



# MARKETING FEASIBILITY OF FRUIT ONLINE

by

Ms. Pranee Egviroganaskul

A Final Report of the Three - Credit Course  
CE 6998 Project

Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
Master of Science  
in Computer and Engineering Management  
Assumption University

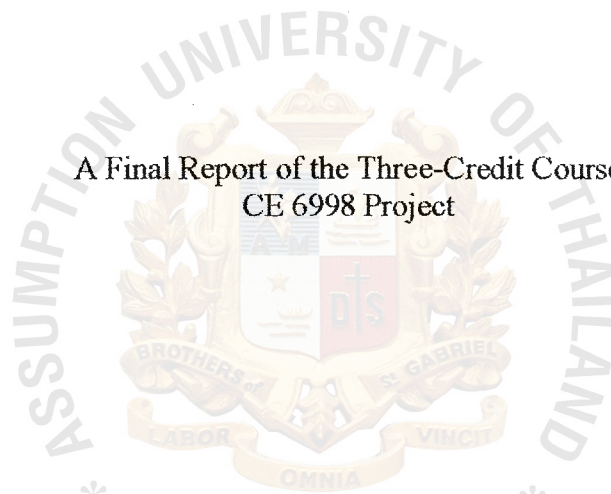
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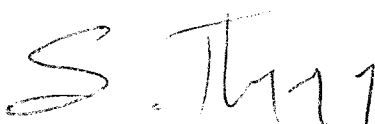
The Graduate School of Assumption University has approved this final report of the three-credit course. CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

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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 companies to expand potential in terms of customers, suppliers and distributors around the world.

This project is study feasibility of fruit online. The objective of this project is to establish a new method for retailer, wholesaler, and other customer to buy fruits in various occasions. The web page is accessible via Internet and is available at any time and place.

This project creates and downloads a Web Site to World Wide Web. The result is a guide that small businesses can use for on-line marketing. One advantage of WWW page is the stimulating combination of text, graphics such as photographs, images, video and sound. The most important theory of Internet promotion is to provide a way to find products and services easily and efficiently with minimal cost and resources.

## ACKNOWLEDGEMENTS

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## **I. INTRODUCTION**

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

Businesses are making or saving money every day using the Internet on the Web to communicate information and service. The Web delivers information and makes sales more efficiently and inexpensively than any other medium. And unlike traditional media, marketing on the Web or the Internet is decentralized and entrepreneurial in nature. This means anyone can market on the Internet through the Web without the high cost of advertising in the traditional “big” media (newspapers, magazines, radio, and television).

Now electronic commerce is in attention of every type of business. A basic attraction of it is that on-line shopping allows customers to make purchases while they view images of products and read descriptions of features and benefits. If they like what they see, they can produce their purchase from wherever they are by ordering from transaction, telephone, and other contact information which further encourage sales to customers worldwide.

Fruits Shop is home-based business which would like to expand the market to various customers. So the solution to approach this goal is to create their own Web site on the Internet.

Why sales Fruit on the Internet

- (a) It is the only goods which is barely found selling through the Internet.
- (b) Expanding the target customer could enlarge the size of home-based business and profits.

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

- (a) To study the feasibility of selling on the Internet.

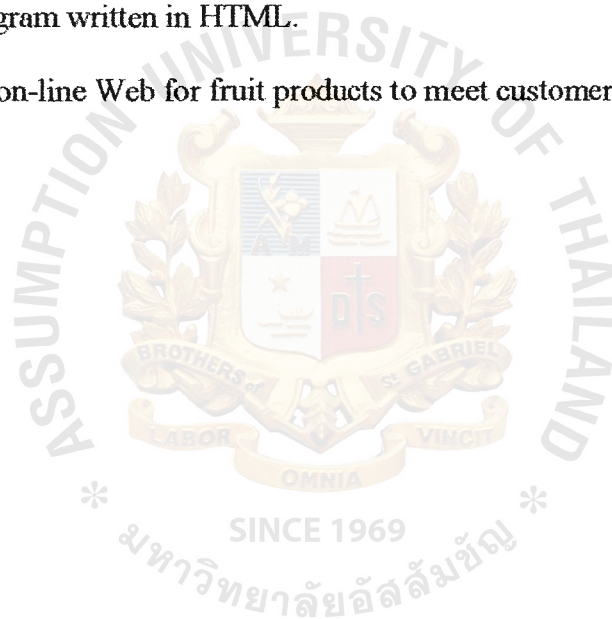
- (b) To design Web page to catch various target customers: wholesalers, retailers and individual customers who use the Internet.
- (c) To explore the strategy for enhancing the business for feasibility.

