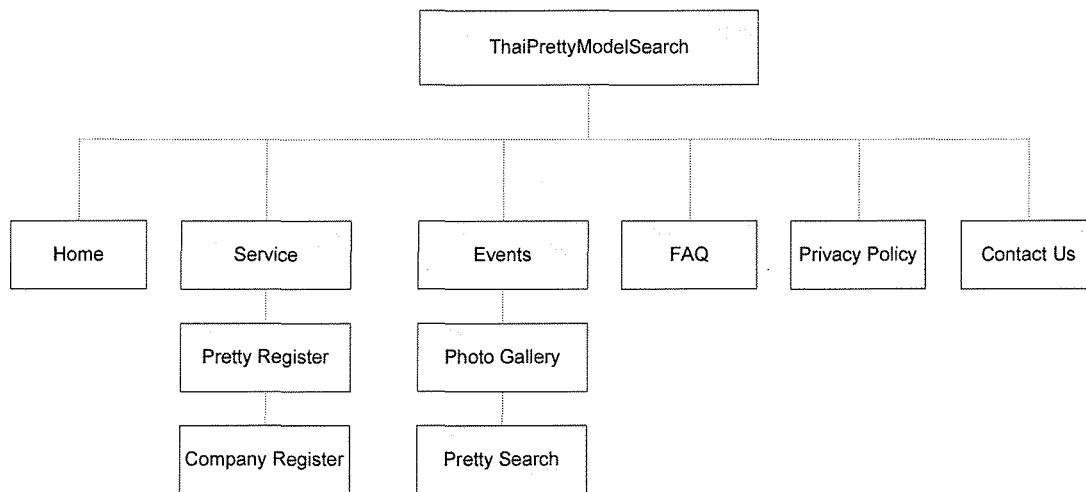Font Color decides to use the warm tone and black color for contrast with background pages.

```
                          ┌─────────────────────────┐
                          │   ThaiPrettyModelSearch  │
                          └─────────────────────────┘
        ┌──────────┬──────────┬──────────┬──────────┬──────────┐
   ┌────────┐ ┌────────┐ ┌────────┐ ┌────────┐ ┌──────────────┐ ┌──────────┐
   │  Home  │ │ Service│ │ Events │ │  FAQ   │ │Privacy Policy│ │Contact Us│
   └────────┘ └────────┘ └────────┘ └────────┘ └──────────────┘ └──────────┘
                  │          │
           ┌──────────────┐ ┌──────────────┐
           │Pretty Register│ │ Photo Gallery│
           └──────────────┘ └──────────────┘
                  │          │
           ┌──────────────┐ ┌──────────────┐
           │Company Register│ │ Pretty Search│
           └──────────────┘ └──────────────┘
```

Figure 6.1. Sitemap.

The following are some of the features that are provided by the company

(1) Homepage:

The homepage functions as the main page for the web site. By the visiting

the homepage the customers will have general ideas on the web site is about.

The homepage consists of image of pretty boys, girls, events and also the

navigation like bar on the left. From here where they want to go and just

simply click the link, it would take the users to a particular page they want to

go.
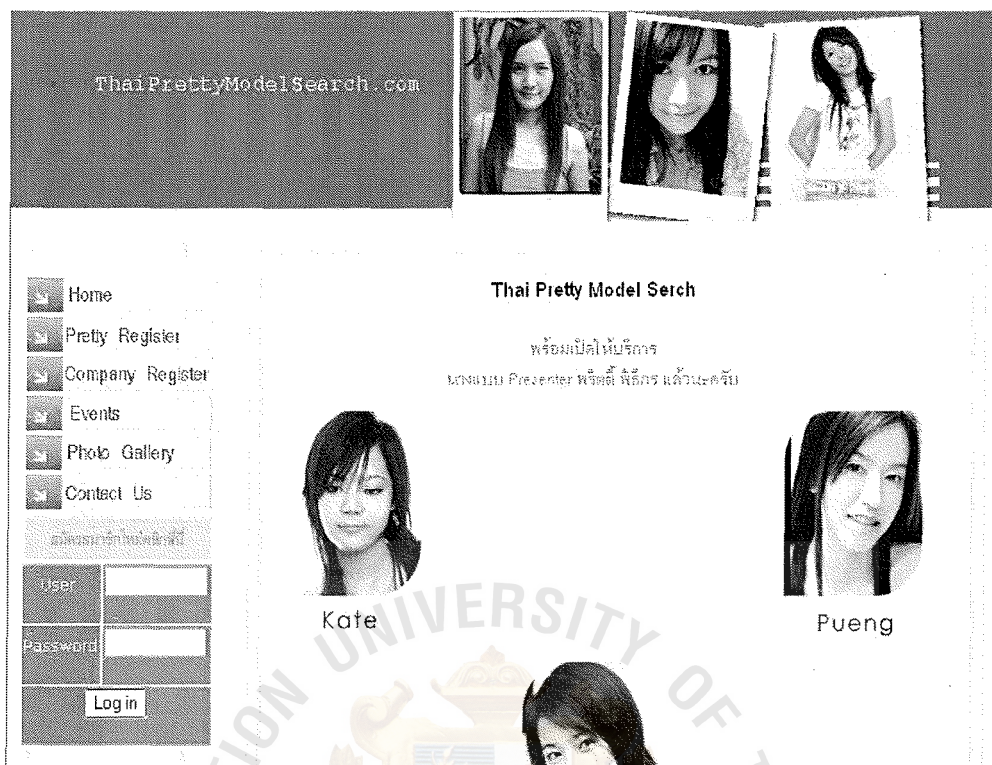
Figure 6.2. ThaiPrettyModelSearch's Homepage

