



# A E-commerce Website for Brilliant Camera Equipment Company

by

Mr. Chia-hao Shen

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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Project Title            A E-commerce Website for Brilliant Camera Equipment  
Company

Name                     Mr. Chia-Hao Shen


Project Advisor         Dr. Saranyaphong Pramsane

Academic Year         March 2007

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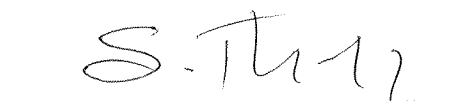
The Graduate School of Assumption University has approved this final report of the Three-credit course, IC 6997, E-Commerce Practicum submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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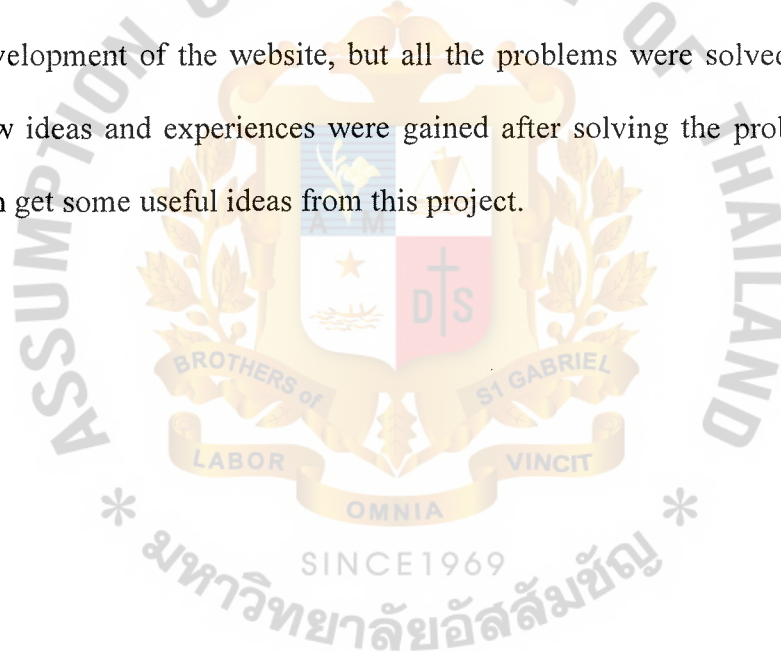
  
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## ABSTRACT

This is the Ms-IEC project which is the last project for IEC course. So it is the most functional and most skillful website. This case is a company website but it provides shopping cart function. So it looks like a cyber shop. The main objective of the website is to provide more functions in the website to satisfy more consumer needs. All the information for this project is real. The information used in this report are from interview with the company manager of Brilliant Company. This project is completed with Adobe dream weaver and flash program, and it includes 3 different script languages (JavaScript, PHP script and HTML language). A lot of problems occurred during the development of the website, but all the problems were solved one by one. And some new ideas and experiences were gained after solving the problems. I hope that people can get some useful ideas from this project.



## ACKNOWLEDGEMENTS

I have to thank many people who have directly or indirectly helped me without their help I will not be able to complete this project.

First, I have to thank my advisor Dr. Saranyaphong Pramsane for his advice and suggestion with out which I will not know how to do the project and understand the process of this IEC project.

Second, I have to thanks the all the professors who have taught me in this Ms IEC course. They have shared their knowledge and experience with me, so I learned a lot about designing website and doing online business.

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## **I. INTRODUCTION**

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

Nowadays computer and Internet are essential components for our live. Most people know how to use computer and Internet. And a big number of people have experience of doing online shopping already. We don't need to talk much about the change of buyer's behavior, because online shopping is part of peoples' daily life.

Most of the organizations already have an e-commerce web site or are planning to have one. Even the new starts up organizations/companies try to have an e-commerce at the beginning of the setup. Internet has some functions that attract organizations/companies to setup an e-commerce website. First Internet can promote a company or a product effectively. And it can help a company to be launched into the global market easily and it has time and cost advantage in order to operate a company.

The business that Brilliant does is import, export business. Brilliant import camera equipment into Thailand and distribute the equipments to retailer. Brilliant isn't a normal agent or distributor. Brilliant has its own brand. Brilliant has to make the sales and promote the brand, because brand can bring benefits to the company in the future.

Brilliant's new website will have 3 main functions. First, it can promote the company; Brilliant has to promote to the retailer and the final consumer at the same time. Second, the new website can increase the sales, Brilliant can provide new channel for sales and increase it through web promotion. Third, Brilliant's new website can support the business operation. Brilliant can simplify and speed up the operation via the Internet and the new website.

## 1.2 Objective

- (1) To support the existing company. (Internal external support)
- (2) To increase distribution channel.
- (3) To get competitive advantage.
- (4) To provide more service to consumer. (Overcome limitations of physical shop)
- (5) To promote the brand and company.
- (6) To gain brand awareness in the future.
- (7) To create consumer database for further usage.
- (8) Developing a website to distribute the products to both regional and global market and support the existing company.

## 1.3 Scope

- (1) A report with completes marketing analysis and market strategies
- (2) An e-commerce website includes some reasonable pages.
- (3) A reasonable database include product data and consumer data
- (4) Some relate information that is useful for the report.
- (5) Product information in detail.
- (5) A registration system for further usage.
- (6) Database system that supports the registration function.

## 1.4 Deliverables

- (1) A complete marketing research report.
- (2) An E-commerce website include some reasonable pages
- (3) Some useful information that relate to the project
- (4) Database that include the useful data. (Product, consumer & ordered data)

## 1.5 Project Plan

Table 1.1. Project Plan

|   |                       | Year 2007  |            |            |            |
|---|-----------------------|------------|------------|------------|------------|
|   |                       | <i>Jan</i> | <i>Feb</i> | <i>Mar</i> | <i>Apr</i> |
| 1 | Proposal submission   | *          |            |            |            |
| 2 | Information gathering | *          | *          |            |            |
| 3 | Marketing analysis    |            | *          |            |            |
| 4 | Web developing        |            | *          | *          |            |
| 5 | Web completion        |            |            | *          |            |
| 6 | Report submission     |            | *          |            |            |
| 7 | Presentation          |            |            | *          |            |
| 8 | Final report          |            |            |            | *          |

## II. LITERATURE REVIEW

### 2.1 Scripting Languages

(commonly called **scripting programming languages** or **script languages**) are computer programming languages that are typically interpreted and can be typed directly from a keyboard. Thus, scripts are often distinguished from *programs*, because programs are converted permanently into binary executable files (i.e., zeros and ones) before they are run. Scripts remain in their original form and are interpreted command-by-command each time they are run. Scripts were created to shorten the traditional edit-compile-link-run process. The name 'script' is derived from the written script of the performing arts, in which dialogue is set down to be interpreted by actors and actresses-the programs. Early script languages were often called *batch languages* or *job control languages*. Scripting languages can also be compiled, but because interpreters are simpler to write than compilers, they are interpreted more often than they are compiled. The term *scripting language* is not technical, though embedding and dependence on a larger system are usually criteria. In computer games, scripts extend game logic, tailoring the game engine to particular game data. Scripts also make applications programmable from within, so that repetitive tasks can be quickly automated. Of course, not every scripting system that grows beyond its original design and delegation acquires a new name. Full-blown in-game languages such as UnrealScript exist, and JavaScript is a very influential standard, supported by virtually every browser on the market. [11]



## 2.2 PHP & SQL

### PHP Scripts

#### 1. What Is PHP?

PHP is one of the easiest and most powerful scripting languages. PHP stands for Hypertext Preprocessor and is a server-side language. This means that the script is run on your web server, not on the user's browser, so you do not need to worry about compatibility issues. PHP is relatively new (compared to languages such as Perl (CGI) and Java) but is quickly becoming one of the most popular scripting languages on the internet.

#### 2. Why PHP?

You may be wondering why you should choose PHP over other languages such as Perl or even why you should learn a scripting language at all. I will deal with learning scripting languages first. Learning a scripting language, or even understanding one, can open up huge new possibilities for your website. Although you can download pre-made scripts from sites like Hot scripts, these will often contain advertising for the author or will not do exactly what you want. With an understanding of a scripting language you can easily edit these scripts to do what you want, or even create your own scripts. Using scripts on your website allows you to add many new 'interactive' features like feedback forms, guestbook, message boards, counters and even more advanced features like portal systems, content management, advertising managers etc. With these sorts of things on your website you will find that it gives a more professional image. As well as this, anyone wanting to work in the site development industry will find that it is much easier to get a job if they know a scripting language.

### 3. What Do I Need?

As mentioned earlier, PHP is a server-side scripting language. This means that, although your users will not need to install new software, your web host will need to have PHP set up on their server. It should be listed as part of your package but if you don't know if it is installed you can find out using the first script in this tutorial. If your server does not support PHP you can ask your web host to install it for you as it is free to download and install. If you need a low cost web host which supports PHP I would recommend Host Rocket.

### 4. Writing PHP

Writing PHP on your computer is actually very simple. You don't need any special software, except for a text editor (like Notepad in Windows). Run this and you are ready to write your first PHP script.

### 5. Declaring PHP

PHP scripts are always enclosed in between two PHP tags. This tells your server to parse the information between them as PHP. The three different forms are as follows:

1. → `<? PHP Code In Here`

`?>`

2. → `<? php PHP Code In Here`

`php?>`

3. → `<script language="php">`

PHP Code In Here

`</script>`

# SQL

## 1. Introduce SQL

SQL is a standard computer language for accessing and manipulating databases. SQL is an ANSI (American National Standards Institute) standard computer language for accessing and manipulating database systems. SQL statements are used to retrieve and update data in a database. SQL works with database programs like MS Access, DB2, Informix, MS SQL Server, Oracle, Sybase, etc.

Unfortunately, there are many different versions of the SQL language, but to be in compliance with the ANSI standard, they must support the same major keywords in a similar manner (such as SELECT, UPDATE, DELETE, INSERT, WHERE, and others). Note: Most of the SQL database programs also have their own proprietary extensions in addition to the SQL standard!

## 2. SQL Database Tables

A database most often contains one or more tables. Each table is identified by a name (e.g. "Customers" or "Orders"). Tables contain records (rows) with data.

Below is an example of a table called "Persons".

Table 2.1 Example Database table 1

| LastName  | FirstName | Address      | City      |
|-----------|-----------|--------------|-----------|
| Hansen    | Ola       | Timoteivn 10 | Sandnes   |
| Svendson  | Tove      | Borgvn 23    | Sandnes   |
| Pettersen | Kari      | Storgt 20    | Stavanger |

The table above contains three records (one for each person) and four columns (LastName, FirstName, Address, and City).