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

The feasibility study of selling fruits: namely mango, orange, grape, apple, melon and guava, on the Internet.

### **1.4 Deliverables**

- (a) Information related to the feasibility study of selling fruits on the Internet.
- (b) Program written in HTML.
- (c) An on-line Web for fruit products to meet customer's need and demand.





## **II. LITERATURE REVIEW**

### **2.1 The Meaning of Internet Marketing**

It seems like everyone's talking about Internet these days. But what is it, how does it work and how to access it? Most importantly, what can it do for us at work or at home?

Fortunately, accessing and using the Internet is fairly simple. Internet marketing is a system for selling products and services to target audiences who use the Internet and commercial online services by utilizing online tools and services in a strategic manner consistent with the company's overall marketing program.

World Wide Web is fast becoming one of the best ways for individuals and organizations to effectively, efficiently and economically communicate with an influential consumer. So any web company requires s to promote their business in cyberspace should implement Internet marketing in order to increase visitors and traffic in their web.

Internet is a worldwide collection of computer networks, cooperating with each other to exchange data, using a common software standard. Through telephone wires and satellite links, Internet users can share information in variety of forms. The size, scope and design of the Internet allow users to:

- (a) Connect easily through ordinary personal computers and local phone numbers.
- (b) Exchange electronic mail (E-mail) with friends and colleagues with accounts on the Internet.
- (c) Post information for others to access, and update it frequently.

- (d) Access multimedia information that includes sound, photographic images and even video.
- (e) Access diverse perspective from around the world.

During the last two decades, primarily academic institution, scientists and the government for research and communications used the network. The appeal of the Internet to these bodies was obvious as it allowed disparate institutions to connect to each other's computing systems and databases, as well as sharing data via E-mail.

In today's economy, E-commerce plays a very significant role in a rapidly increasing number of cooperation across a wide spectrum of industries. The ability to conduct secure business transactions across the Internet can give instant access to a new way to reach existing and new customers. There are numerous advantages to selling online or electronic commerce, but most of them come back to a single reality; it saves your company hard cash. From reducing reliance on call centers to eliminating printing and postage costs for catalogs, e-commerce enables business to address their customers directly and complete real-money transactions in highly efficient ways.

There are two main approaches to do business on the Internet

- (a) Directly offering a product/services for sales at web site

The company can offer a product or services on web pages or offer free information to lure people to another web that products or services are available. This is the most popular way of making money on the cyberspace because it is easy to set up and get the initial profits overnight.

- (b) Aim at sponsor ship or banner Advertising

The company tries to persuade as many visitors as possible to web site by enticing them to come with something special available on the site, such as valuable information, help, files stuff, etc. then, once the visitor counts

are high enough, the company can sell advertising space on the site or sponsorships of banner advertising.

In addition to text documents, the Internet makes available graphics files (digitized photographs and artwork), and even files that contain digitized sound video. Through the internet, users can download software, participate in interactive forums where users post and respond to public messages, and even join “chats” in which users and other users type (and, in some cases, speak) messages that are received by the chat participant instantly.

## **2.2 Benefits of the Internet**

The organizations are already benefiting from the use of Internet in many ways, reducing communication costs, enhancing communications and coordination, accelerating the distribution of knowledge, improving customer service and satisfaction, and facilitating marketing and sales. The Internet has enormous potential for helping organization participate in electronic commerce and for reducing their transaction costs.