(2) Pretty register:

This page allows the customer to register for an account with the company

and also allows the existing customers to log in. Username and password are

required to login.

Figure 6.3. Pretty register page

(3) Company register:

This page allow the companies which needs pretty boys and girls to register

for an account with the company and also allows the existing customers to

log in. Username and password are required to login.

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Company Information

Company Name :	
Businame Name :	

Billing Address

Billing Address :	
Mobile Phone :	
Email Address :	
Order Information :	Pretty Code:

Register   Cancel

Figure 6.4. Company register page

(4) Events:

There are many events a year in different businesses type in Thailand that

need pretty boys and girls to present their products and services, the event

page shows what events the pretty boys, girls and company will be

participated and time and place where the events will be held.

รับสร้างสรรค์งานกิจกรรมพิเศษต่าง ๆ ชาติ งาน Grand Opening (งานเปิดตัวสินค้า / บริษัท) Road Show กิจกรรมการแจกสินค้าตัวอย่าง (Sampling) งานสัมมนา งานเลี้ยงรุ่น งานเลี้ยง บริษัท และกิจกรรมส่งเสริมการ ขายต่าง ๆ

งาน Motor Show 2006 BITEC

Figure 6.5. Events page

(5)   Photo gallery:

This page will show the pictures of pretty boys and girls. There are many

pretty models who companies need to present their products and services,

this web site provides personal information each pretty model.

Figure 6.6. Photo gallery page

(6)   Contact us:

In this page, If the users have any questions, comments or suggestion to pass

along to ThaiPrettyModelSearch, they can use the contact us page to contact

the company 24/7.

Thai Pretty Model Search

Collect the best model

77 / 31 ซอยลาดพร้าว 1 ถนนลาดพร้าว แขวงจอมพล
เขตจตุจักร กรุงเทพฯ 10900
โทร 0-6652-4633

E-Mail : prettyModel@Prettysearch.com
สนใจติดต่อน้องๆสาวสวยเพื่อร่วมงานของท่าน
Real pretty pro Studio Modeling

ยินดีให้บริการในหลากหลายประเภทงาน
ได้แก่ Pretty ,MC ,แดนเซอร์ ,Presenter
และอื่นๆอีกมากมาย
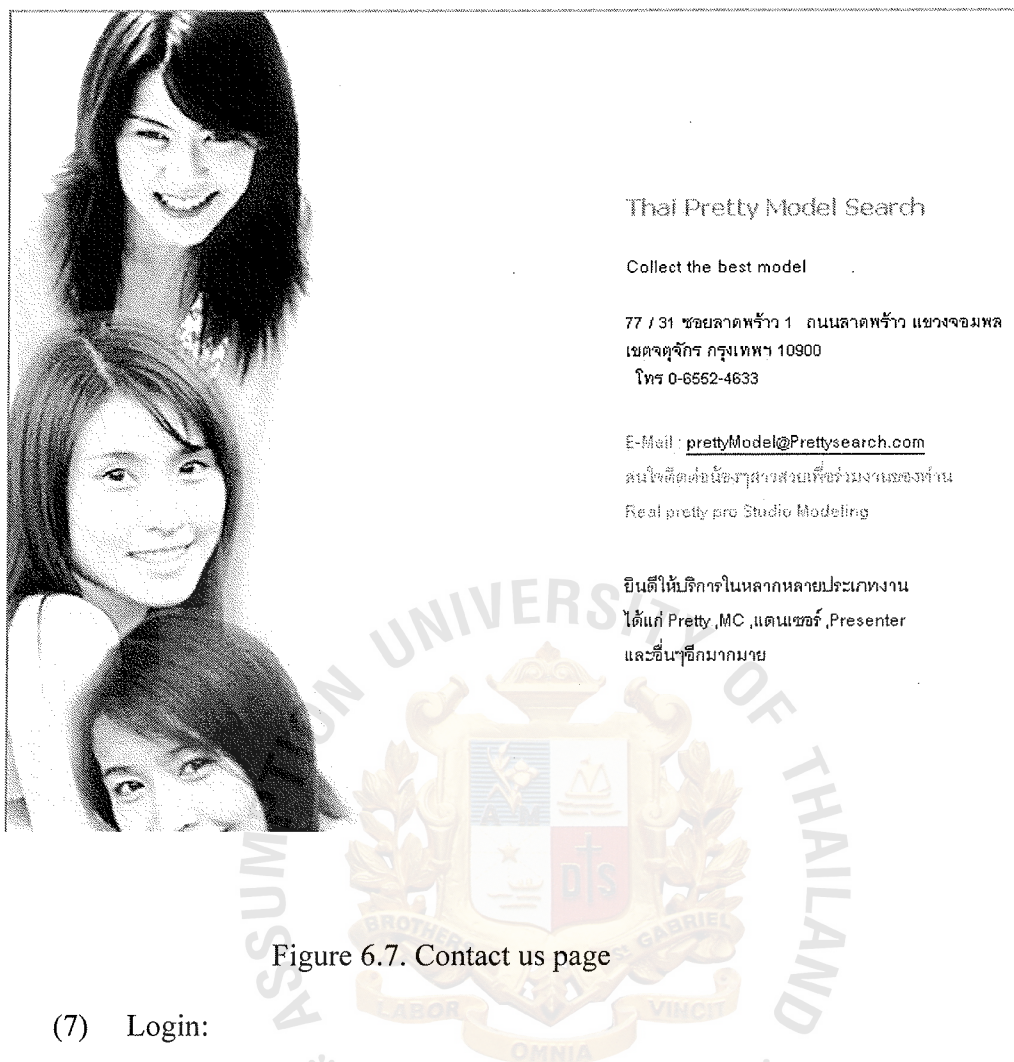
Figure 6.7. Contact us page

