Online Booking Service (www.serviceminds.com)

by

Ms. Nisarat Chaimusik

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

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

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

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ABSTRACT

At present, the Internet assists both small business and big company to further their business opportunities. Internet is one of the most effective tools in helping customer easy use, convenience and comfort.

This project is online booking service. The objective of this project is to provide the online hotel, car and golf course booking service so the serviveminds.com can serve within south of Thailand online. The report studies possibilities and benefits of serviceminds.com that are analyzed. Marketing Plan, such as SWOT analysis and Target market, financial analysis such as break-even points. The design, serviceminds.com and development of web prototype.

The serviveminds.com can serve more clients 24 hours everyday and also can keep more clients database for further use in the future.

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I. INTRODUCTION

1.1 Background of the project.

Nowadays, the internet has an important role in many business. Therefore the internet become one of the most popular communication channels. Internet can be replace the distance telephone because the charge of service is much cheaper and the internet there are many useful resource which is opened wind for everybody. Since internet is the easiest channel to do business with the foreigner, it is a chance for the local people to know the outside would and take this chance to do business with the foreigner.

Internet users would wide, search the internet for information so the potential of the internet can use the net to research. Operation based in destinations as well as home countries can advertise their products on internet and take booking directly from customers. So the www.serviceminds.com offer the convenience to customer bookings hotel, car for rent and booking golf course directly online, and take payment by credit card.

1.2 Objectives

(1) Design web service website.

(2) Provide the booking online such as hotel, golf and car rent.

1.3 Scope

This project is to target on e-service for convenience and good service over the internet as follows :

(1) To apply the concepts learn in the Master of Since in internet and E-commerce technology course.

(2) Provide the online hotel booking service.

(3) Provide the online car booking for rent.

(4) Provide the online golf course booking service.

(5) Give information such as Exchange rate .

1.4 Deliverables

This Final Project will be include :

(1) A final report in detail cover the scope.

(2) Prototype www.serviceminds.com

(3) Power point Presentation.

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II. LITERATURE REVIEW

2.1 Introduction to E-Commerce

Electronic commerce or E-commerce is the buying, selling, marketing, and servicing of product or services over computer networks. It is an electronic business application aimed at commercial transactions. E-commerce is the conduct of business commercial communications and management through electronic methods, such as electronic data interchange and automated data collection systems. Electronic commerce may also involve the electronic transfer of information between businesses (EDI).

The meaning of the term electronic commerce has changed over the years. Originally, "electronic commerce" meant the facilitation of commercial transactions electronically, usually using technology like Electronic Data Interchange (EDI) to send commercial documents like purchase orders or invoices electronically. Today it includes things that may more correctly be termed "Web commerce" the purchase of goods and services over the World Wide Web via secure server (HTTPS, a special server which encrypts confidential ordering data for customer protection) with e-shopping carts and electronic pay services, like credit card pay authorizations

Meanwhile business to business electronic commerce is rolling along, stronger than ever. The Internet has also given business to business electronic commerce a boost in some cases, smaller companies are now discovering that they can conduct business online, just like their larger counterparts. Business of all sizes are finding that they can take advantages of the internet to lower the cost of electronic commerce either by replacing other networks, or by using the Internet as another communications medium, converting their business data to digital form, and incorporating it with their business practices.

What is Electronic Commerce?

(a) Vision

(b) Buyers and sellers from companies large and small meet on equal terms

(c) Buyers: browse multimedia catalogs, solicit bids and place orders

(d) Sellers: respond to bids, schedule production, and coordinate deliveries

E-commerce Is For Every-One

E-commerce is an exceptional and exciting opportunity for E-V-E-R-Y-O-N-E. Most of us think that it means online stores dealing with sale and purchase of goods. Don't we? But in reality it is much more than that. An online store is just one of the opportunities.

It is for...

(1) Anyone interested in LEARNING and building a CAREER through the E-COMMERCE opportunities available on the INTERNET.

(2) Anyone interested in new set of skills to survive and to thrive with changing technologies and work strategies in business and commerce.

(3) If you are self-reliant person and want to rely on your own brain, you shall be undoubtedly benefited.

E-commerce is for E-V-E-R-Y-O-N-E...

(1) It can be used by service providers in building a client base, both global as well as local clients.

(2) It is perfectly suitable for NOHOs (No-Office-Home-Office), for example the frustrated stay-at-home mom or a retired person or one seeking part-time work, who wants to get started with something that really works.

(4) It's for multitudes of 1-5 employee small businesses who just need a solid presence in least cost.

(5) It's for local businesses with local custome0rs - builders, landscapers, health centers, caterers etc.

(6) It's for affiliates who do not have even a single product of their own yet can earn thousands of dollars per month.

(7) It's for people wanting to sell e-books, e-photos, anything that can be digitized. Non-fiction instruction books are already selling in huge numbers. Other digital goods market is going to soar in near future.

...and these are just a few of the groups which can benefit from e-commerce. In other words, e-commerce – e-business is much, much, more than simple "hard goods stores."

E-commerce, till now, has only scratched the most superficial layer of the surface.

The next wave will be intense, universal. And you can be there if you choose to do so, in the middle of it, driving it to happen...

..... if YOU get it right.

And that's my aim... help you get it right.

You will find here everything, absolutely everything, you need to start your own e-commerce venture.

(1) FREE training materials and educational courses,

(2) E-books on all aspects of e-commerce e-business.

(3) Software and tools to assist you in preparing your e-business blueprint,

(4) Domain registration and web hosting,

(5) Tools for your Web site design and development,

(6) Strategies for getting traffic to your web site,

....and a host of other services....

It's all available from a single source which means that you don't have to worry whether one component will fit into another or not. And the price you pay - well let me know if there is a comparable product available at the same price. I find it unbelievingly low priced.

2.2 E-Service Environment

E-Service offer many other online service to customer. For example, *Lastminute.com* Offers very low air airfares and accommodation prices. It is one of several site that offer last minute bargains. Last-minute trips can also be booked on *americanexpress.com*, sometimes at a steep discount. Also of interest are sites that offer medical advice and service for travelers. This type of information is available from the Would Health Organization, governments and private organizations.

Wireless Services

Several airlines (e.g., Cathay Pacific, Qantas Airways) allow customers with WAP call phone to check their flight status, update frequent flyer miles, and book flights with their cell phones.

Direct Marketing

Airline try to sell electronic tickets over the internet. Using direct marketing techniques, airlines are able to build customer profiles and target specific customers with tailored offers. Many airlines offer "specials" or "cyber offers" on their Web sites.

Alliances and consortia

Airlines and other companies are creating alliances to increase their sales or to reduce purchasing cost. Several alliances exist in Europe, the United States, and Asia. For example, some consortiums aggregate all participants' Internet-only fares.

Other Services

Best Western offers interactive kiosks in their hotel that guest can use to access information on local community services. Some hotel offer free or for –fee high speed Internet access, sometimes even in each hotel room. Special vacation places can be found at *Priceline.com*, *rent-a-holiday.com*, and *greatrentals.com.*

Benefits and Limitations

The benefits of online service to customer are enormous. The amount of free information is tremendous and it is accessible anytime from any place. Substantial discounts can be found, especially for those who have time and patience. In the future, customers will be able to take virtual reality fantasy trips.

Online services do have their limitations. First, many people do not use the Internet. Second, the gold of a company Web site is to sell a product, not to provide information. Therefore, the amount of time and the difficulty of using virtual knowledge and arrangements, which must be done by a knowledgeable, human agency. Therefore, the need for agency as intermediaries is assured, at least for the immediate future. However, as we will show later, intelligent agents many lessen some of these limitations, reducing the reliance on agency.

Corporate Travel

Corporation can use all the service just mentioned. However, many large corporations receive additional services from large travel agencies. To reduce corporate travel costs, company can make arrangements that enable employees to plan and book their owner trips. Using optimization tools provided online travel companies, companies can try to reduce travel costs even further. Travel organization software that check fund availability and compliance with corporate guidelines is usually provided by company.

The corporate travel market is growing very rapidly. One service is Oracle's e-travel, which provided software to automate and manage online booking American Express has Team with Microsoft and MCI to provided and interactive corporate travel reservation system called AXI, which displays airline seat charts, maps showing hotels, information about nearby health clubs, and weather information. While trying to reduce costs to corporate the client, AXI creates a profile for each traveler and his or her preferences and, thus, tries to satisfy both traveler and corporate travel managers. For example, Sable Group Holding (of American Airline)provides considerable discount to corporations.

