



# E-Commerce Technology for Jewelry Industry in Thailand

by

Ms. Veena Ilyas

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

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Project Title            E-Commerce Technology for Jewelry Industry in Thailand  
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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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## ABSTRACT

This project examines the development and implementation of an E-Commerce website, [cynthiastyles.com](http://cynthiastyles.com), an online silver jewelry store.

Internet is widely used by people all over the world. People are using Internet to enhance their daily life cycle as well. As a result online stores, which sells products online, are emerging rapidly. This serves as an advantage for jewelry businesses seeking suppliers overseas, where all they have to do is visit the supplier's website and find the information and products that they are interested.

The report will first analyze the e-commerce trend at present, and secondly analyze the jewelry industry and the online store competitors in Thailand. Next it will discuss about the proposed website and its competitive advantage. Finally, the web design, back office system and financial results for implementing the website will be explained.

This project is a good example for businesses that would like to go online. It will guide the person as to the necessary features of the online store and the steps involved to begin. The writer of this report hopes that you will find this report helpful. Inquiries and questions can be sent to [veena\\_il@hotmail.com](mailto:veena_il@hotmail.com).

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## **I. OVERVIEW OF THE PROJECT**

### **1.1 Introduction of the Project**

The growth of internationalization of business is one of the most significant economic developments at present. Many leading firms around the world have moved their attention towards international business in order to enhance their business as well as maintain a competitive edge over other companies in the current economic trend.

International business performances of the firms are determined by the technology and its application, which act as a major factor. Internet and Electronic is increasingly having an important role in the present business environment.

More and more people are using the Internet for purchasing products online and the number of online purchases is growing steadily. Every company has to understand, prioritize and manage the opportunity Internet can provide for their firm's product.

The world is small and technology has made it smaller. It is an Internet world where 'online' is the watchword. Business transactions, be it a million-dollar business or a much insignificant purchase of household articles, web has become the universal market. Consumers are now shopping for an incredible array of products on the web.

According to the research done by the Forrester Research Inc, it is said that the Internet commerce worldwide, including B2B and B2C will reach US\$ 6,800 billion in 2004. It also says that the number of online shoppers continue to rise. These results have increases the awareness for the jewelry suppliers to use the Internet effectively. Many suppliers in Thailand have come online, providing all their products online, and customers in other countries like United States, Canada, Australia and so on can purchase the items that they are interested online via the supplier's online shop. Suppliers have to make their web site attractive by displaying fashionable designs at

competitive price.

Many companies own Websites and there are many kinds of websites available. Some website are online store that sells their products and services online. Some just provide the company's information and others website are featured as promotional or advertising tool for their company.

Many jewelry companies in Thailand have opened up online jewelry store in order to take the advantage of the E-commerce to enhance their business. Many website or the online store that are opened already have an existing storefront and uses the Internet to expand their market reach. On the other hand, some online jewelry stores are also opened without having any current business or showroom.

Internet has increased its role in the current market situation and many companies in Thailand are turning towards the Internet and E-commerce to either start a business or extent their current market scope.

According to this project, a business transaction is selected and will be analyze for the essential factors to implement the effectiveness of website in order to use as an online store.

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

- (1) To develop an online store and marketing strategies for the web site
- (2) To compare the companies that uses website as an online store.



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

The number of people accessing the Internet worldwide along with the demand of electronic transaction at present is at a fast growth. This results to the increasing profitability for the online shopping but a risky business. Many companies have follows this trend and opened an online store or used the Internet and e-commerce to promote their existing business.

This project will study the effective factors in developing the website for small and medium enterprises in order to be used as a promotional tool to support marketing function. This project will apply the marketing and web design knowledge learnt from MS IEC course into practice. A virtual storefront related to Internet and E-Commerce will be set up for an existing company. Customers will be able to buy products online via the virtual storefront and payments are accepted online as well. The study of this project and the website are based on the knowledge that has learnt from Internet and E-Commerce course.

Firstly, an existing company without a website is selected. The Internet and technology trend have made the company to realize the advantage of the website. Secondly, a website is created for the company, as well as a back office system, and the target group is people who would like to find information about the company and its product as well as make purchases online. Finally, this project is concluded with full report and the prototype of the website.

The main chapters of the report will include the following:

- (1) Information about the overview, objectives and scope of study and project.
- (2) Growth of Internet and E-Commerce and Demand for Thailand's Jewelry.
- (3) Analyze the competitive advantage of the virtual storefront as compared to its competitor's websites.

- (4) Marketing, web design and financial analysis of the website.

#### **1.4 Deliverables**

- (1) Final report in details covering the scope mentioned
- (2) The web site for the jewelry shop



## II. INTRODUCTION TO E-COMMERCE AND JEWELRY INDUSTRY

### 2.1 Internet and E-Commerce

Thailand's e-commerce business is still in its infancy and its expansion is moving at a slow pace, due largely to a lack of commitment from the government to put in place the necessary legislative framework, tackle the monopoly in the Internet business and overcome the lack of co-operation between state agencies

Despite steady growth in the number of Internet users, Thailand's electronic commerce business has moved at a snail's pace, due mainly to a lack of political, commitment and shortcomings in bureaucratic co-operation.

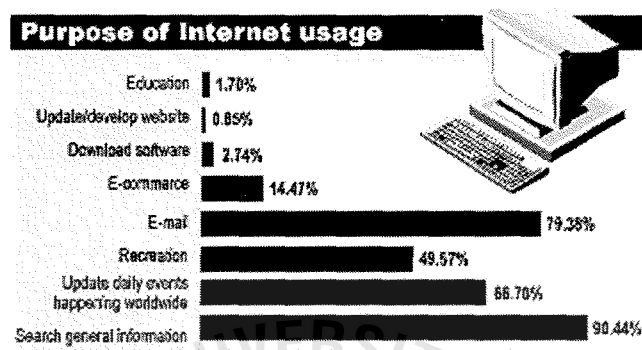
The Thai Rak Thai Party's information technology policy sets out seven key elements to be developed with a commitment to reshaping the country into an "electronic society".

The first element is to develop basic infrastructure to boost the use of IT in the country as a whole. The government plans to stimulate the development of networking infrastructure such as fiber-optic cable, broadband communication and the Internet to facilitate widespread use among the population, giving them equal access to new technology and the Internet.

It will support the emergence of new network service providers to stimulate competition in the market, so that the public can benefit from improved but cheaper services.

The laying down of an e commerce infrastructure, along with the development of suitable taxation measures, including a four-year tax exemption for e-commerce companies to jump-start the business, forms the second plank of the party's plan. It also plans to set up a new bank to support e-commerce.

Apart from infrastructure and e-commerce development, the government will also pay more attention to creating sufficient IT human resources in the country. It plans to produce 5,000 programmers and train at least 3,000 network engineers each year.



Source: IDC-Thailand (AR Representative Office)

Figure 2.1. Purpose of Internet Usage.

Educating the public to create greater IT knowledge and literacy is also in the plan. The party has highlighted the Internet as a key medium to speed the learning process. It has announced a goal of increasing the local Net population to 10 million users within four years. It will also establish a free-trade zone to promote an open purchasing source for local software developers. Lastly, Thai Rak Thai has said it would concentrate on the adoption of IT applications to improve trade, industry, education and public health. IDC expects e-commerce revenues in Thailand to jump to \$2.3 billion in 2004.

The fundamental barrier remains for Thai dot com companies as there are relatively small Internet user bases in Thailand as compared to other countries, estimated at about 2.3 million nationwide. Based on a TDRI forecast of Net users from 2001 to 2004 and an average annual economic growth rate of 2% to 6%, the country will have 2.7 million to 3.2 million Net subscribers at the end of 2004, or 4.3% to 4.9%

of the population.

<b>Worldwide e-commerce growth</b>						
Unit : billions US\$						
	2000	2001	2002	2003	2004	% of total Sales in 2004
<b>North America</b>	509.3	808.6	1,485.2	2,339.0	3,456.4	12.8
United States	488.7	864.1	1,411.3	2,187.2	3,189.0	13.3
Canada	17.4	38.0	68.0	109.6	160.3	9.2
Mexico	3.2	6.6	15.9	42.3	107.0	8.4
<b>Asia Pacific</b>	53.7	117.2	286.6	724.2	1,649.8	8.0
Japan	31.9	64.4	146.8	363.6	880.8	8.4
Australia	5.6	14.0	36.9	96.7	207.6	16.4
Korea	5.6	14.1	39.3	100.5	205.7	16.4
Taiwan	4.1	10.7	30.0	80.6	175.8	16.4
All others	6.5	14.0	60.6	130.5	197.1	2.7
<b>Western Europe</b>	87.4	194.8	422.1	853.3	1,533.2	6.0
Germany	20.6	46.4	102.0	211.1	386.5	6.5
United Kingdom	17.2	38.5	83.2	165.6	288.8	7.1
France	9.9	22.1	49.1	104.8	206.4	5.0
Italy	7.2	15.6	33.8	71.4	142.4	4.3
Netherlands	6.5	14.4	30.7	59.5	98.3	9.2
All others	25.9	57.7	123.4	240.9	410.8	6.0
<b>Latin America</b>	3.6	6.8	13.7	31.8	81.8	2.4
<b>Rest of world</b>	3.2	6.2	13.5	31.5	68.6	2.4
<b>Total</b>	<b>857.0</b>	<b>1,233.6</b>	<b>2,231.2</b>	<b>3,979.7</b>	<b>6,789.8</b>	<b>8.8</b>

Note\* : Totals may not equal sum of rows due to rounding  
Source : Forrester Research, Inc.

Source: Forrester Research, Inc.

Figure 2.2. Worldwide E-Commerce Growth.

The growth of E-Commerce worldwide have shown a significant increase, especially in America and Europe, which shows that the E-Commerce is more used and adapted in overseas than in Thailand.

Implementation of essential e-commerce laws in Thailand has also been frustratingly slow. The first electronic commerce law on transactions and signatures, which was two separate draft laws before being combined by the Council of State prior to being proposed to Parliament, is still pending in the Senate. And the draft Universal Access Law to create an equitable information society by promoting universal access to IT is now under consideration by the Council of State. Other laws relating to data protection, computer crime and electronic funds transfer are still in the drafting stage.



## 2.2 Export Statistics of Thailand

Exports have been among the key engines driving Thailand's economic recovery in 2002, despite increasing concerns over the volatile global economy.

With a surge in private consumption, Thailand's gross domestic product (GDP) was forecast to reach between 4% and 4.5% for the year.

**Where the exports go**  
Jan-Sept 2002  
*Thailand's traditional and non-traditional export markets*

	Value (US\$m)	Change (% y-o-y)
<b>Major markets</b>	<b>33,365</b>	<b>-0.9</b>
US	10,028	-0.2
Japan	7,335	-2.8
EU (15)	7,451	-7.2
Asaan (5)	8,541	6.3
<b>Minor markets</b>	<b>7,133</b>	<b>7.8</b>
Hong Kong	2,719	9.7
Taiwan	1,430	-2.6
South Korea	1,031	14.5
Australia-New Zealand	1,377	16.8
Canada	576	-2.1
<b>New markets</b>	<b>8,975</b>	<b>8.7</b>
China	2,385	12.9
Indochina	1,501	4.1
Middle East	1,859	16
Africa	1,084	41
Latin America	877	5.7
Eastern Europe	386	30.2
India	313	-12.8
South Asia	783	-4.7
Others	1,077	45.3
<b>Total</b>	<b>50,549</b>	<b>2.6</b>

Source: Export Promotion Department

Figure 2.3. Thailand's Export Destinations.

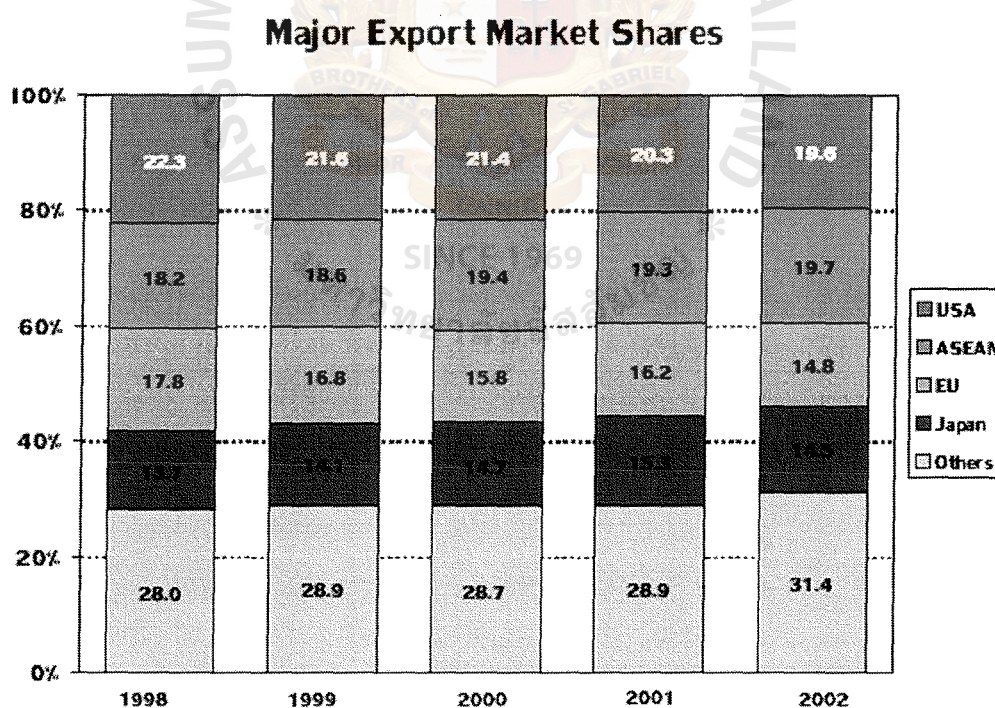
But the conventional engine driving the Thai economy, the export sector, recovered in the second quarter and began to rev up in the second half of the year due to a rise in demand in major export markets and the government's policy of broadening non-traditional export markets. As a result, exports in 2002 were projected to record growth in value of between 4% and 4.5%, following a revision of the 3.5% growth rate in the middle of the year.

By the end of 2002, the value of the country's exports was expected to be between US\$68.8 billion and \$69.1 billion, up from \$66.1 billion in 2001.

The Commerce Ministry reported that official figures showed shipments in the first nine months of the year registered a value of \$50.5 billion, a rise of 2.6% year-on-year.

The outstanding year-on-year export figures in October represented a growth rate of 18.4% and the results in final two months were also expected to be encouraging.

US market, which accounted for nearly one-fifth of Thailand's total export value, was fragile for most of 2002. But despite growing concern about a war between the US and Iraq and corporate scandals such as the demise of Enron and WorldCom, American consumers continued to keep spending strongly.



Note : Figures in graph are shares to total export (in US\$ Term)

Source : Department of Trade Negotiations, Ministry of Commerce

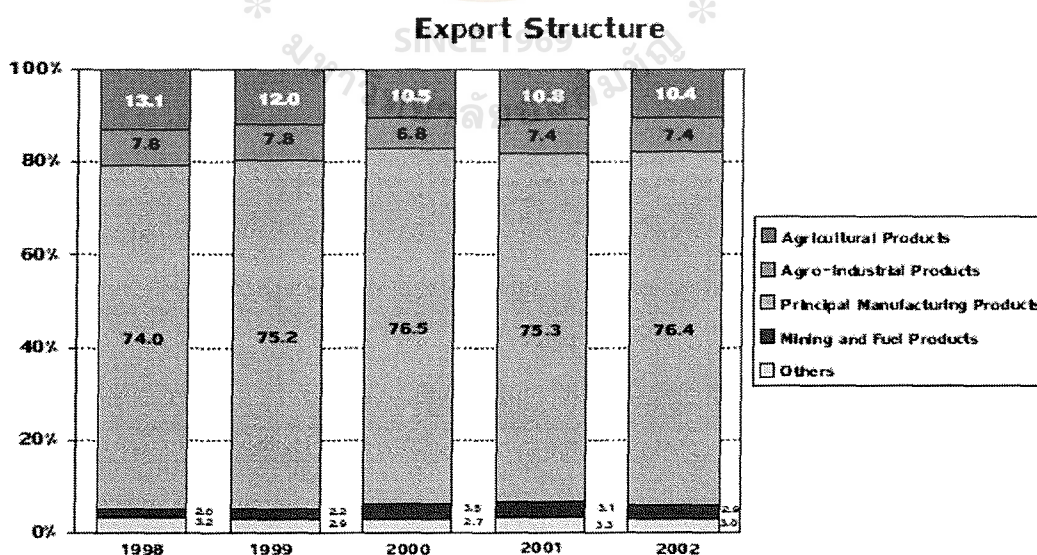
Source: Department of Trade Negotiations, Ministry of Commerce

Figure 2.4. Thailand's Major Export Market Share by Country.

US consumer confidence index which rebounded in November to 84.1 points, from a nine-year low in October, due to signs of a recovery in the job market, rebounding stocks and the Federal Reserve's interest rate cut. That reflected a sense that consumer confidence was returning, although more slowly than the market had anticipated.

DEP anticipated that the US market for Thai exports would return to positive growth by the end of the year, due to a surge in consumer spending during the holiday season in the fourth quarter, and was expected to perform better than in 2001 when it recorded a contraction of 11%.

Top export products that slumped in the United States in 2002 included computers and components, apparel, electrical circuits, Gems and Jewelry as well as frozen shrimps. According to figure 5 (below), Principal Manufacturing Products gains the most export structure for recent years. Jewelry also falls as major manufacturing products of Thailand.



Note : Figures in graph are shares to total export (in US\$ Term)

Source: Department of Trade Negotiations, Ministry of Commerce

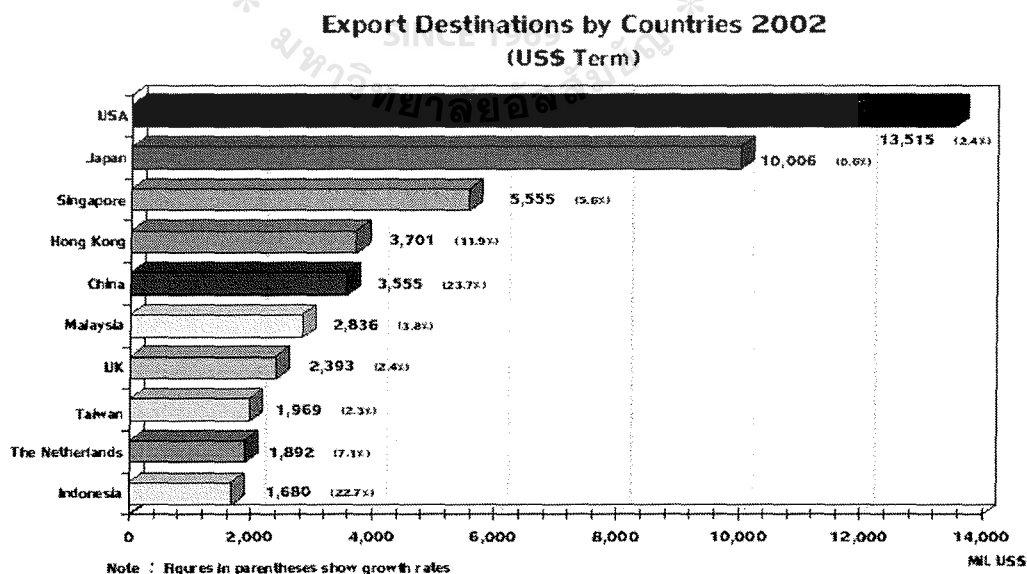
Figure 2.5. Thailand's Export Structure.



Although external factors were unfavorable for the export sector, internal factors had supported Thai exporters. The baht was stable at 43 to 44 baht against the US dollar and inflation was around 0.8%, both factors contributing to the competitiveness of Thai exports.

Another piece of good news for the export sector was that export prices did not fall significantly. According to the DEP, in the second half of 2002, the prices of some export products had picked up, mainly value-added products, including jewelry, processed shrimps, canned and processed vegetables, plastic products and pellets, glass for construction, medical equipment, and steel and steel products. Products that faced falling prices were air-conditioners and components, frozen chicken, frozen vegetables, toys, leather goods, cosmetics and pharmaceuticals. These products faced a price war in the international market.

With the uncertainty in the global economy in the coming year, however, Dr Charl offered a conservative export growth target of 1-2%.



Source: Department of Trade Negotiations, Ministry of Commerce

Figure 2.6. Thailand's Export Destinations by Countries for year 2002.

### **2.3 Gems and Jewelry in Thailand**

Thailand is renowned as one of the world's leading gems and jewelry exporters. Thailand Jewelry is popular worldwide. The jewelry industry in Thailand has developed from a group of small family owned jewelry shops to a gigantic size. Thai Jewelry Exports are one of the top foreign exchange earners for the country. . Business buyers as well as individual buyers around the world are visiting Thailand in order to find the supplier sources of jewelry for their company and personal use.

Internet has become one of the easiest ways to get what a person needs. People use Internet not only as a source of information but also it is widely used as a shopping center. Online stores are the most useful and increasingly popular and convenience feature of the Internet. Over the last few years a variety of Internet online stores have boom up on the web.

E-Commerce has become a mandatory issue in today's highly competitive business environment. Jewelry Industry in Thailand has become aware of E-Commerce and has made an intelligent use of it. Many Jewelers have turn Online and are able to conduct business efficiently and effectively globally. Careful planning and research become paramount interest, when contemplating any form of Internet or E-commerce application. The Internet will soon be a Trillion Dollar distribution channel making it the largest trading medium in the world. So getting it right is absolutely essential.

Thailand's gem and jewelry industry achieved export earnings valued at almost US\$1.7 billion in 1993. The industry is now diversified with export shares of roughly 30 percent represented by each of colored gemstones, jewelry and diamonds. While relatively small at present, the last decade has seen silver, costume, and platinum jewelry grow as a percent of overall gem and jewelry exports.

Besides opportunities in manufacturing various qualities of gold jewelry for



foreign and domestic markets, rising export shares of silver and costume jewelry seen in the last decade suggest a niche opportunity. The relatively small market share Thailand holds for these products in the US, Japan, and Europe suggests ample scope to increase exports to these markets.

For the next several years, Thailand's competitive advantages will include a skilled and experienced workforce; an international reputation as a manufacturer of gem and jewelry products; a long-established supply facility for inputs such as consumables, equipment and gemstones; effective access to the emerging gem deposits and markets of Indochina, Myanmar and China; and, a well-developed transportation, communication and financial infrastructure.

Over the longer term, lower cost labor sites of Thailand's neighbors will erode some of Thailand's market share in low quality jewelry. Consequently the trend of manufacturers in Thailand to produce higher value-added products for high-end international markets will continue. However, economic development in the countries of Indochina (Vietnam, Lao PDR, and Cambodia), Myanmar, and China also represents potential markets for Thai gem and jewelry manufacturers, as well as for manufacturers of inputs such as consumables, tools and equipment. Regional Asian markets now absorb over 14 percent of Thai gem and jewelry exports by value.

The largest markets for exports of Thai gems and jewelry are the United States, Israel, Belgium and Japan. In addition, industry analysts estimate that another 30-50 percent can be added to these export figures as a result of direct sales to tourists visiting the country. Thailand's gem and jewelry industry has emerged as a major international player in the production, processing and trade of the products, but the sector increasingly faces formidable opposition from Sri Lanka, Myanmar and India, who have more abundant resources of precious stones and lower labor costs than Thailand. These

countries have been improving their skills and infrastructure to facilitate the cutting and processing of stones locally.

Thailand has so far managed to stay competitive in the global market by upgrading its production processes through improved technology. Particular focus has also been placed on the development of jewelry design skills and on increasing marketing efforts to establish Thai brand names in the world market. Thailand's exports of gems and jewelry have slumped since economic problems hit Asia in 1997. Sales have fallen by 25 percent since 1995, reaching a low in 1998 at U.S.\$ 1.3 billion.