(7)   Login:

This page, if the users need to see information and access personalized

services, login name (user) and password, then press the "log in" button.

Your login is securely encrypted to ensure your privacy.

Figure 6.8. ThaiPrettyModelSearch Login page

(8)   Search for Pretty

This page, if the boys, girls or companies, which need to search pretty models

information, It is easy way to search information about boys and girls by fill in

age and gender and then click "Find Models" for searching.

Figure 6.9. ThaiPrettyModelSearch Search for pretty page

Figure 6.10. ThaiPrettyModelSearch Search Result

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(9)   Order

This page is order page for the companies which would like to order pretty

models.

Figure 6.11. ThaiPrettyModelSearch Order Page

(10) Privacy Policy

At ThaiPrettyModelSearch recognize that privacy is important. This policy

apply to all of the products, services and website offered by

ThaiPrettyModelSearch. In addition, where more detail need to explain our

privacy practices, separate privacy notices to describe how particular

services process personal information, which are accessible from the

navigation bar.

Figure 6.12. ThaiPrettyModelSearch Privacy policy page

6.3 Hardware & Software Requirement

Hardware and software requirement that used this website as below.

HARDWARE	DESCRIPTION
CPU	Intel Pentium IV 2.8 GHz
Main Board	MBD ECS SOC-478 SIS661FX 2DDR400
Memory	RAM APACER DDR 512 MB
HARD disk	HDD 80 GB ATA100 (7200RPM)
Graphic card	ATI mobility M6 16 MB
Sound	2DDR400VGA sound AGP 8X LAN
Floppy Disk Drive 1.44	Panasonic 1.44 MB
CD-RW	7 in 1 card Reader/Writer
Monitor	LG 17" F700B
Modem	Lemel 56 K INT

Printer	HP Laser, CANON I255
UPS	500 VA

Table 6.2. Hardware Specification

The table 6.3 demonstrates the Software specification shown as below

SOFTWARE	DESCRIPTION
Web server	Apacer 1.3.9 of higher
Web development tool	Microsoft Visual Studio.NET 2003 Macromedia Dreamweaver MX 2004 Javascript language MS Access Edit Plus Internet Information Services
Graphic Tool	Adobe Photoshop CS
OS	Window XP

Table 6.3. Software Specification.

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6.4 Database Design

Master tables:

(1) Pretty Profile   To keep pretty information

      Table Name: PrettyProfile

Field Name	Field Type	Field Description
PrettyCode	Varchar2(3)	Pretty Code
PrettyName	Varchar2(85)	Pretty Name
PrettyAddress	Varchar2(1000)	Pretty Adddress
PrettyBirthdate	Date	Pretty Birthdate
PrettyHeight	Number(5,2)	Pretty Height
Prettyweight	Number(5,2)	Pretty Weight
PrettyEducation	Number(2)	Education code
PrettyLinkImg	number(5)	Image Code
PrettyLogin	Varchar2(30)	Login Code
PrettyPwd	Varchar2(30)	Password
PrettyCreate	Date	Create date
PrettyUpd	Date	Update date

Table 6.4. Pretty Profile

(2) Company Profile To keep company information who need pretty boys and girls.

      Table Name :   CompanyProfile

Field Name	Field Type	Field Description
CompanyCode	Varchar2(3)	Company Code
CompanyName	Varchar2(85)	Company Name
CompanyAddress	Varchar2(1000)	Company Address
CompanyBilling	Varchar2(1000)	Billing Address
CompanyLogin	Varchar2(30)	Company Login
CompanyPwd	Varchar2(30)	Company password
CompanyCreate	Date	Create Date
CompanyUpd	Date	Update Date

Table 6.5. Company Profile

(3) Education   To keep level of education pretty.