### 3. SQL Queries

With SQL, we can query a database and have a result set returned.

A query like this:

```
SELECT LastName FROM Persons
```

Figure 2.1 figure of a query

Gives a result set like this:

| LastName  |
|-----------|
| Hansen    |
| Svendson  |
| Pettersen |

Figure 2.2 figure of result set

Note: Some database systems require a semicolon at the end of the SQL statement. We don't use the semicolon in our tutorials.

### 4. SQL Data Manipulation Language (DML)

SQL (Structured Query Language) is syntax for executing queries. But the SQL language also includes syntax to update, insert, and delete records.

These query and update commands together, form the Data Manipulation Language (DML) part of SQL:

**SELECT** - extracts data from a database table

**UPDATE** - updates data in a database table

**DELETE** - deletes data from a database table

**INSERT INTO** - inserts new data into a database table

## 5. SQL Data Definition Language (DDL)

The Data Definition Language (DDL) part of SQL permits database tables to be created or deleted. We can also define indexes (keys), specify links between tables, and impose constraints between database tables.

The most important DDL statements in SQL are:

**CREATE TABLE** - creates a new database table

**ALTER TABLE** - alters (changes) a database table

**DROP TABLE** - deletes a database table

**CREATE INDEX** - creates an index (search key)

**DROP INDEX** - deletes an index





## 2.4 JavaScript

JavaScript is the Netscape-developed object scripting language used in millions of web pages and server applications worldwide. It is also the most popular scripting language on the internet. JavaScript is used in millions of Web pages to improve the design, validate forms, detect browsers, create cookies, and much more. Most of the people writing in JavaScript are not programmers. They lack the training and discipline to write good programs. JavaScript has so much expressive power that they are able to do useful things in it, anyway. This has given JavaScript a reputation of being strictly for the amateurs, that it is not suitable for professional programming. This is simply not the case. JavaScript has a syntactic similarity to Java, much as Java has to C. But it is no more a subset of Java than Java is a subset of C. It is better than Java in the applications that Java was originally intended for.

The *Java-* prefix suggests that JavaScript is somehow related to Java, that it is a subset or less capable version of Java. It seems that the name was intentionally selected to create confusion, and from confusion comes misunderstanding. JavaScript is not interpreted Java. Java is interpreted Java. JavaScript is a different language. The *-Script* suffix suggests that it is not a real programming language, that a scripting language is less than a programming language. But it is really a matter of specialization. Compared to C, JavaScript trades performance for expressive power and dynamism.

JavaScript can function as both a procedural and an object oriented language. Objects are created programmatically in JavaScript, by attaching methods and properties to otherwise empty objects at run time, as opposed to the syntactic class definitions common in compiled languages like C++ and Java. Once an object has been constructed it can be used as a blueprint (or prototype) for creating similar objects.

3235 e.1

No programming language is perfect. JavaScript has its share of design errors, such as the overloading of + to mean both addition and concatenation with type coercion, and the error-prone with statement should be avoided. The reserved word policies are much too strict. Semicolon insertion was a huge mistake, as was the notation for literal regular expressions. These mistakes have led to programming errors, and called the design of the language as a whole into question. Fortunately, many of these problems can be mitigated with a good lint program.



## 2.5 B2B and B2C E-Commerce Model

B2C: Business-To-Consumer. A transaction that occurs between a company and a consumer. The term may also describe a company that provides goods or services for consumers. B2C model's customers are large in number with similar wants, make small transactions that are large in number, products for them can generally be mass produced, value is often determined by customer perceptions, companies selling B2C focus on brands, the selling process is brief with retail strategies playing a vital role and the sales pitch is targeted at the end user.

B2B: Business-To-Business. A transaction that occurs between two companies. The term may also describe a company that provides goods or services for another company. B2B model's customers are small in number with different wants, transactions are large in value and small in number, buyers often require customized products; value is often determined by usage of the product, brand may not mean a lot, selling process is long and complex, retailing is rarely a factor and the targets may not be the products' end user.

B2B purchase decisions are often made by teams comprising an initiator, a user, a specified, an influencer and a buyer/approver. They will view input costs as commodities, the acquisition of which directly impacts on their profitability. If your web site makes business easier for your business partners and clients, they will more likely conduct more business with you and will use your web site more often. And if your web site is reducing your costs of doing business, you will increase profitability. We can get you there. Let us develop a B2B ecommerce web site solution for you that

will meet both your goals and your budget. B2B incentive or loyalty programs also need to be different, but that perhaps a completely different post. Suppose your business is already successful on its own. Now the web is here as a new marketing and sales channel. Doesn't it make sense to take advantage of the opportunity? An online business-to-consumer system is a powerful tool that enhances and facilitates sales of your company's products and services. That is where RioTech's B2C ecommerce practice can guide you in the right direction. [9]



### III. MARKETING ANALYSIS OF THE COMPANY

#### 3.1 Company Summary

|                     |   |
|---------------------|---|
| Company Name:       | Brilliant Camera Equipment Company  |
| Type of Business:   | Import exports business & Distribution camera products  |
| Type of Products:   | Digital Camera Accessories (flash light, Sensor, memory Card.)  |
| Business Establish: | Jan/2006  |
| Contact Person:     | Nelson Hou  |
| Office Address:     | 58/385 moo 11 Minburi Distric Minburi Sub District<br>Bangkok 10240 Thailand  |
| Current Market:     | Bangkok, Thailand   |
| Current Movement:   | Expanding new market from Bangkok area to other parts of Thailand. And setup web pages to increase the expanding speed. |

#### 3.2 Background of the Company

Brilliant is a new company in Thai market. The business consist importing flash and other camera accessories to sell in Thailand. Brilliant was established in early year 2006 with total investment of 5 million baht. Brilliant is an international company; the head office of Brilliant Company is in Singapore.

Bangkok, Thailand is Brilliant's first target region market. And Brilliant will spread the target market to other parts or cities of Thailand, the regions as Pataya, Ching Mai or Phuket area. For the further plan we will launch to other Southeast Asia countries to be our new market. And then launch to the global markets.



### **3.3 Situation Analysis**

#### **A. Nature of demand (Consumer Behavior)**

Before going to explain Brilliant's selling product "flash", we have to notice DSLR cameras. DSLR cameras are cameras that use high-requirement purpose. The users could be professional photographers or photography lovers. They would like to take picture in better quality. And flash is the most important subsidiary item of SLR and DSLR cameras.

The reason for buying a new flash is because of changing the new model of camera, upgrading the flash, the old flash is broken or the photographer needs special requirement for better function flash.

Online shopping is a new channel of buying camera equipment. The advantages of shopping via Internet is that it is open 24 hours and it contains more detailed information of products and easier for buyers to choose and compare items.

Camera or camera accessories buyers never buy the products in the first visit of at a shop. They will visit more shops or search more web pages to get more information and compare the prices. And the purchasing duration might be long, consumer might spend 1-2 weeks too make sure that they need the product or not, and choose the proper type or brand of flash. Then compare with other shops to make the final decision. The consumers may have brand loyalty for the camera and the subsidiary equipments as well. But in case, the price of loyalty brands' subsidiary equipment is too high, the consumer might choose another cheaper brand.

#### **B. Extend of demand**

Flash is a subsidiary equipment of SLR camera it can be used in both traditional SLR (single lens reflex) camera and DSLR (digital single lens reflex) camera. The

market is in a limited size. It never grows rapidly but it does not die out very fast too. In the future the DSLR camera's prices will decrease so the sale or demand will increase for sure. And the subsidiary product's demand will increase at the same time.

The market share of DSLR camera flash is related to the market share of DSLR camera. The DSLR cameras have two major brands, Canon and Nikon. They occupied almost 80% of SLR and DSLR camera market share. So the supporting equipment or flash should be able to match these two brands. Canon and Nikon have provided flashes that can support their own cameras hot shoes and there are few flash brands which provide suitable flash for Nikon and Canon Camera, such as Sigma, Yashica and Panasonic. The flash might cost from 2000 to 18000 depending on the functions and brand of flash.

And the acceptable prices for Thai consumers in first time purchasing zoom flash is around 4000-8000. Majority of the consumers buy the zoom flash at this price. If the prices are lower than this, consumers might have doubts about the functions and quality of the camera flash. But if the prices are higher than this, the consumers might hesitate to spend the money on flash or not, because it is not the most important equipment of taking pictures. So the trend of demand could be 25% for is below 3000 baht and 60% around 4000 to 8000 baht, and 10 % around 9000-13000 baht, and only 5% on higher than 13000 baht. The above trend is only suitable for zoom flash. For the studio flash, it is different and it is more expensive than zoom flash.

In this case, we better analyze the market based on a segmented basis, because DSLR camera market is a niche market. And different usage will have different requirements, so it is better to generate by small group because general idea might fail to photographer's sense and their sub cultures.

### **C. Nature of Competition**

In case Brilliant is a brand owner and distributor at the same time, retailers defined as corporate partners, not as competitors. The number of direct competitors is not much; it might be less than 20 companies. But sub competitor is a lot the Camera Company or Distributor agents in Thailand are our competitors. Sigma and Unomat could be our main competitors, it sell camera and equipment in similar price level. Canon and Nikon are Brilliant's competitors too but their price levels are different with Brilliant so the impact is lesser. On the other hand we are partly depend on these 2 companies's products so the sale of their camera can increase requiring brilliant's product "flash". Brilliant is a new brand in Thai market so the market share is very low. But we could occupy 10 -20 percent of total flash market in Bangkok area within 4 years.

### **D. Environmental climate**

For the economic part, Thai people's income has been increased recently and families that are able to buy cameras has increased also. For the technology trend, the camera market change from traditional film camera to digital camera, but it does not have an impact the flash market, because the technology makes the price of digital cameras increase or the price of DSLR cameras decrease. So more people will buy cameras that have hot shoes function. The tax policy has changed a lot. So the flash that are imported from China is not as expensive as before, so we can reduce the cost and sell to consumers at a cheaper price. For the social trend, in case of income increase. Thai people change their activity and hobby more. People think photography is a hobby.

### 3.4 Marketing Mix (4P) Analysis

#### 1. Product

The product That Brilliant Sell or distribute is Camera flash light and other accessories for camera. In case Brilliant is not a producer or manufacturer it doesn't invent new model of flashlight. Brilliant buy the existing products and put their own brand to sell. In case the flashlight is a niche market, Brilliant plans to change or increase more product line frequently. And Brilliant positioned itself at low price but good quantity. It has good quality because the source of the products comes form same OEM with the other famous brand. Brilliant is a new brand so it must set cheaper price to attract consumers, and increase the market share.