### **(a) Reducing Communication Costs**

Prior to the net, to realize the communications benefit, organizations had to build their own wide-area networks or subscribe to a value added network service. Employing the Internet, accept from being cost free, is certainly more cost effective for many organizations than building one's own network. And small businesses find reduced communication cost particularly beneficial because it sometimes enable them to compete with larger companies in markets that would otherwise be closed to them.

(b) Enhancing Communication and coordination

The Internet has made easier and less expensive for companies to coordinate small staffs when opening new markets or working in isolated places because they do not have to build their networks.

(c) Accelerate the Distribution of Knowledge

Because modern economies have become information economies, access to knowledge is critical to success of many companies. Organizations are using E-mail and the availability of databases all over the world to again easy access to information resources in such key areas as business, science, law, and government.

(d) Improving customer service and satisfaction

The companies large and small are using the Internet to communicate efficiently to make product information, ordering, and technical support easier and immediately available.

(e) Facilitating Marketing and Sales

Marketing and sales via the Internet are new and only beginning to viable. The advent of the web has made marketing and sale possible because the web is a passive instruments, it requires potential customers to seek out offering by companies rather than having those companies actively reach out to potential customers, as is traditional in most marketing and advertising. Retailers update their web pages offering virtually as often as needed. Suppliers can also update technical used by consumers just as easily. Even with Limitations, the Net helps buyers and sellers make contact.



As for the benefits of the Internet to organization, the best aspects of marketing and sales product or service online are that start up and operational costs are minimal and it is possible to access potential buyers at an unprecedented speed. The reason is that earnings can come only after 24 hours of online business launch. The advertising can be tested in a matter of days, whereas conventional media advertising takes months to conduct a single test.

Among the ways that users are taking advantage of the Internet are:

- (a) Sharing research and the business data among colleagues and like-minded individuals.
- (b) Communicating with other and transmitting files via E-mail.
- (c) Requesting and providing assistance with problem and question.
- (d) Marketing and publicizing products and services.
- (e) Gathering valuable feedback and suggestion from customer and business partners.

Only users' vision and creativity limit the Internet's potential. And as the Internet grows, new and innovative uses will surely follow.

Internet marketing and running an Internet business is a fantastic way of business if it is done right. The Net simply works better than traditional media, but it is new, so it requires some imagination to envision role and character to be online. There are two basic attitudes towards online marketing:

(1) The Silent Marketer

It gets direct from web sites, newsgroups, BBC's, and email without any directly interaction with the customer. The company gets the customers coming to it.

(2) The mouth piece

It gets sales from active participation in newsgroup, mailing lists, etc. (i.e. starting advice in forums, thereby building a relationship with each potential customer individual).

### 2.3 Internet Marketing Strategies

There is no clear cut for Internet marketing strategy but the 13 keys to success with Internet marketing are:

- (a) Appreciate the new paradigms in online marketing and advertising.
- (b) Internet marketing supports the integrated marketing program which includes 4 Ps (product, price, place and promotion)
- (c) Mass market is over. Customization is implied.
- (d) Build relationships one at a time.
- (e) Appreciate the long-term value of the customer.
- (f) Advertising must be interactive.
- (g) Provide reams of information, not persuasion. Implements push rather than pull strategy.
- (h) Create interactive dialogue.
- (i) Contribute to the community.
- (j) Adjust to the compression and distortion of time.
- (k) Blend advertising, public relations, promotions, catalogs and sales.
- (l) On-line is a competitive advantage.
- (m) Company size is irrelevant on-line.

Criteria that make Internet marketing different from traditional marketing in consumers and marketers aspect are:

(a) Convenience

Customers can order products from the comfort of their home or office 24 hours a day, 7 days a week.

(b) Information

Computers can store and display reams of product descriptions and prices and much information than can be found in a billboard, newspaper or magazine ad, TV commercial, radio spot or even a catalog.