Table Name :   Education

Field Name	Field Type	Field Description
EducationCode	Varchar2(3)	Education Code
EducationDesc	Varchar2(85)	Education Description

Table 6.6. Education

(4) Pretty Image   To keep image of pretty boys and girls.

Table Name :   PrettyImages

Field Name	Field Type	Field Description
ImageNumber	Varchar2(3)	Image Code
ImageSource	Varchar2(85)	Image Source
ImgPrettycode	Varchar2(3)	Pretty code

Table 6.7. Pretty Image

(5) Order   To keep order transaction

Table Name :   Order

Field Name	Field Type	Field Description
OrderId	Number(9)	Order Code
CompanyCode	Varchar2(3)	Company Code
Orderdate	Date	Order Date
ScheduleDate	Date	Schedule date
OrderDesc	Varchar2(200)	Order Description

Table 6.8. Order

(6) Order Detail   To keep order detail information

Table name :   Orderdetail

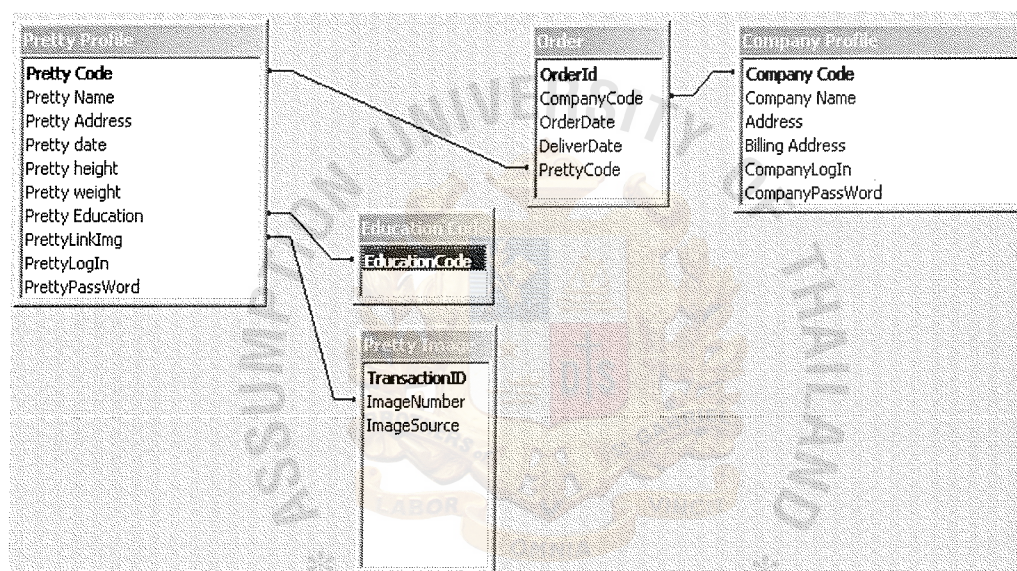| Field Name	Field Type	Field Description
TranID	Number(9)	Transaction Code
OrderlnID	Number(9)	Order Code
OrderlnPrettyId	Varchar2(3)	Pretty Code
ScheduleStart	Date	Schedule start date
ScheduleEnd	Date	Schedule End date

Table 6.9. Order Detail

Figure 6.13. ThaiPrettyModelSearch Database Design.

6.5   Payment method

It is difficult to implement via internet by using credit card because this business deal between corporate and corporate So, ThaiPrettyModelSearch will send bill to collect the money when ThaiPrettyModelSearch sent pretty to them by agreement.

The website offers the channel of payment method via transferring money thorough bank account and sending transfer evidence to us (fax the pay-in slip as the verification of payment). If company received confirmed documents from customers, the company will call or send e-mail for confirmation and prepare fitting and sending to customers in time. If customers apply for e-bank account, they can transfer via internet system to company account instantly. The bank account and the fax number are provided on the website. The detail can be found at the payment page, FAQs page and contact us pages.

6.6 Security on website

At ThaiPrettyModelSearch.com, customers' data is firmly protected against any unauthorized access. Protecting the information is a priority. We make every effort to protect the online information by using Secure Sockets Layer (SSL) technology. SSL provides security and privacy. This protocol allows customers to encrypt their order in their PC. SSL encrypts customers apply information to avoid the decoding of that information by anyone other than us. To check the security of customer connection, look at the bottom of your browser window after accessing the server.

If customers see an unbroken key or a closed lock (depending on browser), and then SSL is active. They can also double-check by looking at the URL line of their browser. When accessing a secure server, the first character of the site address will change from "http" to "https".