#### 2. Distribution

Brilliant import products from other countries and distribute in Bangkok area. The methods Brilliant use to distribute is to corporate with camera retailers Brilliant choose Bangkok area as the first target region, because Bangkok is the capital city of Thailand. Brilliant launch in big cities only it is like a jumping tactic; it jumps from one big city to another big city and skip the small towns; because people living in big cities have more ability to buy luxury goods. Multi channels will be the next distribution strategy, because online business is a good method to do business. And via Internet we can sell at cheaper price to final consumer directly.

Traditional Channel : Brilliant → Retailer shops → Consumer

Online Channel : Brilliant→ (Internet)→ Consumer

### **3. Promotion**

The majority promotion strategy for Brilliant is used in traditional selling market as personal selling. We provide high margin for the retailer or seller to make them have more incentive to sell Brilliant's products. Brilliant have been using other media to promote and increase brand awareness. Magazine, website, and activities are the tools that Brilliant uses to promote. The brilliant would like to tell consumers that they can get all they need in one place. In case Brilliant would like to provide cheaper selling price to consumers the budget for other promotions are limited.

### **4. Price**

Brilliant use below price strategy to attract consumers. Brilliant has leading price for the same level of products. Actually Brilliant doesn't set the final price for the products but Brilliant provides a range for retailers to consider and set the selling price. Brilliant gives high margins to retailers to make retailers prefer to sell Brilliant's products.



### 3.5 SWOT Analysis

#### 1. Strengths

- (1) Brilliant have a good source of products. Even though Brilliant doesn't have its own factory, the OEM that it corporate with is very good
- (2) Brilliant can get products at low cost and sell at cheaper price. (In same level of quality)
- (3) Brilliant has stable corporate retailer shops already. Foto hut is one of Brilliant business partners.
- (4) Brilliant has a good management team which can organize the sale and minimize the stocks, and avoid dead stocks.

#### 2. Weakness

- (1) The brand brilliant is not well known. It will decrease the awareness to buy our products.
- (2) Longer lead time for an order. Brilliant set efficiency as the main strategy. Otherwise consumers have to wait for a longer time.
- (3) The company budget is limited, compared to other flash companies

### 3. Opportunities

- (1) The price of main product DSLR camera has decreased, so the demand will increase, and the demand of accessory products will increase too.
- (2) Technology development
- (3) Economic and social structure change of Thailand has made it possible for more people to purchase cameras.
- (4) Tax barrier between Thailand and other countries for this kind of product are decrease.
- (5) Change of life style makes people see Photography as a hobby or taking pictures as a part of daily life.

### 4. Threats

- (1) Competitors for both distributor and brand has increased.
- (2) Consumer demand and preference change. (They might buy light and flash support camera)
- (3) Technology has improved so cost reduce and competitors can provide low price too.
- (4) New technology develops fast. It will make shorter product life and product will die out faster.

### **3.6 Online CDV Analysis**

This is a redesign case. We have to analysis the existing website to create a better website.

#### **A. Total Consumer Value**

##### **1. Product Value**

Camera flash could be counted as a high tech product. Flash can not be use alone. It has to be used with camera. So the value depends on how it can support the camera. For example, if someone doesn't have a camera, then the flash is useless for him.

##### **2. Service value**

The existing website provides the product category and information research. Consumers or retailers can get the information they need. But it is still functionless; it doesn't have any other useful function.

##### **3. Image value**

Brilliant isn't well known yet. Brilliant corporates with some well known retailers, such as Foto hut to get more awareness. And Brilliant has a good management team to operate the company.

##### **4. Personal value**

Brilliant doesn't invite well-known people to be their representatives. But they would like to ask some knowledge are person or experienced person to share their ideas for Brilliant products.

## **B. Total customer Cost**

### **1. Monetary Cost**

Compare the price with the quality of the product whether it is very reasonable or low. And consumers have to spend telephone & internet fees in order to complete a purchase.

### **2. Time Cost**

The consumers have to spend time on open web pages and search information, and then go to the retailer shops to buy our product, or call us the make an order.

If the consumers search in the evenings or at weekends, they have to wait until the opening hours of the company.

### **3. Energy Cost**

Consumers have to search web pages and note it down one by one and make sure they don't miss any information when making a purchase.

### **4. Psychic Cost**

Consumers don't believe in the product of unknown brand. and they worry about the after sale service.

### **3.7 Market Segment Analysis**

Brilliant divide the market according to the three major segments, demographic, geographic and behavioral. The market segmentation can help the company to target and promote to the right consumers.

#### **1. Demographics:**

Brilliant camera equipment company sell products to the retailers in big volume, Brilliant doesn't have direct sale to final consumers. The product that brilliant sell is suitable for the adults who are in social class of B or higher. They should have higher income in order to offer this luxury product like camera and flash. The majority of buyers would be men.

#### **2. Geographic:**

Brilliant is doing business around the world and the first target market area in Thailand is Bangkok, because Bangkok is the capital city of Thailand. The economic, information gaining and transportation is suitable for a company to first launch in Thai market. Brilliant will spread the markets to other cities of Thailand.

#### **3. Behavioral:**

Digital camera is a popular product for this generation. Almost everybody has a digital camera. But camera flash could count as a professional tool not every camera owner needs it. Camera flash is for higher requirement photographic usage. (Normally camera provides internal flash with less ability). The persons such as news reporters, photographers and photography lovers are the niche market members.



## IV. MARKET STRATEGIES DECISION

### 4.1 Target Market Segments Identified

**Segment 1** – hobby and individual user

Age: 25-65

Gender: majority-males

Income: white collar worker. Higher income

Social status: B+ and higher

Life style: Photography as a hobby and like to take pictures and able to buy expensive camera equipment.

**Segment 2** – professional photographers (news reporter or studio worker)

Age: 22-45

Gender: male

Income: 12000-20000 baht

Social status: B to B+

Life style: They need a camera and a flash due to their work or business. So they have to buy or change new flash if the previous one is damaged. They know a lot of camera equipment. They will choose good but cheap equipment to use.

## **4.2 Market Strategies**

### **1. Product**

Brilliant keeps import useful camera accessories to satisfy consumer's need for the photographic activities. Brilliant has increase the product line for the company to grow, because camera flash is a niche market and demand is limited. Brilliant have to add more products on product categories to increase the businesses in Thailand.

### **2. Price**

Brilliant could keep using the below price strategy to attract consumers and gain more market shares, until brilliant gets enough market shares and awareness from consumers.

### **3. Promotion**

Brilliant could use Internet to promote the company, because online promotion is much cheaper than other kinds of media. The online promotions could banner, link from the portal website, keyword search or advertise.

### **4. Distribution**

Brilliant is distributor so the distribution is the most important task we have to care. Brilliant could have a functional website to support the supply chain system, such as simplify the order action. And brilliant can have its own cyber shop to increase the distribution channels, and make direct sales to final consumer at a cheaper price.

#### 4.3 Increase CDV of the Website

- (1) Provide more functions in the website to service and satisfy consumer's need.
- (2) Provide after sale service and guarantee to gain trust from consumers.
- (3) Provide online direct sale to lower the selling price.
- (4) Provide discount for consumers if they buy in big volumes. (It could be the wholesale price.)
- (5) Using SSL to make the website safe.
- (6) To prove the safety of consumer information.
- (7) Provide item change service, if the damage is caused from brilliant side.
- (8) Use visual element to make consumers believe the reliability of Brilliant.  
(Beauty of the website)
- (9) Provide the digital brochure of Brilliant products for retailers to download and use during the sale.

## **V. WEB DESIGN & DEVELOPMENT**

### **5.1 Functions of New Website**

#### **1. Administration**

This part is designed for the website operator to manage the website. It can add or delete the selling products and update the news and events. Also organize the consumer information and check consumers order.

#### **2. Information**

This is the basic function that we would like to provide to visitors. We can provide the visitors with Brilliant basic information and contact method and news of Brilliant. And other information related to the Brilliant.

#### **3. Product information**

Product information provides all the information in our product categories. It will show all the information in detail. These functions will make consumers have deeper understanding about our products.

#### **4. Downloads (Brochure or Manual)**

This function is designed to support retailers, because some sales might need advertising or brochure during personal sale. We can provide advertising in digital format for retailers, and they can print it out. It can save more time and speed up the business. And we might provide the product manual to consumers. If they lost the original one, they can download from the website and print it out.

## **5. Shopping Cart**

This function provides visitors to do online shopping. It is linked to the database and the shopping process is very safe.

## **6. E-mail**

We provide e-mail link to consumers then they can easily process the mailing action with one click.

## **7. Payment**

The payment systems that Brilliant use now is pay by check or transfer by bank. Or pay by cash to the deliver after they get the consumer gets the products. But now We are going to provide the online payment in order to make the process of buying easier. It can save time and energy for the consumer doing online shopping.

## **8. Database**

The database will store all the product information, consumer information and record the purchase history and keep all the necessary data in the data warehouse.



## **5.2 Text Contain of New Web Pages**

### **1. Main page**

About us | News& Event | Product Category| Suggestion | Contact us

### **2. About us**

Brilliant is an International camera equipment import export company. We distribute suitable products to the right region. Our main idea is to provide consumers with cheap and good quality product.

Since the company started up we use the brand name Brilliant to create a reliable camera brand for consumers. Brilliant's corporate retailers are more than 100. The well known retailer shop like Foto hut is one of our business partners. We hope to co-operate with more retailers and able to spread our products wider and faster to make the consumers get our product easily.

### **3. News & Events**

Events 2006,

Visit us at Booth Number D37 from 8/12/2006 - 11/12/2006, 10:30 - 21:00,

Photokina 2006, Visit us at Photokina 2006 Cologne, from 26/09/2006 - 01/10/2006,

Germany in Hall 7 Stand E60

### **4. Product categories**

Flash, video light, micro ring light studio flash light kit, accessories, new category coming soon.

## 5. Suggestion

Name, E-mail and suggestion.