(c) Respond to market conditions

Companies can quickly add products, descriptions and prices and keep them up-to-date.

(d) Reduce printing and postage costs

Production costs for digital catalogs are far less than printing and mailing catalogues.

(e) Reduce expenses

Online stores do not carry the huge expense of traditional storefronts, with rent, utilities and insurance.

(f) Fewer hassles

Consumers do not need to deal with pushy salespeople.

(g) No limitation of time and place

Companies can reach the customer at any time and place.

(h) Build relationships

Merchant can interact with consumers to create dialogues that lead to long-term relationships.

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) Third parties lubricate marketplace with value-added services: specialized directories, brokering, referral and vendor certification.
- (f) EDI: Electronic Data Interchange: application-to-application transfer of business documents between computers. Does include purchase orders, invoices, shipping notices, ...
- (g) Why use EDI?
- (h) Save time and \$\$
- (i) Improve customer service
- (j) End repetition
- (k) Expand customer base
- (l) Other users of EDI: universities, manufacturers, ...
- (m) EC is not just EDI .. much more!

## **2.4 Managing Direct and On-line Marketing**

Today, the explosion of media enables many companies to sell their products and services directly to customers without intermediaries. The existing media-print and broadcast, catalogs, direct mail and telephone marketing-have been complemented by fax machines, e-mail, the Internet, and on-line services. Companies are increasingly using all these media to make direct offers to existing customers and to identify new prospects. Direct marketing enables companies to target their offers and to measure their result more accurately.

### **The Growth and Benefits of Direct Marketing**

The Direct Marketing Association (DMA) defines direct marketing as follows:



Direct marketing is an interactive marketing system that uses one or more advertising media to effect a measurable response and/or transaction at any location.

This definition emphasizes a measurable response, typically a customer orders. Thus direct marketing is sometimes called direct-order marketing

Today, many direct marketers see direct marketing as playing a broader role, that of building a long-term relationship with the customer (direct relationship marketing). Direct marketers occasionally send birthday cards, information materials, or small premiums to select member base. Airlines, hotels, and other business build strong customer relationships through frequency award programs and club programs.

The growth of direct marketing and electronic business

Sales produced through traditional direct-marketing channels (catalogs, direct mail, and telemarketing) have been growing rapidly. Whereas U.S. retail sales grow around 3 percent annually, catalog and direct-mail sales grew about 7 percent in 1997. These sales include sales to the consumer market (53 percent), business-to-business sales through catalog and direct mail are estimated at over \$318 billion annually. Per capita annual direct sales are \$630.

The extraordinary growth of direct marketing is the result of many factors. Market “demassification” has resulted in an ever-increasing number of market niches with distinct preferences. Higher costs of driving, traffic congestion, parking headaches, lack of time, a shortage of retail sales help, and queues at checkout counters all encourage at-home shopping. Consumers appreciate direct marketers’ toll-free phone number available 24 hours a day, 7 days a week, and their commitment to customer service. The growth of next-day delivery via Federal Express, Airborne, and UPS has made ordering fast and easy. In addition, many chain stores have dropped slower-moving specialty items, creating an opportunity for direct marketers to promote these items directly to

interest buyers. The growth of affordable computer power and customer database has enabled direct marketers to single out the best prospects for any product they wish to sell. Increasingly, business marketers have turned to direct mail and telemarketing in response to the high and increasing costs of reaching business markets through the sales force.

Electronic communication is showing explosive growth. In 1997 the Internet user population numbered 100 million worldwide, of which 67 million were in the United States. Internet traffic is doubling every 100 days. There are more than 1.5 million Web sites. McKinsey & company estimates that e-commerce sales could grow to \$327 billion by the year 2002. The creation of the "information superhighway" is revolutionizing commerce. Electronic business is the general term for buyers and sellers using electronic means to research, communicate, and potentially transact with one another. Electronic markets are sponsored web sites that:

- (1) Describe the products and services offered by sellers and
- (2) Allow buyers to search for information, identify what they need or want, and place orders using a credit card. The products are then delivered physically (to the customer's house or office) or electronically (software can be downloaded to a customer's computer).