Website concerns about protecting customer privacy. ThaiPrettyModelSearch uses the information to collect about customers to process services and to provide a personalized applying experience. We may also use it to tell customers about special offers that we think customers will appreciate. Customers will never have to worry

about receiving or operating with us about their personal information.

Because of registering with us, we will ask for some contact information such as customer' name, e-mail, phone number and contact address. We will use the customer contact information from the registration form to send customer information about our company promotions or gifts to them. If customers do not wish to give future mailing, they have a choice to deny this service.

VII. FINANCIAL ANALYSIS

7.1 Cost Analysis

In order to acquire the business started, we need to find out how much the capital will be acquired first. The main source will be occurred from running ThiaPrettyModelSearch web site. Truly, there are 2 main categories of cost. The first is fixed Cost and the second one is variable Cost. The fixed Cost consists of these costs as follows, for example hardware, software, and maintenance whereas variable cost includes people ware, utilities and miscellaneous expense.

For estimated yearly fixed cost as shown below;

Description	Amount (Baht)
- Hardware cost	65,000
- Software cost	15,000
- Advertising on other web sites	24,000
- Web Implementation	147,600

For Estimated yearly variable Cost consist of these costs as follow; for example

Description	Amount (Baht)
Operating Expense	
- Coordinator Staff salary	8,000
- Utility and Miscellaneous	2,500

The forecast of the total development cost will be shown in Table 6.1 for the five year period. This table demonstrates the total cost for each year and the accumulative cost over the next five year. The investment costs occur during the first year of starting business, while the web operating cost will fluctuate along the five years. However the operating expense increases every year at the rate of 5%

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Description	Year 1	Year 2	Year 3	Year 4	Year 5
Investment Cost					
PC Workstation(25,000 THB per set): 2 items	50,000.00	-	-	-	-
Multi-function machine : 1 item	15,000.00	-	-	-	-
Microsoft Office (8,000 THB per set) : 1 item	8,000.00	-	-	-	-
Microsoft XP (5,000 THB per set) 1 item	5,000.00	-	-	-	-
Adobe Photoshop (2,000 THB per set) 1 item	2,000.00	-	-	-	-
Total Investment Cost	**80,000.00**				
Web Operating Cost					
System Support per year	24,000.00	12,000.00	12,000.00	24,000.00	24,000.00
Web Design (One time charge) per time	50,000.00	-	-	10,000.00	-
Web programmer : 1 person	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
Domain Name Registration per year	600.00	600.00	600.00	600.00	600.00
Hosting Server Per year	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00
Hardware Repair & Maintenance per year	-	-	10,000.00	-	15,000.00
Advertising in other web sites per year	24,000.00	24,000.00	24,000.00	24,000.00	24,000.00
Total Web Operating Cost	**146,600.00**	**84,600.00**	**94,600.00**	**106,600.00**	**111,600.00**
Operating Expense					
Coordinator Staff per year	96,000.00	100,800.00	105,840.00	111,132.00	116,688.60

Utility and Miscellaneous cost per year	30,000.00	31,500.00	33,075.00	34,728.75	36,465.19
Total Operating Expense	126,000.00	132,300.00	138,915.00	145,860.75	153,153.79
Total Cost	352,600.00	216,900.00	233,515.00	252,460.75	264,753.79
Accumulative Expense	352,600.00	569,500.00	803,015.00	1,055,475.75	1,320,229.54

Table 7.1. The total development cost summary

7.2 Income Analysis

The revenue of companies derived from the owner of companies, which hires pretty models from our company, banner advertising and affiliate program. The projection income will also be forecasted for a five years period. The estimated services value increase 10%, 15%, 20%, 25% and 30% respectively along with the trend of e-commerce at the present time. Another source of income occurs at the third year when this website is well known to public.

The table 7.2 demonstrates the total revenue for each year and the accumulative revenue over the next 5 year.

Pretty model Growth Rate Prediction	0%	15%	20%	25%	30%
Online Services for company who need pretty model	360,000.00	460,000.00	759,000.00	1,210,800.00	1,888,500.00
Baner Advertising	100,000.00	200,000.00	250,000.00	300,000.00	400,000.00
Total Net Income	460,000.00	660,000.00	1,009,000.00	1,510,800.00	2,288,500.00
Total Sale forecast	460,000.00	759,000.00	1,210,800.00	1,888,500.00	2,975,050.00

Table 7.2. The Total Revenue and Total Net Income

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7.3 Cumulative Cost VS Cumulative Revenue

The projection of the cumulative cost and cumulative revenue for five years is shown in table 6.3 below. The cumulative revenue is higher than the cumulative cost at the end of the end of the fourth year. This indicates the pay-back period and break-even analysis as discussed in the next topic.