The Impact of Electronic Commerce on the travel Industrial (Both Online and Offline

E-Commerce can have major effects on individual companies. These impacts can be extended to an entire industrial. Bloch and Segev companies (1997) analyzed the impact of E-Commerce on travel industrial using porter's framework of competitive advantage (1985). According to Porter's model there are five forces that impact competition in any industry: new entrants, substritute products (or services), the bargaining power of buyers, the bargaining power of suppliers, and rivaly of the competing competing in the industry. Bolch and Segev constructed an analysis framework that pertains to travel industry. They first focus on environment, then on competitive responses, and finally on one firm's strategy.

Such an analysis could fit other industries, but it is especially applicable to the travel industry. As a matter of fact, in introduction of electronic tickets resulted in a signficant commission cut in 1998. And sine 1995, there is a clear trend toward fewer travel agencies. The business are impacting the travel industry, and it is one of the largest industries affected. The industrial has clearly been transformed by IT. The computerized airline reservation system is the world's largest information system, and

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this system is now accessible by customer directly via to the Internet taking away some functions traditionally performed by travel agents.

Bloch and Segev's analysis view the travel industry from a supply chain point of view (see picture). Four major actors are involved. Each them can be classified into subcategories depending on the purpose of the travel or the nature of the arrangement.

Reviewing some of the applications described earlier, such as buying a ticket online or receiving information on low-cost tickets by technology, Bloch and Segev (1997) identified several impacts on the travel industry :

(1) Offering of lower-cost trips

(2) Providing a more personalized service

(3) Helping customers understand the products by using multimedia.

(4) Saving money in the paperless environment

(5) Increasing the convenience of getting information at home

(6) Supporting a customer focus strategy (such as targeted advertisement and integration of products)

These impacts may create opportunities for new business models and/or vendors. Example are new online-only travel agencies like *Expedia.com*. The business model adopted by Rosenbluth, Inc. is another example of such a change (Clemons and Hann, 1999).

Finally, Bloch and Segev (1997) classify the E-commerce impacts on an individual company in the travel industry into 10 categories ranging from product promotion to new product and new business models. They predict that travel agencies as we know them today will disappear. Only their value-added activities will not be automated, and these will be performed by a new type of organizations will serve certain targeted markets and customers. Travel superstores, which will provide many

products, services, and entertainment, may enter the industry, as well as innovative individuals who will operate from their homes.

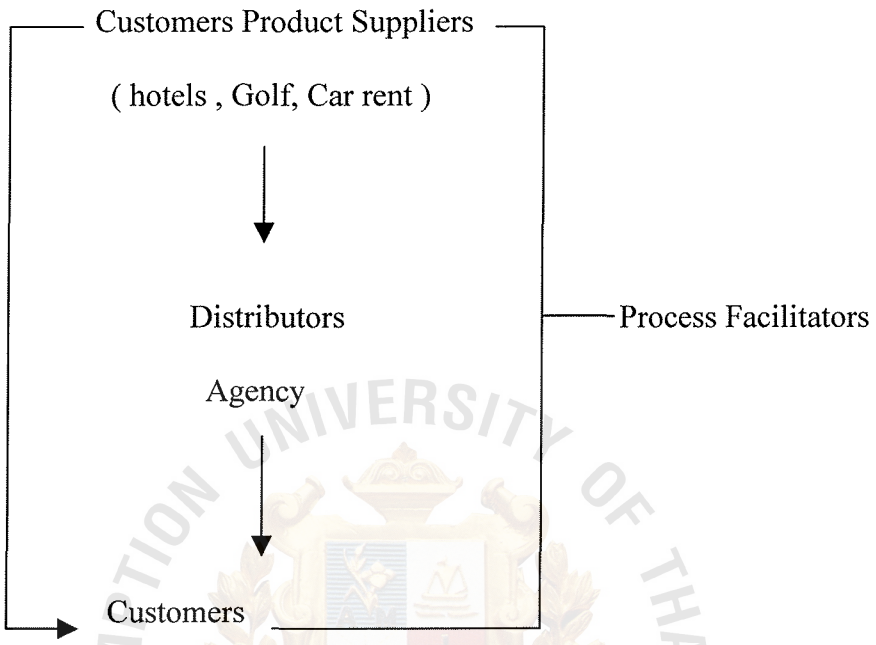

Figure 2.1. The Agency Industry Chain.

Survival Strategy

Standing and Vasudavan (2000) proposed a strategy for agency survival. It has three elements :

(1) minor improvements due to process changes,

(2) BPR with significant improvements, and

(3) Organizational transformation (most risky, highest potential improvements).

Intelligent Agents

There is no doubt that E-Commerce will play an even greater role in the travel industry. One area that is very promising is the use of intelligent agent.

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An example of potential collaboration agents is provide by Bose (1996),who proposed a framework for automating the execution of collaborative organizational processes performed by multiple organizational members. The agents emulate the work and behavior of human agents. Each of them is capable of acting autonomously, cooperative, and collectively to achieve the collective goal. The system increase organizational productivity by carrying out several tedious watch-dog activities, thereby freeing humans to work on more challenging and creative tasks. Bose (1996) provides an example of a travel authorization process that can be divided into subtasks delegated to intelligent agents.

Intelligent agents could be involved in buyer-seller negotiations as shown in the following scenario : You want to take a vacation in Hawaii. You called a regular travel agent who was too busy; finally, he gave you a plan and a price that you do not like. A friend told you to use an intelligent agent. Here is how the process works:

Step 1. You turn on your PC and enter your desired destination, dates, available budget, special requirements, and desired entertainment.

Step 2. Your computer dispatches an intelligent agent that "shop around" Entering the Internet and communicating electronically with the database of airlines, hotels, and other vendors.

Step 3. Your agent attempts to match your requirements against what is available, negotiating with the vendors' agents. These agents may activate other agents to make special arrangements, cooperate with each other, activate multimedia presentations, or make special inquiries.

Step 4. Your agent returns to you within minutes with suitable alternatives. You have a few questions and you want modifications. No problem. Within a few minutes, It's a done deal. No waiting for busy telephone operation and no human errors. Once

you approve the deal, the intelligent agent will make the reservations, arrange for payments, and even report to you about any unforeseen delays in your departure.

2.3 A Brief History of E-commerce

The WWW was studied by group of development at the European Laboratory for particle Physics (CERN) in Geneva, Switzerland in 1981. It is "the universe of network accessible information, an embodiment of human knowledge." It was a body of software, and a set of protocols and conventions. WWW uses hypertext and multimedia techniques to make the Web easy for anyone to roam, browse, and contribute to ". The WWW is not the only way to explore the Internet. FTP, Gopher, e-mail, Usenet, WAIS (Wide-area information Service), and others are available means for exploration. However, the WWW is "easy for anyone to roam, browse, and contribute to, "and it allows you to use HTML (Hyper Text markup Language), providing users with the ability to create virtual storefronts that will make it attractive to business interested in marketing on the Web. Soon people realized that the applications of this "interconnected community" could reach far beyond those involved with physics. After the phrase "World Wide Web" was born, organizations began feverishly to assemble the hardware and know-how to develop this expansive network.

The WWW is built on the client-server model. One-computer (the server) has information. Linked to the server by a network is a computer (the client) which can display the data for a human to read. The software on which the client asks the server for its data and which displays the information it gets in a readable format is called a browser. There is no need for the server and the client to be different machines or even that there be a network. If the client is its own server and the network is not used., then the browser is being used in stand-alone mode.

The Web built around "hypertext" and "hypermedia". A hypertext document has certain keywords or phases linked to other on-line documents. A person reading a hypertext document about dogs, for example, might able to select the highlighted word "beagle" and call up another document giving more information about that particular breed. With documents intertwined by links into a "web" of information, users can select their own path through which they browse on-line resources, a process often referred to as "surfing".

The World Wide Web also subsumes previous Internet information system such as Gopher and FTP. These resources can still be accessed through the Web, but the Web provides a wealth of additional capabilities not previously offered by these more restricted connection methods.

To use the World Wide Web, users need access to a "Web browser", a program that lets computer using communicate in the Web's language with other computers on the Internet. Users can run a Web browser program from an account on a shared system, or from a desktop computer or workstation that has a direct connection to the Internet.

The World Wide Web has been developed to make it possible for high-energy physicists to distribute results of experiments easily and quickly. The design used was very flexible, and as a result, the WWW has been used for a vast variety of purposes, ranging from academic to commercial. WWW has become the most visible of the activities on the Internet.

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ranging from academic to commercial. WWW has become the most visible of the activities on the Internet.

The World Wide Web is a way of exchanging information between computers on the Internet, tying them together into a vast collection if interactive multimedia resources. Thousand upon thousands of computers around the world are now connected to the Web and offer tremendous variety of information and services to visitors. These on-line documents composed and supported by various people and organizations are generally referred to as "pages". Web pages are available for an amazing variety of tasks ranging from the playful to the serious. Users can access Web pages that let them search database of mailing lists, see pictures of their favorite band and their concert schedule, or take a "tour" through a foreign country. Thousands of links to new services are added to the Web each day, and its growth has been explosive. The World Wide Web is the fastest growing part of the Internet, as well as the most exciting. With the click of a mouse, everyone can start on the adventure of a lifetime, going to places they never dreamed of and gathering information otherwise unattainable.