#### The Benefits of Direct Marketing

Direct marketing benefits customers in many ways. Home shopping is fun, convenient, and hassle-free. It saves time and introduces consumers to a larger selection of merchandise. They can do comparative shopping by browsing through mail catalogs and on-line shopping services. They can order goods for themselves or others. Business customers also benefit by learning about available products and services without tying up in meeting salespeople.

Sellers also benefit. Direct marketers can buy a mailing list containing the names of almost any group: left-handed people, overweight people, millionaires. They can personalize and customize their messages. According to Pierre Passavant: "We will store hundreds...of messages in memory. We will select ten thousand families with twelve or twenty or fifty specific characteristics and send them very individualized laser print letters." Direct marketer can build a continuous relationship with each customer. The parents of the newborn baby will receive periodic mailings describing new clothes, toys, and other goods as the child grows. Nestle's baby food division continuously builds a database of new mothers and mails six personalized packages of gifts and advice at key stages in the baby's life.

Direct marketing can be timed to reach prospects at the right moment, and direct marketing material receives higher readership because it is sent to more interested prospects. Direct marketing permits the testing of alternative messages in search of the most cost-effective approach. Direct marketing also makes the direct marketer's offer and strategy less visible to competitors. Finally, direct marketers can measure responses to their campaigns to decide which is the most profitable.

#### The Growing Use of Integrated Direct Marketing

Although direct and on-line marketing, a large number of companies still relegate them to minor roles in their communication-promotion dollars and jealously guard their budgets. The sales forces may also see direct marketing as a threat when it has to turn over smaller customers and prospects to direct mailers and telemarketers.

However, companies are increasingly recognizing the importance of integrating their marketing communications. Some companies are appointing a chief communication officer (CCO) in addition to a CIO (chief information officer). The CCO supervises specialists in advertising, sales promotion, public relations, and direct-on-line

marketing. The aim is to establish the right overall communications budget and the right location of funds to each communication tool. This movement has been variously called integrated marketing communication (IMC), integrated direct marketing (IDM), and maximarketing.

How can different communication tools be integrated on campaign planning? Imagine a marketer using a single tool in a “one-shot” effort to reach and sell a prospect. An example of single-vehicle, single-stage campaign is a one-time mailing offering a cookware item. A single-vehicle, multiple-stage campaign would involve successive mailings to the same prospect. Magazine publishers, for example, send about four renewal notices to a household before giving up. A more powerful approach is the multiple-vehicle, multiple-stage campaign. Consider the following sequence:

New campaign about a new product-Paid ad with a response mechanism-Direct mail-outbound telemarketing-Face-to-face sales call-Ongoing communication  
Customer Databases and Direct Marketing

Companies that know their individual customers can customize their product, offer, message, shipment method, and payment method to maximize customer appeal. Today’s companies are building customer databases:

A customer database is an organized collection of comprehensive data about individual customers or prospects that is current, accessible, and actionable for such marketing purposes as lead generation, lead qualification, sale of product or service, or service, or maintenance of customer relationships.

Database marketing is the process of building, maintaining, and using customer databases and other databases (products, suppliers, and resellers) for the purpose of contacting and transacting.



Many companies confuse a customer mailing list with a customer database. A customer mailing list is simply a set of names, addresses, and telephone numbers. A customer database contains much more information. In business marketing, the customer profile contains the products and services the customer has bought; past volumes, prices, and profits; team member names (and their ages, birthdays, hobbies, and favorite foods); status of current contract; an estimate of the supplier's share of the customer's business; competitive suppliers; assessment of competitive strengths and weakness in selling and servicing the account; and relevant buying practices, patterns, and policies. In consumer marketing, the customer database contains demographics (age, income, family members, and birthdays) psychographics (activities, interests, and opinions), past purchases, and other relevant information about an individual. For example, the catalog company Fingerhut processes some 1,400 pieces of information about each of the 30 million households in its massive customer database.