Top 10 Exports					
Rank	1998	1999	2000	2001	2002
1	Computers & Parts (322.4 \$Bn.)	Computers & Parts (307.3 \$Bn.)	Computers & Parts (348.1 \$Bn.)	Computers & Parts (351.8 \$Bn.)	Computers & Parts (320.6 \$Bn.)
2	Garnets (123.0 \$Bn.)	I.C. (111.8 \$Bn.)	I.C. (179.3 \$Bn.)	I.C. (154.9 \$Bn.)	I.C. (148.1 \$Bn.)
3	I.C. (93.8 \$Bn.)	Garnets (110.3 \$Bn.)	Garnets (124.2 \$Bn.)	Garnets (129.1 \$Bn.)	Automobiles & Parts (125.3 \$Bn.)
4	Rice (86.8 \$Bn.)	Canned Seafood (76.4 \$Bn.)	Automobiles & Parts (96.5 \$Bn.)	Automobiles & Parts (117.6 \$Bn.)	Garnets (116.7 \$Bn.)
5	Canned Seafood (77.4 \$Bn.)	Rice (73.8 \$Bn.)	Canned Seafood (82.3 \$Bn.)	Canned Seafood (89.4 \$Bn.)	Automobiles & Parts (101.1 \$Bn.)
6	Automobiles & Parts (75.0 \$Bn.)	Automobiles & Parts (72.0 \$Bn.)	Radios, T.V. (74.0 \$Bn.)	Automobiles & Parts (91.1 \$Bn.)	Radios, T.V. (90.1 \$Bn.)
7	Radios, T.V. (59.8 \$Bn.)	Automobiles & Parts (48.0 \$Bn.)	Plastic Pellets (74.0 \$Bn.)	Radios, T.V. (74.0 \$Bn.)	Canned Seafood (86.5 \$Bn.)
8	Frozen Shrimps (58.3 \$Bn.)	Radios, T.V. (51.5 \$Bn.)	Plastic Pellets (71.4 \$Bn.)	Plastic Pellets (71.4 \$Bn.)	Plastic Pellets (77.1 \$Bn.)
9	Rubber (55.4 \$Bn.)	Frozen Shrimps (48.3 \$Bn.)	Rice (65.6 \$Bn.)	Rice (70.1 \$Bn.)	Rubber (74.6 \$Bn.)
10	Automobiles & Parts (50.3 \$Bn.)	Plastic Pellets (46.0 \$Bn.)	Rubber (60.7 \$Bn.)	Rubber (58.7 \$Bn.)	Rice (70.0 \$Bn.)

Source : Department of Trade Negotiations, Ministry of Commerce

Source: Department of Trade Negotiations, Ministry of Commerce

Figure 2.7. Top 10 Exports in Thailand from 1998 – 2002.

Thailand's solution to stay competitive in the global market has been to upgrade its production processes through improved technology. Particular focus has also been placed on the development of new design skills and on increasing marketing efforts to

establish Thai brand names in the world market. In order to reduce costs, Thai companies are looking to source competitively priced gemstones and raw materials from Africa to process and re-export, while the Board of Investment (BOI) is lobbying for the removal of duties on necessary import materials. The recovery in export sales experienced over 1999 is forecast to continue as Asian demand recovers, and Thai companies continue to target new markets, styles and trends in the jewelry market.



## 2.4 Benefits For Going Online:

### **For Jewelry Business:**

- ① LP ✓
- (1) To expand the market from local to global overnight - The Internet acts like a platform for reaching the wholesalers and importers worldwide and eventually expand the target markets.
  - (2) To improve customer relationships - The website acts like a communication medium to connect with the customers. Customers can interact with the online representative and can gather the information they require instantly, unlike other traditional media, such as, newspapers, brochures and magazines.
  - (3) To reduce cost and to increase profits - The businesses can cut down cost for manual sales and marketing as the Internet makes it more effective to perform online marketing and sales promotion.
  - (4) To improve operational efficiency - The business can contact with the customers overseas, at a reduced cost, via Internet. The order processing and operation cost also tends to decline leading to increasing in efficiency as the businesses can concentrate on other aspects.

### **For Retail and Wholesale Jewelry Buyers:**

- ✓ (1) To locate suppliers and vendors easily - They do not have to travel to each country and locate jewelers in that country. They can just click on the Internet and a whole list of Jewelers in different countries will appear before them.
- ✓ (2) To be able to get update information - They are able to view the new designs instantly as all new designs will be updated in the website. Unlike

earlier, they do not have to wait for days for the new catalog to arrive.

- (3) To increase their choices - There are many online stores opened on the Internet from all over the world and consumers are able to select from a variety of stores.
- (4) To enhance relationship - The relationship between the suppliers and the consumers can be improve as information can be send and receive much faster when compared to letter mails. Online chat features can also help in clarifying the consumer's inquiries online instantly.





### III. EXISTING SITUATION ANALYSIS

#### 3.1 Industry Analysis

##### SPELT Analysis

##### (1) Social and Cultural

The online store mainly focuses on International Market where the culture and language varies with each country. The major markets are USA and Europe and recent studies have shown that there are increases in the number of people shopping online. The trusted payment server, like Paypal (used in the website) has made it easier for the shoppers to make online payment using their credit card. Online shopping have also becomes a trend in some developed country, and hence many people are turning towards the Internet and e-commerce websites. Moreover, accordingly to Maslow's Hierarchy of Needs, which states the need for prestige and status and also the need for affection and belonging. The jewelries can also satisfies these needs, as many people tend to unconsciously create an image of status and affection by buying jewelry for themselves and for others.

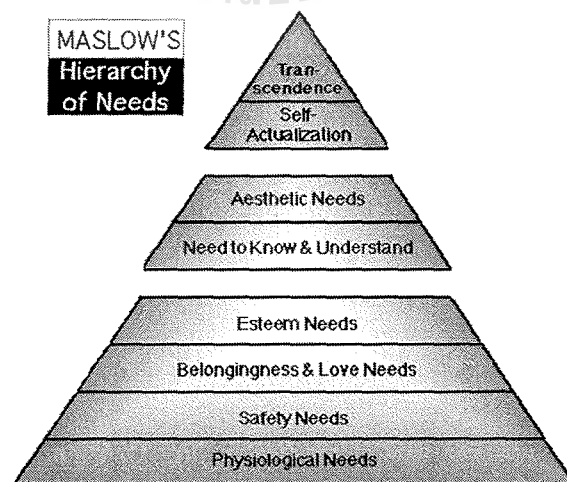


Figure 3.1. Maslow's Hierarchy of Needs.

## **(2) Political and Economic**

In every country, the political issues will affect the economic situation of the country. A good and steady politics refers to an economy where the people have more buying power. An unsteady politics will lead to an unsteady economic and eventually the people's buying power will be low. Many firms are also having doubts in order to go online, as there are many cases where the commercial online shops have either closed down or went bankrupt. Prior to approaching each country's market, the company has to be aware of their economic strength as there might be a sudden change and eventually it can affect our business as well.

## **(3) Legal**

According to the online store based in Bangkok, it has to follow Thai law for the online business issues as the site and its related company is located in Thailand. The Thai Parliaments have not passed the Thai E-Commerce Law until now. Therefore, the Commercial Law for conducting businesses are applied for the online business as well. On the other hand, the company also has to be aware of the laws concerning trade; shipping, customs, duties and so on, in different countries as it mainly deal with International Customers.

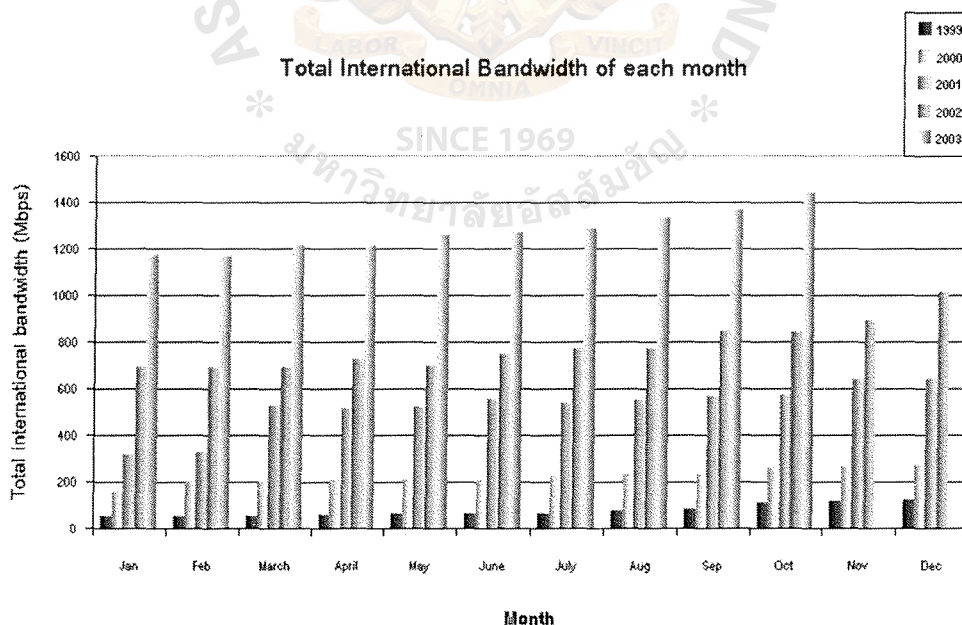
## **(4) Technology**

The infrastructures in Thailand for Internet and E-Commerce are not as sophisticated as other developed countries. At present, the total international bandwidth to and from Thailand is expanding each month and it is expected to expand even further. The E-Commerce infrastructure in Thailand is expected to develop in the near future, which can help increasing the speed and efficiency of the online businesses.

Table 3.1. International and Domestic Bandwidth in Thailand for 2003.

Year/Month	Total International Bandwidth (Mbps)		Total Domestic Exchange Bandwidth (Mbps)		
	To Thailand	From Thailand	To IIR	To NIX	To IIR+NIX
2003/06	1270.625	1270.625	665.000	4387.500	5052.500
2003/04	1212.375	1212.375	665.000	4241.500	4906.500
2003/02	1165.875	1137.875	665.000	3036.500	3701.500
2002/12	1010.625	974.625	665.000	1906.500	2571.500
2002/10	842.625	806.625	665.000	1839.000	2504.000
2002/08	771.181	701.181	665.000	1738.000	2403.000
2002/06	750.556	680.556	1014.630	467.000	1481.630
2002/04	727.756	623.756	1080.630	220.500	1301.130
2002/02	691.125	576.125	1066.630	44.625	1111.255

Source: NECTEC's own survey by Network Technology Laboratory



Source: NECTEC's own survey by Network Technology Laboratory

Figure 3.2. Total International Bandwidth in Thailand.

### **3.2 Present Company and Need for Proposed Website**

#### **3.2.1 Present Company Description**

Cynthia Styles is an organization selling jewelry products such as rings, earring, pendants, bracelets, necklaces and so on. At first Cynthia Styles were concentrating their jewelry market to walk-in customers to their showroom, as well as contacting oversea buyers through trade shows. Their main market consist of USA and Europe, which are one of the top importers of jewelry from Thailand.

The organization has a physical showroom that displays the jewelry products. The showroom operations are done both manually and electronically. Invoice billing, database of products and transaction are all handle by manual force. However they do use computerized system to communicate with oversea customers via fax or email.

Cynthia Styles realized that the e-commerce is showing rapid growth and many jewelry companies in Thailand are turning online by either promoting their products or open an online store. The competition is increasing every day.

Although they have a good number of loyal customers and reasonable number new customers coming in every day, they are finding ways to expand their market.

#### **3.2.2 Need for the Online Store**

According to the information gathered from the industry analysis and demand analysis, there are high demands for Thailand's silver jewelry in oversea market, especially USA and Europe market, and the number of Internet shoppers worldwide are growing as well. These factors helps in the company's decision-making procedure for considering to establish an online jewelry store for the existing company As a result the company have decided to create a website for selling their silver jewelry.

This will extend its market exposure to more oversea buyers. At present there are

quite a lot of Jewelry Companies in Thailand who have opened up online store in order to expand the market scope.

There are 2-target groups of consumers in the silver jewelry industry, that is, business buyers for B2B and individual buyers for B2C. The individual buyers are mainly young people who are keen on jewelry but have limited purchasing power. The business buyers are oversea jewelers who are seeking good quality and standardized products.

Cynthiastyles.com website is an Online Silver Jewelry Store, which sells to both retail and wholesale consumers. They classify themselves as Export Marketers as all their target markets are outside Thailand, but they rely on the production base in Thailand in order to supply jewelry products for the markets.

Cynthia Styles's online store is classified as Partial Electronic Commerce, that is, a mix of digital and physical dimensions. The dimensions can be categorized into product, process and delivery agent.

Silver Jewelry is a physical product, which cannot be delivered digitally. The delivery of the product is also accomplished via physical mode of transportation, such as FedEx, UPS and so on. On the other hand, the processes used in customer contact, order processing and other correspondents are via digital means. The website acts as a store front for customers and the correspondents with the customers are done via emails.

### 3.2.3 Mission Statement of the website

“Cynthiastyles.com strive to provide the customers with several safeguards in order to assure them of absolute satisfaction with every single transaction made”



#### 3.2.4 Objectives of the website

- (1) The website is dedicated to ensure that all buyers can complete purchases on site with total satisfaction.
- (2) Attractive web site that is easy to navigate and friendly to use.

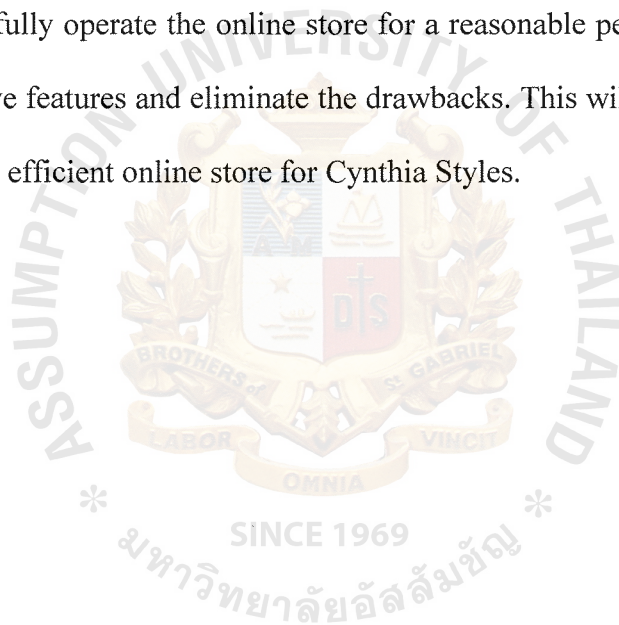


### **3.3 Competitors**

There are many jewelry companies who are turning into e-commerce in order to enhance their existing business. Cynthiastyles.com's competitors are the jewelry businesses, with based in Thailand, who have opened up an online store to sell their products to oversea customers.

There are many jewelry companies in Thailand who have opened up the online store, some are successful and some have closed down their online store.

The company will study the strengths and weakness of their competitor's website, who have successfully operate the online store for a reasonable period of time, in order to add the attractive features and eliminate the drawbacks. This will help in construction of an effective and efficient online store for Cynthia Styles.



### 3.4 Competitor Analysis

#### (1) www.esilvercart.com

##### Strengths

- (a) The website have a good layout of the webs pages making it easy for the visitors to browse through the website.
- (b) Products are displayed in good picture format and it attracts the attention as well.
- (c) The website offers its visitors a web design that is easy to browse with no complicated links.

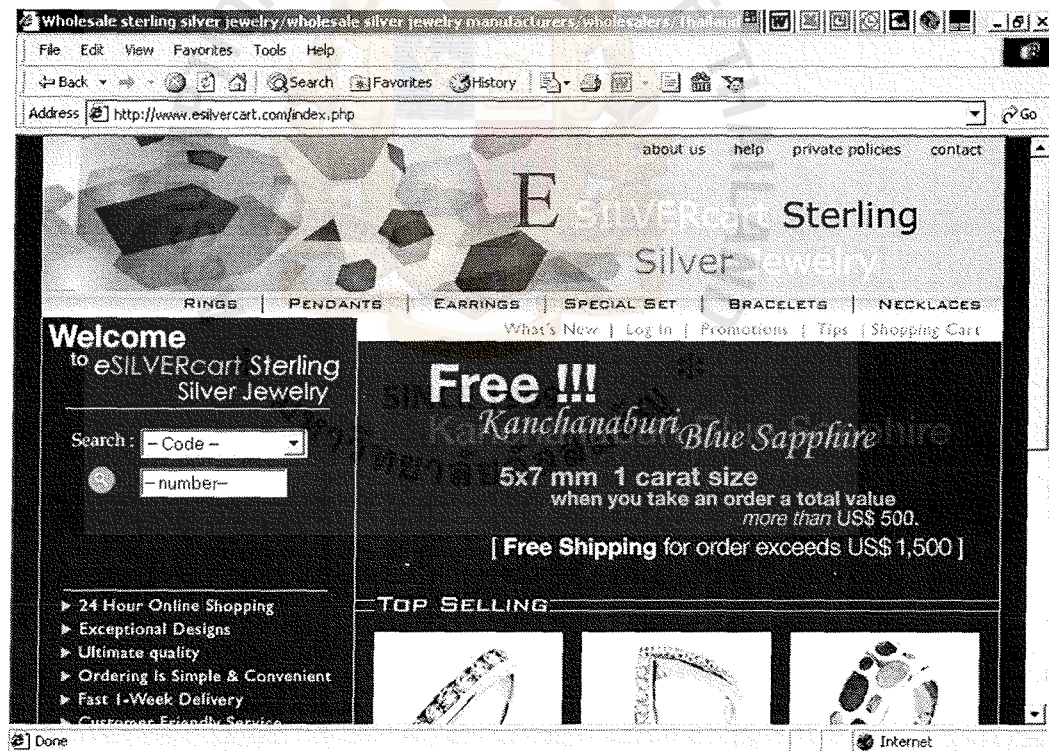


Figure 3.3. Esilvercart.com's storefront.

- (d) The search option makes it easier for visitors to find the products they are

interested without having to go through all the product details.

- (e) The website offers up to date information about top selling products, new products as well as promotion.
- (f) The website offers an online payment which is directly linked with their bank account (Bank of Asia). The money will be directly transferred to their bank account unlike the payment gateway (like paypal), where the payment will first be transferred to the payment gateway and then be transferred to the company bank account upon request.

### **Weaknesses**

- (a) The website does not portrays an image of an online jewelry store upon first visit. It portrays a web portal image.
- (b) There are only main category for the products that is ring, bracelet, earring and so on.
- (c) Homepage is too plain as normal format is used and it does not have any animation as well and the blue color used is quite overwhelming
- (d) Although the layout of each pages are good, but the layout are not consistent from one page to another, which makes it feel like it is totally a different website
- (e) The site still does not have many products in the online store and there is no online payment to facilitate buyers to pay online.
- (f) The home page seems to be very slow to load.

## (2) [www.rollingjewelry.com](http://www.rollingjewelry.com)

### Strengths

- (a) The web design is very attractive upon first visit.
- (b) The homepage provides a simple and short evaluation regarding the company and products they have. This will be useful, as customers will have a basic understanding about the company with the first viewing of the homepage itself.
- (c) The site is user friendly, that is, users know where they are going. The search engine is also very user friendly.
- (d) The information about the product is well organized.

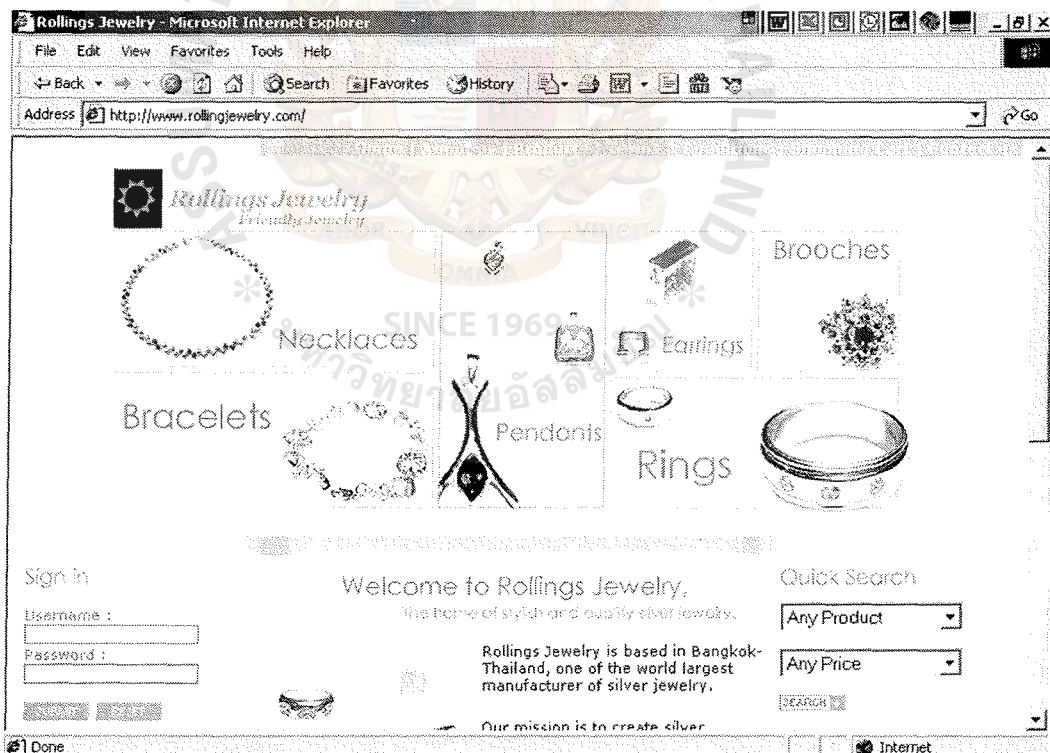


Figure 3.4. Rollingjewelry.com's storefront.



### **Weaknesses**

- (a) The images of the products are very slow downloaded and it can also be time consuming as well.
- (b) The navigation button should be bigger or brighter as the user can hardly see it. The website is already light in color and making the navigation button in light color as well does not seem to be a good idea.
- (c) The website does not provide online payment system in assisting the online order.
- (d) The product category is not sub divided into sub categories



### (3) www.thaiargentum.com

#### Strengths

- (a) The website layout is well organize. The products categories are well listed as well as the company profile are given in full detail.
- (b) The pictures are very clear and beautiful and it also gets downloaded very fast.
- (c) The first page of the website is a flash introduction page which is very eye catching.
- (d) There is no graphic within the site itself. This makes the speed of moving around the site very fast.