## 6. Contact us

Contact Information

Contact person: Mr.Nelson

Office Phone No.: 02-918 7076

Fax No.:02 918 5020

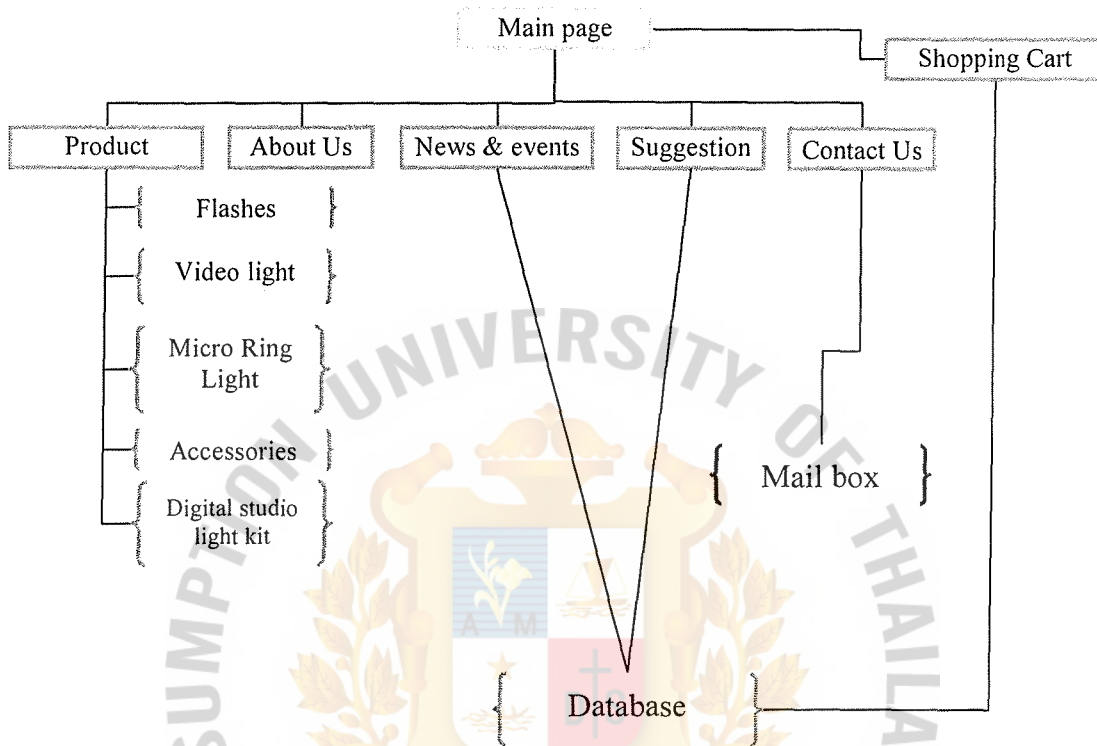
E-mail: brilliantsg@yahoo.com

Address: 58/385moo 11Minburi Distric MinBuri Sub Distric Bangkok 10240 Thailand.



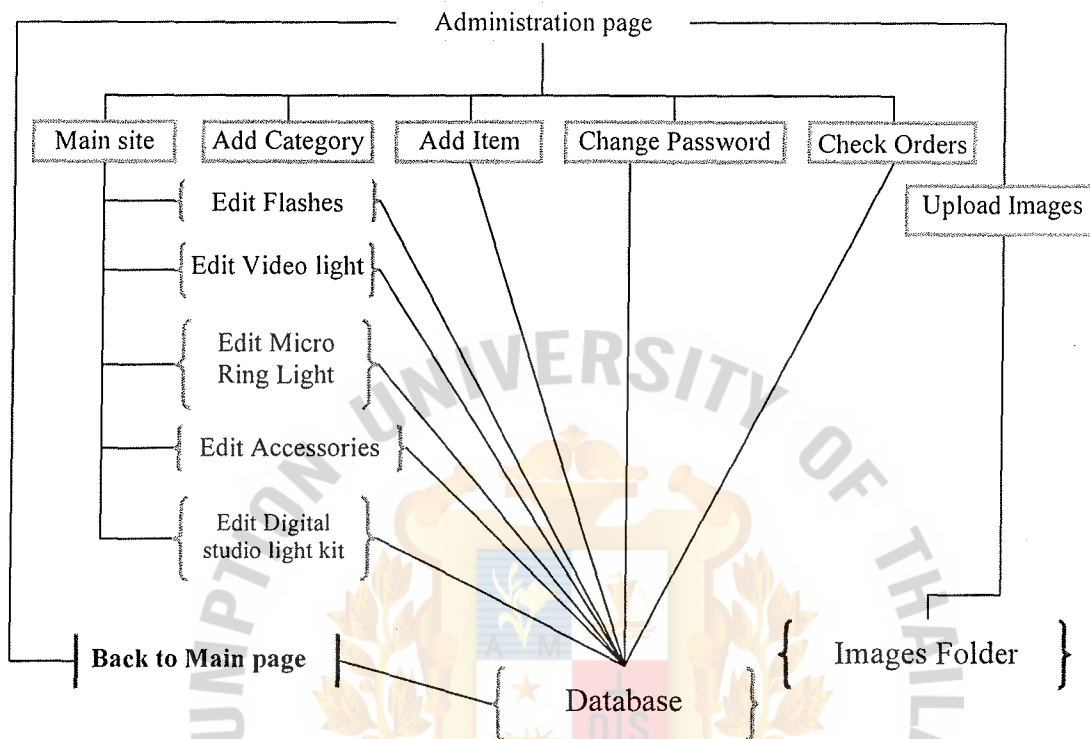
### 5.3 Site Structure

Figure 5.1 User Site Map



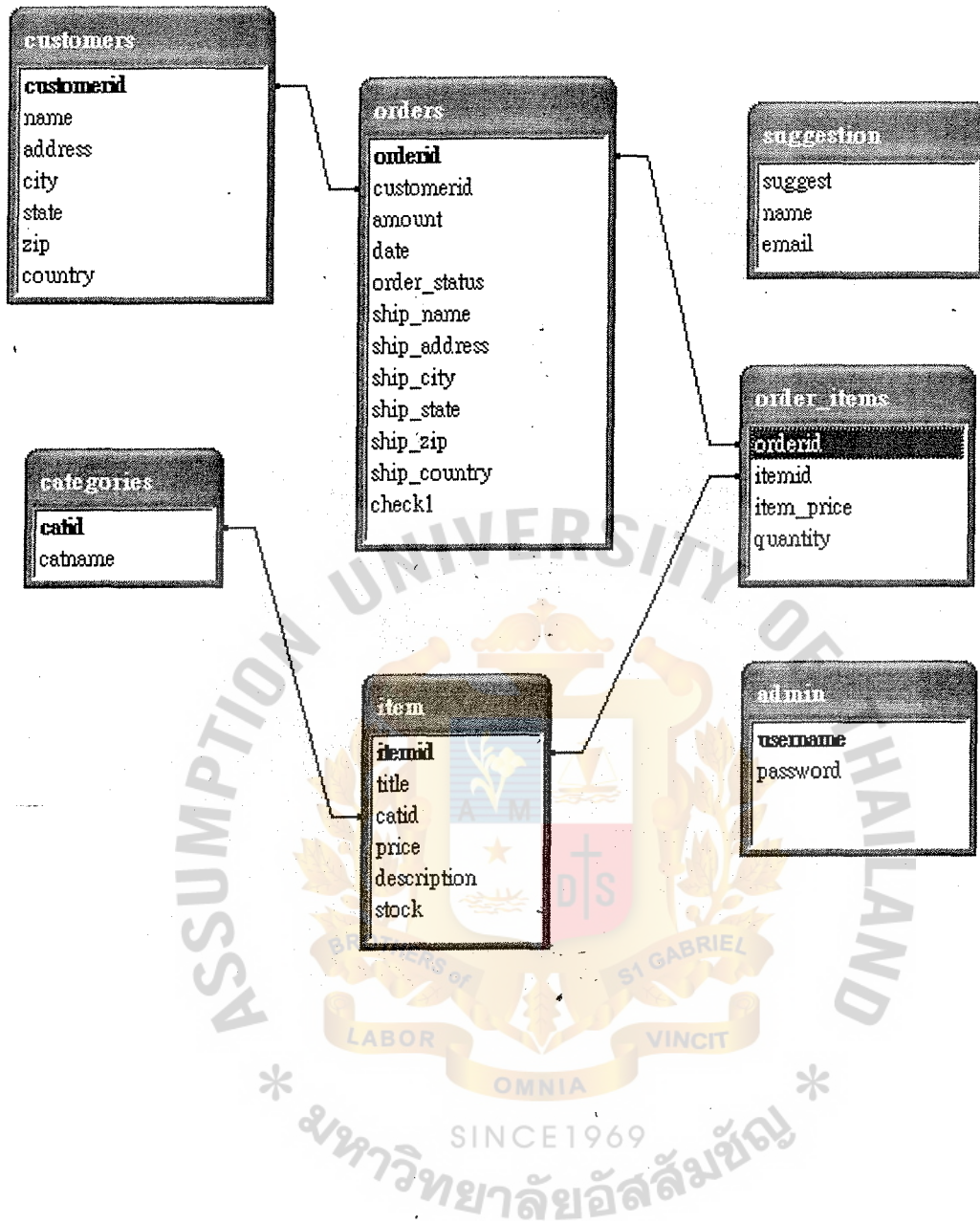
Visitors the website will first see the main page and they can surf other pages through the main page. The website has 5 basic topic pages. About us, news & events, suggestions, contact us and product categories page. And the main function of shopping cart is connectable to main page. Some of that page will link to the database and saved. The contact us page provides E-mail link, so it will connect to the mail box that the operator has setup.

Figure 5.2 Back Office Site Map



Operators first enter the administration page and he can see the selection button and navigation. And the operator can surf choosing the entire function page to do some modification to the website. For example operator can add new categories and items and upload the necessary images to server. The operator can enter the go to main site page to check out the results of the edition, and edit further. All the changes will be sent to the database and saves as a data. If operator finishes the change he can click the logout button to go back to main page.