Database marketing is mostly frequently used by business marketers and service retailers (hotels, banks, and airlines). Packaged-goods companies use it less often, though some have been experimenting in this area. A well-developed customer database is a proprietary asset that can give the company a competitive edge.

Armed with the information in its database, a company can achieve much more target market precision than it can with mass marketing, segment marketing, or niche marketing. The company can identify small groups who receive fine-tuned marketing offers and communication. Lands' End, for example, has tons of information about its customers and their past purchases. This is called a data warehouse. Lands' End engaged IBM to use a set of techniques called data mining to cluster its customers into segments. IBM identified 5,200 different market cells. One market cell consists of 850 customers who had purchased a blue shirt and red tie. This alerted Lands' End to the

possible interest of these customers in buying a dark blue jacket, at which point it sent them a special offer. Lands' End would expect a higher response rate to this offer than if it made it to 1 million customers independently of past purchase patterns.

Companies use their databases in four ways:

- (1) To identify prospects: Many companies generate sale leads by advertising their product or offer. The ads generally contain a response feature, such as a business reply card or toll-free phone number. The database is built from these responses. The company sorts through the database to identify the best prospects, then contacts them by mail, phone, or personal call in an attempt to convert them into customers.
- (2) To decide which customers should receive a particular offer: Companies set up criteria describing the ideal target customer for an offer. Then they search their customers database for those most closely resembling the ideal type. And us West are now creating vast data warehouses that allow them to pinpoint which customers are profitable and which are not. They manipulate the data to compare the complex mix of marketing and servicing costs that go into retaining each individual customer versus the revenues he or she is likely to bring in.
- (3) To deepen customer loyalty: Companies can build interest and enthusiasm by remembering customer preferences; by sending appropriate gifts, discount coupons, and interesting reading material.

Database marketing requires a large investment. Companies must invest in computer hardware, database software, analytical programs, communication links, and skilled personnel. The database system must be user friendly and available to key marketing groups. A well-managed database hopefully will lead to sales gains that

cover more than its costs. Royal Caribbean uses its database to offer spure-of-the-moment cruise packages to fill all the berths on its ships. Fewer unbooked rooms mean maximized profits for the cruise line.

### Major Channels For Direct Marketing

Direct marketers can use a number of channels for reaching prospects and customers. These include face-to-face selling, direct mail, catalog marketing, telemarketing, TV and other direct-response media, and on-line channels.

#### Face to Face Selling

The original and oldest form of direct marketing is the field sales call. Today most industrial companies rely on heavily in a professional sales force to locate prospects, develop them into customers, and grow the business. Or they hire manufacturers' representatives and agents to carry out the direct-selling task. In addition, many consumer companies use a direct-selling force; insurance agents, stockbrokers, and distributors working for direct-sales organizations such as Avon, Amway, and Tupperware.

#### Direct Mail

Direct mail marketing involves sending an offer, announcement, reminder, or other item to a person at a particular address. Using highly selective mailing lists, direct marketers send out millions of pieces each years-letters, flyers, foldouts, and other "salespeople with wings" some direct marketers mail audiotapes, videotapes, CD, and computer diskettes to prospects and customers.

Direct mail is a popular medium because it permits target market selectivity, can be personalized, id flexible, and allows early testing and response measurement. Although the cost per thousand people reached is higher than with mass media, the people are much better prospects. Over 45 percent of Americans purchased something

through direct mail in 1993. The same year, charities raised over \$ 50 billion via direct mail.