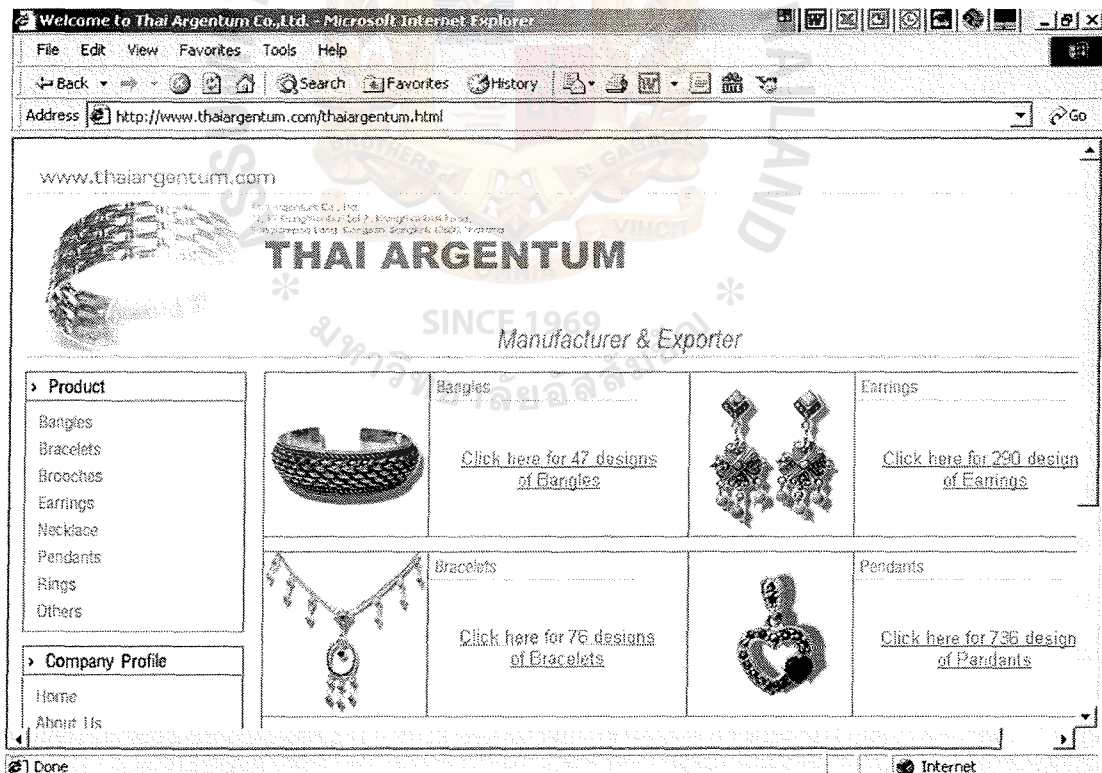


Figure 3.5. Thaiargentum.com's storefront.

## Weaknesses

- (a) Although the flash page is attractive, the time it takes for the flash to be displayed might ignore some visitors. There should be a button to allow visitor to skip the flash.
- ✓ (b) The website only acts like an online catalog rather than a store front as only the products images and details are added.
- ✓ (c) There is no online order procedures available via the website. Interested customers will have to send an online quotation with their order details and contact details as well. The company will then review their request and quote them the price and then process the order further. This is a long process and all the order procedures are not done online.  
*or E-mail*  
*UP*
- (d) The menu is not well organized, that is, the information about the product appears above the information about the company, which is really not a good idea for a website.
- (e) There is no enlargement picture for the image. Most customers would expect that because the image is too small to have an idea about the product.
- (f) They do not have the online payment system, as their order procedure cannot be completed in a single day.

(4) **www.mukesilver.com**

**Strengths**

- (a) Website contents are well organized and the layout is user-friendly meaning that the information can be found easily depending on what products category is needed.
- (b) The word “#1 Sterling Silver Jewelry” is very visible for the first time visitors who will readily know that this site sells only sterling silver jewelry.
- (c) The pictures are very clear and the image size is appropriate as well.
- (d) Products can be searched in terms of price and products id.

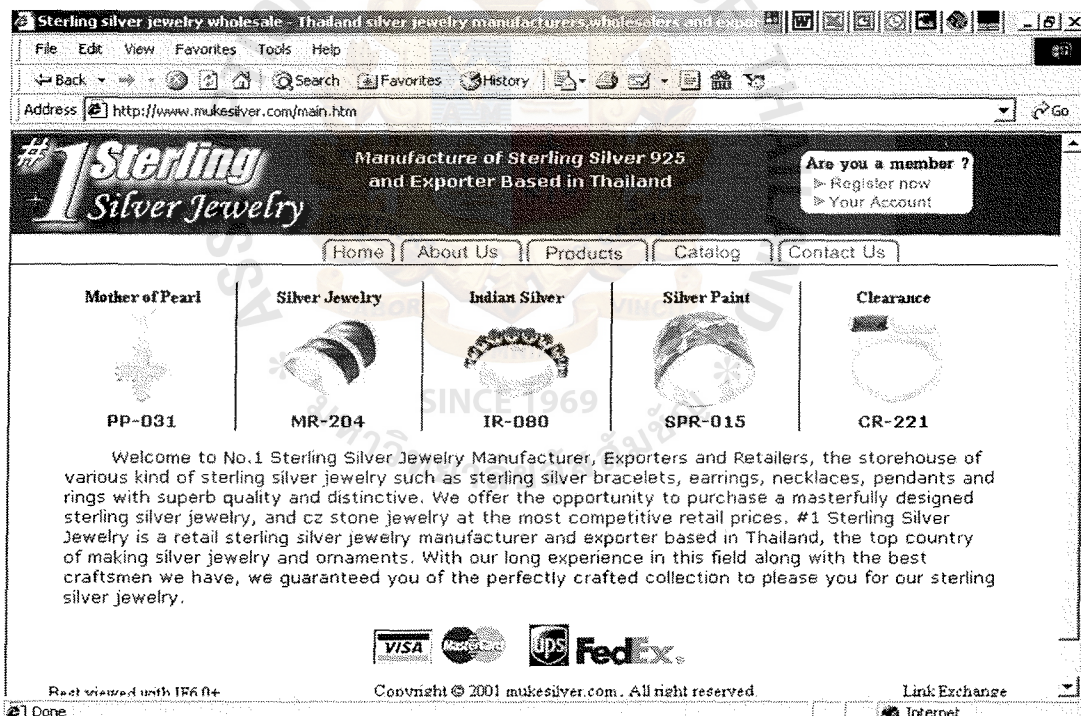


Figure 3.6. Mukesilver.com's storefront.

- (e) Customers are able to know which products are readily in stock in order to place the order at the moment.

- (f) Customers can specify the stones color as well as the quantity they want for each jewelry design.
- ✓ (g) Online payment can be made for credit card which is done via a payment gateway, softbanks.net

### **Weaknesses**

- (a) The website does not provide much information regarding their business policies, which is very important in order to gain customers trust for online businesses.
- (b) Although the web layout is user friendly, the web design is not very attractive.
- (c) The web site does not have any graphics or attractive features in order to portray itself as on online store. The web design is too simple and it looks more like a normal website providing only information.



### 3.5 Demands Analysis

The gems and jewelry industry has been a powerful export earner for Thailand, with the segment placing seventh among the country's exports. The Department of Business Economics valued Thailand's gem and jewelry exports at US\$1.675 billion in 2000, making the country the world's leading exporter of gemstones and the second-largest exporter of fine jewelry after Italy.

There are demands for the online jewelry store as many oversea buyers are turning toward the Internet to find their supplier source for jewelry. The website provides the buyers with the convenience in viewing the products and they are able to make the online sales via the website as well.

Table 3.2. Thailand's Jewelry Exports (in millions of \$US).

Country	1997	1998	1999	2000
U.S.A	284.6	289.0	367.5	387.7
JAPAN	95.5	65.5	57.0	49.0
GERMANY	83.2	76.2	79.0	74.5
UNITED KINGDOM	40.0	49.2	53.6	59.8
FRANCE	41.0	41.8	42.4	40.8
ISRAEL	30.2	29.9	31.8	33.5
HONG KONG	109.9	38.3	19.6	14.3
SWITZERLAND	45.1	47.7	52.8	32.3
ITALY	8.8	9.9	13.8	15.6
U. ARAB EMIRATES	16.7	14.7	16.3	17.2
Total 10 Countries	754.9	662.2	733.8	724.6
Other	110.0	105.9	100.6	102.5
<b>Grand Total</b>	<b>864.9</b>	<b>768.1</b>	<b>834.3</b>	<b>827.1</b>
Source: Department of Business Economics				

The exports of jewelry made to USA have also shown an increase each year, which indicates a demand for Thailand's Jewelry by the USA Market. Apart from USA, Europe sector is also among the high importers of jewelry as many countries in the Europe also falls in top 10 Importers of Jewelry from Thailand in the recent years.



### **3.6 Target Market and Market Segmentation for Online Store**

The online store sells mainly to International Customers. The main target markets are USA customers as they are the largest Importers of Jewelry from Thailand in the recent years as well as Europe.

The company uses "Product Specialization" pattern to select the target market group, as they concentrates only in making Sterling Silver 925 Jewelry products and sell it to several buying segment. The buyers include the wholesale and retail as well as individual buyers. Product specialization strategy enables the company to build a strong reputation in the sterling silver jewelry industry and hence have more understanding regarding the market's needs and wants.

The web site will be divided into 2 sections. One section will be for the retail consumers, aiming at B2C. The other section will be the wholesale consumers, aiming at B2B. The web site will contains the latest designs of silver and body jewelry, including the relevant descriptions for each items like the weight, stone color, price and so on. Consumers can view the products at any time at the online store and make purchases through credit card payment, money transfer or any other means suitable for the consumers

The target markets for the online store are divided into two categories as follows:

#### **(1) Individual Consumers:**

This segment focus on consumers from teenagers to adults who would like to purchase a single or small quantity of jewelry for their personal use or as a gift for their beloved ones.

##### Demographics

- (1) Age between 18 to 40 years old, with Internet knowledge as they have to access our online store via the Internet.

- (2) International based consumers

#### Psychographics

- (1) People who are willing to make online purchase
- (2) People who wants to search for new designs of Jewelry worldwide

#### Behavioral

- (1) Consumers who are willing to buy products overseas
- (2) Consumers who trust the payment gateway for making their online purchases

### **(2) Retailers and Wholesalers:**

This is the major target market as they encompass a large portion of the market. The focus is on major international jewelers, especially in USA, who would like to purchase Silver Jewelry products from Thailand in bulk quantity.

#### Demographics

- (1) Small to large scale businesses dealing directly or indirectly with jewelers, such as gift shops.
- (2) International importers seeking suppliers and manufacturers for their products.

#### Psychographics

- (1) Businesses that makes purchase via the Internet
- (2) Businesses that seeks for new and innovative designs of Jewelry worldwide at a competitive price.

#### Behavioral

- (1) Businesses with good credibility, in terms of payment.
- (2) Businesses that are experienced to work with overseas firm.

## IV. THE PROPOSED WEBSITE

### 4.1 Competitive Advantage

#### SWOT Analysis

##### **Strengths:**

① Online Store makes it effective and efficient to receive order from any part of the world. The website is designed for easy navigation therefore all data needed can be acquired with just a click of button. The shopping cart feature is also user friendly for customers.

The company can change direction quickly if they find that their marketing plan is not working. Most of the marketing is done online and it incurs less cost when compared to the traditional marketing plan.

② Internet eliminates all paper works since most of the order processing will be done electronically. This tends to have small overheads, so the website can offer good value to customers, that is, the company is able to enhance their performance in other area in order to satisfy their customers.

③ The cost for building or renting an additional store is also reduces as the website acts as the storefront itself. The online store or the e-business makes it possible for a company to be open for business when and where the customer requires.

④ Information regarding the products and services are being updated in the website, providing customers with comprehensive range of information in order to make their shopping easier.

The company is able to respond to the market opportunities promptly, that is, they are able to launch a new products line into their website and get the instant customer's reaction to it. They can then refine and perfect the products and will not incur much cost



as well when compared to the physical distribution where one have to buy or rent a place in order to launch their new product line.

Live chat feature will be available for 24/7. The online representative staff will be able to answer all the customer's inquiries in order to enhance their shopping. The staffs are knowledgeable and friendly and this makes the customers feel comfortable as well.

**Weaknesses:**

As a newly established online store website, Cynthia Styles do not have any market presence or reputation among the buyers. They have to advertise and promote themselves in order to be able to reach the target market group.

They will have small opt-in customer list as most site users seek to remain anonymous. Many people are still felling insecure to shop online and especially to make payment online.

**Opportunities:**

The jewelry industry in Thailand is expanding with many future opportunities for success. Oversea buyers are seeking for more jewelry suppliers in Thailand.

Online business or e-business is a newly emerged trend in Thailand and there are many companies who are slow to adapt to this new technologies. The faster Cynthia Styles establish a reputation for its online store, the more benefit they will have over their competitors.

The cost for advertising and promotion are lower to the traditional advertising media therefore the website are able to extend its advertising in many areas. The number of internet users is also expect to increase in the near future, hence many people will tend to shop online.

**Threats:**

The developments in Internet technology are very rapid and constant and it might change the market beyond the company's ability to adapt. It will be difficult for them to follow and implement all the technological changes.

The infrastructure of telecommunication in Thailand is not as advanced as in other countries making it more difficult to adapt to the technological changes.

The popularity of the e-commerce will also attract many companies to start up online store hence increasing in the competitive level. The competition will be of both locally and globally. The company needs to be well prepared for the emerging competitors.

A small change in focus of a large competitor might wipe out any market position we achieve. Therefore, they have to be aware what competitors are doing and have to be able to meet all the customers needs.

## 4.2 Total Customer Value

### 4.2.1 Customer Value

- (1) Product / Service Value: The websites provide customers with retail and wholesale option. Retailers and Wholesalers are able to make online purchase via the website, this makes it convenience for oversea buyers. The web offers different category of products for customers to choose their desired products. It also offers them with information related to the products in order to facilitate the customers in making the purchase. Online payment, using credit cards, can be made at the website through Paypal that is a secured online payment gateway. New and hot selling products are updated in order for the buyers to be knowledgeable about the current market trend. Online chat option makes it easier for buyers to acquire information they need from our representative who are there to help them 24/7. We also accept the return of any damaged item during delivery and will replace the products without any additional cost. Personal information provided to us during registration and purchases are guaranteed to be securely stored. All information collected will be kept strictly confidential unless required for servicing purposes. The web also plans to add many features, which will facilitate the buyers, such as creating their own jewelry and so on.
- (2) Image Value: The website provide an easy method for making online purchases, as the web site is user friendly and each page is consistently displayed. The customers will hence feel comfortable to use the web site for their purchases. Apart form this, using Paypal as a major payment gateway also adds an image to our site as Paypal is recognized to be one of the secure payment gateways and it is also an eBay owned company. The site uses

English Languages as it aims to customers worldwide and English is considered to be a standard language used as well.

- (3) Personnel Value: The staff will be trained and skilled in order to help answer all the customers' inquiries, both online and offline. Each personnel are screened before being employed and the trained to be knowledgeable about the products and services. The online chat representatives, who are well aware of the customer's inquiries, update online FAQ frequently.



#### 4.2.2 Customer Cost

- ul
- (1) Monetary Cost: Internet reduces the cost of traveling to the store to purchase for jewelry products for the buyers. On the other hand, the cost that the buyer will incur will be the cost of the telephone line plus the Internet charge that is much lesser when compared to the traveling cost. The products will be delivered to the buyer's doorstep once he has made the payment online. Internet also reduces all the paper works as all the transactions are done electronically.
  - (2) Time Cost: The Internet also saves the time for traveling to the store and all the information can be gathered at just one place, the Internet. The buyers can gather all the product's information along with the pictures and compare them at his/her spare and can then later decide upon the products to buy. And he can do all this by just staying at home and do not have to waste time to go back and forth to the traditional store to make the decision.
  - (3) Energy Cost: The energy used for going back and forth to the traditional store can be saved up and used for doing something else useful for them like gardening, cooking and so on.
  - (4) Psychic Cost: Buyers may feel insecure to make online purchase, as many people still do not have full trust in providing their credit card information online. The company has to gain their trust in the aspect that the products will be delivered to them upon making payment and credit card information will be kept confidential.)



### 4.3 Marketing Strategy

The company utilizes Undifferentiated Marketing as it has only one marketing mix for both the wholesale and retail buying segments. The products and marketing programs are designed to appeal to the broadest number of buyers.

The company will be able to lower its cost since developing undifferentiated advertising and promotional program for both the market segments. The low cost can be used to lower the prices in an effort to win the price-sensitive segments of the jewelry buying market, that is, the wholesale buyers who seek for large quantity sale at low price.

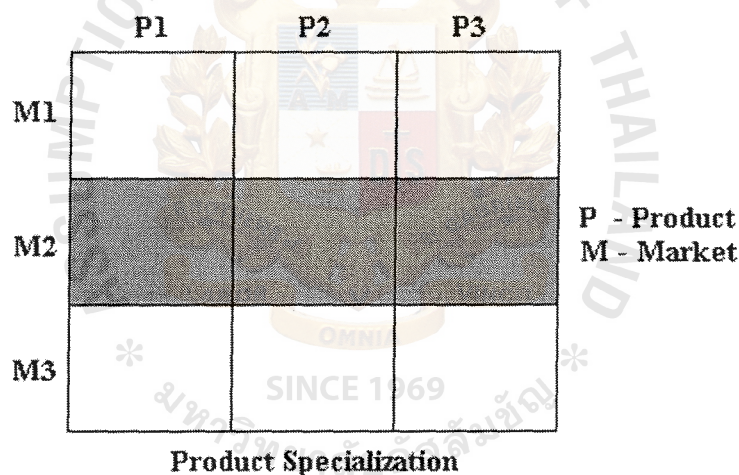


Figure 4.1. Undifferentiated Marketing.

#### 4.3.1 Market Positioning

The company positions itself in "Benefit Positioning" area. The website is advertised as an online jewelry store for overseas buyers seeking for suppliers in Thailand with good quality products and reasonable price.

#### 4.3.2 Marketing Plan

##### **Product**

The company offers a wide variety of silver jewelry, involving settings made of grade 925 Sterling Silver and Cubic Zircon stones. The core products include, rings, earrings, pendants, bracelets, and watches. The website also offers a range of Body Jewelry products, including banana charms and belly chains.

The product for cynthiastyles.com can be classified as both Consumer and Business products, as the target market include both the individual household and businesses as well. In terms of consumer products, it falls under 'Shopping Goods' category, since customers need to compare price, quality and styles before making decision.

The wholesalers and retailers, and individual customers are offered the same products at a different rate with different order limitation.

For wholesalers and retailers, the minimum order requirement is 10 pieces per design and at least 500US\$. Where as, for individual customers there is no minimum order requirement, that is, customers can select single from each design. The only difference will be the price.

The products are divided into 8 main categories, which are Ring, Pendant, Earring, Bracelet, Watch, Accessories, Marcasite and Body Jewelry. Each products are given its own unique product code. Each category is further divided into sub categories.

The main and sub categories of the products listed in the website are as follows:

- (1) Ring
  - (a) Cubic Zirconia Ring
  - (b) Silver Clock Ring
  - (c) Toe Ring
- (2) Pendant
  - (a) Cubic Zirconia Pendant
  - (b) Large and Heavy Pendant
  - (c) Synthetic Pendant
- (3) Earring
  - (a) Cubic Zirconia Earring
  - (b) Plain Earring
- (4) Bracelet
  - (a) Cubic Zirconia Bracelet
  - (b) Plain Bracelet
- (5) Watch
  - (a) Plain Silver Watch
  - (b) Silver Clock
- (6) Accessories
  - (a) Cubic Zirconia Necklaces
  - (b) Cubic Zirconia Sets
- (7) Marcasite
  - (a) Marcasite and Leather Watch
  - (b) Marcasite Clock Ring
  - (c) Marcasite Watch

(8) Body Jewelry

- (a) Banana Charms
- (b) Belly Chain
- (c) Electronic Charms

The company will be frequently studying the market and customer's preferences and expectations in order to be aware of the new designs and trend in the market as well as the products that customers are interested.



## **Price**

The price for the store is divided into 2 categories, that is, wholesale and retail price. The retail price focuses on individual customers who buy in small quantities. The wholesale prices are offered to the customers who are willing to buy each design in bulk quantity.

Even though the price is divided into retail and wholesale pricing, the price for each section is the same for customers all over the world. Therefore, cynthiastyles.com employs 'Standard Worldwide Pricing' strategy for their jewelry, which can also be classified as export products.

Apart from the product price, customers are also charged with shipping cost that will defer for each order quantity and destination. The website does not charge any registration fee from the customers.

Payments are accepted via the PayPal.com system that supports principal credit cards, or alternatively via international transfers or bank drafts.



### **Place (Distribution)**

The company is a Bangkok, Thailand-based online portal, and their primary market is America and Europe. The distribution channel for the company is 'Direct Distribution' channel as there are no middlemen involved. The company, using its website as its store front, will sell directly to oversea customers.

As important as secure online payment, is fast and safe mail delivery. For customer's maximum benefit and convenience, Federal Express's unrivalled express global mail delivery services is used. It is swift, reliable, traceable, and insurable. The company is also able to provide the shipping via UPS, EMS or DHL according to the customer's requirement.

Large and bulky shipments are done via the FedEx/UPS services, which will be reach, the destination within 3 business days. Smaller orders will be delivered via Registered Post or via EMS, which will reach the destination within one to two weeks from Bangkok, Thailand.

The current customers can easily track their order status online, by logging onto the 'track order' section in the website and for more accurate detail they can also log into FedEx website.

## **Promotion**

Promotion will be the most important factor for the online store, in order to publicize and create an awareness of the website existence and its products. The customers, be it wholesalers/retailers or individual customers do not find new jewellery store by chance. The website is responsible for making them know their existence in the Internet and e-commerce environment.

Cynthiastyles.com promotional mix will comprise mainly on online media to achieve the maximum effectiveness in gaining quantifiable results. All promotional techniques will be reviewed periodically and continued use will prevail if they prove to be viable and extremely effective. The majority of the online promotions are at no or minimal expense therefore the company is confident in their continuous implementation.

The following marketing strategies are integrated to impact different customers for maximum reach and effectiveness.

### **(1) Search Engines Submission**

The search engines serves as the unique and most appropriate place to start promoting the anything in cyberspace. Many web surfers browse through the Internet with the help of the many search engines available.

"Search engine submission" refers to the act of getting the web site listed with search engines. Another term for this is search engine registration. Getting listed does not mean that the website will necessarily rank well for particular terms, however. It simply means that the search engine knows the website exist.

As this is the typical method used by web surfers to find information and websites, cynthiastyles.com have considered to list its website into as many search engines as possible.

Search engines can be classified as 'Indexes' and 'Crawlers'. For Indexes, the websites have to register their web pages with this search engine before someone adds the web page to the site's index manually. For Crawlers, it attempts to compile a listing of every single page on the World Wide Web and this is done by employing automated software agents that will search the web for new sites to index. A good example for Indexed search engine is Yahoo and for Crawler is AltaVista.

The success of the search engine promotional tool will be achieved through effective website design that will enhance the indexing and rating of the site.

**(a) Meta Tags**

In order to get a top ranking in search engines, websites are able to add 'Meta Tags' to their web pages, but Meta tags are not a magic solution. Meta tags have never been a guaranteed way to gain a top ranking on crawler-based search engines.

Meta tags are information inserted into the "head" area of the web pages. Other than the title tag, those viewing the pages in browsers instead do not see information in the head area of the web pages, Meta information in this area is used to communicate information that a human visitor may not be concerned with. Meta tags go in between the "opening" and "closing" HEAD tags.

The following is the meta tags used for the website:

Table 4.1. Cynthiastyles.com Meta Tag.

