

ABSTRACT

Today the computer has become a part of our life and cost of hardware computer has decreased until the user can afford using computers at home. As the requirements for home use computers are different, sometimes the standard spec of Brand PC can not serve the customers needs and they have to look at each hardware component and find the best combination that exactly matches their requirement. From this situation we have seen the opportunity for the new business models by providing the service in the form of information for hardware technology, product information, product review, including market price and selection guide.

We use Internet web site as a tool to provide free service to all computer users but also have the income by advertising banner in the web pages and subscribe e-mails. The information in web site will be separate in to different hardware categories; CPU, Memory, Main Board, Hard Disk, Storage Media, Graphic Card, Sound Card, Display and Modem.

The website will target the group of customers in Thailand because the information of products available in the market will be different in each part of the world. As information in the website comes from several sources, so some information may remain in English as the original form and some information will be in Thai to make it easier for Thai users to utilize our services.

For the cost analysis or financial plan, this web site will invest website set-up and programming, including advertising or web site introduction in the first year, then we can have the profits from advertising of computer hardware manufacturing and computer related products, after the web site becomes more popular and known by the users in the second year.