There are three new forms of mail delivery appeared:

- (1) Fax mail: Fax machines enable one party to send a paper-based message to another party over telephone lines. Today's computers can also serve as fax machines, Fax mail can be sent and received almost instantaneously. Marketers have begun to send fax mail announcing offers sales, and events to prospects and customers. Fax numbers of companies and individuals are now available through published directories.
- (2) E-mail: E-mail (short for electronic mail) allows users to send a message or file from one computer directly to another. The message arrives almost instantly but is stored until the receiving person turns on the computer. Marketers are beginning to send sales announcements, offers, and other messages to message to e-mail addresses-sometimes to a few individuals, sometimes to large groups.
- (3) Voice-mail: Voice mail is a system for receiving and storing oral messages at a telephone address. Telephone companies sell this service as a substitute for answering machines. Some marketers have set up programs that will dial a large numbers and leave the selling message in the recipients' voice mailboxes.

In constructing an effective direct-mail campaign, direct marketers must decide on their objectives, target markets and prospects, offer elements, means o testing the campaign, and measures of campaign success.

Objectives

Most direct marketers aim to receive an order from prospects. A campaign's success is judged by response rate. An order-response rate of 2 percent is normally considered good, although this number varies with product category and price.

Direct mail has other objectives as well, such as producing prospect leads, strengthening customer relationships, and informing and educating customers for later offers.

### Catalog Marketing

Catalog marketing occurs when companies mail one or more product catalogs to selected addresses. They may send full-line merchandise catalogs, specialty consumer catalogs, and business catalogs, usually in print form but also sometimes as CDs, videos, or on-line.

The success of catalogs business depends on the company's ability to message its customer lists so carefully that there is little duplication or bad debts, to control its inventory carefully, to offer quality merchandise so that returns are low, and to project a distinctive image. Some companies distinguish their catalogs by adding literary or information features, sending swatches of materials, operating a special hot line to answer questions, sending gifts to their best customers, and donating a percentage of the profits to good causes.

### Electronic Commerce

The most recent channels for direct marketing are electronic channels. The term electronic commerce (e-commerce) describes a wide variety of electronic platforms, such as the sending of purchase orders to suppliers via electronic data interchange (EDI); the use of fax and e-mail to conduct transactions; the use of ATMs, EFTPOS, and smart cards to facilitate payment and obtain digital cash; and the use of the Internet and



on-line services. All of these involve doing business in a “marketplace” as compared to a physical “marketplace.”

Underlying electronic business are two phenomena: digitalization and connectivity. Digitalization consists of converting text, data, sound, and image into a stream of “bits” that can be dispatched at incredible speed from one location to another. Connectivity involves building networks and expresses the fact that much of the world’s business is carried over networks connecting people and companies. These networks are called Intranets when they connect people within a company; extranets when they connect a company with its suppliers and customers; and the Internet when they connect users to an amazingly large “information highway.”

The most popular consumer purchases over the Internet have, thus, far been in computer hardware and software, airline tickets, books, and music. There is also growing e-commerce in food, flowers, wine, clothing, and electronics. Business transactions over the Internet are at much higher volume and cover a great variety of goods and services. There is considerable growth in the amount of Internet financial transacting (stock trading, home banking, insurance sales). There are two types of e-commerce channels:

- (a) Commercial channels: various companies have set up on-line information and marketing services that can be accessed by those who have signed up for the service and pay a monthly fee.
- (b) The Internet: the Internet is a global web of computer networks that has made instantaneous and decentralized global communication possible. Internet usage has surged with the recent development of the user-friendly World Wide Web and Web browser software such as Netscape Navigator and Microsoft Internet Explorer. Users can surf the Internet and experience

fully integrated text, graphics, images, and sound. Users can send e-mail, exchange views, and shop for products, and access news, recipes, art, and business information. The Internet itself is free, though individual users need to pay an Internet service provider to be hooked up to it.

### The On-line Consumer

As a whole, the Internet population is younger, more affluent, better educated, and more male than the general population. But as more people find their way onto the Internet, the cyberspace population is becoming more mainstream and diverse. Younger users are more likely to use the Internet for entertainment and socializing. Yet 45 percent of users are 40 or older and use the Internet for investment and more serious matters. Internet users in general place greater value on information and tend to respond negatively to messages aimed only at selling. They decide what marketing information they will receive about which products and services and under what conditions. In on-line marketing, the consumer, not the marketer, gives permission and controls the interaction.