<meta name="title" content="www.CynthiaStyles.com - biggest online shop for Fashion Jewelry">	
<META name="description" content="Looking For Jewelry? Cynthia Helps You Find The Perfect Jewelry. Manufacturers Of Silver Jewelry For Wholesale And Retail.">	
<META name="keywords" content="silver jewelry, sterling silver jewelry, silver jewelry manufacturer, discount silver jewelry, sterling silver charm jewelry, custom silver jewelry, gift idea, valentine gift idea, valentine day gift idea, birthday gift idea, Christmas gift idea, anniversary gift idea, unique gift idea, romantic gift idea, wedding gift idea, fine jewelry, fine jewelry stores, fine silver jewelry, fine diamond jewelry, fine art jewelry, fine fashion jewelry, quality fine jewelry, jewelry store, jewelry store online, online jewelry store, jewelry store chain, silver jewelry store, wholesale jewelry, jewelry wholesale, wholesale body jewelry, wholesale silver jewelry, sterling silver jewelry wholesale, wholesale sterling silver jewelry, silver jewelry wholesale, wholesale jewelry supply, gem stone jewelry, jewelry and gem stone, jewelry gem stone store turquoise, jewelry gem stone store silver, jewelry gem stone store quartz, jewelry gem stone store online, wholesale gem stone jewelry, jewelry gem stone">	

The following are some of the search engines the website will be listed:

<u>Search Engine Names</u>	<u>URL</u>
Google	<a href="http://www.google.com">http://www.google.com</a>
AllTheWeb.com	<a href="http://www.alltheweb.com">http://www.alltheweb.com</a>
Yahoo	<a href="http://www.yahoo.com">http://www.yahoo.com</a>
MSN Search	<a href="http://search.msn.com">http://search.msn.com</a>
HotBot	<a href="http://www.hotbot.com">http://www.hotbot.com</a>
Lycos	<a href="http://www.lycos.com">http://www.lycos.com</a>
Teoma	<a href="http://www.teoma.com">http://www.teoma.com</a>

LookSmart	<a href="http://www.looksmart.com">http://www.looksmart.com</a>
AltaVista	<a href="http://www.altavista.com">http://www.altavista.com</a>
Infoseek	<a href="http://www.infoseek.com">http://www.infoseek.com</a>

## (2) Trade Leads

Trade leads websites offer post offer for buyer and seller to select for the appropriate products they are interested. The buyer and seller are also able to post their own offer to buy or sell their products as well as their company description. Cynthiastyles.com will post 'Offer to Sell Sterling Silver 925 Jewelry' in many trade lead website, under jewelry section, along with their company information.

The following are some of the trade leads the website will be listed:

<u>Trade leads Websites</u>	<u>URL</u>
Alibaba	<a href="http://www.alibaba.com">http://www.alibaba.com</a>
Exporters	<a href="http://www.exporters.com.sg">http://www.exporters.com.sg</a>
EcPlaza	<a href="http://www.ecplaza.net">http://www.ecplaza.net</a>
EcEurope	<a href="http://www.eceurope.com">http://www.eceurope.com</a>
Commerce	<a href="http://www.commerce.com.tw">http://www.commerce.com.tw</a>
Fita	<a href="http://www.fita.org">http://www.fita.org</a>

## (3) Linking with Other Websites

The website strongly believes that the negotiation of reciprocal links pointing to the website will add to increasing the volume of traffic that will subsequently assist in acquiring a better ranking from search engines due to the popularity bias in the ranking criteria of some search engines. Hence this promotional tool will also increase the viability and attractiveness for sponsors and endorsements of the website. The reciprocal link can be gained from popular jewelry portal such as



[www.jewelrycentral.com](http://www.jewelrycentral.com), [www.jewelry5.com](http://www.jewelry5.com).

#### (4) Email Publishing

The creation of an information rich and comprehensive newsletter comprising of significant news articles and consumer advice on the industry will be implemented. To get as many people visiting the website, various incentives will be offered during specific promotional periods. Through customer feedback the website will determine the most important topics and information that will keep customers interested and keep visiting the website. An unsubscribe option will ensure that customers have full control over receiving emails and newsletters. Another related aspect is monitoring the rate of subscribers and unsubscribe to continuously improve services and content.

#### (5) Banner Exchange

Online advertising will be minimal and the only form will be banner exchange agreements that will be entered into for targeted banner advertising on complimentary websites. Research into the effectiveness of banner advertising has proven that it will not be as effective as other promotion methods employed for the *cynthiastyles.com* product category. The first quarter of participating in a banner exchange program will give insight into future increased implementation of banner advertising.



Figure 4.2. Image Banner for Cynthiastyles.com.

## **4.4 Web Design and Implementation**

### **4.4.1 Concepts and Theme**

<http://www.cynthiastyles.com> will act as an online store selling jewelry. The website is carefully designed to ease customers in browsing through the store.

The following are some features the website would like to possess in its design:

- (1) The website navigation to be fairly intuitive with a simple, lean and mean design making each page of the site pretty much a fractal image of the sitemap, so that the customers never lose sight.
- (2) The website should feature a convenient and intuitive design with the sitemap readily implied from the navigational options and directories.
- (3) The WebPages comprising the site should download fast, at least if one uses the direct IP address of the server. The overall parsimonious layout has to feature enough catchy attributes like graphic files that convey the right message on profile.
- (4) Tasteful logo is to be used for the website whose minimalist and streamlined graphics naturally reinforce their product concept and differentiation emphasis.
- (5) The new customer should instantaneously get a feel for where to look for relevant information, in particular as related to customer profiles or product variety. Alternatively, the browser should be free to navigate around the site without losing track of where the customers began or the overall structure of the site map.
- (6) Newcomers to the website should have a chance to learn about the company profile, product variety, and how it is all linked to their mission statement.

## **Website Layout**

The website's layout is divided into 3 frames: top frame, middle frame and down frame.

The 'Top' frame contains website main logo and some products images. It also consists of menu functions or links to view different pages as well. The menu consists of the following links: Company | Business Policy | FAQ's | Contact Us | Home | Login/Register | Submit Order | Track Order | View Cart.

The 'Middle' frame will displays all the pages selected by the menu or links in both the top and down frame. Upon first visit to the website, the middle frame will display the home page of cynthiastyles.com.

The 'Down' frame contains links to New and Hot item sections. The main feature of this frame is the link to different product categories.

Table 4.2. Website Layout.

Top Frame
Middle Frame
Down Frame

The website is divided into two sections, that is wholesale and retail. One is to sell directly to the individual consumers (B2C) and the other is to sell to retailers and wholesalers (B2B).

In an effort to ensure maximum satisfaction among the customers worldwide, the

web will endeavor to exceed customer's highest expectations with regard to quality, price and service. In order to assist customers in product choice and purchase, the website strive to provide the most accurate digital representation of the jewelry that technology permits. As a final safeguard to the customers' best interests, the website conduct payment transactions via Paypal.com, the most reliable and trusted online payment system.

The company provides detailed information on its operating practices and business policies, and most importantly the transactional issues. Many customers wants to know the detail of payment and transaction costs, so the company posted some shipping rate information online, for the customers to have some idea.

The following are some features in [www.cynthiastyles.com](http://www.cynthiastyles.com):

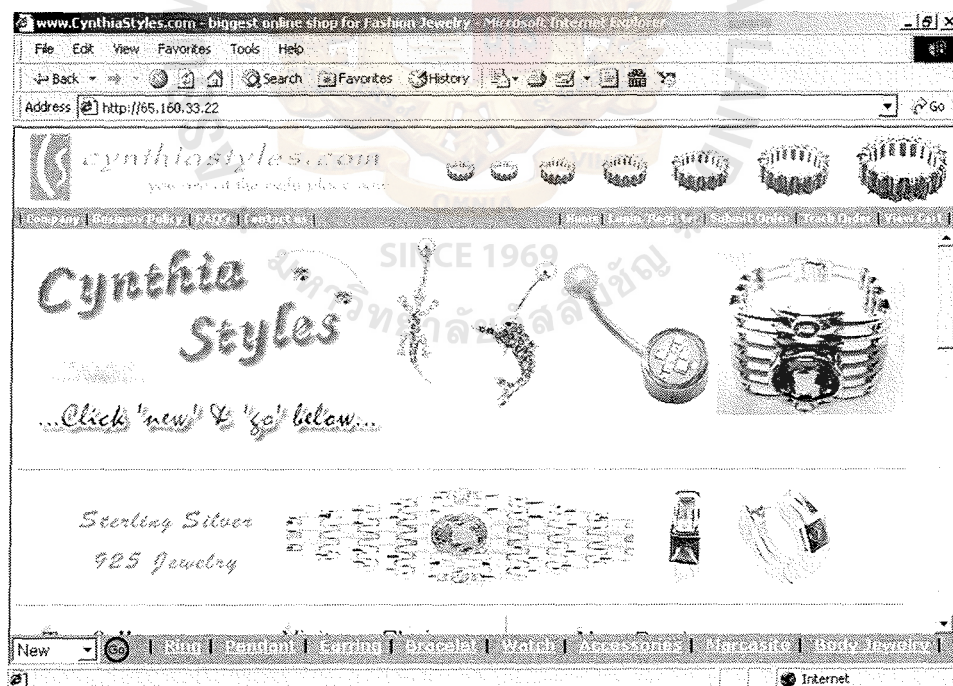


Figure 4.3. Home Page of cynthiastyles.com.

- (a) Home Page: The home page is the page that will greet customers visiting the website and therefore it is an important page. The home page contains company information as well as displaying some new and hot selling items. The web page is designed carefully in order to attract the customers at their first glance. The page contains some graphics features as well as Online Chat function. Counter is also shown in this page in order for customers to have an idea of the number of people who have visited the website. Credit card logos as well as contact information are also provided in this section.

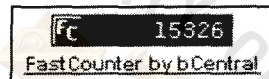


Figure 4.4. Counter.

- (b) Company: The background of the company is provided in this section so that the customers can get to know more about the company. This will help the customers to get acquainted with the company.
- (c) Business Policy: This section contains information about different business policies, such as, online order procedure, payment, refund, damage, shipping and other relevant policies assisting with the online transactions. Customers will be able to gain a clear understanding about the transaction's boundaries.
- (d) F.A.Q: The 'Frequently Asked Questions' section provides answers for the questions frequently asked by the customers visiting the online store. It features questions like, "What is the delivery lead time?" "How is the product packed for shipment?" "Do you provide free sample?" and so on.



(e) Contact Us: This section provides information about the company's business and where they are located. The visitors can also give their feedback and comments or send the website inquiry via email from this section.

(f) Login / Register: This section will be where existing customers login to the online store and new customers sign up to get the username and password for login. Upon submission of the order in the shopping cart, the customers will be asked the username and password to login.

✓ (g) View Cart: This section provides details of the products selected by the customers along with the quantity and price. This will help to keep the customer well aware of the items they have selected. Customers are also able to delete or edit the products they have selected in this section as well.

✓ (h) Submit Order: This service will enable customers to complete with their order and it leads them to confirmation page. After confirmation, the customers will be transferred to the 'thank you' page, where there is a paypal payment link for customers who would like to make online payment with credit cards.

CI ✓ (i) Track Order: This section assist customers who have made the purchase with the website and would like to know the status of their order instantly without waiting for response from the sales representatives. This section provides up-to-date information of the order that will be updated by the sales representatives as soon as the order proceeds a further step. Customers have to login with their username and password in this section.

(j) Change Password: Customers are able to change the username and password by themselves in this section, without contacting the website

manually. This acts like an interactive feature of the website as well.

- (k) Browse by Wholesale: This section is suitable for wholesalers and retailers who would like to buy in large quantity. The minimum order requirement for this section is at least 10 pieces per design and at least 500 US\$.
- (l) Browse by Retail: This section is suitable for individual buyers who would like to buy each design in small quantity or one piece per design. There are no minimum order requirements for this section.
- (m) Browse by Product Category: After entering into the appropriate store, that is wholesale or retail, customers are able to view products in different category.
- (n) Hot / New Items: The 'Hot Items' section will lead the customers to product page that will display designs that are hot selling. On the other hand, 'New Items' section will display new designs currently uploaded into the website.

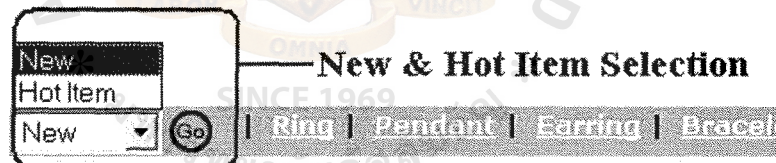


Figure 4.5. New & Hot Item Selection Button.

- (o) Online Chat: Customers are able to chat with the online representative in order to get their inquiries and doubts answered and cleared instantly. This also acts like an interactive feature of the website.

Online Chat With us



Figure 4.6. Online Chat Function.

The overall website layout is in Appendix A.



#### 4.4.2 Online Order Procedure

Customers visited the website will be greeted with the main page that displays all the relevant event and new products information. Customers are able to select from the product category displayed at the lower section of the web page.

Upon selecting the product category of their interest, the customers will be directed to the page where there will be two shops section for them to select, that is, Retail Shop and Wholesale Shop. The Retail Shop is for individual consumers who would like to buy in small quantity with no minimum order quantity as a limit for the purchase. On the other hand, the Wholesale Shop is for businesses, that is Retailers and Wholesalers, who would like to purchase in large quantity with the minimum quantity of at least 30 pieces per designs. Customers are able to switch from retail and wholesale section while viewing the products as well.

After entering the appropriate shop, customers can select the sub-category of each products category and enter the appropriate product category they are interested.

Customers can select the products they are interested and add the selected items into the shopping cart, by clicking at the 'Add to Cart' button display on top and below the product page.

After the products are added a statement 'Selected products have been added to the shopping cart' will be displayed informing the customers that the products have been added to the cart. This is shown in Figure B.5 and B.6.

While in the product page, the customers can change to other sub category page as well. The links will be shown in the left hand side of the frame (Figure 4.7). The customers can also switch from a shop that is retail and wholesale shop, while viewing the products. The link for the shop switch can be found in the top menu section of the

website and it will be displayed as 'Go to Wholesale Shop' or 'Go to Retail Shop' (Figure 4.8 and 4.9).

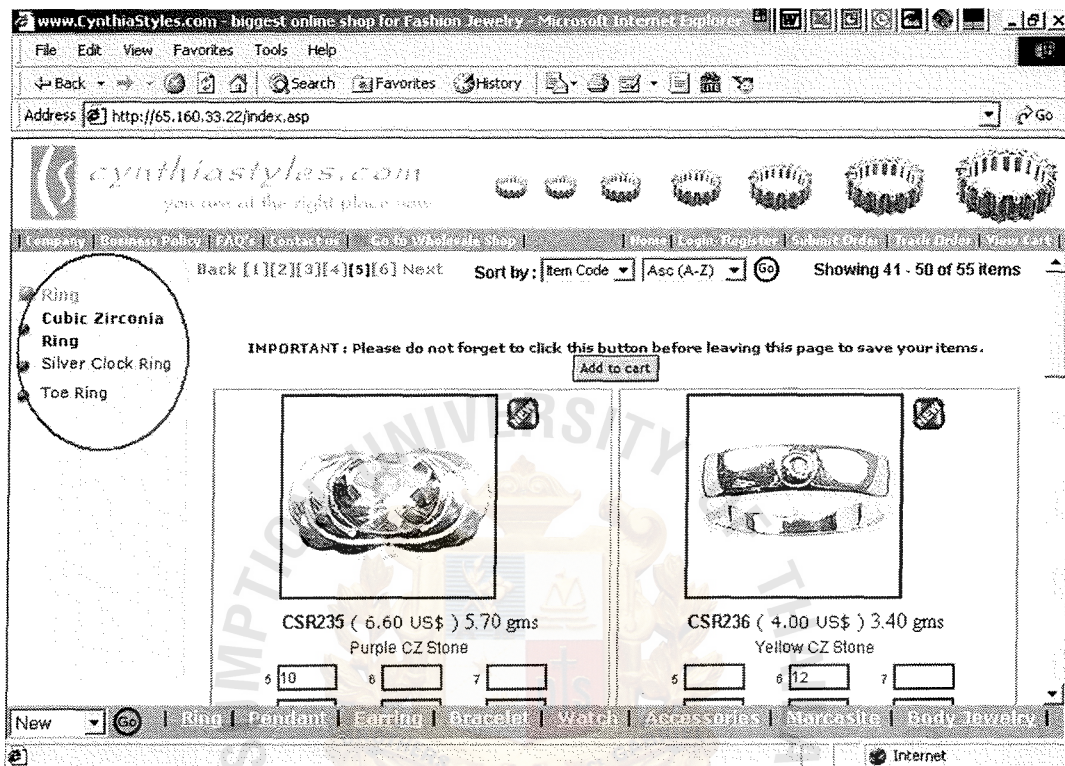


Figure 4.7. Sub Category List on Left Hand Side.



Figure 4.8. Go to Wholesale Shop Link.

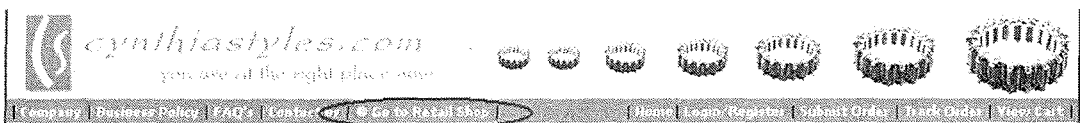


Figure 4.9. Go to Retail Shop Link.



The purchase can be completed upon clicking at the 'Submit Order' button in the shopping cart page. The customers will be asked for username and password. The customers who do not have username and password will have to complete the registration process by clicking at the 'New User Click Here' link.

After the registration process, the Order confirmation page will appear and by clicking at the 'Submit Order' button once again, the order will be completed. Then, 'Thank you' Page (Figure B.11) will appear where the Paypal link is also present on this page. Customers are able to make instant online payment via Paypal.com by clicking at the paypal link, which will transfer them to the paypal website (Figure B.12), where they can make payment to cynthiastyles.com's paypal account. The payment can also be made offline via bank transfer by the customers.

The order placed by the customers will be emailed to the sales representative and customers, as well as be listed in the back office as well. After receiving the orders through the website, the sales representative will await for payment confirmation from Paypal or other means of payment method used by the customers. Once the confirmation of payment is received, the order is processed immediately and shipped to the customers via FedEx or other mode of transportation preferred by the customers. Customers are able to track their order status via the website.

The images for online order procedures (step by step) are in Appendix B.

## (a) Online Payment

Trust is the bedrock of all online shopping transactions. Without secure, fraud-proof payment methods, all online transactions are doomed to failure. In an effort to allay the customers' reservations and fears about online payment, Cynthia Styles employ the services of Paypal.com for making payment online with credit cards. Paypal.com is the ultimate protection for e-commerce at no extra cost.

### Paypal.Com

PayPal Inc. is the world leading online company providing online money transfer and online payment made via emails between consumers to consumers (C-to-C Payments) or people to people (P-to-P Payments).

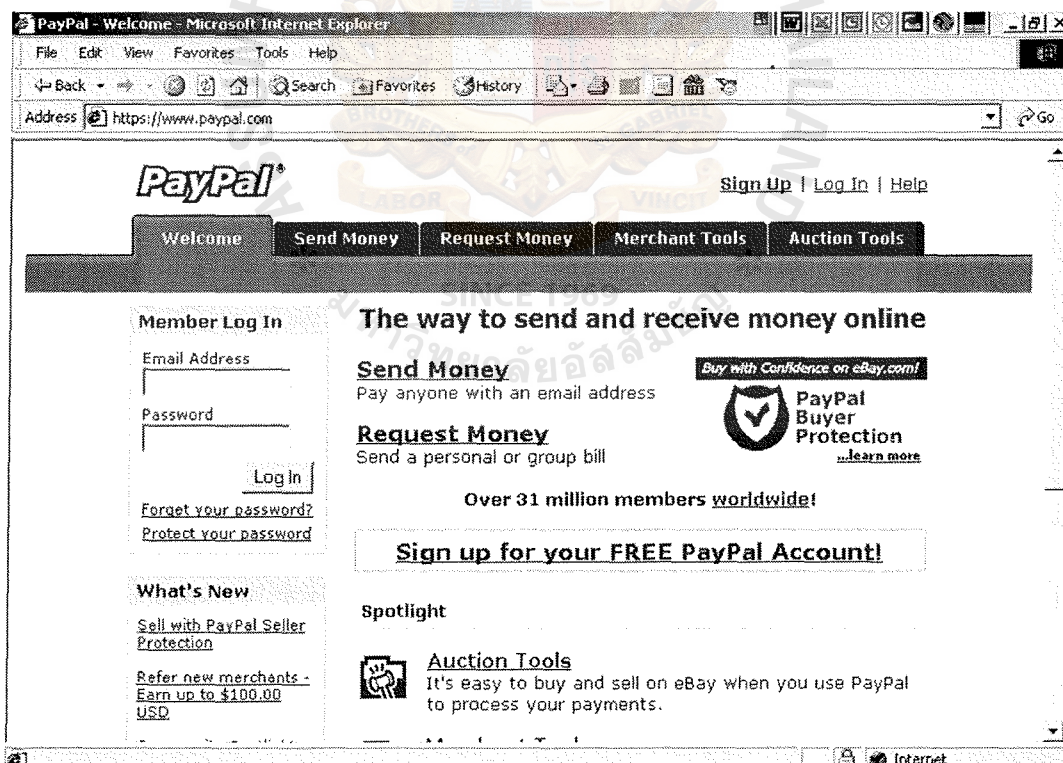


Figure 4.10. Paypal.com.

The company was established in December 1998 and began providing their services since October 1999. During their first year of business, there were more than 3 million customers registered as members with more than 100,000 transactions per day.

Paypal lets any business or consumer with an email address to securely, conveniently, and cost-effectively send and receive payments online. Their network builds on the existing financial infrastructure of bank accounts and credit cards to create a global, real-time payment solution. Paypal deliver a product ideally suited for small businesses, online merchants, individuals and others currently underserved by traditional payment mechanisms.

The size of their network and widening acceptance of their product has helped them become the leading payment network for online auction websites, including eBay. PayPal is also being increasingly used at other e-commerce sites, for the sale of goods such as electronics and household items, the sale of services such as web design and travel, and the sale of digital content. Offline businesses, including lawyers, contractors and physicians, have increasingly begun to receive payments online through PayPal. PayPal's service, which lets users send payments for free, can be used from PCs or Web-enabled mobile phones.

PayPal was recently acquired by eBay, and is located in Mountain View, California. PayPal is the 2002 SIIA Codie Awards winner for "Best eCommerce Solution" and is recognized by PC Magazine as one of "The Top 100 Web Sites."

Paypal.com guarantees that it protects the privacy of all its users' personal details.

#### 4.4.3 Online Back office – Website Management

*update*  
Being an online store, there will be many products to be uploaded and many inquiries and order will be received online. Without a proper database system to control the upload and the on going procedure of the website, it will be a very difficult task to manage the online store as information needs to be frequently updated, be it the new product designs or any new promotion the company offers.

Cynthiastyles.com have set up an online back office system for their website where they can add and delete products as well as control the overall flow of the website.

The contents and layout of the web pages can not be changed in the back office, it has to be done by transferring the file via ftp (file transfer protocol). The website will not be changing their content and layout as often as compared to products upload, therefore this will not be a problem.

Prior to entering the back office, the user has to enter the username and password. The online back office can be accessed through <http://www.cynthiastyles.com/admin>.

The Back Office consists of 11 sections as follows:

- (a) Product: This section is used for adding new products into the respective category. On the other hand, products information can also be edited as well as deleted in this section as well. This part will be the responsibility of the web master. The web master will choose the appropriate product and sub category to add the products and will enter product's detail, such as stone color, size, weight, retail/wholesale price and so on.
- (b) Category / Sub Category: The categories of the store products, that is ring, pendant, earring and so on along with its respective category will be added

in this section. More new categories can be added and deleted according to the products being added. The category entered in this section will automatically appear in the down frame section of the website.