2.4 Business Model of E-commerce

A business model (also called a business design) is the mechanism by which a business intends to generate revenue and profits. A Business model is a summary of how a company plans to serve its customers. It involves both strategy and implementation.It is the totality of :

(1) How it will select its customers

(2) How it defines and differentiates its product offerings

(3) How it creates utility for its customers

(4) How it acquires and keeps customers

(5) How it goes to the market (promotion strategy and distribution strategy)

(6) How it defines the tasks to be performed

(7) How it configures its resources

(8) How it captures profit

Types of business models

Generally, the business models of service firms are more complex than for manufacturers and resellers. The oldest and most basic business model is the shop keeper model. This involves setting up a store in a location where potential customers are likely to be and displaying a product or service.

Over the years, business models have become much more sophisticated. Early in the last century we saw the introduction of the bait and hook business model (also referred to as the razor and blades business model or the tied products model). This involves offering a basic product at a very low cost, often at a loss (This is the bait.), then charging excessive amounts for refills or associated products or services (This is the hook). Examples include : razor (bait) and blades (hook); cell phones (bait) and air time (hook); computer printers (bait) and ink cartridge refills (hook); and cameras (bait) and prints (hook). An interesting variant of this model is a software developer that gives away its word processor reader for free but charges several hundred dollars for its word processor writer.

In the 1950s new business models came from McDonald's Restaurants and from Toyota. In the 1960s the innovators were Wal-Mart and Hypermarkets. The 1970s saw new business models from Federal Express and from Toys R Us; the 1980s from Blockbuster, Home Depot, Intel, and Dell; the 1990s from SouthWest Air, eBay, Amazon, and Starbucks. Poorly thought out business models were a problem with many dot-coms. Each of these business model innovations can gave the firm a

sustainable competitive advantage. But times are changing and companies must continuously rethink their business design. Companies must change their business models as value migrates from industry to industry. Ultimately the success or failure of a company depends first on how well its business design matches their customers' priorities.

2.5. Web Advertisement

Advertising is an attempt to disseminate information in order to affect a buyer-seller transaction. In a traditional sense, advertising for by sponsors. Telemarketing and direct mail were attempts to personalized advertising in order to make it more effective. There direct marketing approaches worked fairly well but were expensive. The Internet redefined the meaning of advertising. The Internet has enabled consumers to interact directly with advertisers and advertisements. In interactive marketing, a consumer can click with his or her mouse on an ad for more information or send an e-mail to ask a question. The Internet has provided the sponsors with two-way communication and e-mail capabilities, as well as allowing the sponsors to target specific groups on which they want to spend their advertising dollars, which is more accurate than traditional telemarketing. Finally, the Internet enables a truly one-to-one advertisement.

Internet Advertising Terminology

There is considerable confusion regarding the terminology used for Web advertising. Hence, the following glossary can help :

(1) Ad views (also page views or impression) : the number of times users call up a page with a banner during a specific time (e.g., ad view per day). The actual number of time the ad was seen by users may differ because of caching (which

increase the real number of ad views) and browsers that view documents as text only (which decreases the number of ad views.)

(2) Banner : a graphic display on a web page used for advertisement. It is measured in pixels (width x height). An ad is liked to an advertiser's Web page; when one clicks on the banner, one will be transferred to the advertiser's site.

(3) Clicks (or ad clicks) : every time a visitor click on an adverting banner to access the advertiser's Web site.

(4) Click ratio : ratio indicating the success of an advertising banner in attracting visitors to click on the ad. For example, if a banner received 1,000 impression and there are 100 click, the click ratio is 10 percent.

(5) Cookie : a program, stored on the user's hard drive, without disclosure or the user's consent. Sent by a Web server over the Internet, the information store will surface when the user's browser again crosses the specific server combination.

(6) Effective frequency : The number of times an individual is exposed to a particular advertising message in given period of time.

(7) Impression : page views. This is the exposure to an ad.

(8) Interactive advertisement : any advertisement that requires or allows the viewer/consumer to take some action. In the broadest sense, even clicking on a banner is an interaction. However, usually we define action as sending a query or looking for detailed information.

(9) Meta tag: tag giving a spider (search engine) specific information, such as keywords or sit summaries; part of the HTML code. These tags stay behind the scenes, the end user sees them. A Web author may surround sentences, even whole paragraphs, with these tags. Certain spiders then read the information in the tags as a

way to help them index the site. Unfortunately, meta tag information is not always reliable. It may or may not accurately reflect the context of the site.

(10) Page : an HTML document that may contain text, images, and other online elements, such as multimedia files. It may be statically or dynamically generated.

(11) Reach : the number of people or households exposed to an ad at least once over a specified period of time.

(12) Visit : a sequence of requests made by one user in one visit to site. Once a visitor stops making requests from a site for time, called a time-out, the next hit by this visitor is considered a new visit

Advantage and Limitation of Internet Advertisement

Advantage

(1) Internet advertisement are accessed on demand 24 hours a day, 365 days a year, and costs are the same regardless of audience location.

(2) Accessed primarily because of interest in the content, so market segmentation opportunity is large.

(3) Opportunity to create one-to-one direct marketing relationship with consumer.

(4) Multimedia will increasingly create attractive and compelling ads.

(5) Distribution costs are low (just technology costs), so the millions of consumer reached cost the same as one

(6) Advertising and content can be updated, supplemented, or changed at any time, and are therefore always up-to-date. Response (click-through rate) and results (page views) of advertising are immediately measurable.

(7) Ease of logical navigation-you click when you want, and spend as much time as desired there.

Disadvantage

(1) No clear standard or language of measurement.

(2) Immature measurement tools and metrics.

(3) Although the variety of ad content format and style that the Internet allows can be considered a positive in some respects, it also makes apples to apples comparisons difficult for media buyers.

(4) Difficult to measure size of market, therefore difficult to estimate rating, share, or reach and frequency.

(5) Audience is still small.

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III MARKETING PLAN FOR WEBSERVICE

3.1 Product

Our product is the serviceminds.com mainly of online hotel booking, car rent booking and golf course booking.

3.2 Nature of Demand

On-line consumers are comfortable with the idea of making leisure travel arrangements on the Web. By the end of 1997, 27% of all households that shop on-line -- 1.3 million total -- had purchased airline tickets on the Internet. Another 10 million on-line households indicated a willingness to make travel purchases on the Web, including one-third of the on-line households that have not yet made a purchase of any kind on the Internet.

To meet this demand, travel suppliers are rapidly shifting their on-line focus from providing information to enabling direct booking. This year, 76% of the top 75 airlines, hotels, and car rental agencies will offer on-line booking, a dramatic increase over the 37% with booking capabilities in 1997. In addition to creating new revenue opportunities, direct booking enables suppliers to cut costs through internal efficiencies or by eliminating distribution intermediaries.

The introduction of one-stop booking of packages that include air, hotel, car, event, and attraction tickets will attract on-line travelers. Car rental agencies and cruise lines will also benefit from on-line booking boom. Syndicated selling relationships with airlines and hotels will boost on-line bookings for car rentals from $171 million in 1998 to $1.6 billion by 2003.

Service industrial represent to fast growing sector of the nation economy, and the booking ticket agencies are poised to flourish. These services are projected to grow annually.

3.3 Nature of Competition

Travel suppliers are not realizing their full online market share potential, despite projections that U.S. consumers will spend $16.6 billion online in 2003 on leisure and business travel. its Strategic Planning Services clients that suppliers such as airlines, car rental companies, hotels and agencies have allowed their sites to stagnate and must continue to market aggressively to acquire and improve execution to retain today's travel consumer.

Online consumers are being courted by more and better travel options, and travel players are letting the opportunity to retain these consumers slip for the Commerce Strategies.

In addition to the serviceminds.com is one choice to offer online booking service so we offer more than such as information for your business such as give schedule exhibition.

3.4 Long -Term Opportunities

Tourism in general is on the rise, Asia, especially Hong Kong, and Singapore, looks like it will continue to be the major destination, and the Internet will be an important channel into this market. The state of the economy will be the most influential factor in how many people travel. Other driving forces for travel will include the cost tickets, fuel prices, and currency rates.

The current lack of expertise leader inline travel industry represents an exception opportunity for electronic online booking service to develop a dominant presence in Thailand. With their exception knowledge of the travel industry, strong customer base, and competitive prices, the company will be situated to take advantage of the region's current economic situation.