Figure 5.3 database relation structures





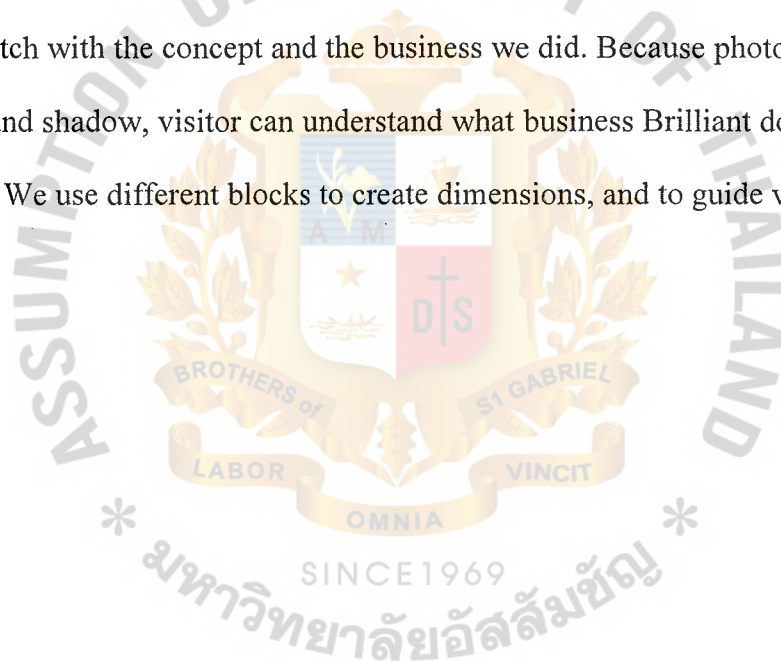
## 5.4 Visual Design

**1. Concept:** brighten your life

**2. Mood & Tone:** Professional, Reliable, Simple

**3. Description:** The concepts brighten your life comes from the idea of brand name brilliant and the business we do. Brilliant sell flash to light up or brighten the object. And the corporate color of the company is navy and white. This website will follow the company's corporate color.

The website use white background to show the simple and reliable feeling and visitors can read the texts easily. The elements in the web page are blocks and shadows. It follows the match with the concept and the business we did. Because photography is the game of light and shadow, visitor can understand what business Brilliant do at first sight of the website. We use different blocks to create dimensions, and to guide visitors.



## 5.5 Draft of Web Pages

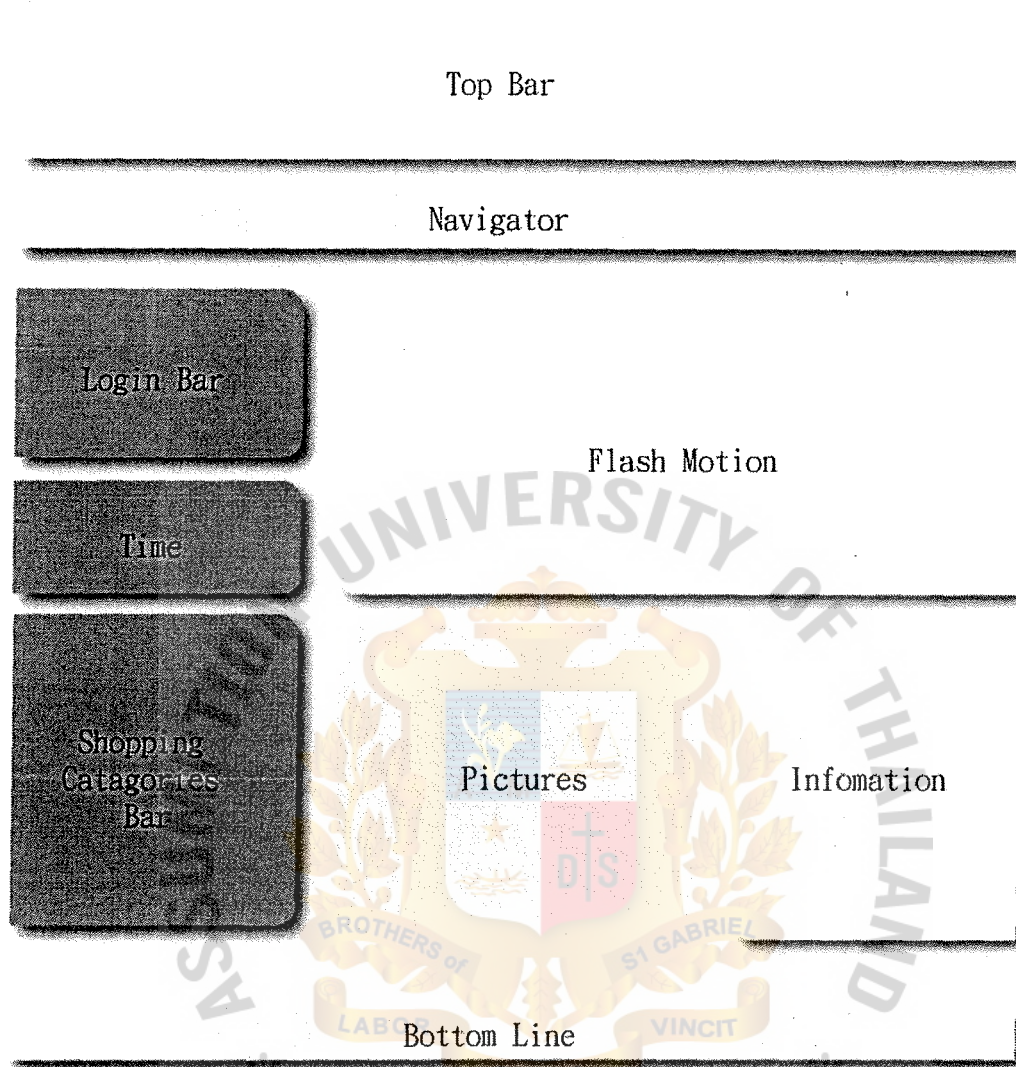



Figure 5.4 Web pages lay out

The lay out of this web site is similar to other consumer website. it is horizontal navigation bar at top. And it has header at top and footer at the end of the bottom. And the left side is operating area. Visitor can login or do the do the online shopping with this part and the right side is play to show the information. It has flash motion, pictures and texts.



visitors

123456789

Pressing Times 10:00 AM

- **ကုမ္ပဏီတစ်ခု၏**  
ကုမ္ပဏီတစ်ခု၏အသေးစား  
ကုမ္ပဏီတစ်ခု
- **ကုမ္ပဏီတစ်ခု၏**  
ကုမ္ပဏီတစ်ခု၏အသေးစား  
ကုမ္ပဏီတစ်ခု
- **ကုမ္ပဏီတစ်ခု၏**  
ကုမ္ပဏီတစ်ခု၏အသေးစား  
ကုမ္ပဏီတစ်ခု
- **ကုမ္ပဏီတစ်ခု၏**  
ကုမ္ပဏီတစ်ခု၏အသေးစား  
ကုမ္ပဏီတစ်ခု

[illegible]

### Figure 5.5 Graphic Sketch

The basic color of this website is white and black. And all the information or functions locate on grey blocks and the shadow under the block. it can present the feeling of dimension. And it is match to the concept of the photographic. Photographic is Game of light and shadows. And the blue color is the corporate color for the brilliant company.

## **5.6 Implementation**

### **Domain Name**

For online business we need a domain name. Brilliant already has a website and it has an existing domain name too. So we don't need to register a new one. The domain name is [www.brilliant.com.sg](http://www.brilliant.com.sg)

### **Hardware**

The hardware we need is a computer and internet access tools. Brilliant doesn't setup its own server, because it will cost more operation fee.

### **Software**

Brilliant doesn't need to extend its web development software. It just needs an operation system and web browser to operate online, because brilliant doesn't need to add or drop items via those programs.

### **Back office**

The back office that Brilliant can mix with is the existing office. It is not a problem to import online service with existing office operation.

### **Payment system**

Brilliant has to contact with the Banks to ask for online security payment service that the banks provide, the same as other online cyber shops that are using the service now.

We will contact the popular banks first, in order to get trust from consumers. The bank might be the Bank of Ayudhya or Kasikorn Bank.



## VI. FINANCIAL ANALYSIS & FORECASTING

### 6.1 Development & Operation Cost

Table 6.1 the cost prediction for Brilliant Website

|                             | Years          |                |                 |                 |
|-----------------------------|----------------|----------------|-----------------|-----------------|
|                             | 1              | 2              | 3               | 4               |
| Setup Cost                  |                |                |                 |                 |
| Web development             | 25000          | 1500           | 1500            | 1500            |
| Hardware                    | 35000          | 5000           | 5000            | 5000            |
| Software                    | 12000          | 0              | 0               | 0               |
| Implementation              | 16000          | 10000          | 10000           | 10000           |
| Expansive Utility           | 10000          | 10000          | 10000           | 10000           |
| Expansive Maintenance       | 5000           | 5000           | 5000            | 5000            |
| Expansive Facility          | 8000           | 0              | 0               | 0               |
| <b>Total Fix Cost</b>       | <b>111000</b>  | <b>31500</b>   | <b>31500</b>    | <b>31500</b>    |
| Expansive Cost              |                |                |                 |                 |
| Expansive Salary            | 200000         | 205000         | 210000          | 215000          |
| Expansive Variable Cost     | 90720          | 275184         | 504000          | 580000          |
| <b>Total Expansive Cost</b> | <b>290720</b>  | <b>480184</b>  | <b>714000</b>   | <b>795000</b>   |
| Exist Cost                  |                |                |                 |                 |
| Exist Spend                 | 400000         | 400000         | 400000          | 400000          |
| Exist Salary                | 300000         | 305000         | 310000          | 315000          |
| Exist Variable Cost         | 1800000        | 2100000        | 2500000         | 2900000         |
| <b>Total Exist Cost</b>     | <b>2500000</b> | <b>2805000</b> | <b>3210000</b>  | <b>3615000</b>  |
| <b>Total Cost</b>           | <b>2901720</b> | <b>3318864</b> | <b>3955500</b>  | <b>4725000</b>  |
| <b>Cumulative Cost</b>      | <b>2901720</b> | <b>6218404</b> | <b>10173904</b> | <b>10646404</b> |



## 6.2 Breakeven

In case Brilliant has an offline system already, it will be more difficult to analyze the clear profit from the website. Consumer might visit the website and order the sales or the old consumers change the purchasing method to online ordering. So we have generated the overall income of the company. But we can make sure the website can bring benefits to the company. We can briefly generate the breakeven point of the website. Brilliant can cover the expenses around third year.

Table 6.2 Total revenue derived from physical and website

| Year | Total income of Existing Physical Store | Total income with website (Maximum 20%) | Total Benefit From website (7.5% increase each year) |
|------|---|---|--|
| 1    | 3240000                                 | 3402000                                 | (5%)162000   |
| 2    | 3780000                                 | 4271400                                 | (13%)491400  |
| 3    | 4500000                                 | 5400000                                 | (20%)900000  |
| 4    | 5220000                                 | 6264000                                 | (20%)1044000   |

Brilliant's income come from selling camera equipment and we don't expect to earn benefit by provide online advertising service. For example we don't provide the webpage's space to put other company's adverting. So the all income comes from selling products and we expect that the first year we can get 5 percent of total income by online shop. And the second year around 13 percent and we suppose that the third year and the following year will be around 20 percent of total income will come from online shop. The variable cost is the price that we buy items from Brilliant corporate company and we markup 80% of the original price as our selling price.