Year	Total Cumulative Cost	Total Cumulative Revenue
1	352,600.00	460,000.00
2	569,500.00	759,000.00
3	803,015.00	1,210,800.00
4	1,055,475.75	1,888,500,00
5	1,320,229.54	2,975,050.00

Table 7.3. Cumulative Cost and Cumulative Revenue

7.4 Break-Even Analysis

Another way to deem both market demand and costs in price determination is using Break-Even analysis to calculate break-even points. How does a company determine the amount of profit it will earn by selling a certain profit. A Break-Even analysis is a tool companies use to determine the number of units of a product we must sell at a given price to cover all manufacturing and selling costs, or to break even. Sales above that number result in profit and sales below that number result in a loss. The break even sales indicate the baht of gross sales required to break-even (Michael H.Mescon,Courtland L.Bovee,John V.Thill,2002). Break-even analysis is the regular

form of cost and revenue comparison. Comparing the cost of developing an online system and the revenues derived from selling products through an online shop to determine the point that costs and revenues become equal. Normally, cost of the developing an online system will be high at the first year because of installation of new hardware and software. The cost will drop rapidly after the online system has already free implemented.

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Project Income	460,000.00	759,000.00	1,210,800.00	1,888,500.00	2,975,050.00
Project Cost	352,600.00	569,500.00	803,015.00	1,055,475.75	1,320,229.54
Profit – Loss	107,400.00	189,500.00	407,785.00	833,024.25	1,654,820.46
Pay Back Period	107,400.00	269,900.00	677,685.00	1,510,709.25	3,165,529.71

Table 7.4. Pay-Back Period

	year 1	year 2	year 3	year 4	year 5
income	107,400.00	269,900.00	677,685.00	1,510,709.25	3,165,529.71
cost	352,600.00	569,500.00	803,015.00	1,055,475.75	1,320,229.54

income — cost
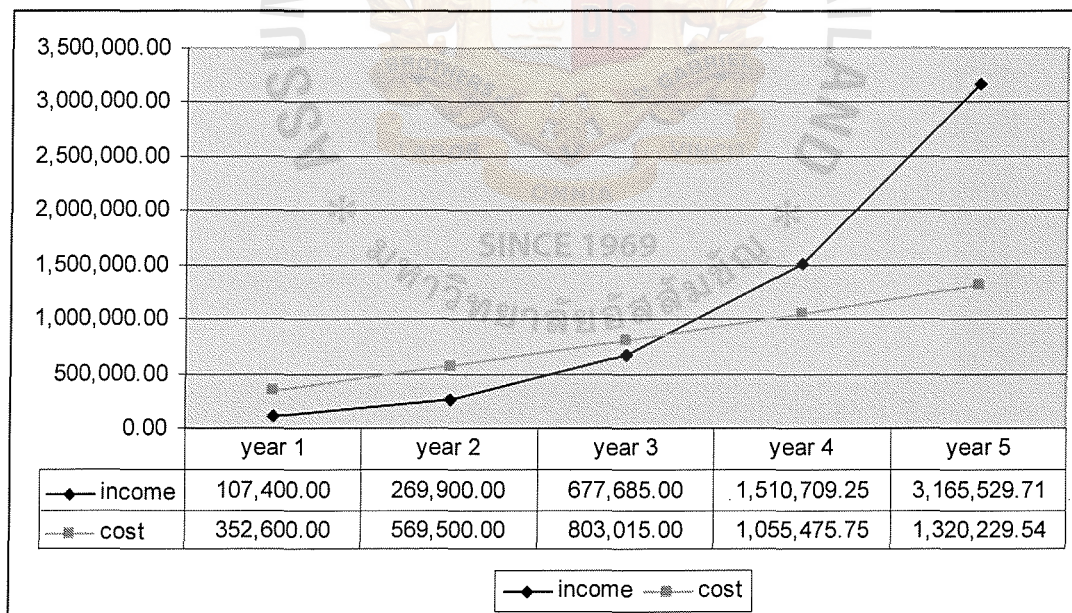
Figure 7.1. Break-Even Analysis

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In addition, pay-back period will be provided according to profit and loss for 5 years. The positive cash flow occurs at the third year, however the pay-back period of this investment return positive at the middle of third year. It means that the online system can generate profit at the end of year five.

VIII. CONCLUSIONS AND RECOMMENDATIONS

8.1 Conclusions

ThaiPrettymodelSearch is an online business which focuses on young boys and girls who want to be pretty models to apply. Additionally our website to helps other companies to search for information that matching criteria with matching companies need.

We provide information detail such as picture of successful events in the past for reference site. We try to conduct a full scale e-commerce service under the name www.ThaiPrettymodelSearch.com

The company is positioning its web site as" target markets are spa young boys and girls who want to be pretty model. We try to serve customers as their demands about quality of events and service that customers are able to receive the best things.