3.5 Geographic Area

Online booking service, targets individual interested in traveling by air for both domestic with Thailand and overseas. The country comprise the major incorporated cities such as Hat Yai , Surat Thani and Phuket and neighboring counties like Singapore and Malaysia.

3.6 Targeted Marketing

According to Thai tourism, Asian market holds more than 50% tourist to Thailand. This year, the sales of 75 airlines, hotels and car rental agencies has been through online booking has which is dramatic 37% increment since 1997.

3.7 SWOT Analysis

Strength

(1) Fast and on time delivery of booking service online to Client with supreme customer service.

(2) Continuous promotion campaign to encourage the sales for all season.

(4) Serviceminds.com has plenty of information about hotel and accommodation in south of Thailand which is easy to use and give the best offers and service to customer. Customer can take their time to look for the best offer for them and make a reservation on the web.

(5) 24 hours a day, 7 days a week of online sales to support any urgent online booking service

(6) Catalog readily available on the Internet.

(7) Competitive advantage in term of price lower.

(8) Offer reasonable price online quality and unique products.

Weakness

(1) The website is the new up and coming website, it need time to advertise the web.

(2) High operation costs on salary expenses and training cost exploiting to build the highest consumer satisfaction through delivering supreme customer service.

(3) No payment gateway support at the beginning stage.

(4) Limited fund for initial investment especially for the advertising.

Opportunities

(1) Thai government has a policy to support the travelling business in our county and encourage the foreigner to come to Thailand.

(2) The money exchange rate of Thai Baht compared with US$ is devalued, which makes it more attractive for the foreigner to come to Thailand.

(3) Social lifestyles changes. People are easy to change and become open minded for the new things and new technology.

(4) Customer can visit the website 24 hours a day, 7 days a week.

(5) Customer can access to the website from anywhere.

(6) The servicemind.com join with International exhibitions.

(7) Increase sales in high season.

Threats

(1) New market channel establishment.

(2) There is high competition in travelling business.

(3) Current Internet users in Thailand still low compared with other developing countries.

3.8 Future plans

To sustain success in the market, we should continuously improve and develop both the market strategy as well as the web page. Because no single strategy can be applied forever, it needs to be changed to suit the ever-changing market. For the web page, offer the future plan as following :

(1) Set up a tour and golf package.

(2) Develop the website to involve the travelling guide such as recommendation for interesting places in each province, and give chances to customer to recommend the company for interesting places or events, and set up their own travelling path.

(3) Addition of offline Advertisement and sales promotion on newspaper, magazine and radio.

(4) Providing more than one language.

(5) Introducing airline booking.

(6) Deployment database to SQL.

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IV. WEBSITE DESIGN AND DEVELOPMENT

4.1 Serviceminds.com Web page

Web page will be created by Dreamweaver 4 and HTML. For the scrip of E-commerce and payment transaction. I will use the electronic mall which provides the script and payment system. Serviceminds.com offer hotel booking, golf course and car rent. And will be linked to Exhibition website to created computer security institution.

4.2 Web interface

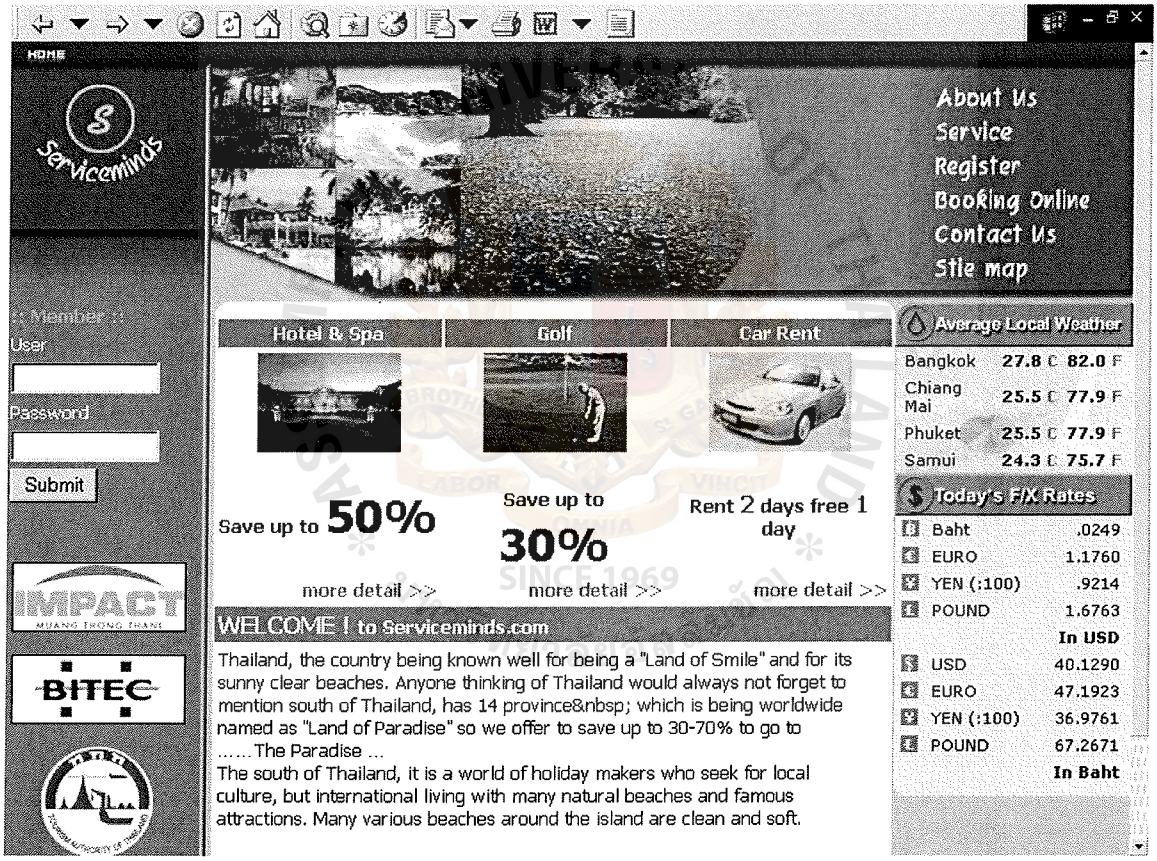

Figure 4.1. First Page.