- (c) Color: This section is where the different stone color detail the company is able to provide is listed. This information will appear in the product page for the product that have the color option activated. This activation is done at the Product Adding section in the back office. (Figure 4.11)
- (d) Tag: This section is where the different tags, such as new or hot items, are listed. This information will appear near the product image for the product that have the required tags activated. This activation is done at the Product Adding section in the back office. (Figure 4.11)

The screenshot shows a web browser window titled 'Product Add - Microsoft Internet Explorer'. The address bar shows 'http://65.160.33.22/admin/PRODEDIT.asp?subCatId=20'. The page header includes 'SUPERUSER BACKOFFICE MANAGEMENT \* Tuesday, November 04, 2003'. The main content area is titled 'PRODUCT ADDING'. It features a navigation bar with links: PRODUCT CATEGORY/SUBCAT, COLOR, TAG, ORDER STATUS, DISCOUNT, PROMOTION, CUSTOMER, SHIPPING, SURCHARGE, and ORDER MANAGEMENT. The form includes several input fields and dropdown menus: 'CATEGORY' (Ring), 'SUBCATEGORY' (Cubic Zirconia P), 'CODE', 'WEIGHT', 'GMS', 'RETAIL PRICE', 'AFTER DISCOUNT', 'WHOLESALE PRICE', 'AFTER DISCOUNT', 'DESCRIPTION', 'TAG' (N/A, New, Hot Item), 'COLOR CHART' (N/A, Blue, Yellow), 'PROMOTION' (N/A, Buy 1 Get 1 Free), and 'MASTER ATTRIBUTES' (Qty). There are also 'SAVE' and 'CANCEL' buttons. The form is divided into sections for 'RETAIL ATTRIBUTES' and 'WHOLESALE ATTRIBUTES'.

Figure 4.11. Tag / Color / Promotion Option in Product Adding Page.

- (e) Promotion: Promotion detail is added in this section. The upper and lower price limit for the promotion has to be added along with the promotion that



will be provided. The order that have the total purchase price falling in between the promotion range will be displayed with the promotional offer in the shopping cart section. This activation is done at the Product Adding section in the back office. (Figure 4.11)

- (f) Discount: This section is where the discount detail is added. The upper and lower price limit for the discount has to be added. The order that have the total purchase price falling in between the discount range will be offered with the appropriate discount. This calculation will be automatically done in the shopping cart section.
- (g) Shipping: The amount to be charged as shipping charges is listed in this section and will be automatically calculated by the shopping cart program.
- (h) Surcharge: This section lists the surcharge amount to be charged and will be automatically calculated by the shopping cart program.
- (i) Order Status: This is where different order status can be added in order to help assist in managing the Order Management section of the back office. The user will be able to add many order status that can be selected in the Order Detail section of the order page, in order for other users to know the current status of the order as well. Some order status examples are 'new order', 'processing', 'delivered', 'charge balance', 'cancelled', and so on.
- (j) Customer: The customer's information that have registered in the Registration section of the website will be listed in this section. The information will include details such as, login id and password, name, company name, address, telephone number, email address and so on.
- (k) Order Management: This section is one of the most important sections of the back office. This is where the detail of the order placed online by the

customers is listed along with the order number and customer id. Upon clicking at the order link, it will lead to the order detail page.

In the 'Order Detail' page, the overall information of the order is listed. This includes the order number, the payment detail, style number and the quantity being ordered. The Sales Representative will be responsible for processing and managing order details in this page. The order details can be edited in order to keep its status up-to-date regarding the order processing as well as payment.

*Order Reports*



#### **4.5 Human Resource Management**

People have always been central to organizations, but today their strategic importance is growing in knowledge-based business world like never before. An organization's success increasingly depends on the knowledge, skills, and abilities of its employees. Without out them they would surely fail. Particularly, how a company is run and how they treat their employees and customers help set the core competencies, which distinguish one organization from its competitors.

Cynthia Styles can achieve a sustained competitive advantage by having employees who are very valuable and well organized. They have to effectively manage our human capital, which is the knowledge, skills, and capabilities that add value to the organizations.

##### **4.5.1 Job Recruitment**

The company will employ the well skilled and knowledgeable person who will be able to handle the online transactions as well as the problem occurred during the transaction.

The characteristics of the employees are as follows:

- (a) Highly Knowledgeable about how the online store works and the concepts of e-commerce.
- (b) Had experience working in Internet related field and are able to use the Microsoft applications.
- (c) Well Skilled and Service Oriented in order to serve the customers with total satisfaction.
- (d) Knows how the online payment and the payment gateway work, in order to be able to facilitate buyers in making online payment.

The company will conduct interview with each person before recruiting him or her. The interview is an important source of information about the job applicant. The applicants should provide as much reliable and valid information as possible about themselves so that their qualifications can be clearly matched with the company's job specifications. This gives the company relevant information for making a knowledgeable decision about which applicant will fulfill the needs of the organization.

The following are classified as job positions required for the company at the initial state of establishment:

- (1) Web Master: This person will be responsible for updating the new products along with its description into the website in the online back office. He will be monitoring the sales of each item and inform the sales department of the online sales made via the website. Moreover, he will also deal with the online chat inquiries via the website. Therefore, this person has to be a graduate of Internet and E-commerce field.
- (2) Web Programmer: This person will gather the customers data receive from the website and form a newsletter in an email format. The newsletter will contain all the current event of the company such as current promotion and new products details. Therefore, this person should have some creativity in order to create new design of newsletter for each month, and he should also possess technical skills related to internet and computing as well.
- (3) Web Designer: This person will be the one to design the layout of the web page in order to have a new look each time a customer visit the website. The customers should not feel bored by viewing the same page each time they visit the web site. He will be creating all the graphic and animation like slide shows to show the product categories in the home page. He will also be

responsible for editing the content of the website and keep the customers well informed with the new products and promotional events. Therefore, this person must be qualified as highly creative to design the web storefront and have some advertising knowledge to edit the content, which will attract customers.

- (4) Marketing Executives: This person will be responsible to do online promotion and advertising for the website. He will be responsible for submitting the website to all the search engines as well as creating banners and posting it in the creditable website. Moreover, he also have to contact the prospective customers offline via phone or in the trade shows and introduce the company and its online website to them. Therefore, this person must be a graduate of marketing field and have a good human relation skill as they have to contact many customers.
- (5) Sales Representatives: This person will be responsible for the online order made via the website. He will collect the order details from the back office section of the website and process it. He has to make the order statement and process the order and eventually deliver the products to the buyers and inform them the shipping details. Therefore, this person have to be well skilled about the sales transaction process have a degree in the related field. Work experience will also be an advantage for this position.
- (6) Accounting and Financial Representatives: This person will be responsible for controlling the cash flow within the organization. This is a very important position, as the cash is the vital asset of the company. He will be responsible for performing all the financial records for the company. Therefore, this person has to be a graduate in financial field and have some



work experience as well.

#### 4.5.2 Training

The company will conduct training for newly recruited staff in order to make them be aware of our company business conducts. They will design a training program by utilizing principles of learning in order to create an environment that is conducive to learning.

Evaluation of a training program will be performed upon several criteria, such as, participant reactions, learning, behavior changes on the job, and results. This evaluation will be used to upon improving the training program and giving some employees more training in their related field.

The company will also conduct meeting in order for all the employees to be able to share their opinions and views regarding the website and how they can enhance their products and service in the future.

#### 4.5.3 Compensation Plan

The company has to carefully weighted employee retention, compensation distribution and adherence to the budget against the overall organizational goals and expectations. Compensation will be determined carefully as can significantly affect employee productivity and the achievement of organizational goals.

The company will provide the following compensation for their employees:

- (a) Employees will receive salary at the end of each month for their position.
- (b) Employees will be provided with social welfare and covered with on-job insurance policy.

## 4.6 Financial Analysis

### Cost – Benefit Analysis

The following is the detailed of the total cost, including the fixed and operating cost, for the website from year 2002 to 2006:

Table 4.3. Total Cost for the Website.

Cost Item (Baht)	Year 1 2002	Year 2 2003	Year 3 2004	Year 4 2005	Year 5 2006
<b><u>Fixed cost (Development Cost)</u></b>					
Computer Server Cost 1,000 per month	12,000	12,000	12,000	12,000	12,000
Website Development	30,000	-	-	-	-
Personal Computer 2 Units @ 40,000	80,000	40,000	40,000	-	-
Software Cost	20,000	-	-	-	-
Printer Cost	6,000				
Scanner	4,500	-	-	-	-
Digital Camera	15,000				
Internet Service Charges	12,000	12,000	12,000	12,000	12,000
Advertisement Cost	50,000	40,000	30,000	30,000	30,000
Maintenance Cost				5,000	10,000
<b>Total Fixed Cost</b>	<b>219,500</b>	<b>104,000</b>	<b>94,000</b>	<b>59,000</b>	<b>64,000</b>
<b><u>Operating Cost</u></b>					
<b>Salaries</b>					
Managing Director 1 Person @ 25,000	25,000	25,000	25,000	25,000	25,000
Web Programmer 1 Person @ 15,000	15,000	15,000	15,000	30,000	30,000
Marketing & Sales 1 Person @ 12,000	-	12,000	12,000	24,000	24,000
Administrative & Finance 1 Person @ 14,000	-	14,000	14,000	28,000	28,000
<b>Total Monthly Salary Cost</b>	<b>40,000</b>	<b>66,000</b>	<b>66,000</b>	<b>107,000</b>	<b>107,000</b>
<b>Total Annual Salary</b>	<b>480,000</b>	<b>792,000</b>	<b>792,000</b>	<b>1,284,000</b>	<b>1,284,000</b>
<b><u>Miscellaneous Cost</u></b>					
Office Supplies & Stationary @1500 / month	18,000	18,000	18,000	18,000	18,000
Utilities Cost	40,000	40,000	40,000	40,000	40,000
<b>Total Miscellaneous Cost</b>	<b>58,000</b>	<b>58,000</b>	<b>58,000</b>	<b>58,000</b>	<b>58,000</b>
<b>Total Operating Costs</b>	<b>538,000</b>	<b>850,000</b>	<b>850,000</b>	<b>1,342,000</b>	<b>1,342,000</b>
<b>Total Cost</b>	<b>767,500</b>	<b>954,000</b>	<b>944,000</b>	<b>1,401,000</b>	<b>1,406,000</b>

### Sales Forecast

The website starts its operation in the year 2002 and receives a sales value of **752,220 Baht** for online sales of the first year of operation.

The company have forecasted the sales for the website to be increased by 25% each year, for the next 4 years, that is 2003 to 2006.

Table 4.4. Sales Forecast for the website.

	Last Year Sales Volume	Sales increase by 25%	Sales Forecast
<b>Year 1 (actual sales)</b>	-	-	752,220.00
<b>Year 2</b>	752,220.00	188,055.00	940,275.00
<b>Year 3</b>	940,275.00	235,068.75	1,175,344.00
<b>Year 4</b>	1,175,344.00	293,836.00	1,469,180.00
<b>Year 5</b>	1,469,180.00	367,295.00	1,836,475.00

Table 4.5. Cost and Benefit Analysis for the website.

Cost Items	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Cost Invested</b>	767,500	954,000	944,000	1,401,000	1,406,000
<b>Accumulated Cost</b>	767,500	1,721,500	2,665,500	4,066,500	5,472,500
<b>Total Benefits</b>	752,220	940,275	1,175,344	1,469,180	1,836,475
<b>Accumulated Benefits</b>	752,220	1,692,495	2,867,839	4,337,019	6,173,494

Table 4.6. Comparison of Accumulated Cost and Accumulated Benefit.

	Accumulated Benefit	Accumulated Cost	Accumulated (Benefit-Cost)
<b>Year 1</b>	752220	767500	-15280
<b>Year 2</b>	1692495	1721500	-29005
<b>Year 3</b>	2867839	2665500	202339
<b>Year 4</b>	4337019	4066500	270519
<b>Year 5</b>	6173494	5472500	700994

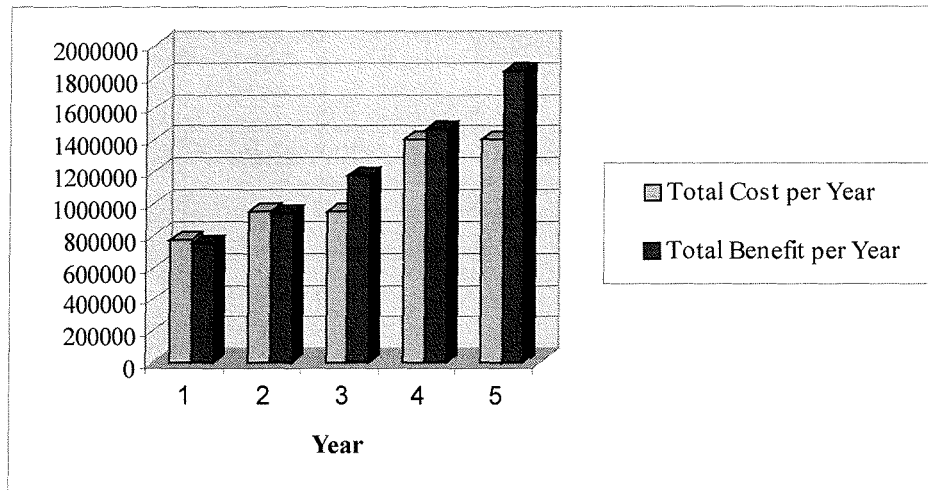


Figure 4.12. Cost – Benefit Chart.

### Payback Period

As the Accumulated (Benefit-Cost) is negative in the first and second year, but is positive in the third year, the payback period is therefore between the second and third year.

Payback period can be calculated as follows:

$$29005 / (29005 + 202339) = 0.125 \text{ year} + 2 = 2.125$$

$$2.125 \times 12 = 25.5 \text{ months or 2 years, 1 month approximately.}$$

Therefore, the payback period for the website is 2 years and 1 month.

Please note that year 1 (2002) is the starting point.

## V. CONCLUSION AND RECOMMENDATION

### 5.1 Conclusions

In conclusion, this project have created a website for an existing company with a physical storefront which acts as a virtual store. The website not only present information about the company and its product but it also enable the customers to be able to make online purchases for the jewelry products. In addition, the virtual store can be stated as enhancing the customer's values and reducing the customer's cost.

The back office system is also created for the online store, where the database of the website is managed. The products are added in the back office. Customer and order's information are received and listed in the back office as well.

The website aims at both retail and wholesale jewelry market oversea and the website makes it much easier to create an awareness of the company's products worldwide. Staffs employed for developing and administrating the website are skillful and knowledgeable in their area of performance.

Strategies for the website is developed in order to effectively and efficiently implement the performance of the online store. User friendly and easy navigation are important features for the online store, as the buyers have to feel comfortable when browsing through the website. New products and current promotions for the website will be updated frequently.

The success of the website will depend on the web design and promotional tactics as well the cooperative work of the staffs.



## **5.2 Recommendations**

There are many more features which can be added into the website in order to improve the buyers satisfaction.

Sweepstakes can be used as an additional promotional tool to attract more visitors for the website.

The website can add the number of stock available in the store for each item, in order for customers to be able to know the availability of the items they are interested instantly.

Search function can also be implemented in the website, where the customers can search the products by the product number and price.

More information related not only to the company but also the current event happening in the jewelry industry can also be added in the website. This will make the website to be an information base center apart from being just a virtual store

The feature where buyers will be able to create their own jewelry can be added as well. Buyers will be able to select from a different range of material as well as stones specification for their jewelry. The price will be automatically calculated based on their selection.

Furthermore, the development of the Internet and e-commerce in the near future will create many more additional functions to enhance the website's performance.



## APPENDIX A

CYNTHIASTYLES.COM WEB LAYOUT



Figure A.1. Full View of Home Page.

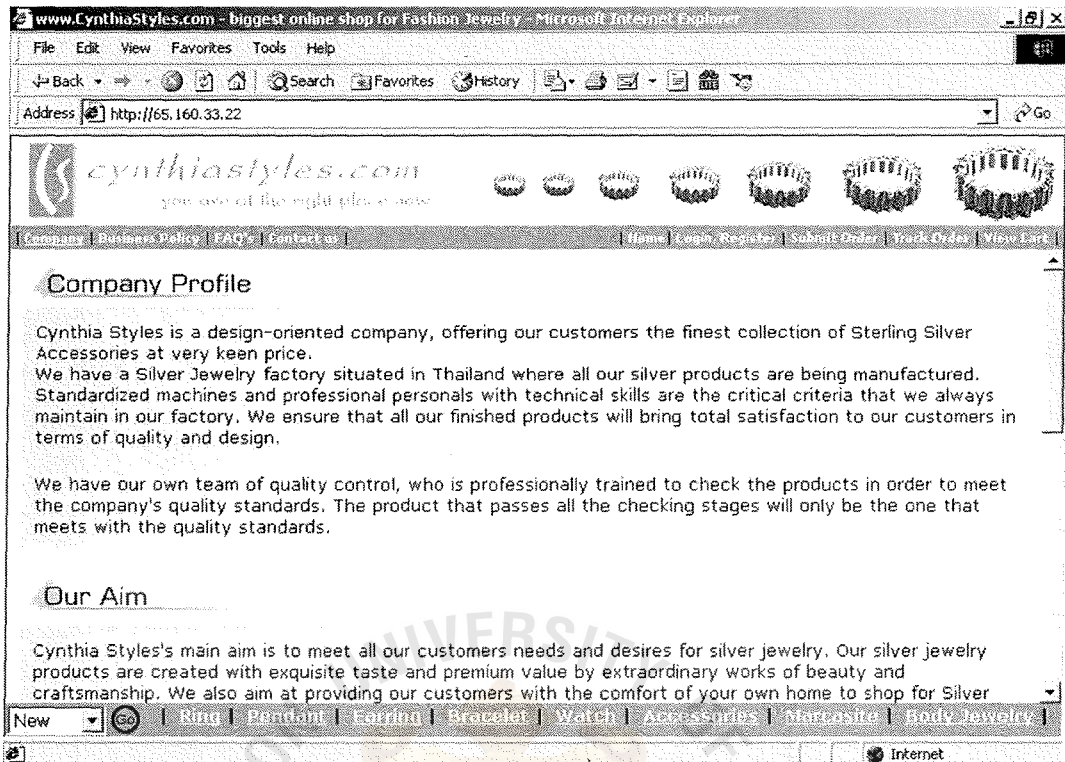


Figure A.2. Company Page.

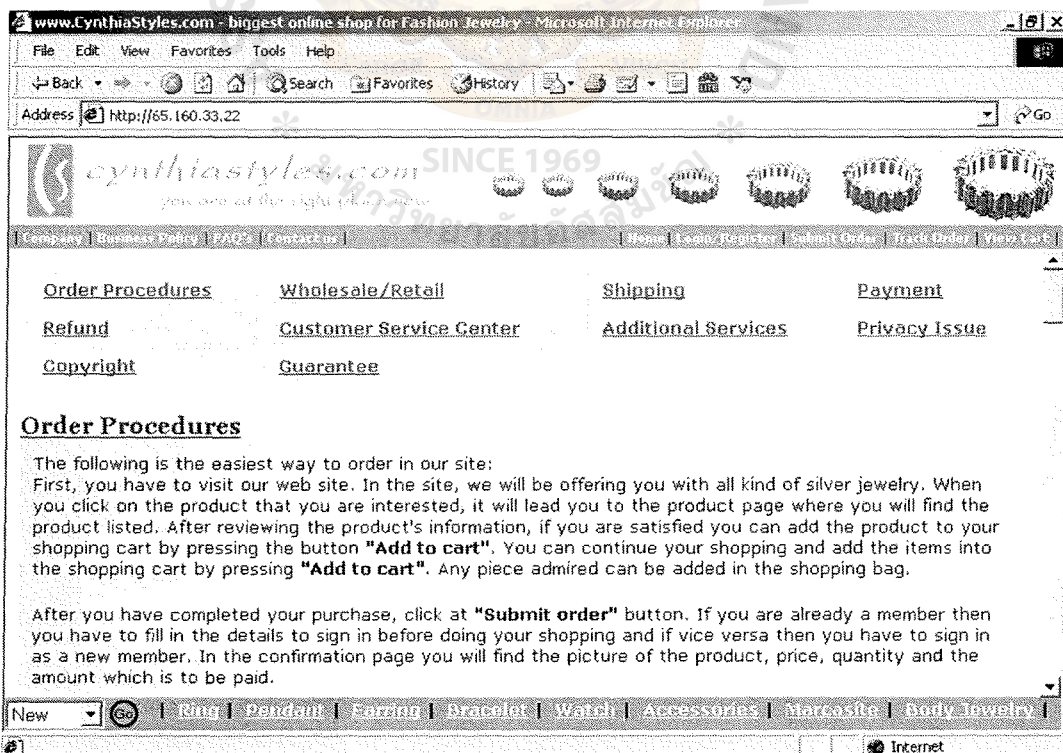


Figure A.3. Business Policy Page.



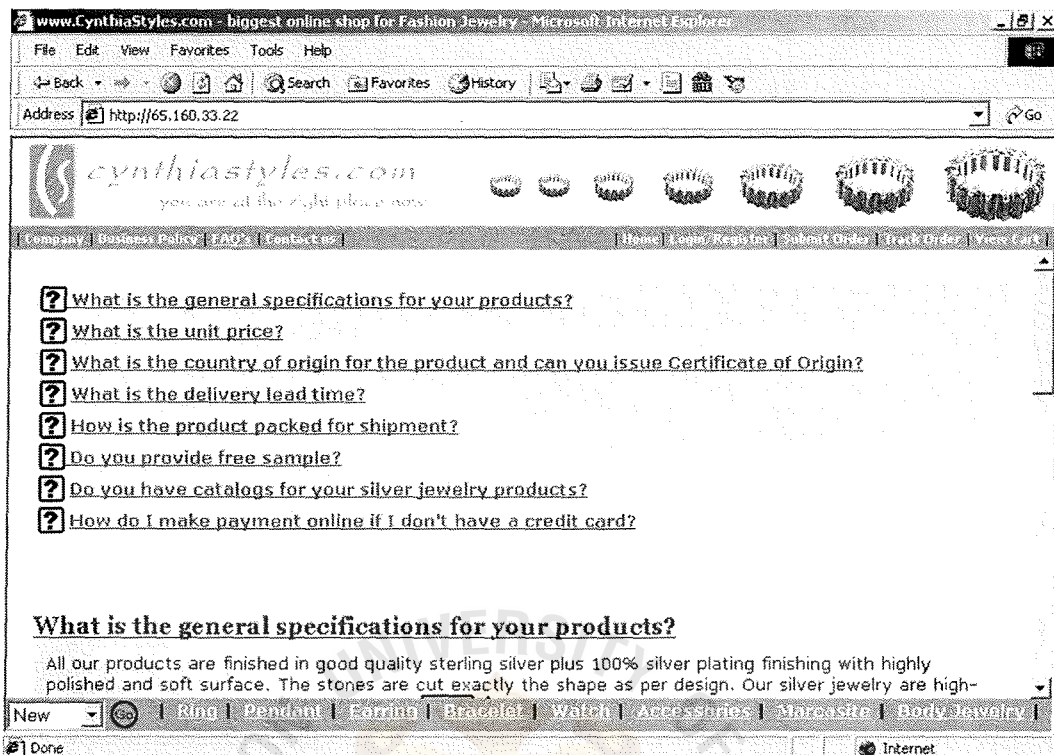


Figure A.4. F.A.Q. Page.