The marketing strategies include SWOT, cost and market segmentation, target market, positioning and competitor analysis. Advertising banner on the online market place, registering the company's URL in the search engine list of web portals and direct invitation mail are company promotion strategy. The financial analysis includes calculation of development cost and estimated revenue to create the break-even point which shows that company can gain benefits after approximately 4 year operation. Web development and design contain web component and functions, site content, site map, visual design and database design. The web components and functions contain product information, registration, login, history record, girls and boys information, e-mail contact that is for communication with each other effectively and rapidly, FAQs and payment function. The program and software used in creating the web pages are

Microsoft Visual Studio.NET 2003 that is used for server side tool, Macromedia Dreamweaver MX 2004, Adobe Photoshop CS, Edit plus, Microsoft office OS Window XP Professional etc. to make the web site efficiently. The web site is designed to attract people by making the style of the web site portraying the company look nice, credible, professional, easy to use, user-friendly by using earth tone color. So the visitors can surf inside web site with efficient navigation system not complicated for customers. In addition, the company also has back office via database and front end via web site.

ThaiPrettyModelSearch provides a full scale e-commerce service where boys and girls can find the specification of events and services, take an order and pay the bill online through a secure payment system. This project has successfully fulfilled the objective of developing the prototype of selling services between boys-girls and companies, which need pretty to promote their company products and services.

8.2 Recommendations

Because of steady growth service business and online business, it is expected to grow year by year and also continually increase demand of service via internet. **ThaiPrettyModelSearch** Company conducts an online business to be used as the complementary distribution channel of commerce and to support the company's future plan, which is the expansion of Thai pretty model market. In addition ThaiPrettyModelSearch plan to set up Affiliate program to be one of its distribution revenue also. Our company is going to be the best provides of pretty models in the future so we need to have some additional service to be added to the online services such as providing a different language on the company web site to that target market, improve our database program to support other services, hiring employees who are expert in programming development to progress our web site and design.

To serve customers' satisfaction, there are several other techniques to define what online services they want, such as increasing more services, the customers with the safe security system, The company will manage the site content efficiently and remind that customer service is a the great tool. To build our businesses not being seen as the profit organization only, the company needs to connect with some environmental organization to get a recommendation that the companies run its business without damaging the planet environment. These things will enhance the customer's positive thinking of ThailPrettyModelSerach.

Multichannel of e-commerce is recommended to build in the future. Therefore, to keep one step ahead of other business competitors, we must always be concerned about the technology advancements by matching appropriate technology with our business.

Figure A.6.1.   Sitemap.

Figure A.6.2. ThaiPrettyModelSearch's Homepage

Figure A.6.3. Pretty register page

Company Information

Company Name :

Businame Name :

Billing Address

Billing Address :

Mobile Phone :

Email Address :

Order Information :   Pretty Code:

[Register]   [Cancel]

Figure A.6.4. Company register page

งาน Motor Show 2006 BITEC

รับสร้างสรรค์งานกิจกรรมพิเศษต่าง ๆ อาทิ งาน Grand Opening (งานเปิดตัวสินค้า / บริษัท) Road Show กิจกรรมการแจกสินค้าตัวอย่าง (Sampling) งานสัมนา งานเลี้ยงรุ่น งานเลี้ยงบริษัท และกิจกรรมส่งเสริมการ ขายต่าง ๆ

Figure A.6.5. Events page

| PT01 | PT02 | PT03 | PT04 |
| PT05 | PT06 | PT07 | PT08 |

Figure A.5.6. Photo gallery page

Thai Pretty Model Search

Collect the best model

77 / 31 ซอยลาดพร้าว 1 ถนนลาดพร้าว แขวงจอมพล
เขตจตุจักร กรุงเทพฯ 10900
  โทร 0-6562-4633

E-Mail : prettyModel@Prettysearch.com
สนใจติดต่อน้องๆสาวสวยเพื่อร่วมงานของท่าน
Real pretty pro Studio Modeling

ยินดีให้บริการในหลากหลายประเภทงาน
ได้แก่ Pretty ,MC ,แดนเซอร์ ,Presenter
และอื่นๆอีกมากมาย