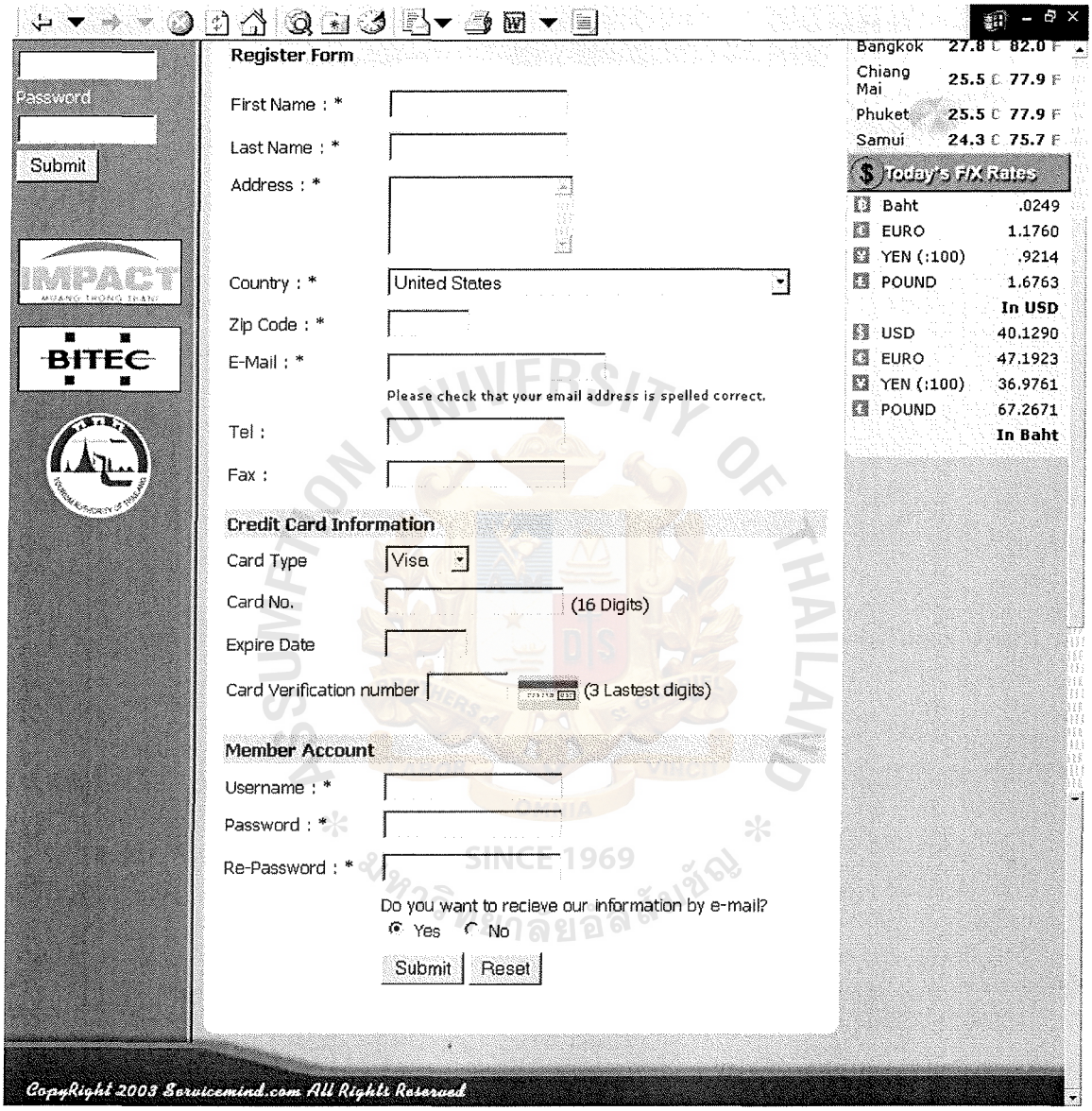

Figure 4.2. Register form.

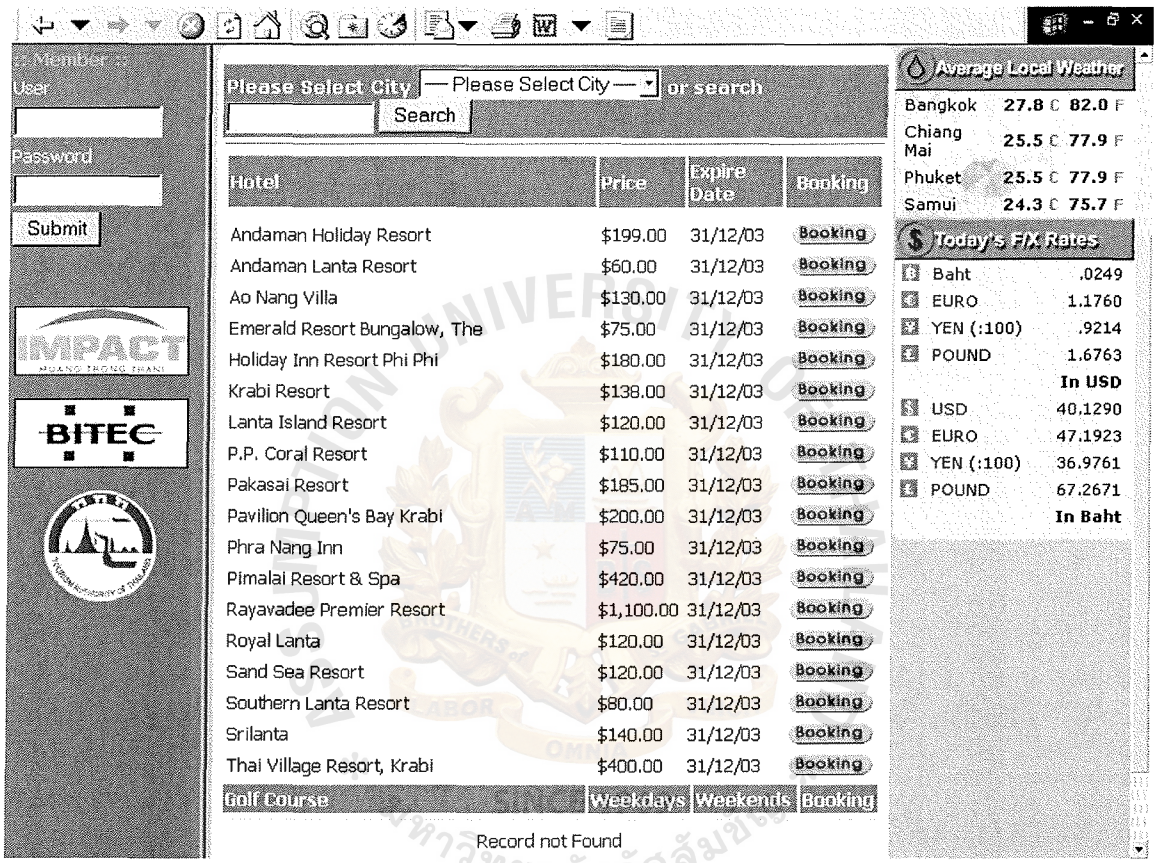

Figure 4.3. list of Hotel and golf course.

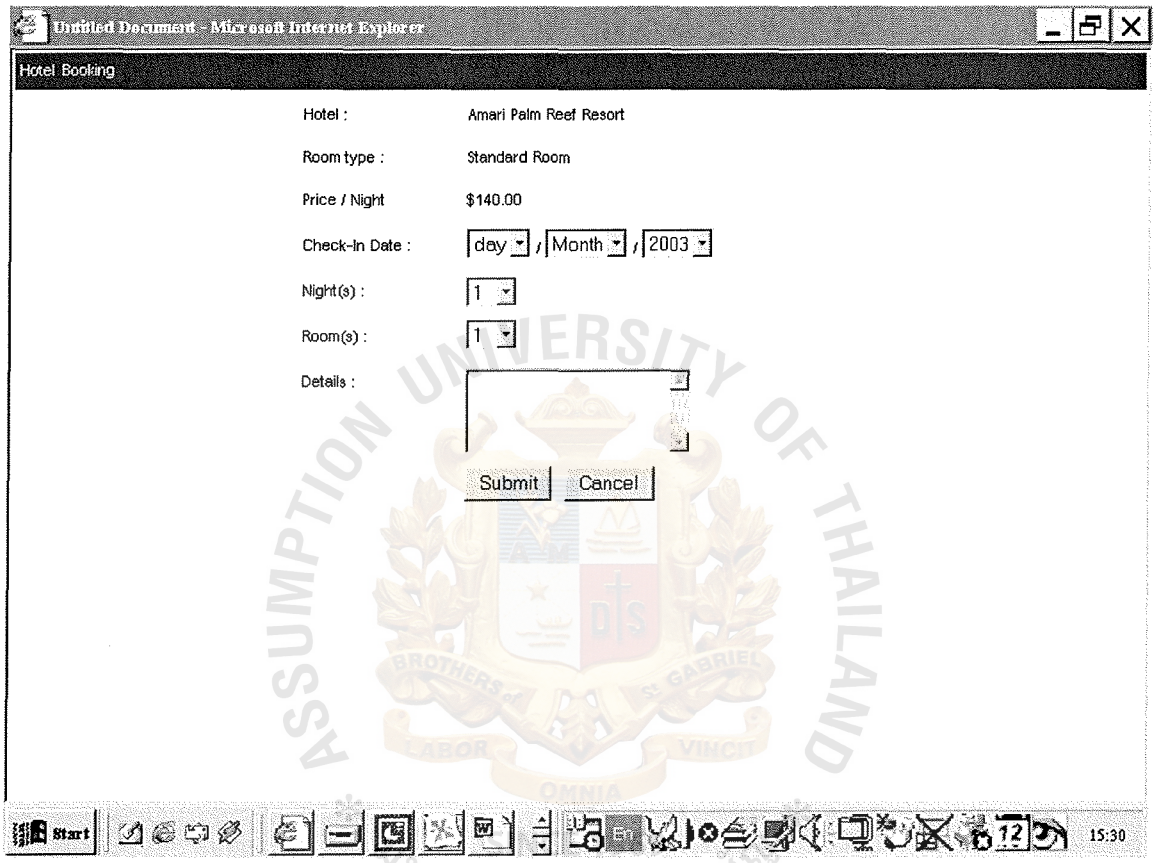

Figure 4.4. Booking Online.