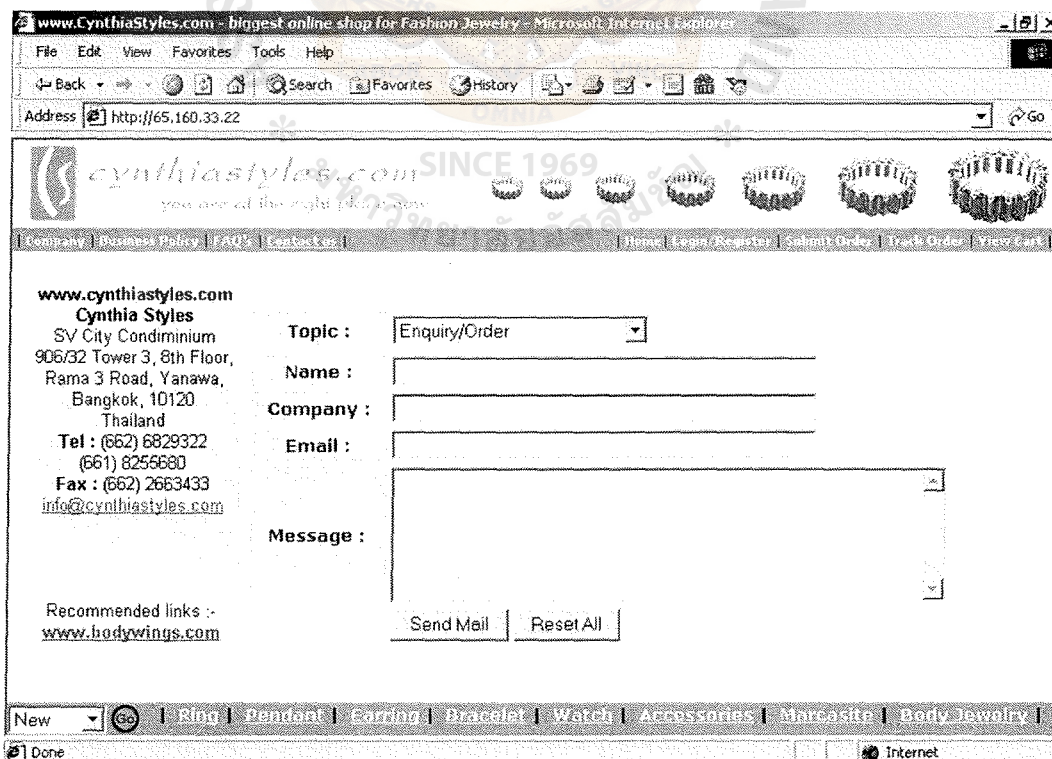


Figure A.5. Contact Us Page.



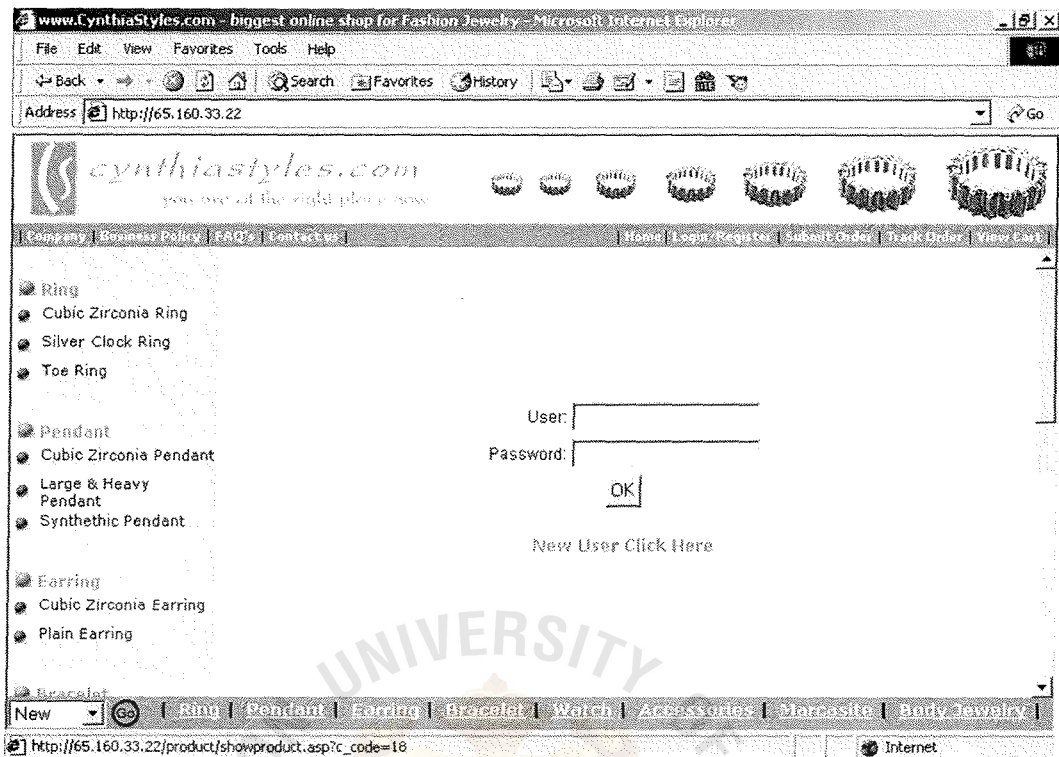


Figure A.6. Login Page.

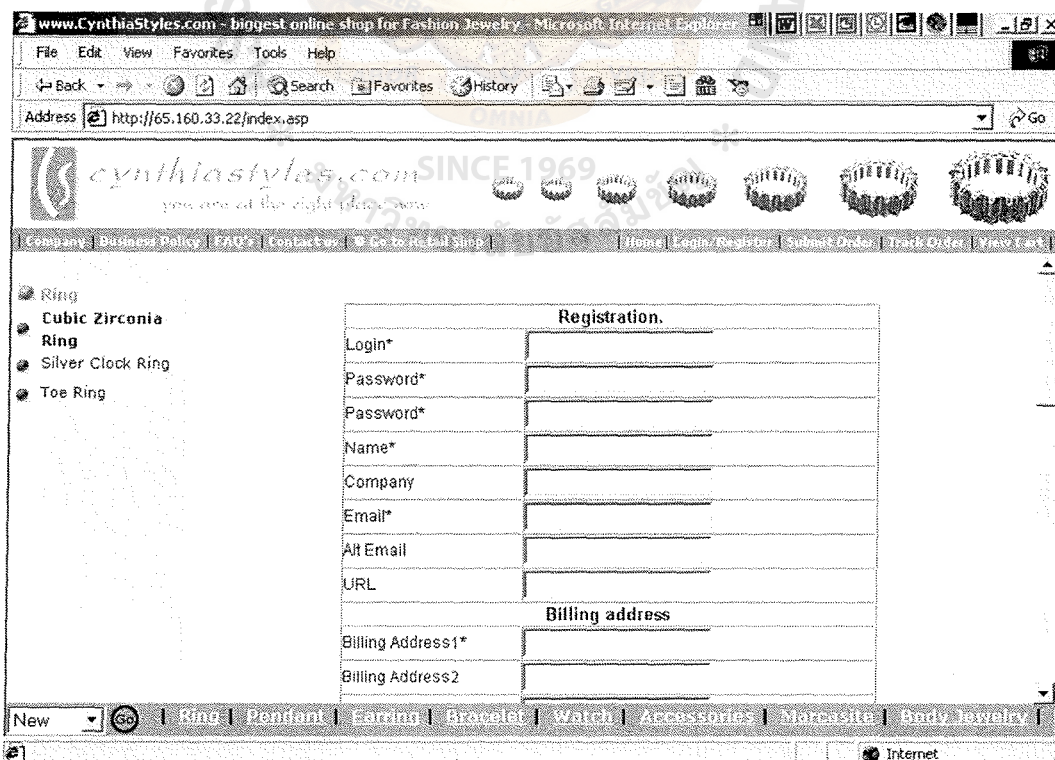


Figure A.7. Registration Page.

www.CynthiaStyles.com - biggest online shop for Fashion Jewelry - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://65.160.33.22 Go

**cynthiastyles.com**  
you are at the right place now

Company Business Policy FAQ's Contact us Home Login/Register Submit Order Track Order View Cart

### Change Password

old user

old password

new user

new password

confirm new password

Reset Submit

New Go Ring Pendant Earring Bracelet Watch Accessories Marcasite Body Jewelry

Internet

Figure A.8. Change Username and Password Page.

www.CynthiaStyles.com - biggest online shop for Fashion Jewelry - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://65.160.33.22/index.asp Go

**cynthiastyles.com**  
you are at the right place now

Company Business Policy FAQ's Contact us Go to Wholesale Shop Home Login/Register Submit Order Track Order View Cart

we glade to meet you again Veena

Sort by Order Number Submit

Orderid 72 Display

Page [ 1 - ]

ORDER NO.	DATE	AMOUNT	RECEIVED	BALANCE	DETAILS
R 72	Thursday, October 16, 2003	\$78.00	\$0.00	\$78.00	Detail

Page [ 1 - ]

New Go Ring Pendant Earring Bracelet Watch Accessories Marcasite Body Jewelry

Done Internet

Figure A.9. Track Order Page.

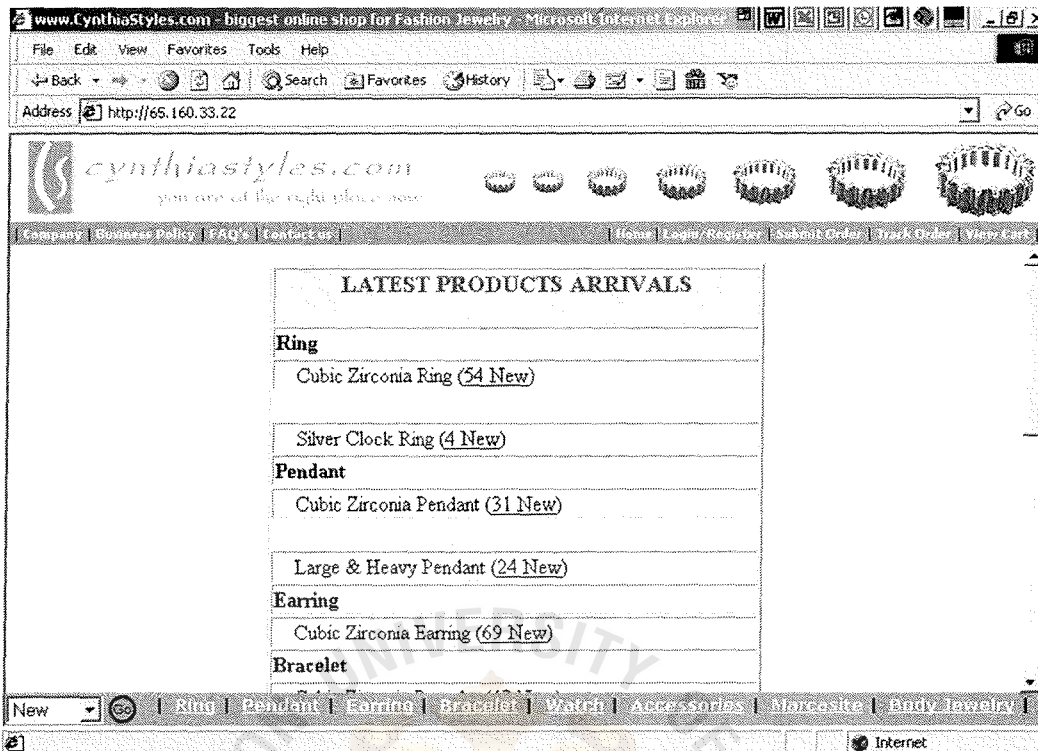


Figure A.10. New Item Page.

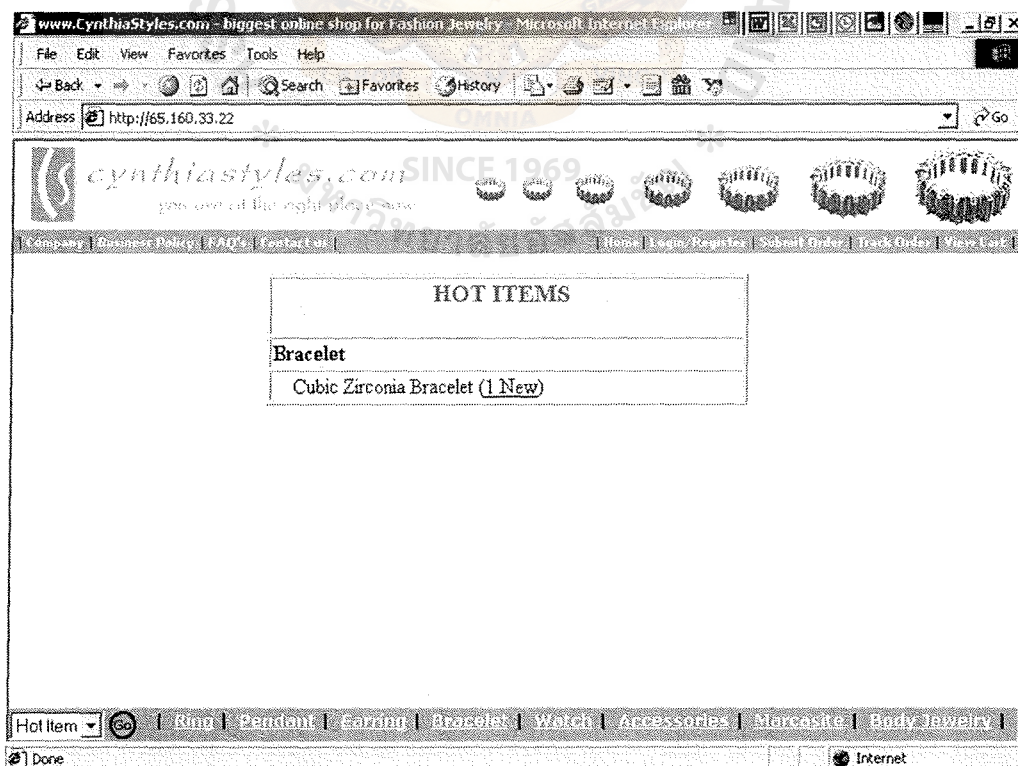


Figure A.11. Hot Item Page.



## **APPENDIX B**

### **ONLINE ORDER PROCEDURES**





Figure B.1. Product Categories.

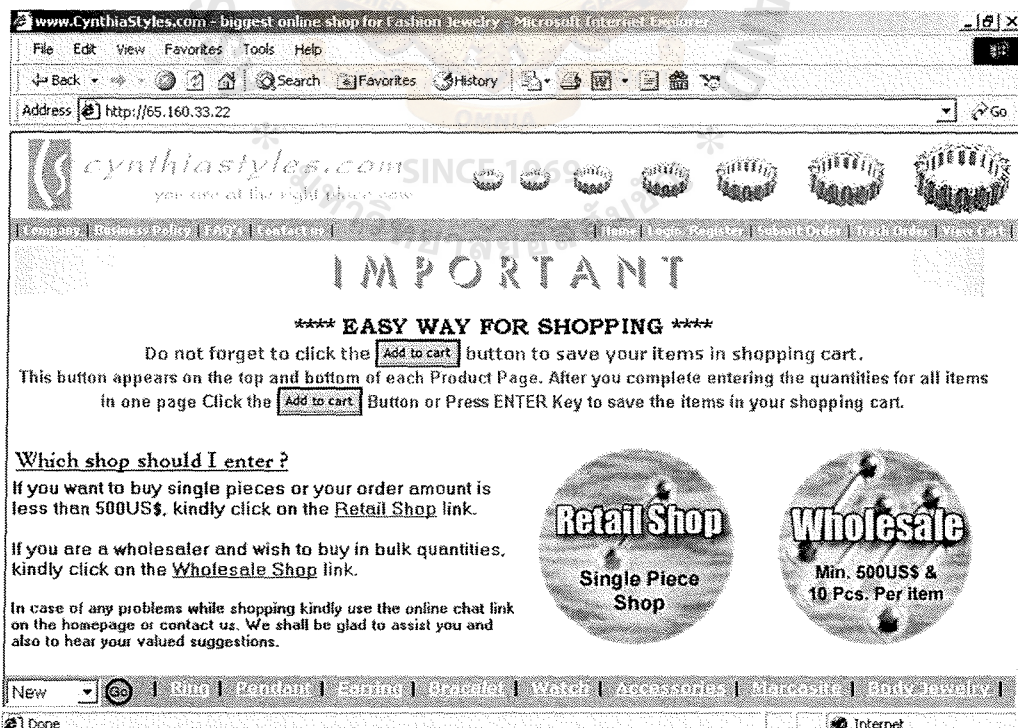


Figure B.2. Shop Selection Page.



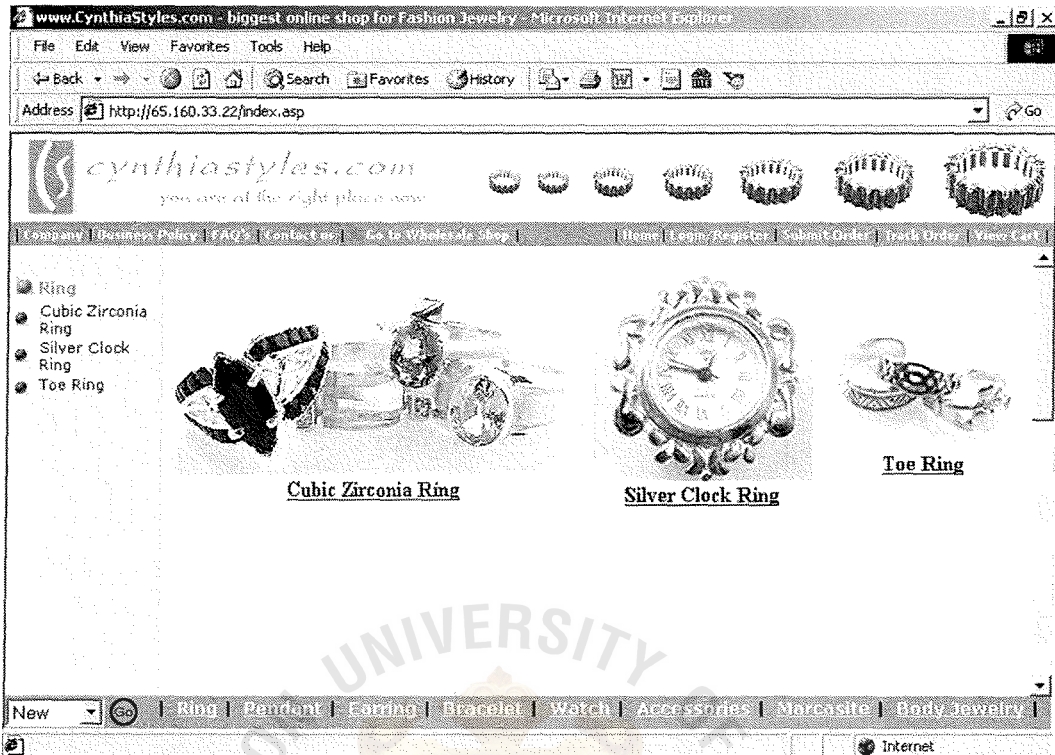


Figure B.3. Product Sub Category Page.

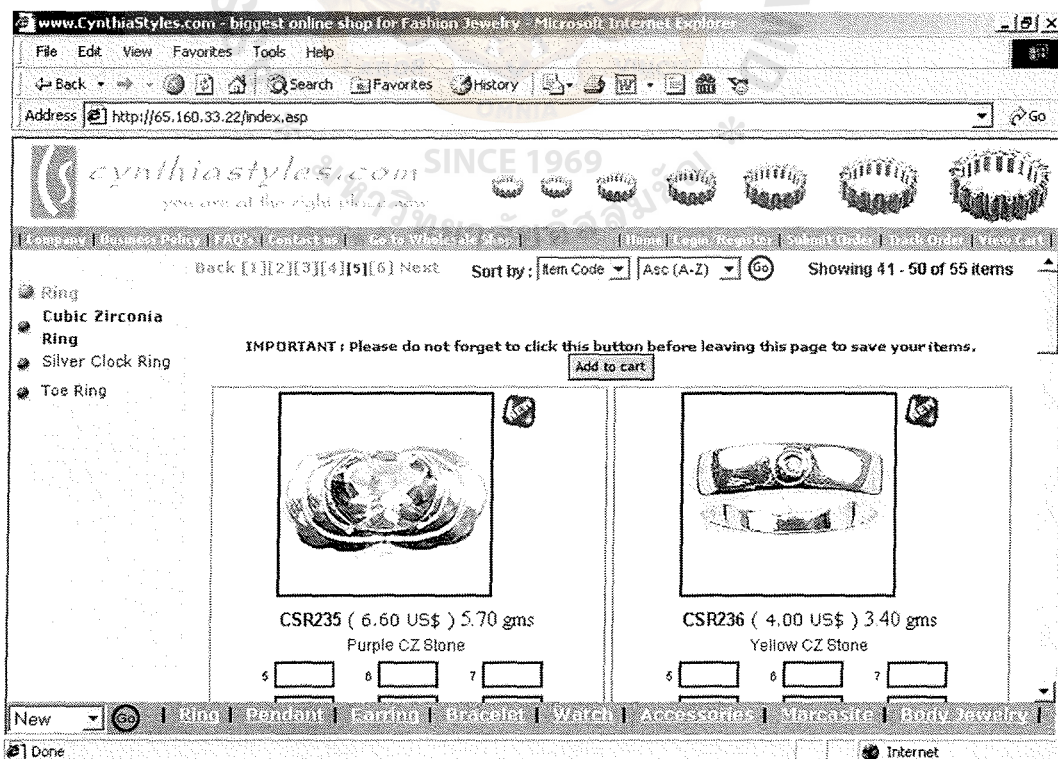


Figure B.4. Product's Page and 'Add to Cart' Button.

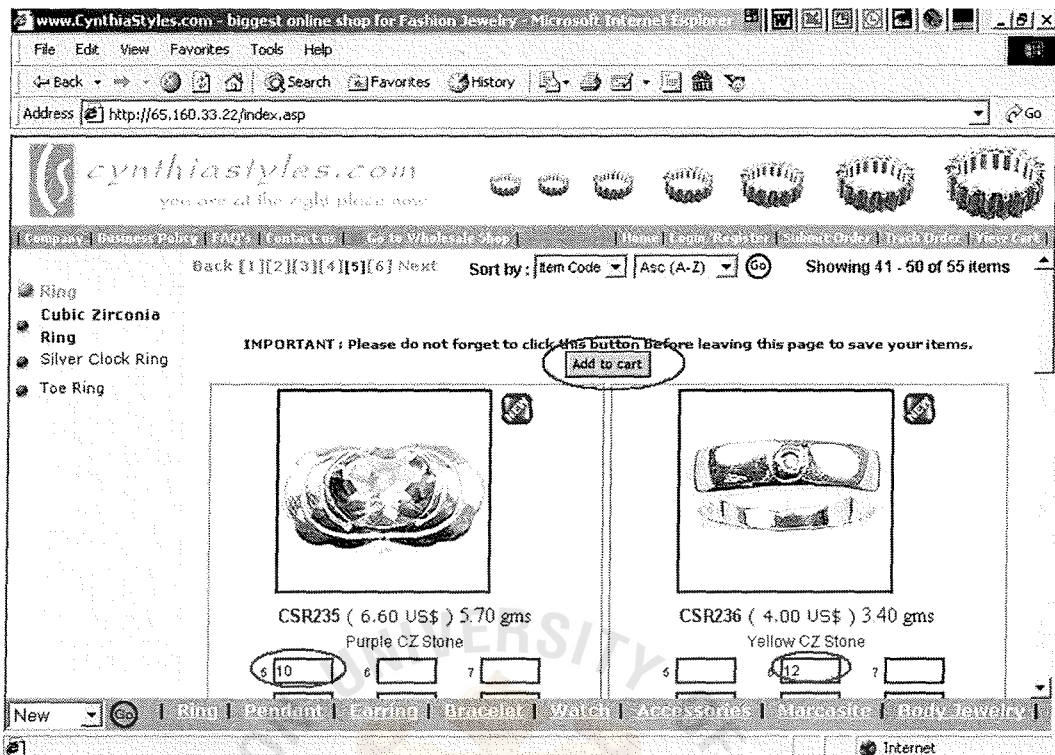


Figure B.5. Adding to Cart.