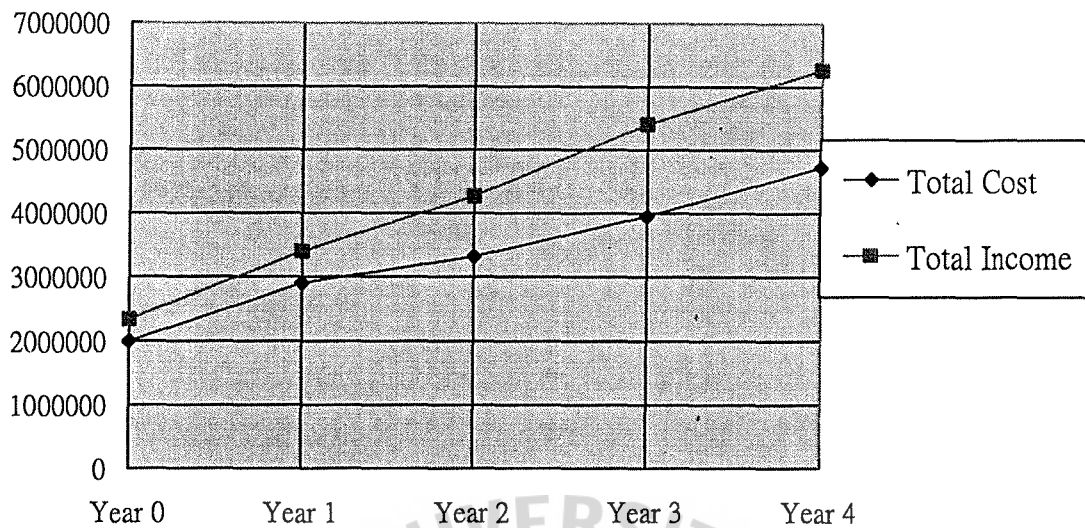


Figure 6.1 Total Cost and total Income

The points at year 0 means the company operates before the website was setup. It has stable profit. And in year 1 the margin of cost and income is still small, because we spend money on the website and the income hasn't increased at the same time. But in the following years the effects of the website shows the margin of revenue has increased

Table 6.3 Cumulative Cost and Cumulative Revenue from the Website

| Year     | Total Cumulative Cost | Total Cumulative Revenue |
|----------|-----------------------|--------------------------|
| <b>1</b> | <b>401720</b>         | <b>162000</b>            |
| <b>2</b> | <b>913400</b>         | <b>653400</b>            |
| <b>3</b> | <b>1658900</b>        | <b>1553400</b>           |
| <b>4</b> | <b>2485400</b>        | <b>2597400</b>           |

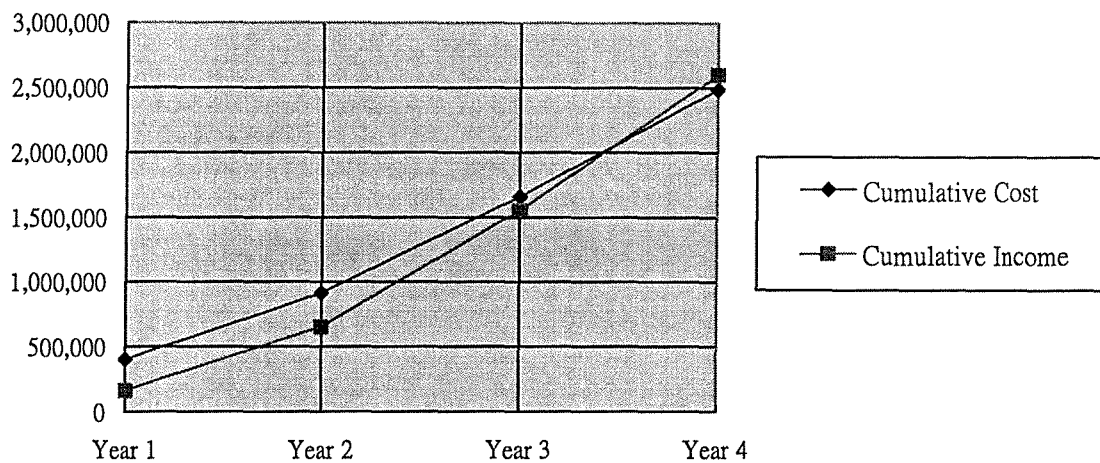


Figure 6.2 the breakeven analysis for online system

This figure is online cumulative cost and income and breakeven point analysis. The number of cost and income are come from the previous table. Table 6.1 shows the cost of each year. And table 6.3 shows the cumulative income of the online shop. The gap between cost and income is getting small in first 3 years. And the revenue can cover the cost around 3<sup>rd</sup> to 4<sup>th</sup> year. So the real revenue will come after the year 4.

## **. VII. CONCLUSION & RECOMMENDATIONS**

### **7.1 Conclusions**

The Brilliant new website is partly finished. It can operate the basic function of a website and some advance function such as shopping cart. But a good website never has the day that completely finishes, because a good website must keep developing and provide new functions to satisfy visitors.

A website development and design need to complete a lot of tasks. First step is to know what the background is for this website's company and make the marketing analysis to define the conditions of the market. If we want to defeat the competitors we have to know the enemy and ourselves. And we can launch to the right target market to gain maximum benefits at minimum cost, and we have to define the market strategies for the website. Second step is the design part. It includes component, functions, site content, site structure, visual designs and database design. Then the third step of implementation includes the setup of hardware and software use, and back office management and website testing. Then we can analyze the financial setup of the website, and generate the breakeven. And the company can manage the budget and revenue, it should get each year. This is all the process to create a website.

After all the processes are done or partly finish, we have to think of the way to promote the website. Before we have a website, we only think of have a website to promote the company. But this is the process that the consumers will first know about the product or brand. At this time we have to change the promotion strategy. We have to promote the website first if more and more people visit Brilliant's website. We can have more chance be successful business by selling Brilliant's products. If Brilliant website is visited by more people we can have chance to do business with other companies. It is benefited to upstream and downstream business partner.



The methods that we can use to promote Brilliant's website could be the keyword, web advertising, banner or mailing. Promoting the website is necessary. If we don't promote it, nobody will know the Brilliant Website. And the website cannot perform at its maximum abilities. The website or internet is another way to connect to the consumers or new business partner.

Brilliant could be a successful distributor, if we can be an agent for other companies. Then we can expand the product line and introduce more product categories. I-mobile is one of our good models. They sell their own brand and distribute to other brands too. We can copy the structure in the future.





## 7.2 Recommendations

Brilliant's new website is just the starting point of the online business; we can develop and do much more after the website is completed. The following lists are the recommendations for Brilliant.com

- (1) Brilliant should keep building the registration system to provide warranty and complete after sale service, and monitor the consumers.
- (2) Design a stock check system to make sure of the stock in each retailer shops.  
(Brilliant's salespersons can contact retailers and tell them the stock is getting low, and ask them if they like to refill the items)
- (3) Brilliant should find other brands' advantages to become a brand leader.
- (4) Provide more functions of website to get consumers retention. The function could be chat room, blog or message block, to provide a place for consumers to make them share information and experience, or ask questions.
- (5) Brilliant could provide more promotion to final consumers; for example, free transport fee or discount for multi purchase.
- (6) Brilliant can provide service center to answer consumer problems. It could be by telephone or online service center.
- (7) Brilliant can change their company positioning to become a professional camera equipment agent in Thailand, and Brilliant will become the agent of the brands. Then we can get more advantages. For example, it is a double warranty for consumers if they can have a warranty from camera equipment's company and warranty from Brilliant. By this way, consumers will like to buy products from us.



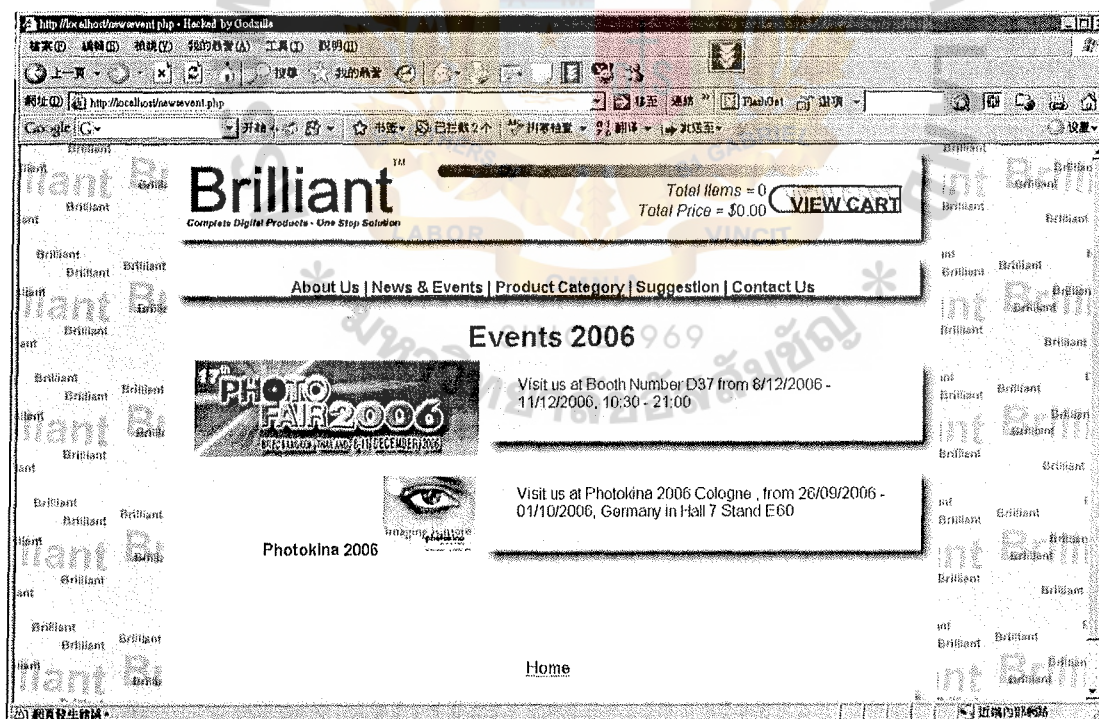
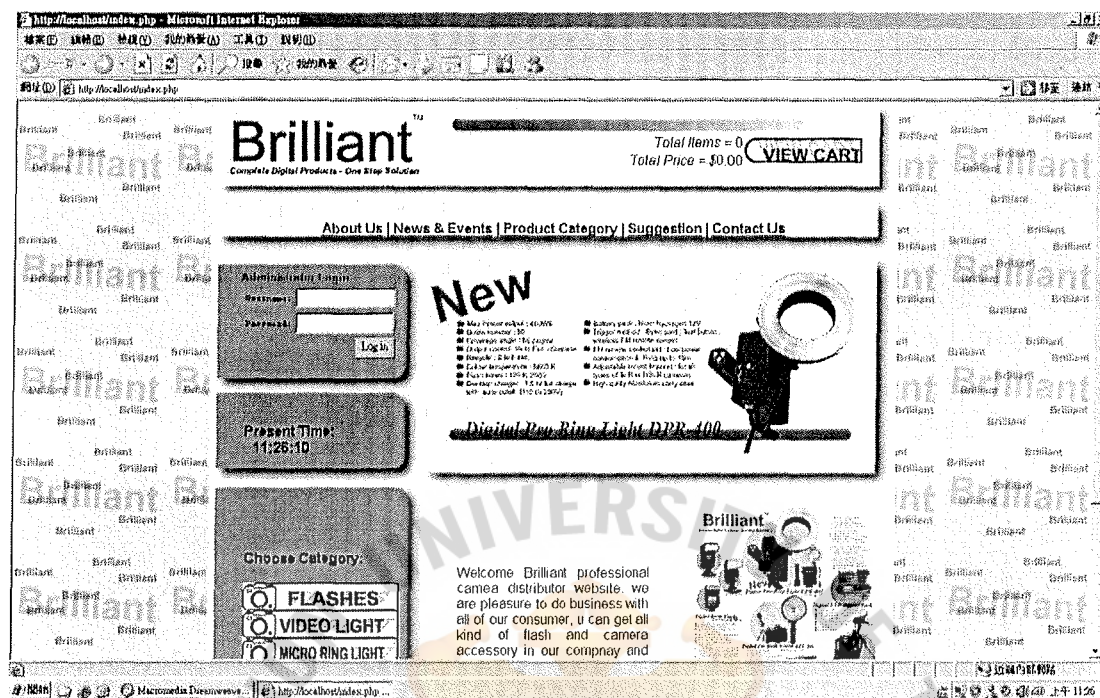