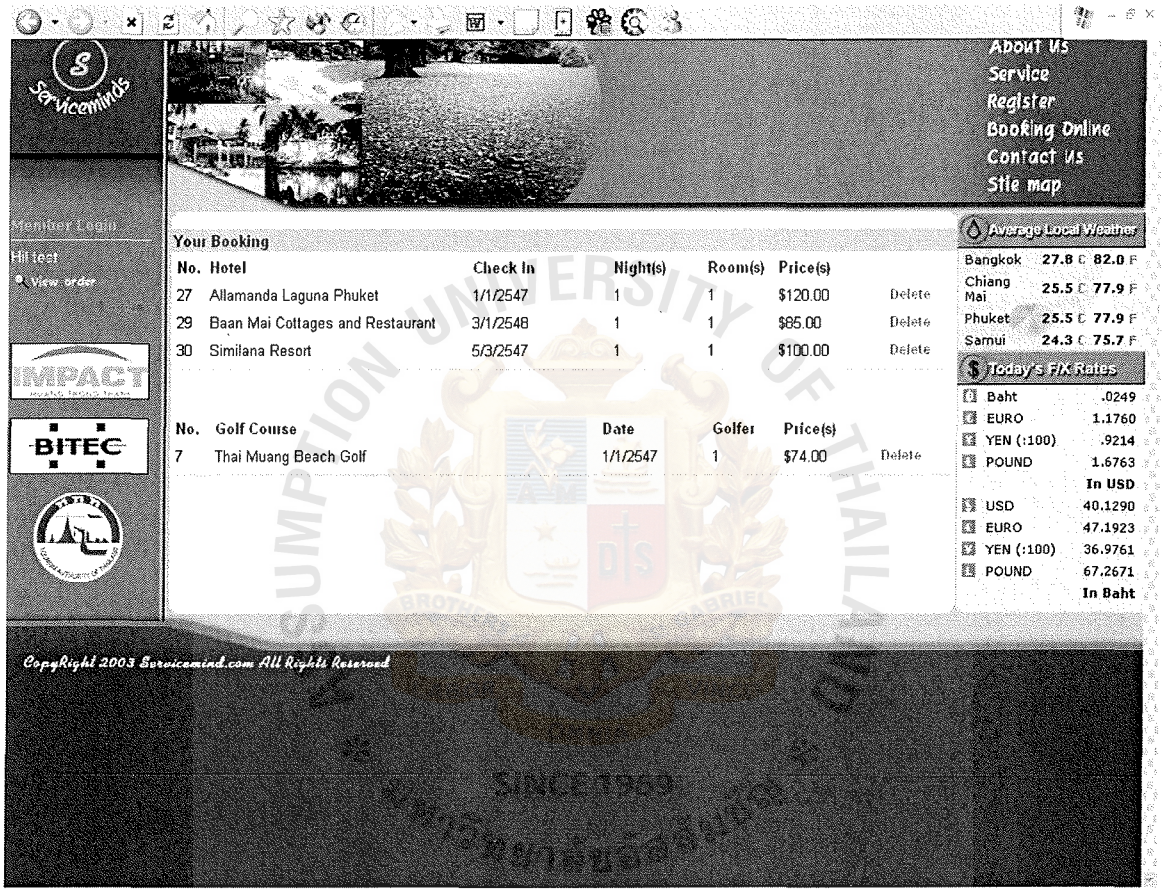

Figure 4.5. View Order Page.

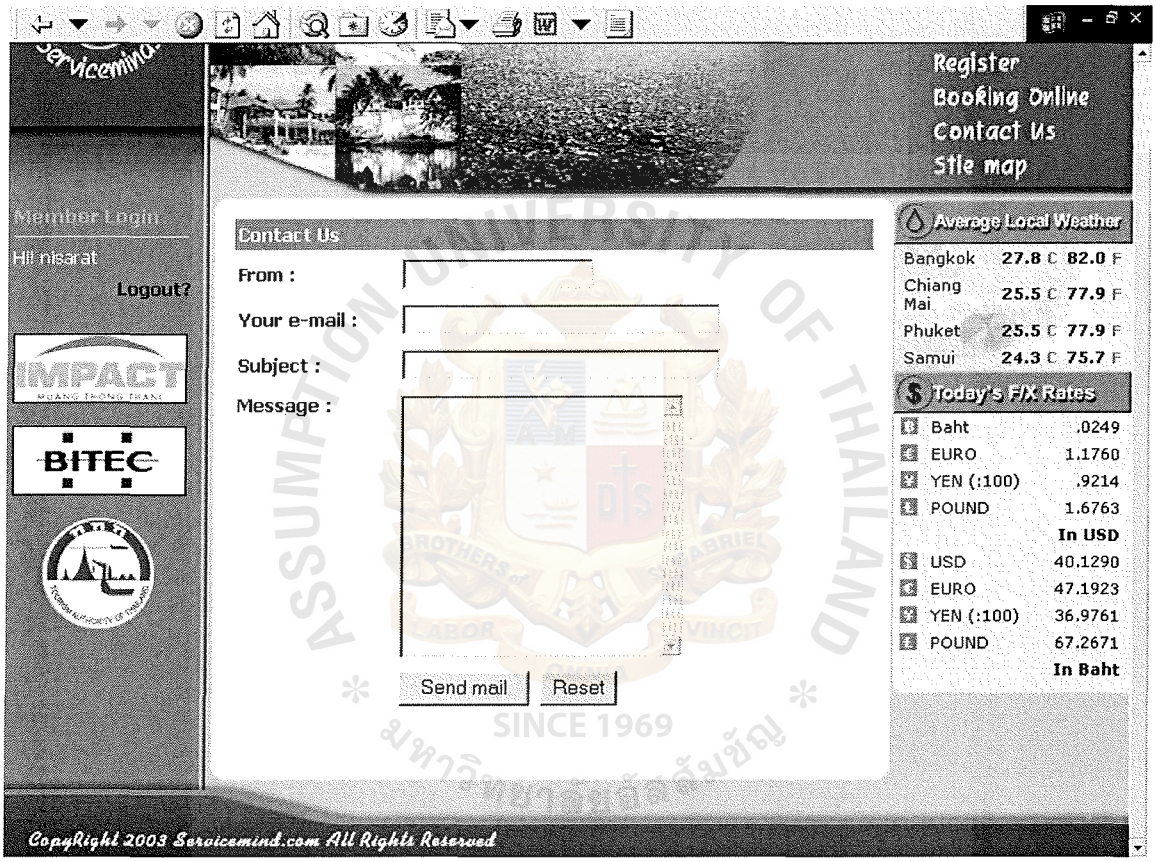

Figure 4.6. Contact us.

4.3 Page Layout

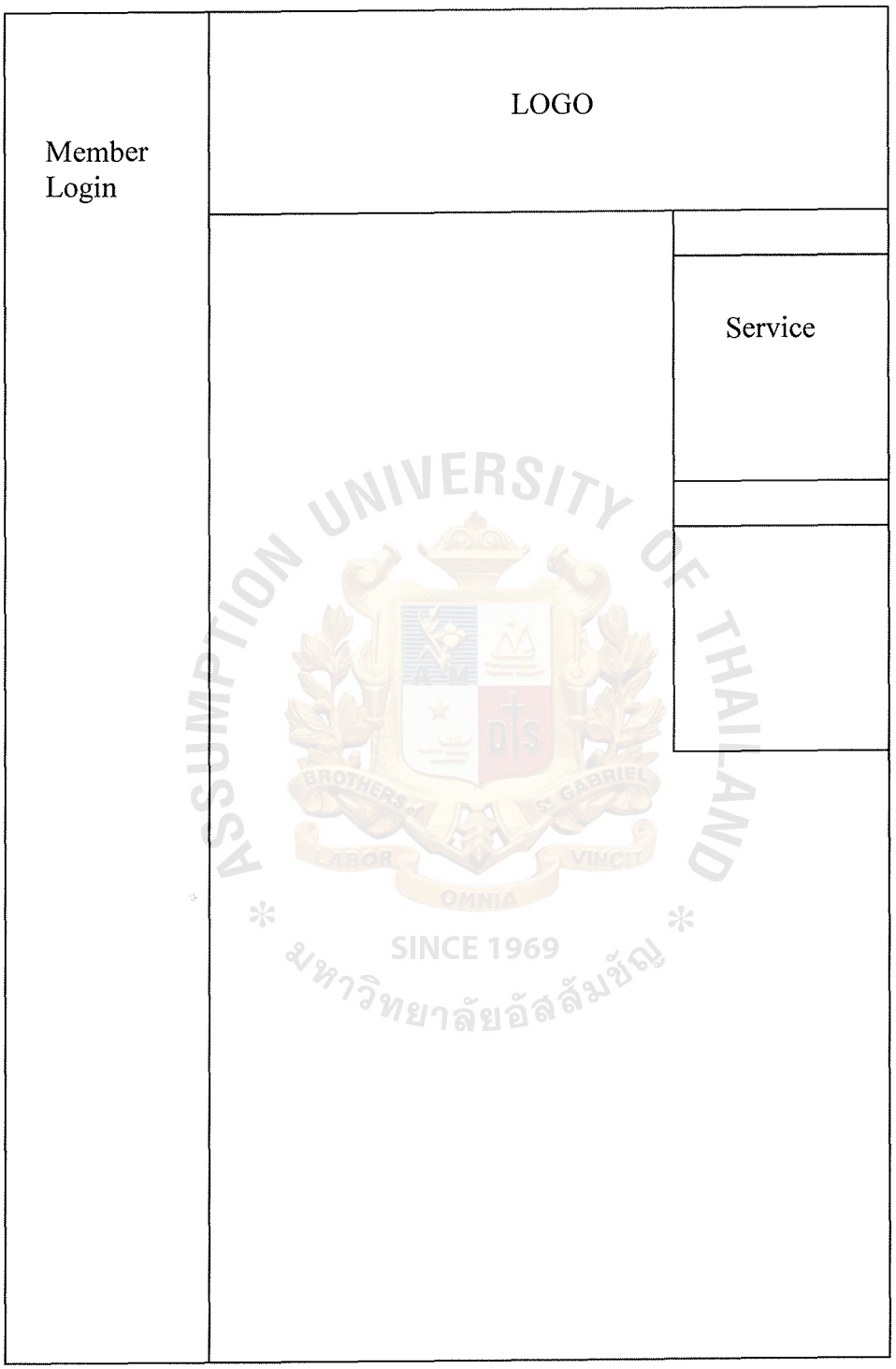

Figure 4.7. Page Layout.