Figure A.6.7. Contact us page

Figure A.6.8. ThaiPrettyModelSearch Login page

Figure A.6.9. ThaiPrettyModelSearch Search for pretty page

Figure A.6.10. ThaiPrettyModelSearch Search Result

Order

Company Name :   Note Information

Billing Address

Order Information: Pretty เพื่อ Promote สินค้า

Date Require: 27 / APR / 2006

Contact Persons :   k.Anuch

Email Address :   Anuch@note.info

Register   Cancel

Figure A.6.11. ThaiPrettyModelSearch Order Page

Figure A.6.12. ThaiPrettyModelSearch Privacy policy page
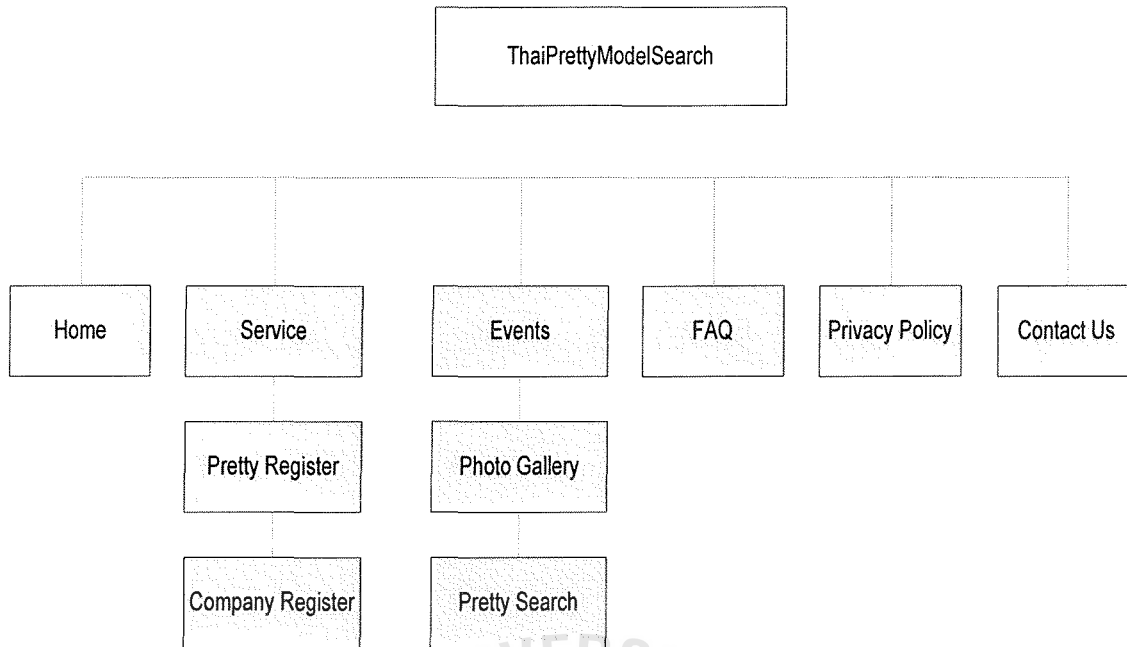
Figure A.6.1. Sitemap.

Figure A.6.2. ThaiPrettyModelSearch's Homepage

Figure A.6.15. Back office Menu

Figure A.6.16. Back office booking pretty models

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Figure A.6.17. Back office enquiry order information

Company Name	Create date	Schedule date	Pretty Code	Confirm
Note Information	01/07/2006	14/07/2006	P02	Yes
	01/07/2006	14/07/2006	P07	Yes
	01/07/2006	14/07/2006	P05	No
	01/07/2006	14/07/2006	P03	Yes
	01/07/2006	14/07/2006	P04	Yes
UBC Fantasia	15/09/2006	20/11/2006	P07	Yes
	15/09/2006	20/11/2006	P13	Yes
	15/09/2006	20/11/2006	P20	Yes
	15/09/2006	20/11/2006	P25	Yes

Company Name	Due Date	Invoice No.	FT Charges	Payment Amount
Note Information	01/12/2006	10000110	50,000	50,000
UBC Fantasia	15/12/2006	10000010	71,200	0.00
Uniliver public company limited	01/10/2006	10040100	120,000	120,000

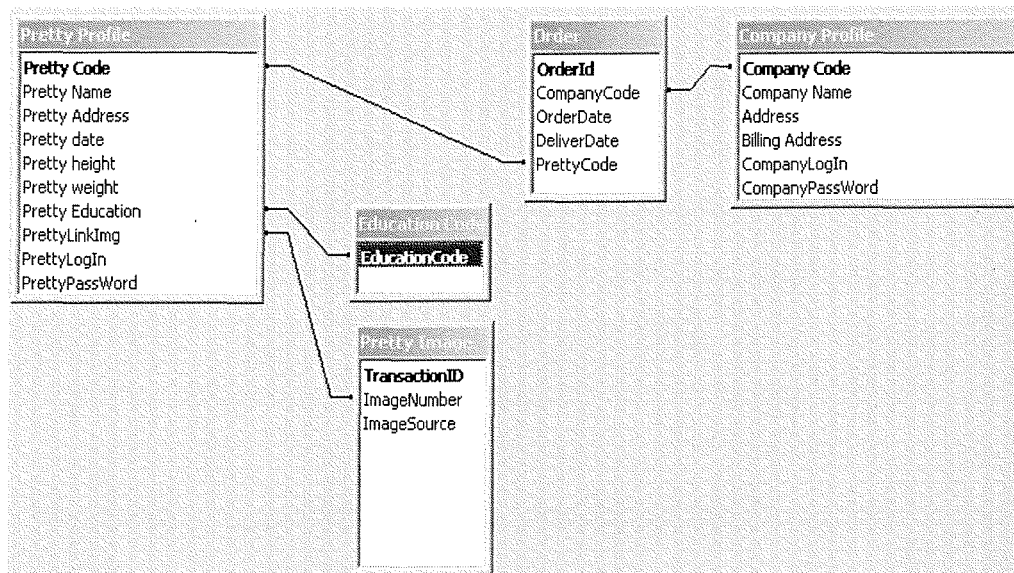Figure A.6.18. Back office financial information

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Figure A.6.19. ThaiPrettyModelSearch Database Design.

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