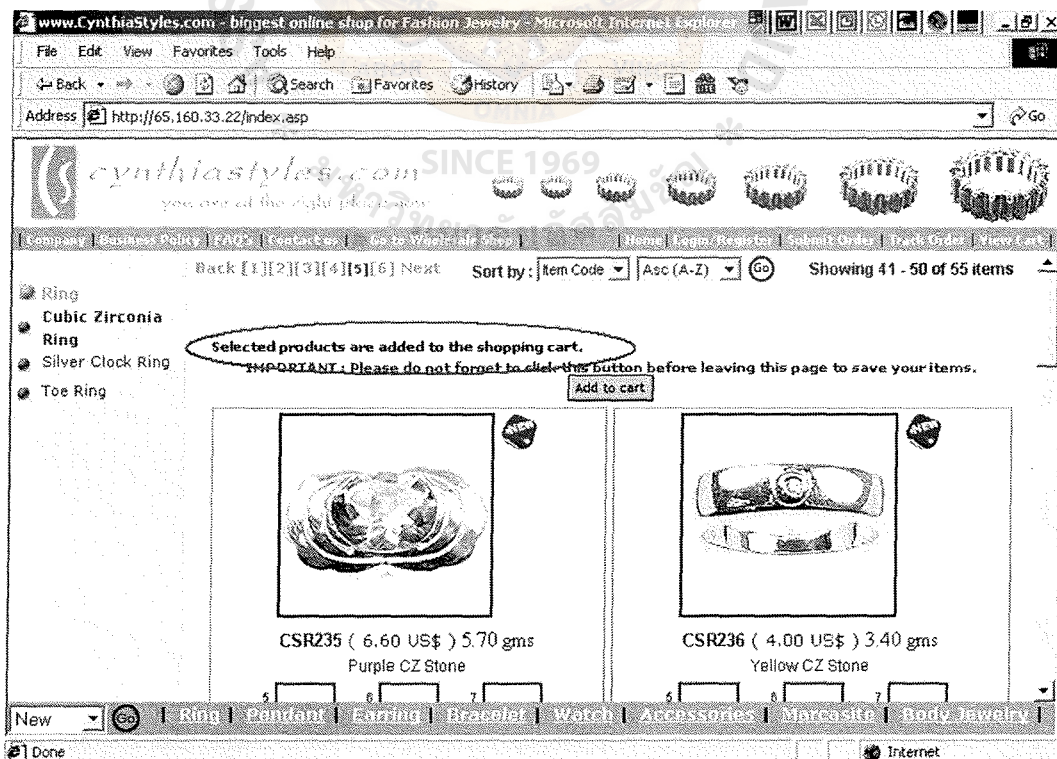


Figure B.6. Added Cart Page.

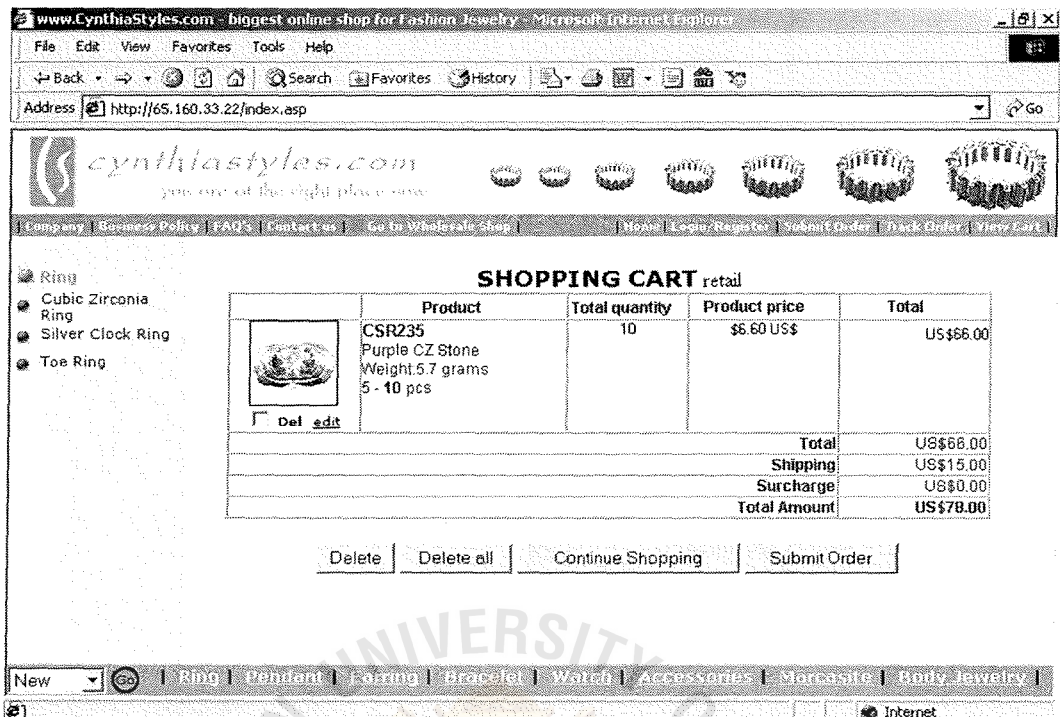


Figure B.7. Shopping Cart Page.

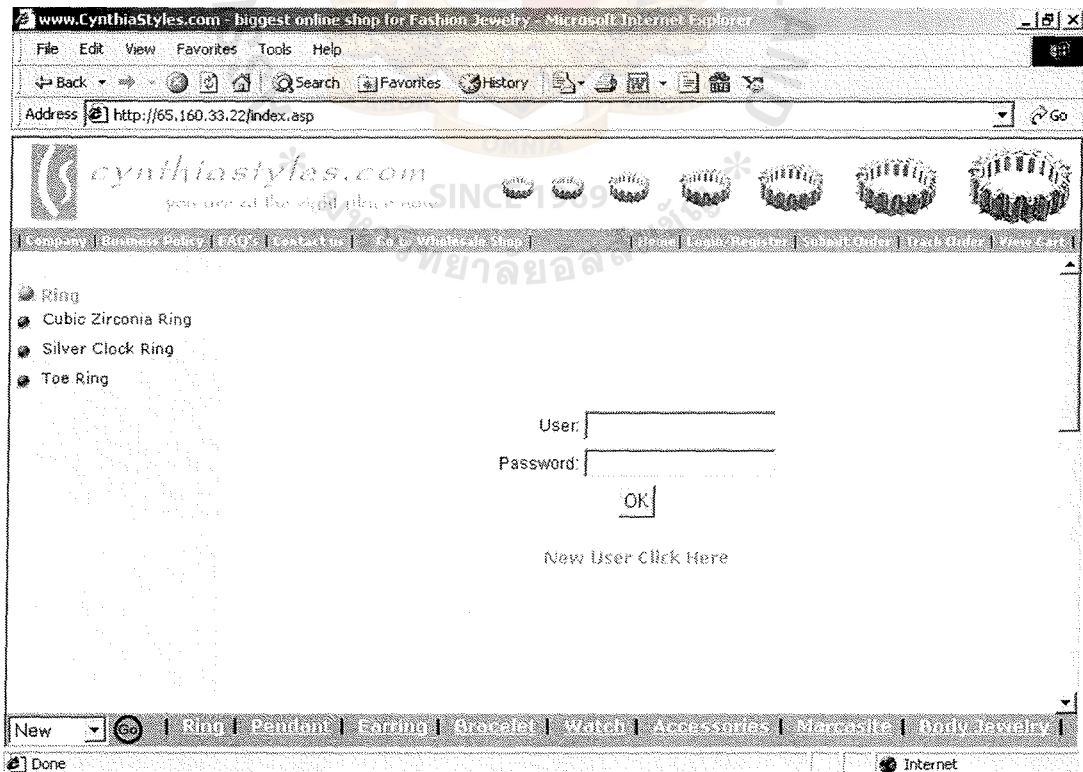


Figure B.8. Member Sign-In Page.



www.CynthiaStyles.com - biggest online shop for Fashion Jewelry - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://65.160.33.22/index.asp Go

**cynthiastyles.com**  
you are at the right place now

Company Business Policy FAQ's Contact us Go to Wholesale Shop Home Login/Register Submit Order Track Order View Cart

Ring  
Cubic Zirconia Ring  
Silver Clock Ring  
Toe Ring

**Registration.**

Login\* veena  
Password\*  
Password\*  
Name\* Veena  
Company  
Email\* veena\_il@hotmail.com  
Alt Email  
URL

**Billing address**

Billing Address1\* 104, Sathorn  
Billing Address2

New Go Ring Pendant Earring Bracelet Watch Accessories Marcasite Body Jewelry Internet

Figure B.9. New Member Registration.

www.CynthiaStyles.com - biggest online shop for Fashion Jewelry - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://65.160.33.22/index.asp Go

**cynthiastyles.com**  
you are at the right place now

Company Business Policy FAQ's Contact us Go to Wholesale Shop Home Login/Register Submit Order Track Order View Cart

Ring  
Cubic Zirconia Ring  
Silver Clock Ring  
Toe Ring

**ORDER CONFIRMATION**

Product	Total quantity	Product price	Total
CSR235 weight 5.7 gms	10	6.60 \$US	US\$66.00
Total			US\$66.00
Shipping			US\$15.00
Surcharge			US\$0.00
Total Amount			US\$78.00

Submit Order

New Go Ring Pendant Earring Bracelet Watch Accessories Marcasite Body Jewelry Internet

Figure B.10. Order Confirmation.

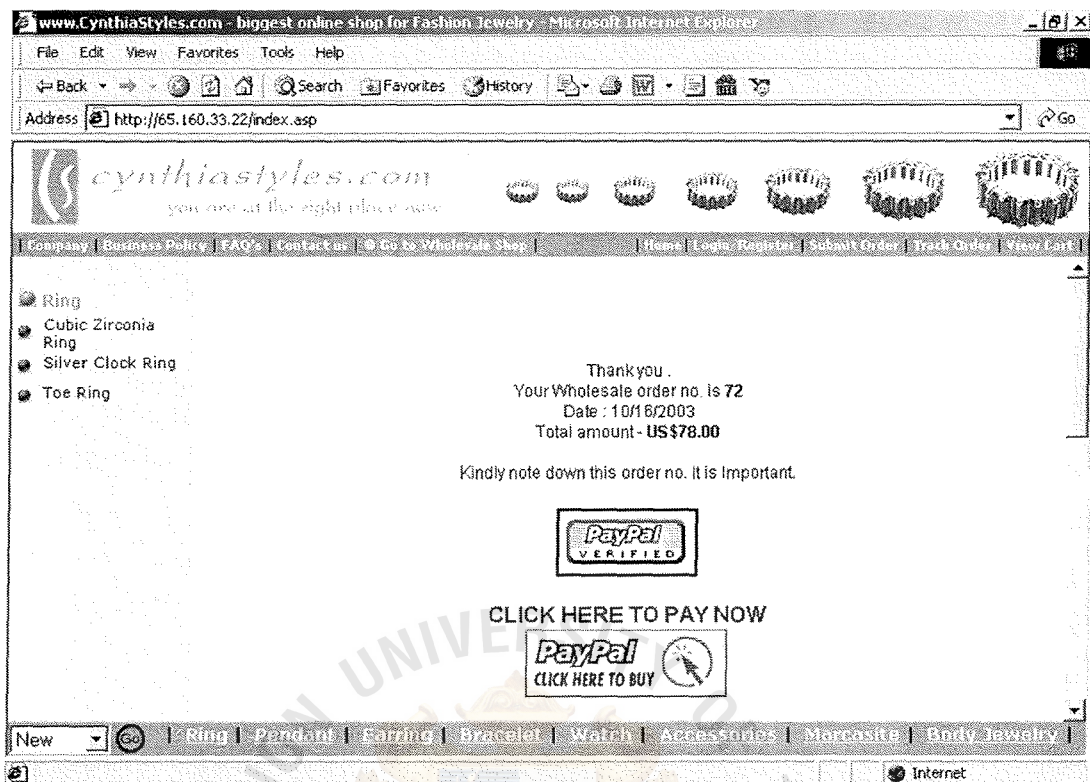


Figure B.11. Thank You Page.



PayPal - Send Money - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address <https://www.paypal.com/cgi-bin/webscr> Go

---


Payments by  
**PayPal**

**payment@cynthiastyles.com**

---

**Payment Details**

PayPal is the authorized payment processor for  
**payment@cynthiastyles.com**. This credit card transaction will appear on  
your bill as "CYNTHIA STYLES"

 **PRIVACY**  
ONLINE

**Pay To:** payment@cynthiastyles.com

**Payment For:**

**Currency:** U.S. Dollars ☒

**Amount:**

.....

If you have never paid through PayPal, [Click Here](#)

.....

**PayPal Login**

Welcome Back!

**Email Address:**  [Problems logging in?](#)

**PayPal Password:**  [Forget your password?](#)

.....

[Continue](#)

PayPal protects your privacy and security.  
For more information, see our [Privacy Policy](#) and [User Agreement](#).

Done Internet

Figure B.12. Paypal Payment Page.



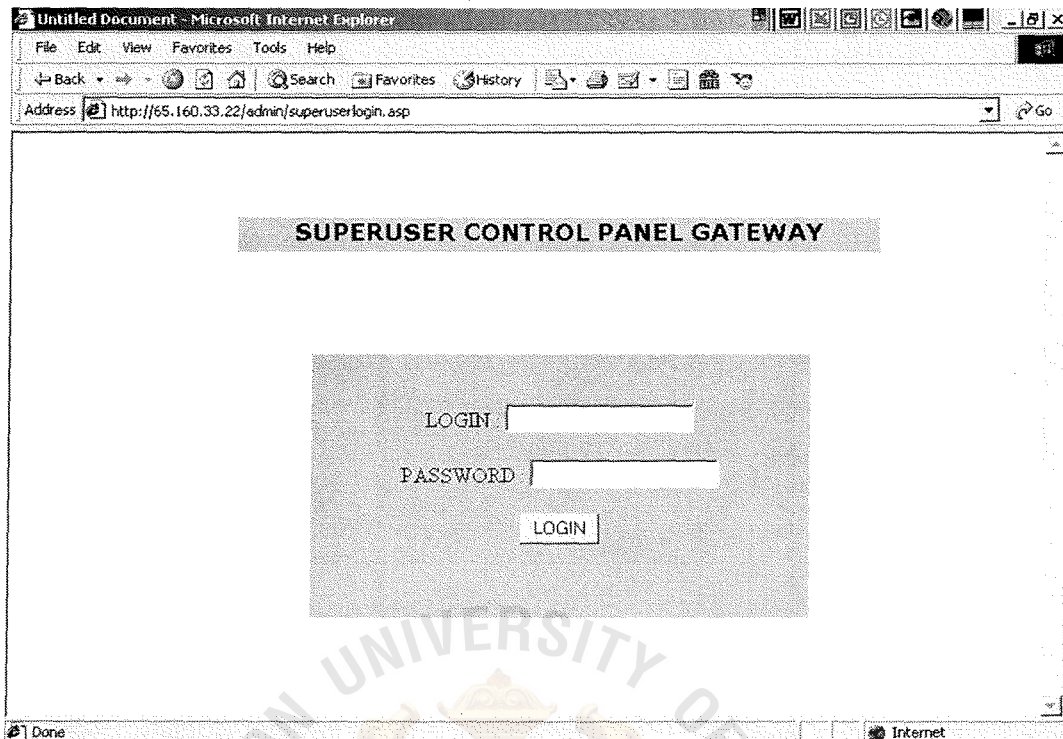


Figure C.1. User Login Page.

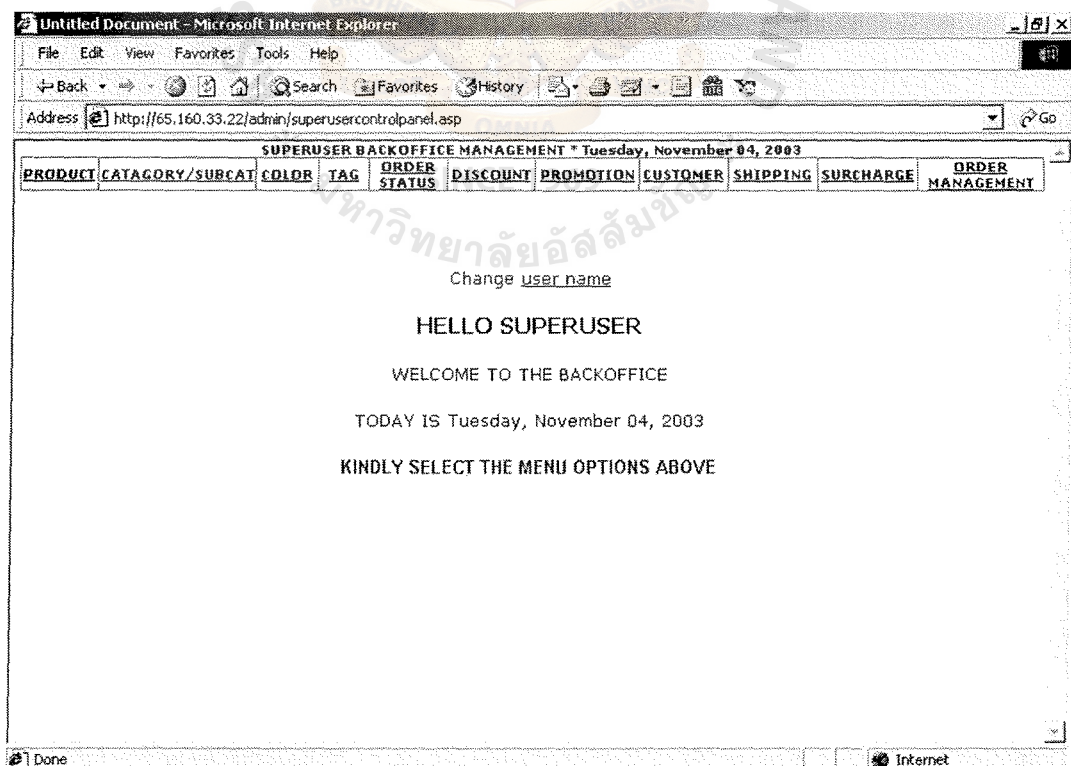


Figure C.2. Back Office Main Page.

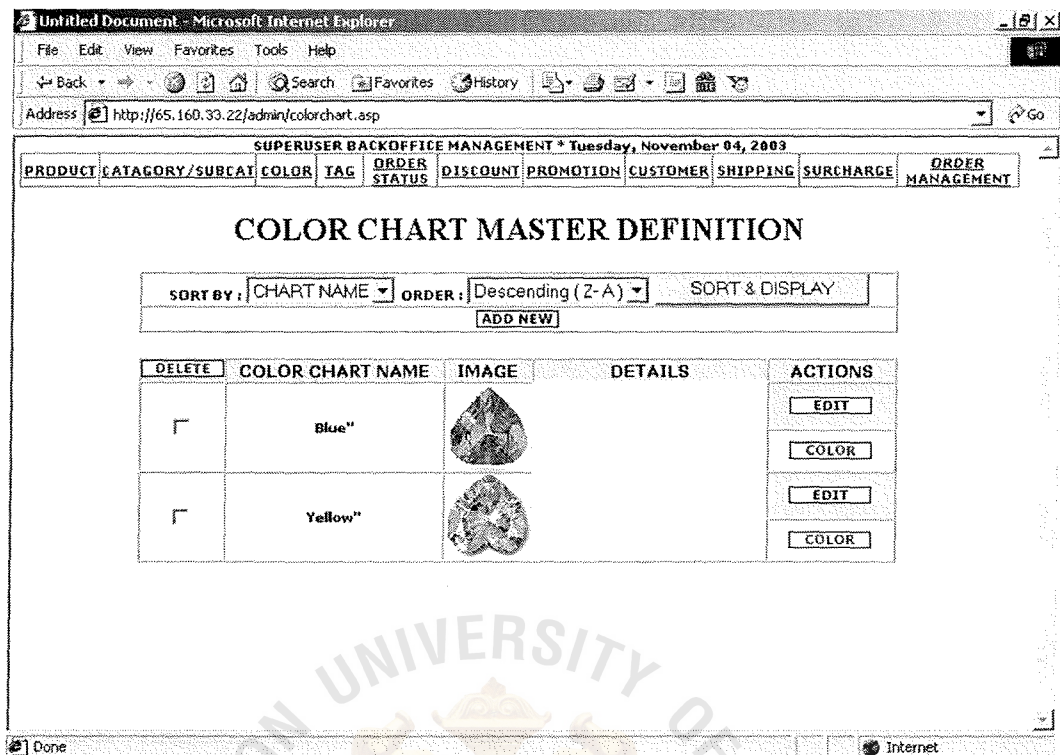


Figure C.3. Color Page.

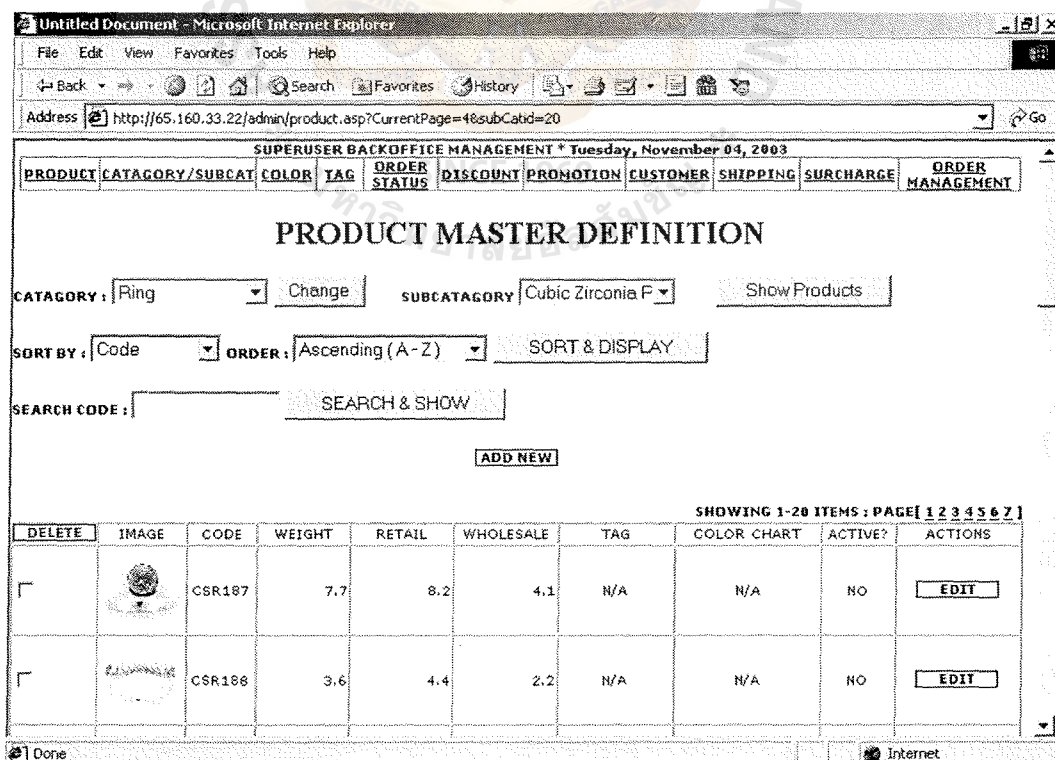


Figure C.4. Product List Page.



Product Add - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://65.160.33.22/admin/PROEDIT.asp?subCatId=20 Go

SUPERUSER BACKOFFICE MANAGEMENT \* Tuesday, November 04, 2003

PRODUCT	CATEGORY/SUBCAT	COLOR	TAG	ORDER STATUS	DISCOUNT	PROMOTION	CUSTOMER	SHIPPING	SURCHARGE	ORDER MANAGEMENT
---------	-----------------	-------	-----	--------------	----------	-----------	----------	----------	-----------	------------------

## PRODUCT ADDING

CATEGORY: Ring Change SUBCATEGORY: Cubic Zirconia F

SAVE CANCEL

CODE:  WEIGHT:  GMS

Browse... RETAIL PRICE:  AFTER DISCOUNT

WHOLESALE PRICE:  AFTER DISCOUNT

DESCRIPTION:

TAG: N/A COLOR CHART: N/A

☐ ITEM ACTIVE?