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V. FINANCIAL ANALYSIS

5.1 Sales Forecast

For the purpose of our sales forecast, we are assuming that only one in five Will actually result in a reservation being booked. This is a very conservation estimate.

We expect there to be a steady building of clients coming from basically anywhere. However, the number of new inquiries generated by our promotional activity will also build up during the year, gradually overtaking inquiries from the repetitive customers. This is trend we expect to continue.

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5.2 Cost and benefit

Table 5.1. Cost of serviceminds.com.

Item	Item of Cost	Q'ty	Unit	Unit Price	Year 1
1	**Research and Development Cost**				
	- Preliminary Investigation	1	time	*20,000.00*	20,000.00
2	**Fixed Cost**				
	- Hardware Cost				
	File Server Double Processor	1	unit	*200,000.00*	200,000.00
	PCs Pentium IV	10	unit	*60,000.00*	600,000.00
	Printer	1	unit	*20,000.00*	
	Scanner (600 x 1200 dpi)	1	unit	*50,000.00*	
	- Software				
	Adobe Photoshop	10	unit	*8,000.00*	80,000.00
	Macromedia Dreaweaver4	10	unit	*5,000.00*	50,000.00
	Web Server	1	package	*180,000.00*	180,000.00
	Database Server	1	package	*150,000.00*	150,000.00
	- Furniture and Decoration	1	set up	*500,000.00*	500,000.00
	- Leased line and hosting installation	1	unit	*200,000.00*	200,000.00
	- Consulting For System Setup and Start	1	person	*120,000.00*	120,000.00
	- Miscellaneous	1	unit	*100,000.00*	100,000.00
3	**Operation Cost (Per year)**				
	- Hosting	12	month	*10,000.00*	120,000.00
	- Hardware repair and Maintenance	1	year	*200,000.00*	200,000.00
	- Administrator	12	mount	*50,000.00*	600,000.00

St. Gabriel's Library, Au

	- Advertising	12	mount	*12,000.00*	144,000.00
	- Miscellaneous	12	mount	*10,000.00*	120,000.00
4	**Total Cost in every year**				**3,384,000.00**

Table 5.2. Net Income of serviceminds.com.

Item	Income Statement	Year 1	Year 2	Year 3
1	Sales commission	2,200,000.00	2,200,000.00	2,200,000.00
2	Advertisement	120,000.00	120,000.00	120,000.00
3	Net income / year	**2,320,000.00**	**2,320,000.00**	**2,320,000.00**

5.3 Break - Even

Cost analysis is used to determine whether the project is economically feasible. Numerous approaches have been developed to measure the value of proposed project to an organization. For example, payback method, present value, internal rate of return, etc. At the online booking web site, the conventional payback method is used to justify the project. The assumption made in this project is that it will take to costs and benefits for the five-years.

Table 5.3. Financial analysis of service minds.com.

Item	Description	Year 1	Year 2	Year 3	Year 4	Year 5
1	Net income	2,320,000.00	2,320,000.00	2,320,000.00	2,320,000.00	2,320,000.00
2	Project cost	3,384,000.00	120,000.00	120,000.00	320,000.00	320,000.00
3	Gross profit	- 1,064,000.00	2,200,000.00	2,200,000.00	2,000,000.00	2,000,000.00
4	Pay back period	1.8379				
5	Net Present Value (I=12%)					
	- NPV cost	3,587,447.85				
	- NPV benefit	8,363,080.79				
	- Benefit / Cost ratio	2.33				
	Net Present Worth	4,775,632.94				

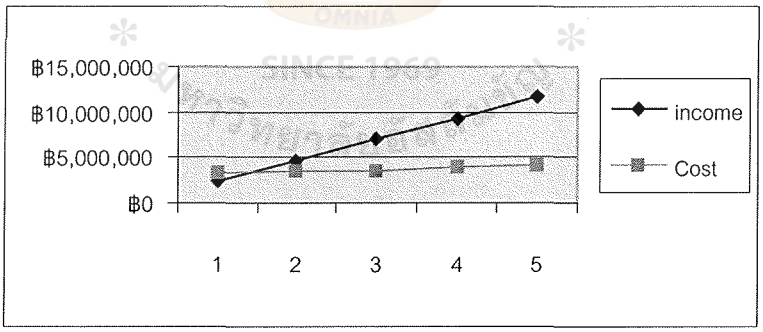

Figure 5.1. Break – Even of serviceminds.com.

5.4 Fund Required and Timing

We plan to make to major investments : one in website and database development and one in shop premises development. Website and database development this will cost THB 150,00.00 The database system is one of our key differentiators. It will allow us to offer superior service and ensure a high level of repeat business and referrals. The website is vital if we are to reach this wide and disparate global market. The group of potential clients we have chosen as our target market affluent, professional - are prime user of the Internet. Even those people in our locality will expect to be able to research our offers on the Internet before actually making a reservation. And shop premise development – this will cost us THB 250,000.00. We have to have the right tools. We can hardly expect them to deliver superior performance. If client see" amateur" remises, they will not be inspired to spend thousands of Baht and entrust their vacation plans to us.

Both these investments need to be made at the outset to ensure that the business creates the right impression from the start. We get only one chance to make a first impression.

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VI. CONCLUSION AND RECOMMENDATIONS

6.1 Conclusions

Nowadays, The people's way of living has changed a lot and computers have become a vital part of their lives. Comfort and time saving project are in great demand, and online booking service is the answer to saving the time and money. With a click you can reach anywhere and get anything in this world. It also assists the anther online booking service in their business opportunities. At the present, most people have to come to online booking to convenience and saving cost up to 30-70%.

The online system has many advantages and it also provides many benefits to the users, for sample :

(a) Give special discount for the member over the general customer.

(b) Temperature zone and Exchange rate.

For web prototype (www.servicemind.com), the project concerns about the front end that consists of the following components :

(1) Home

(2) Registration : to receive registration request from the new member.

(3) Booking : to take an online booking from customer.

(4) E-mail contact : to use electronic mail to communicate between www.serviceminds.com and customer.

6.2 Recommendations

Online booking is going to hit the chart of the people's heart and in the near future window shopping will be virtually extinct and Internet can also support supply chain management by linking company to supplier.

APPENDEX A

TENTATIVE SCHEHDULE OF SERVICEMINDS.COM

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APPENDEX B

PERCENTAGE OF PEOPLE OF PEOPLE USE THE SEARCH ENGINE.

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Table A.1. Tentative Schedule Plan for set up www.serviceminds.com.

Item	Task name	1-7	8-14	15-21	22-28	29-30	1-7	8-14	15-21	22-28	29-31	1-7	8-14	15-21	22-28	29-30	1-7	8-14	15-21	22-28	29-31
		September-03					October-03					November-03					December-03				
1	Part-1 of final Report																				
	Report Reserching State																				
	Meeting with Advisor																				
	Project's Reserching State																				
	Business Overview																				
	Strategies Planing																				
	Product Analysis																				
	Marketing Analysis																				
	Cost Analysis																				
	Business Research																				
	Target Market Research																				
	Set up website																				
	Site map of website																				
	Correct product information																				
	Design website																				
	Develop website																				
	Meeting with Advisor																				
	Evaluation																				
	Improvement website																				
	Meeting with Advisor																				
	Correct all information																				
2	Part-2 of Final Report																				
	writing full Report																				
	Meeting with Advisor to checking Grammar																				
	Final step of Project																				
	Final Project																				

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Table B.1. Percentage of people use the search engine to find the web site.