Figure A.1 Main Page & News, Event Page



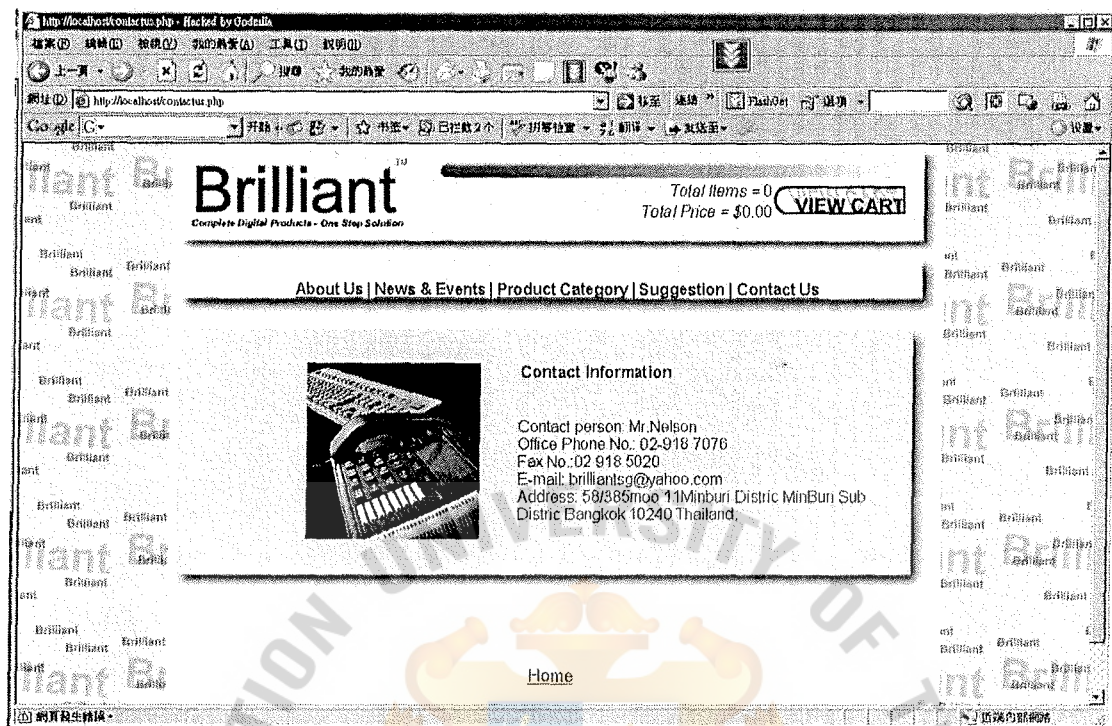


Figure A.2 Contact Page & Product Category Page

Checkout - Hacked by Oodalla

Brilliant Complete Digital Products - One Stop Solution

Total Items = 1  
Total Price = \$0.00 [VIEW CART](#)

### Checkout

| Item  | Price      | Quantity | Total      |
|---|------------|----------|------------|
| DIGITAL ZOOM FLASH for Nikon The best support to Nikon digital Camere | \$4,300.00 | 1        | \$4,300.00 |
|   |            | 1        | \$0.00     |

Shipping Fee 20.00ml

**TOTAL INCLUDING SHIPPING \$20.00**

### Credit Card Details

Card Type

Number

AMEX code (if required)

Expiry Date Month  Year

Name on Card

[PURCHASE](#)

Administration Page - Microsoft Internet Explorer

Brilliant Complete Digital Products - One Stop Solution

[LOG OUT](#) [ADMIN MENU](#)

### Administration Page

[Go to main site](#)  
[Add a new Category](#)  
[Add a new Item](#)  
[Change admin password](#)  
[Image upload](#)  
[Check Orders](#)  
[Choose Book and Category to edit or Delete](#)

|  |
|--|
| <input type="radio"/> FLASHES                  |
| <input type="radio"/> VIDEO LIGHT              |
| <input type="radio"/> MICRO RING LIGHT         |
| <input type="radio"/> DIGITAL STUDIO LIGHT KIT |
| <input type="radio"/> ACCESSORIES              |

2007 All Reservation Are Copy Right by Brilliant Company

Figure A.3 Payment page and Administration page



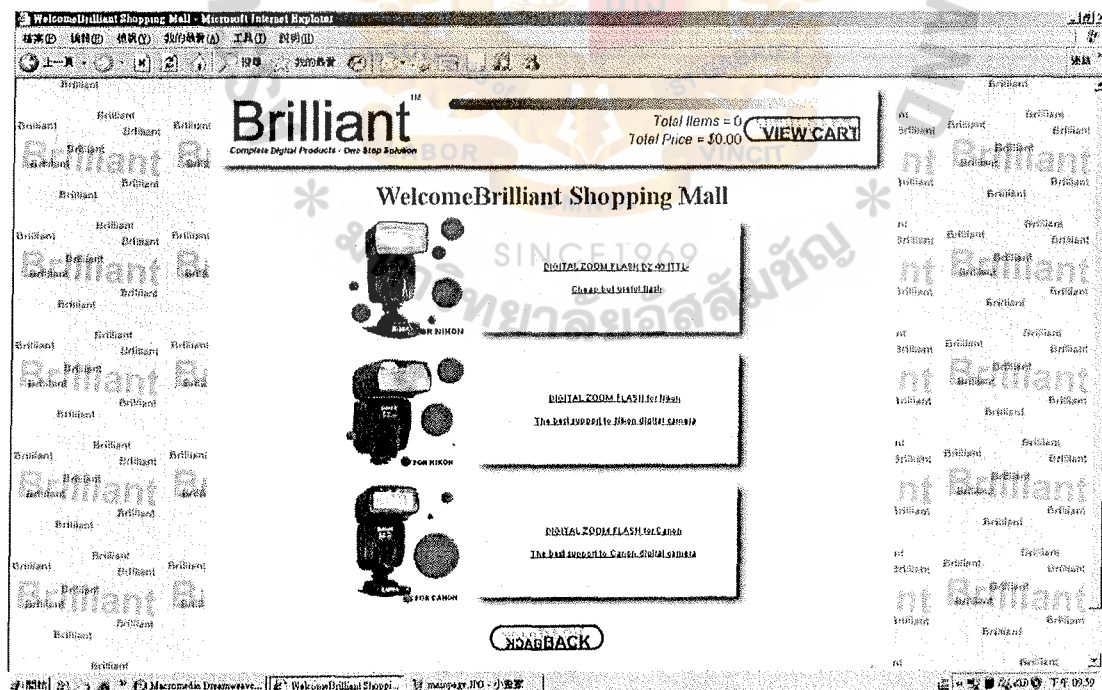
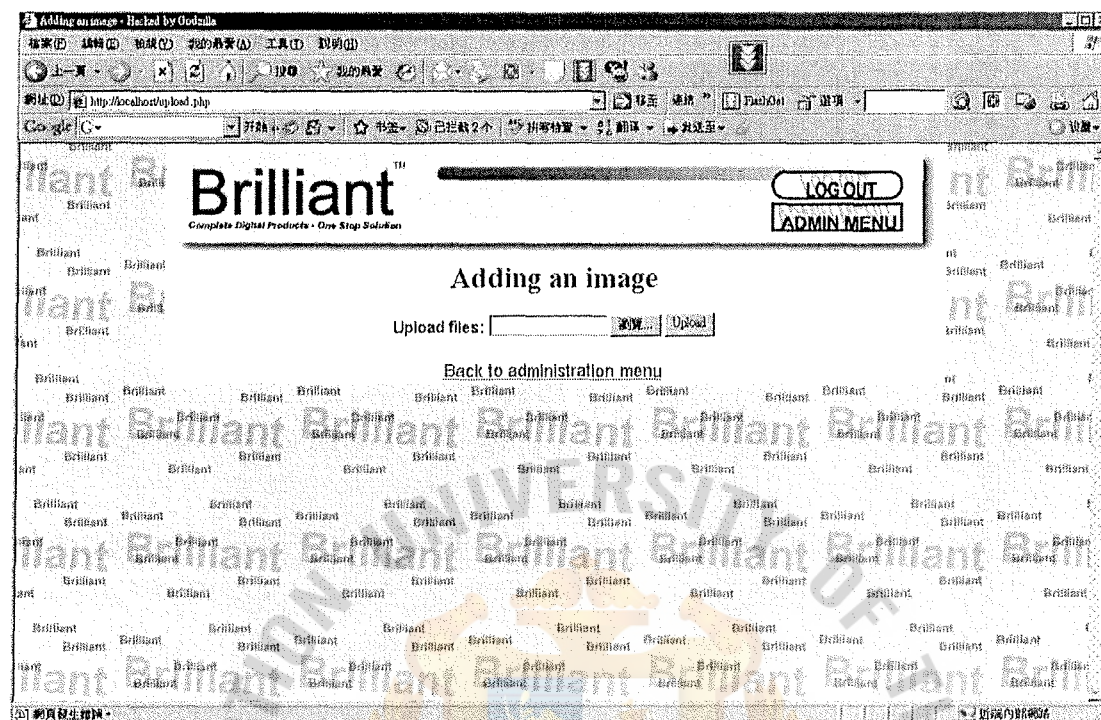