PROMOTION: N/A

MASTER ATTRIBUTES: Qty.

RETAIL ATTRIBUTES	WHOLESALE ATTRIBUTES
<div style="text-align: center;"> <input type="button" value="UP"/> <input type="button" value="Down"/> <input type="button" value="Delete"/> </div> <div style="text-align: center;"> <input type="button" value="Append"/> </div>	<div style="text-align: center;"> <input type="button" value="UP"/> <input type="button" value="Down"/> <input type="button" value="Delete"/> </div> <div style="text-align: center;"> <input type="button" value="Append"/> </div>

SAVE CANCEL

Internet

Figure C.5. Product Adding Page.



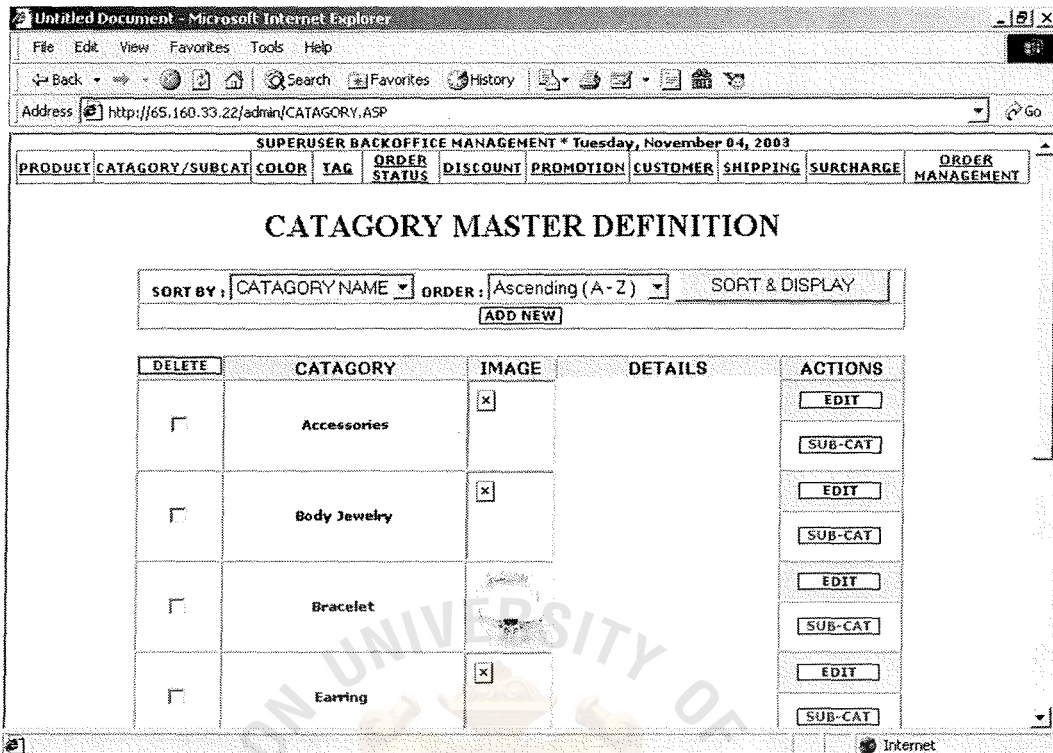


Figure C.6. Category Page.

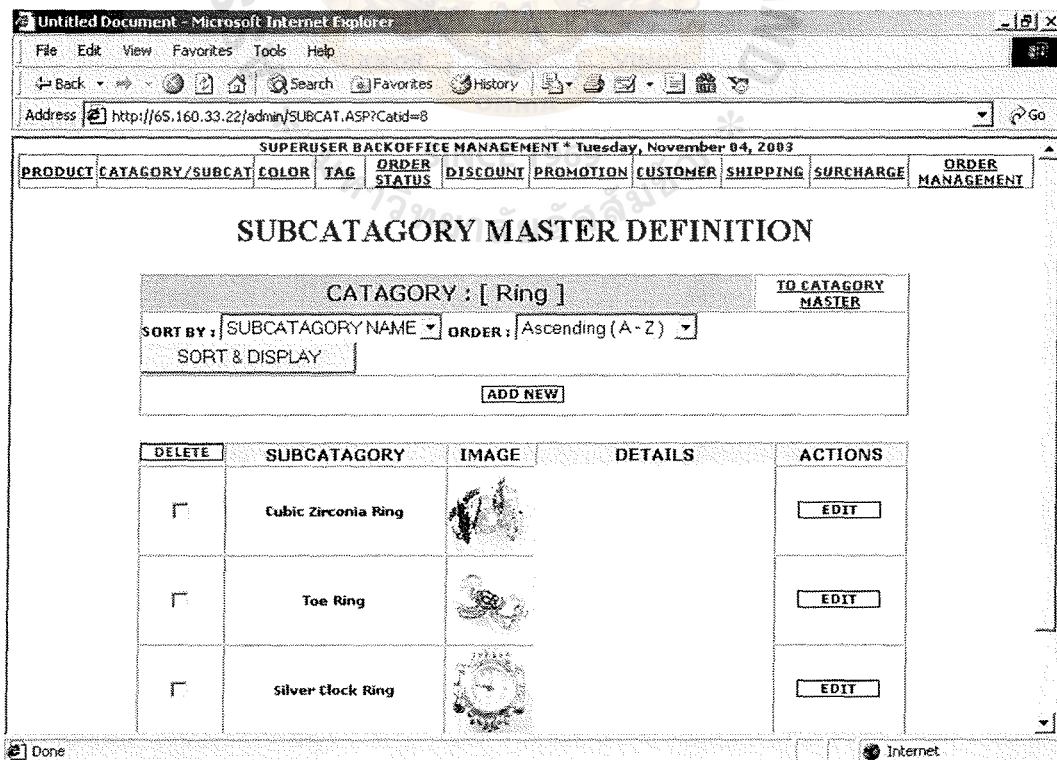


Figure C.7. Sub Category Page.

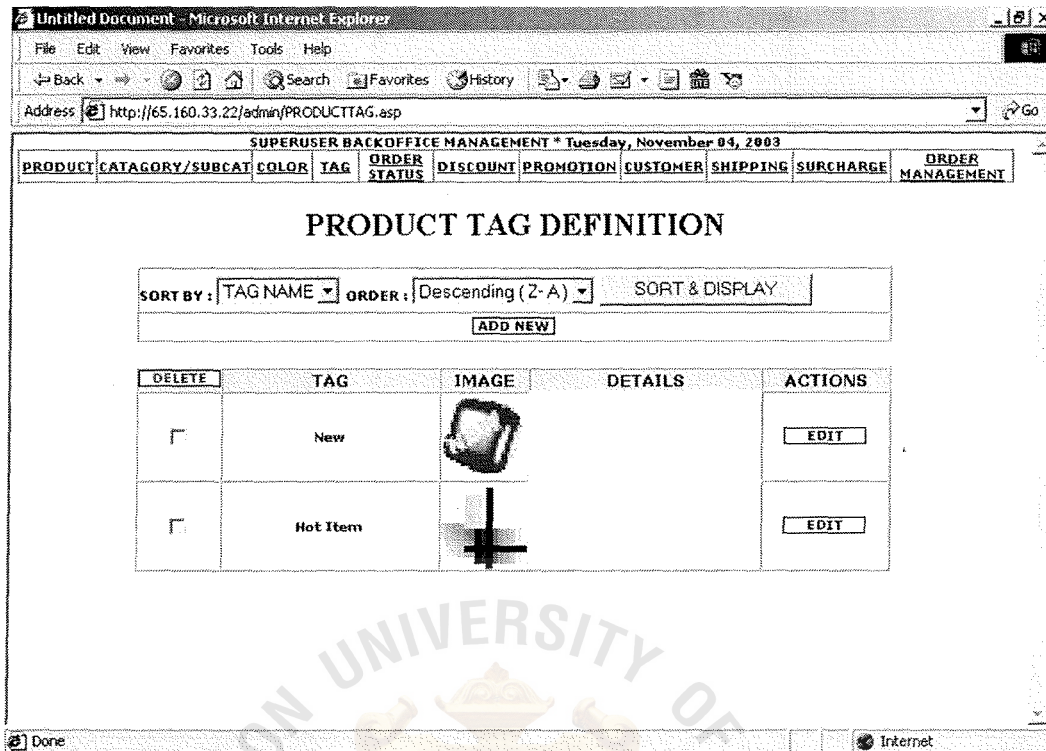


Figure C.8. Tag Page.

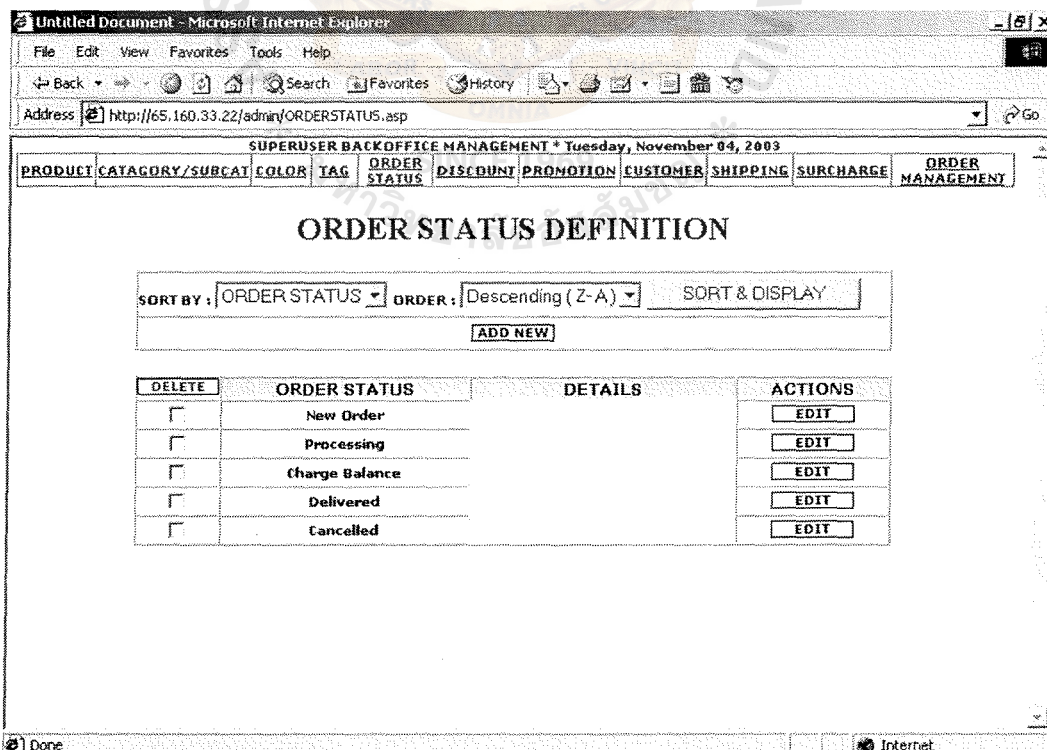


Figure C.9. Order Status Page.

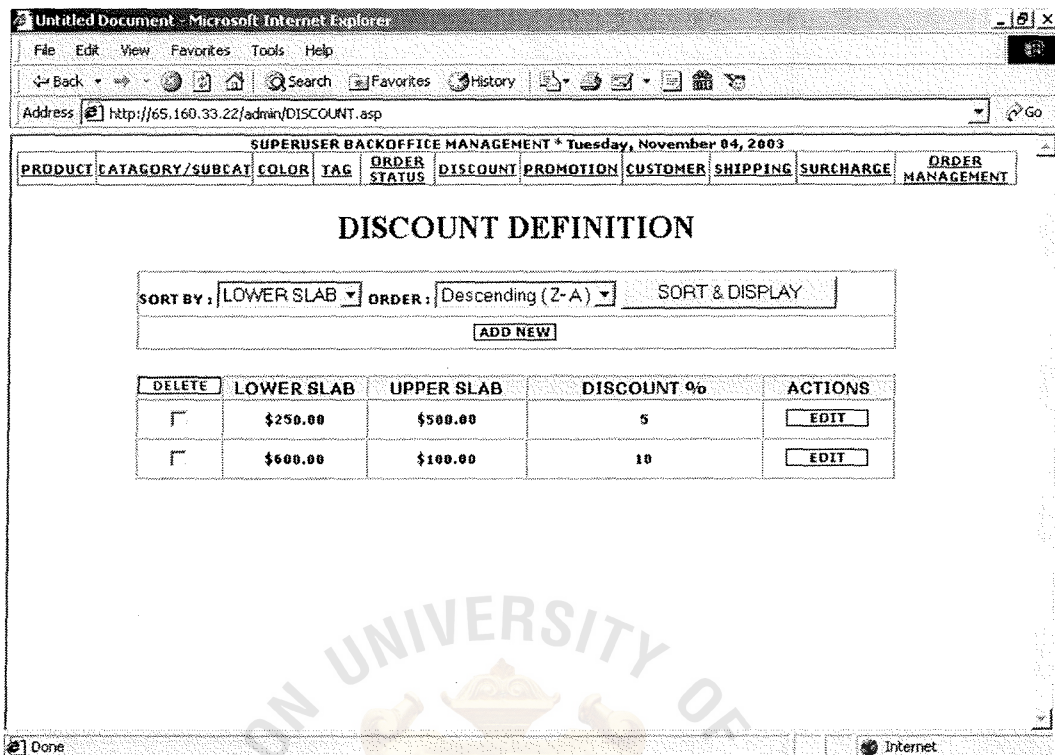


Figure C.10. Discount Page.

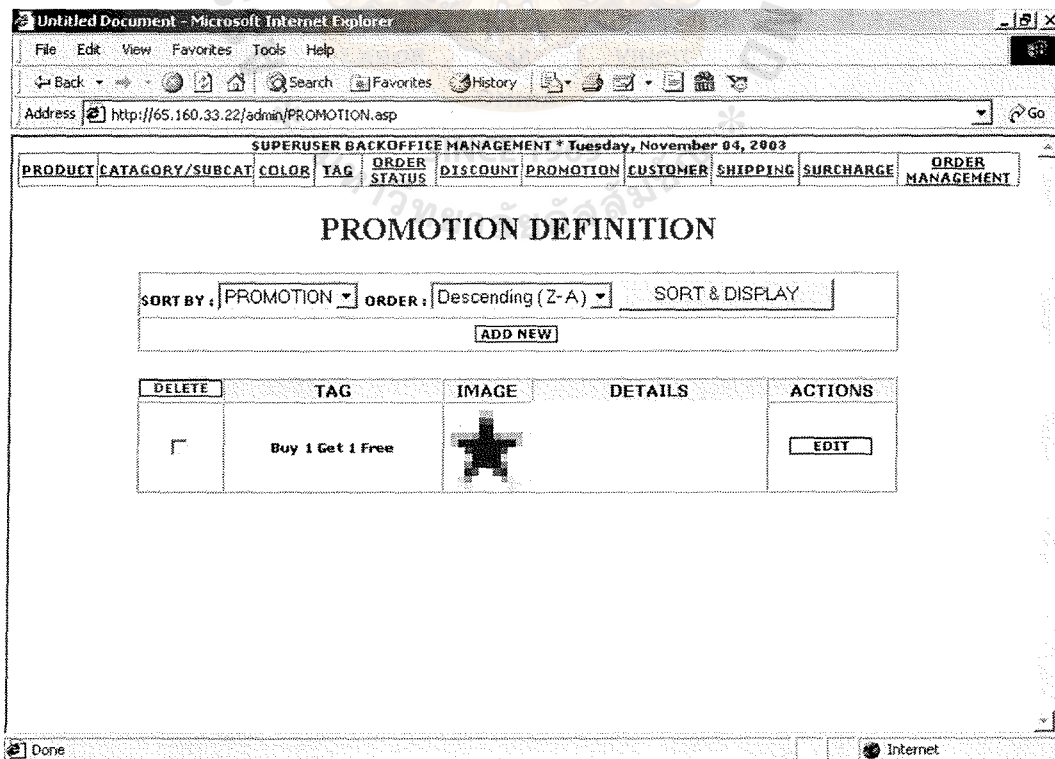


Figure C.11. Promotion Page.



Untitled Document - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Search Favorites History

Address http://65.160.33.22/admin/CUSTOMER.asp

SUPERUSER BACKOFFICE MANAGEMENT \* Tuesday, November 04, 2003

PRODUCT	CATEGORY/SUBCAT	COLOR	TAG	ORDER STATUS	DISCOUNT	PROMOTION	CUSTOMER	SHIPPING	SURCHARGE	ORDER MANAGEMENT
---------	-----------------	-------	-----	--------------	----------	-----------	----------	----------	-----------	------------------

### CUSTOMER DEFINITION

SORT BY:  ORDER:  SORT & DISPLAY

[ADD NEW](#)

DELETE	NAME	COMPANY	TEL	FAX	EMAIL	
<input type="checkbox"/>	shirish	ample	sdktj		shirishugale@hotmail.com	<a href="#">EDIT</a>
<input type="checkbox"/>	Veena		2115517		veena_il@yahoo.com	<a href="#">EDIT</a>
<input type="checkbox"/>	Becky West	The GrapeVine	336-584-3354	336-570-9333	grapevinetoo@hotmail.com	<a href="#">EDIT</a>
<input type="checkbox"/>	Christen		210-341-5024		zebragirl@satx.rr.com	<a href="#">EDIT</a>
<input type="checkbox"/>	Paul Spivey	Calico Gator 2	352-373-7678	352-379-7933	cgator2@bellsouth.net	<a href="#">EDIT</a>
<input type="checkbox"/>	Elizabeth Salazar	Liz's Jewelry	619-449-6965		elizabeth_salazarm@hotmail.com	<a href="#">EDIT</a>
<input type="checkbox"/>	Dimitra Manouka	Import and trade of silver and gold jewels	+30 2260 55510	+30 2260 55012	paris22@hik.forthnet.gr	<a href="#">EDIT</a>
<input type="checkbox"/>	John Gregg	yarbrough enterprises	502-345-2575		gregg65@hotmail.com	<a href="#">EDIT</a>
<input type="checkbox"/>	Elizabeth Salazar	Liz's Jewelry	619-449-6965		elizabeth_salazarm@hotmail.com	<a href="#">EDIT</a>
<input type="checkbox"/>	KEITH LEE	Mai Lee Fine Jewelry	757-523-8985	757-523-8985	maileejewelry@worldnet.att.net	<a href="#">EDIT</a>

Done Internet

Figure C.12. Customer Page.

Untitled Document - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Search Favorites History

Address http://65.160.33.22/admin/shipping.asp

SUPERUSER BACKOFFICE MANAGEMENT \* Tuesday, November 04, 2003

PRODUCT	CATEGORY/SUBCAT	COLOR	TAG	ORDER STATUS	DISCOUNT	PROMOTION	CUSTOMER	SHIPPING	SURCHARGE	ORDER MANAGEMENT
---------	-----------------	-------	-----	--------------	----------	-----------	----------	----------	-----------	------------------

### SHIPPING DEFINITION

SORT BY:  ORDER:  SORT & DISPLAY

[ADD NEW](#)

DELETE	LOWER SLAB	UPPER SLAB	Shipping %	ACTIONS
<input type="checkbox"/>	\$0.00	\$0.00	6	<a href="#">EDIT</a>

Done Internet

Figure C.13. Shipping Page.

Untitled Document - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://65.160.33.22/admin/surcharge.asp

SUPERUSER BACKOFFICE MANAGEMENT \* Tuesday, November 04, 2003

PRODUCT	CATEGORY/SUBCAT	COLOR	TAG	ORDER STATUS	DISCOUNT	PROMOTION	CUSTOMER	SHIPPING	SURCHARGE	ORDER MANAGEMENT
---------	-----------------	-------	-----	--------------	----------	-----------	----------	----------	-----------	------------------

### SURCHARGE DEFINITION

SORT BY: LOWER SLAB ORDER: Descending (Z-A) SORT & DISPLAY

ADD NEW

DELETE	LOWER SLAB	UPPER SLAB	Surcharge %	ACTIONS
<input type="checkbox"/>	\$0.00	\$0.00	15	EDIT

Done Internet

Figure C.14. Surcharge Page.

Operator Controlpanel - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://65.160.33.22/admin/operatorcontrolpanel.asp?Currentpage=1&Otype=1&Sort=8&textShowRecord=&fDate=&tDate=

ORDER TYPE: New Order SORT BY: DATE back

DATE FILTER FROM: TILL SHOW RECORDS PER PAGE

SHOW

Select ordreid to display Display

Between : To

Page [ 1 - ]

DELETE	ORDER NO.	TYPE	OUR STATUS	CUSTOMER	AMOUNT	RECEIVED	BALANCE	CUSTOMER STATUS
<input type="checkbox"/>	R 52	New Order		Jean	\$33.20	\$0.00	\$33.20	
<input type="checkbox"/>	R 56	New Order		Rachel Ruiz	\$65.55	\$0.00	\$65.55	
<input type="checkbox"/>	R 59	New Order		Kristie Phares	\$19.00	\$0.00	\$19.00	
<input type="checkbox"/>	W 61	New Order		Juan pablo cortes	\$616.49	\$0.00	\$616.49	
<input type="checkbox"/>	W 65	New Order		Juan pablo cortes	\$629.80	\$0.00	\$629.80	
<input type="checkbox"/>	R 66	New Order		angela	\$44.72	\$0.00	\$44.72	
<input type="checkbox"/>	R 69	New Order		Ellen	\$18.57	\$0.00	\$18.57	

Internet

Figure C.15. Order Management Page.



File Edit View Favorites Tools Help

Back Search Favorites History

Address http://65.160.33.22/admin/orderdetails.asp?oid=52&CurrentPage=1&Otype=1&Sort=8fDate=&Date=&textShowRecord=

**ORDER NO :** 52 Retail **DATE :** Tuesday, April 02, 2002 [Order List](#)

**SHIPPING NO. :** **DATE :**

**CUSTOMER STATUS :**

**OUR STATUS :** **STATUS :** Processing

[Send Paypal](#) (NOT YET SENT) ☐ Printed

**CUSTOMER :** LOGIN NAME : burjeandkjc PASSWORD : dkjc  
**CONTACT PERSON :** Jean TEL NO : 691 330 6050 EMAIL : burjeandkjc@mail.fm  
**ADDRESS :** P.O. Box 238 STATE : Chuuk ZIP/PIN : 96942 COUNTRY : Federated States of Micronesia

	VALUE	SHIPPING	SURCHARGE	TOTAL
<b>ORDER</b>	\$21.20	\$12.00	\$0.00	\$33.20
<b>ACTUAL</b>	21.2	12	0	33.2

**PAYMENT DETAILS**

DATE	AMOUNT	REF NO.	REMARKS	<b>TOTAL PAYABLE : \$33.20</b> <b>TOTAL RECEIPTS : 0</b> <b>BALANCE : \$33.20</b>
	0			
	0			
<b>Total Receipts</b>	<b>\$0.00</b>			

**REMARKS**

☐ Merge order




					SEND QUERY	SEND CONFIRMATION
PICT	SIZE	QTY	RATE	AMOUNT	CONF?	REMARKS
 CSR197	Yellow Cubic Zirconia 10 = 1 Weight=5.7	1	\$6.90	\$6.90	<input checked="" type="checkbox"/>	<input type="button" value="Update"/>
 CSR217	Dark Red CZ Stone 10 = 1 Weight=4.6	1	\$5.60	\$5.60	<input checked="" type="checkbox"/>	<input type="button" value="Update"/>
 CSP149	Red & Yellow CZ Stone Weight=6.6	1	\$8.70	\$8.70	<input checked="" type="checkbox"/>	<input type="button" value="Update"/>

Figure C.16. Order Detail Page.

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7. <http://www.bangkokpost.com>
8. <http://www.thaitrade.com>
9. <http://www.paypal.com>



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