Year-Month	Google	Yahoo	MSN	Siamguru	Sanook	Altavista
2002-01	58.06%	14.57%	10.59%	6.09%	4.54%	3.12%
2002-02	58.63%	13.97%	10.66%	7.41%	2.63%	2.17%
2002-03	61.64%	13.87%	10.5%	6.88%	1.69%	1.68%
2002-04	62.18%	13.43%	10.26%	6.2%	1.59%	2.27%
2002-05	65.42%	13.21%	10.03%	5.42%	0.61%	2.05%
2002-06	65.08%	12.11%	10.68%	5.54%	1.25%	1.85%
2002-07	71.42%	9.57%	8.71%	4.81%	1.05%	1.58%
2002-08	73.8%	9.56%	7.68%	3.64%	0.64%	1.41%
2002-09	74.46%	7.72%	8.38%	3.44%	0.62%	1.46%
2002-10	61.39%	23.58%	7.63%	2.46%	0.24%	1.1%
2002-11	59.4%	25.73%	7.43%	2.51%	0.41%	0.7%
2002-12	50.66%	34.4%	6.78%	2.37%	0.65%	1.43%
2003-01	51.22%	32.89%	7.76%	2.08%	0.59%	1.85%
2003-02	51.47%	33.15%	8.03%	1.77%	0.61%	1.67%
2003-03	50.98%	33.13%	9.23%	1.23%	0.35%	1.65%
	48.23%	33.51%	8.53%	2.86%	2.16%	1.54%
2003-05	46.05%	34.46%	8.54%	3.02%	3.33%	1.5%
2003-06	44.97%	33.79%	8.56%	2.92%	5.14%	1.43%
2003-07	48.46%	32.66%	7.58%	2.62%	4.34%	1.3%
2003-08	49.82%	31.4%	7.48%	2.53%	4.52%	1.27%

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APPENDEX C

DATABASE DESIGN

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Table C.1. Database design for the Province south of Thailand.

ID	CITY
1	CHUMPHON
2	KRABI
3	NAKRON SRI
4	PHANG-NGA
5	RANONG
6	SONGKHLA
7	SURAT THANI
8	PHUKET

Table C.2. Database design for the Golf Club in south of Thailand.

ID	Course	City	Holes	Caddy	Weekdays	Weekends	pic
1	Blue Canyon Country Club	Phuket	18	200	100	115	
2	Banyan Tree Club & Laguna	Phuket	18	200	55	65	
3	Phuket Country Club	Phuket	18	200	30	60	
4	Loch Palm Golf Club	Phuket	18	200	60	60	
5	Thai Muang Beach Golf	Phuket	18	200	74	74	
6	Hat-Yai Resort & Golf Club	SongKha	18	200	10	20	
7	Southern Hills Golf & Country Club	Songkhla	18	200	30	50	

Table C.3. Database design for the Hotel in south of Thailand.

ID	City	Hotel	Price	Expire_ date	Pic	promoiton
1	CHUMPHON	Chumphon Cabana Resort & Diving Cennter	60	31/12/03		
2	KRABI	Andaman Holiday Resort	199	31/12/03		
3	KRABI	Andaman Lanta Resort	60	31/12/03		
4	KRABI	Ao Nang Villa	130	31/12/03		
5	KRABI	Emerald Resort Bungalow, The	75	31/12/03		
6	KRABI	Holiday Inn Resort Phi Phi	180	31/12/03		
7	KRABI	Krabi Resort	138	31/12/03		
8	KRABI	Lanta Island Resort	120	31/12/03		
9	KRABI	Pakasai Resort	185	31/12/03		
10	KRABI	Pavilion Queen's Bay Krabi	200	31/12/03		
11	KRABI	Phra Nang Inn	75	31/12/03		
12	KRABI	Pimalai Resort & Spa	420	31/12/03		
13	KRABI	P.P. Coral Resort	110	31/12/03		
14	KRABI	Rayavadee Premier Resort	1100	31/12/03		
15	KRABI	Royal Lanta	120	31/12/03		
16	KRABI	Sand Sea Resort	120	31/12/03		
17	KRABI	Southern Lanta Resort	80	31/12/03		
18	KRABI	Srilanta	140	31/12/03		
19	KRABI	Thai Village Resort, Krabi	400	31/12/03		
20	Nakron Sri	Khanom Golden Beach Hotel	100	31/12/03		

ID	City	Hotel	Price	Expire_ date	Pic	promoiton
21	PHANG-NGA	Khaolak Laguna Resort	125	31/12/03		
22	PHANG-NGA	Khao Lak Palm Beach Resort	150	31/12/03		
23	PHANG-NGA	Khao Lak Resort	125	31/12/03		
24	PHANG-NGA	Similana Resort	100	31/12/03		
25	Ranong	Jansom Beach Resort	38	31/12/03		
26	SONGKHLA	Asian Hotel	32	31/12/03		
27	SONGKHLA	Novotel Central Sukhontha, Hat Yai	82	31/12/03		
28	SURAT THANI	Aloha Resort	200	31/12/03		
29	SURAT THANI	Amari Palm Reef Resort	140	31/12/03		
30	SURAT THANI	Baan Hin Sai Resort	100	31/12/03		
31	SURAT THANI	Baan Samui Resort	80	31/12/03		
32	SURAT THANI	Banana Fan Sea Samui	100	31/12/03		
33	SURAT THANI	Beachcomber Hotel	120	31/12/03		
34	SURAT THANI	Blue Lagoon Hotel	100	31/12/03		
35	SURAT THANI	Central Samui Beach Resort	80	31/12/03		
36	SURAT THANI	Imperial Samui Hotel, The	150	31/12/03		
37	SURAT THANI	Jungle Park Resort	80	31/12/03		
38	SURAT THANI	Koh Nang Yuan Dive Resort	75	31/12/03		
39	SURAT THANI	Le Royal Meridien Baan Taling Ngam	120	31/12/03		
40	SURAT THANI	Muang Kulaypan Hotel	75	31/12/03		
41	SURAT THANI	Nara Garden Beach Resort	80	31/12/03		

ID	City	Hotel	Price	Expire_ date	Pic	promoiton
42	SURAT THANI	Panviman Resort	120	31/12/03		
43	SURAT THANI	Paradise Beach Resort	180	31/12/03		
44	SURAT THANI	Pavilion Resort, The	120	31/12/03		
45	SURAT THANI	Poppies Samui	100	31/12/03		
46	SURAT THANI	Samui Laguna Resort	150	31/12/03		

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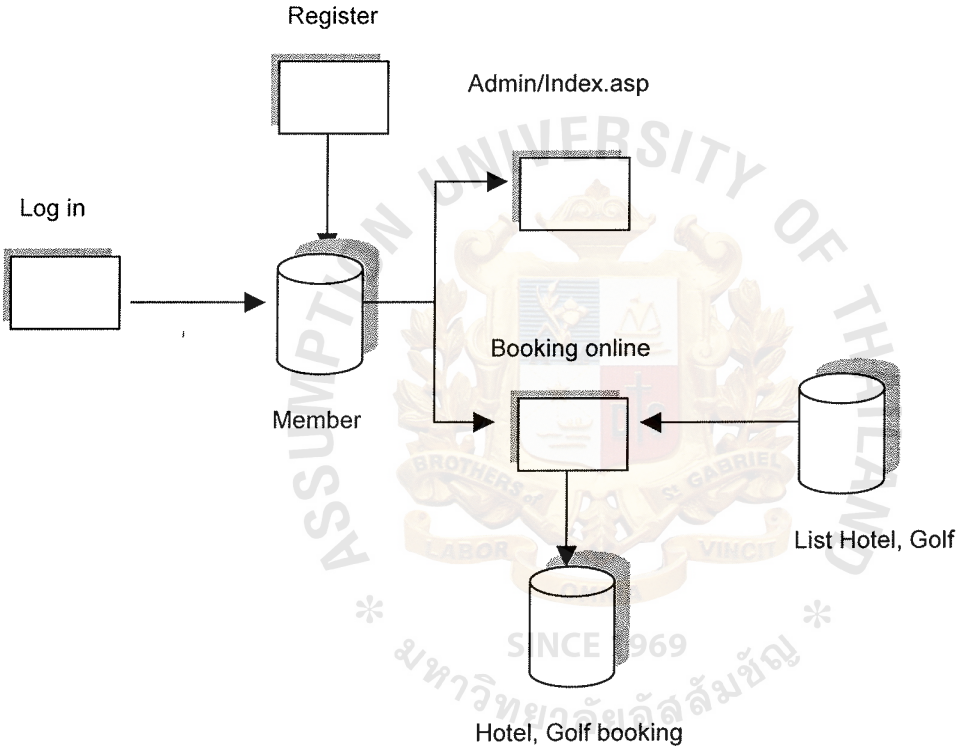

Figure C.1. Flow Chart of database.

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