Figure A.4 upload image page and shopping cart-zoom flash category page

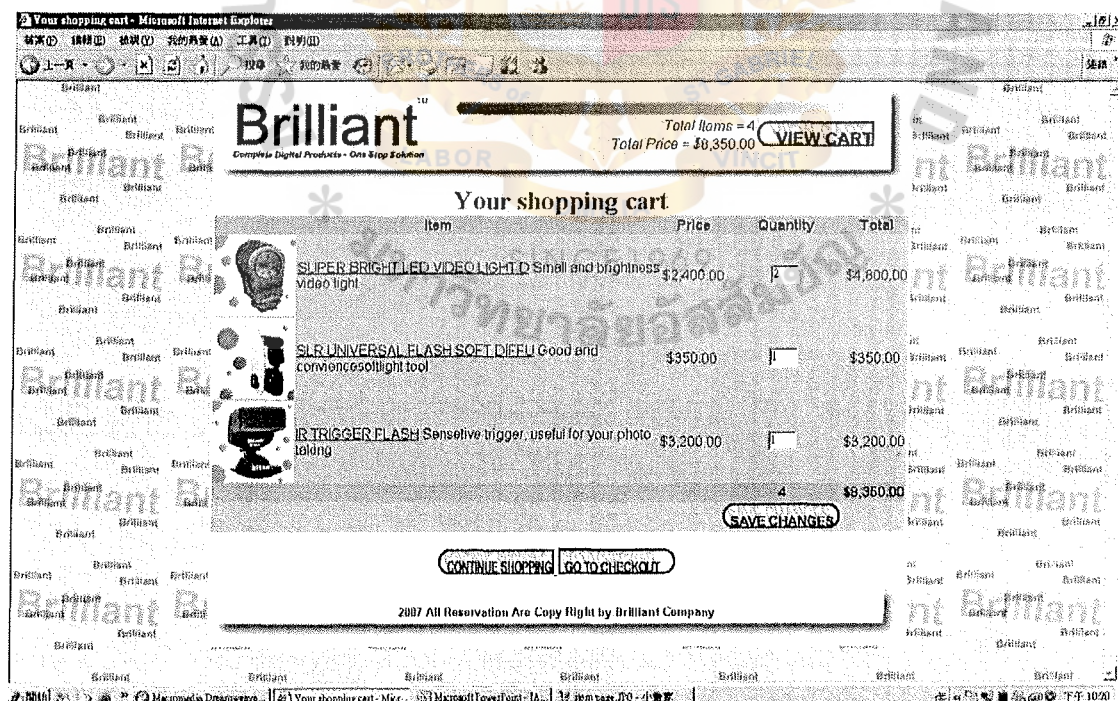
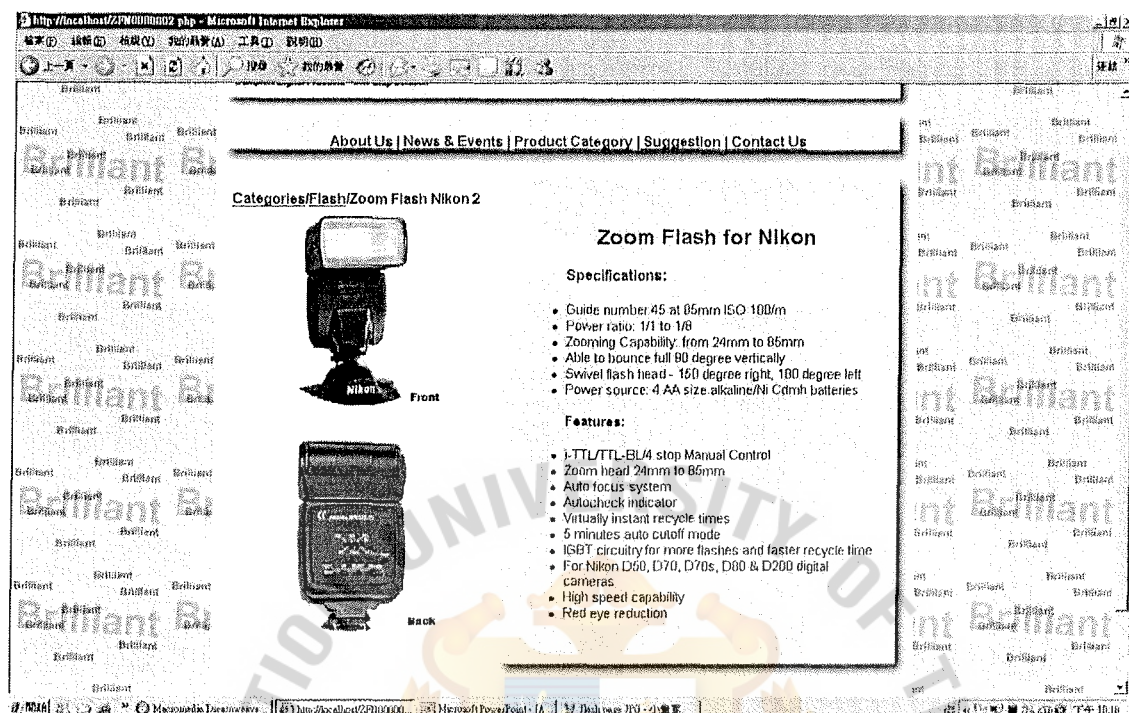


Figure A.5 Product information page and shopping cart information page





Figure A.5 shopping product page and shipping information page



**APPENDIX B**  
**BRILLIANT DATABASE**

| username | password |
|----------|----------|
| admin    | 1121     |
| nelson   | 11008800 |
| alu      | 19610227 |

|      |          |               |                |
|------|----------|---------------|----------------|
| 0 ms | 1 row(s) | 1 in 1, Col 1 | Connections: 1 |
|------|----------|---------------|----------------|

| itemid      | title                                    | category | price    | description                                    | stock |
|-------------|--|----------|----------|--|-------|
| ZFN0000002  | DIGITAL ZOOM FLASH DZ 46 ITTL- for NIKON | 1        | 3800.00  | Cheap but useful flash                         | 10    |
| ZFN0000001  | DIGITAL ZOOM FLASH for Nikon             | 1        | 4300.00  | The best support to Nikon digital camera       | 9     |
| ZFC0000001  | DIGITAL ZOOM FLASH for Canon             | 1        | 4200.00  | The best support to Canon digital camera flash | 10    |
| DVLO0000004 | TWIN VIDEO LIGHT VD2800                  | 2        | 2000.00  | Convenience video light tool                   | 30    |
| DVLO0000003 | SUPER BRIGHT LED VIDEO LIGHT DVL20       | 2        | 2400.00  | Small and brightness video light               | 20    |
| DVLO0000002 | 100W - DIMMER VIDEO LIGHT                | 2        | 4500.00  | Professional video light                       | 5     |
| DVLO0000001 | SMART VIDEO LIGHT DVL 30                 | 2        | 3500.00  | Long duration video light                      | 15    |
| DPRO0000002 | DIGITALAF MARCO RING LIGHT               | 3        | 4300.00  | Functional marco ring light                    | 20    |
| DPRO0000001 | PRO RING LIGHT KIT DPR 400               | 3        | 6500.00  | Stable, Professional ring light                | 12    |
| SLK0000004  | DIGITAL STUDIO LIGHT KIT                 | 4        | 12000.00 | Professional studio lighting tools             | 5     |
| SLK0000003  | SLAVE WITH PREFLASH BRACKET              | 4        | 2000.00  | useful flash set                               | 20    |
| SLK0000002  | HOME STUDIO KIT                          | 4        | 1200.00  | Light and useful home use studio kit           | 10    |
| SLK0000001  | DIGITAL PRO FLASH SYSTEM DPE 300         | 4        | 6000.00  | Fantasty Flash system                          | 10    |
| ART0000002  | IR TRIGGER FLASH                         | 5        | 3200.00  | Sensitive trigger useful for ur photo taking   | 10    |
| ART0000001  | RADIO FREQ TRIGGER DEVICE                | 5        | 800.00   | Wireless tools                                 | 20    |
| AFD0000001  | SLR UNIVERSAL FLASH SOFT DIFFUSION       | 5        | 350.00   | Good and convenience soft light tool           | 100   |
| AFB0000001  | QUICK FLIP BRACKET QVH50                 | 5        | 3500.00  | Professional bracket tool                      | 5     |

| customerid | name          | address                               | city       | state   | zip   | country  |
|------------|---------------|---------------------------------------|------------|---------|-------|----------|
| 1          | chia-hao shen | 69/44 soi sangviman chareonpattana rd | klongsamwa | bangkok | 10510 | Thailand |
| 2          | andy          | 99 soi Bangchen Minburi               | Bangkok    | Bangkok | 20120 | Thailand |
| 3          | Sirintra      | 24 Bangphil                           | Bangkok    | Bangna  | 32910 | Thailand |
| (NULL)     |               |                                       |            |         |       |          |

Figure B.1 Table of admin, items, consumer database



| orderid  | customerid | amount | date       | order status | ship name   | ship address          | ship city |
|----------|------------|--------|------------|--------------|---|-----------------------|-----------|
| 1        | 1          | 0.00   | 2007-02-20 | PARTIAL      | chia-hao shen 69/44 soi sangviman chareonpattana rd | bangchen klongsamwa 1 |           |
| * (NULL) | 0          | 0.00   | 0000-00-00 |              |   |                       |           |

| suggestion                                       |
|--|
| plz add more function on the website.            |
| * the categories is not enough could u add more. |
| *  |

| catid    | catname                  |
|----------|--------------------------|
| 1        | FLASHES                  |
| 2        | VIDEO LIGHT              |
| 3        | MICRO RING LIGHT         |
| 4        | DIGITAL STUDIO LIGHT KIT |
| 5        | ACCRSSORIES              |
| * (NULL) |                          |

Figure B.2 Table of order, suggest, categories

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