Internet “search engines,” such as yahoo!, Infoseek, and Excite, give consumers access to varied information sources, making them better informed and more discerning shopper. Buyers have gained the following capabilities in the new information-rich regime:

- (a) They can get objective information for multiple brands, including costs, prices, features, and quality, without relying on the manufacturer or retailers.
- (b) They can initiate requests for advertising and information from manufactures.
- (c) They can design the offerings they want.

- (d) They can use software agents to search for and invite offers from multiple sellers.

These new buyer capabilities means that the exchange process in the age of information has become customer initiated and customer controlled. Marketers and their representatives are held at bay till customers invite them to participate in the exchange. Even after marketers enter the exchange process, customers define the rules of engagement, and insulate themselves with help of agents and intermediaries. Customers define what information they need, what offering they are interested in, and what prices they are willing to pay. In many ways this customer-initiated and customer-controlled marketing completely reverses time-honored marketing practices.

#### On-line Marketing: Advantages and Disadvantage

Why have on-line services become so popular? They provide three major benefits to potential buyers.

- (a) Convenience: Customer can order products 24 hours a day wherever they are. They don't have to sit in traffic, find a parking space, and walk through countless aisles to find and examine goods.
- (b) Information: customers can find reams of comparative information about companies, products, competitors, and prices without leaving their office or home.
- (c) Fewer hassles: customers don't have to face salespeople or open themselves up to persuasion and emotional factors; they also don't have to wait in line.

On-line services also provide a number of benefits to marketers.

- (d) Quick adjustment to market conditions: companies can quickly add products to their offering and change prices and descriptions.

- (e) Lower costs: On-line marketers avoid the expense of maintaining a store and the costs of rent, insurance, and utilities. They can produce digital catalogs for much less than the cost of printing and mailing paper catalogs.
- (f) Relationship building: On-line marketers can dialogue with consumers and learn from them. Marketers can download useful reports or a free demo of their software or a free sample of their newsletter.
- (g) Audience sizing : Marketers can learn how many people visited their on-line site and how many stopped at particular places on the site. This information can help improve offers and ads.

Clearly, marketers are adding on-line channels to find, reach, communicate, and sell. On-line marketing has at least five great advantages. First, both small and large firms can afford it. Second, there is no real limit on advertising space, in contrast to print and broadcast media. Third, information access and retrieval are fast, compared to over night mail and even fax. Fourth, the site can be visited by anyone anyplace in the world at any time. Fifth, shopping can be done privately and swiftly.

## **2.5 History of World Wide Web**

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 has 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 “(Title & James 1995, p.5). 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 phrases 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 was 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.

The World Wide Web is a way of exchanging information between computers on the Internet, tying them together into a vast collection of 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.

## **2.6 The Growth of World Wide Web**

The growth of the Internet has been stupendous and is going to reach phenomenal heights. There are estimated to be 2.4 million sites presently, rising by 200,000 new sites per week.

There were 28 million Web users in 1996. Presently, there are 130 million users worldwide, expected to rise to 175 million by 2002, the majority of users being in the U.S. and U.K. Europe is expected to have 53.2 million users, the US 98 million users by the year 2000 (Reuters). The number of devices connected to the Web is expected to rise from 32 million in 1996 to 300 million in 2002. With the advent of digital television, increasing numbers of people will be able to access the Internet from the comfort of their living rooms.

## **2.7 Web Site Terminology**

The most important parts of the World Wide Web are the elements, such as servers, pages, hot links, and more all of which comprise the bulk of the World Wide Web the following are some related terms users may see:

- Web site:** A collection of World Wide Web documents, usually consisting of home page and several related pages. Users might think of a Web site as an interactive electronic book.
- Home page:** Frequently, the “cover” of particular Web site. The home page is the main, or first, page displayed for as organizations or person’s World Wide Web site.
- Link:** short for “hypertext link.” A link provides a path that connects you from one part of a World Wide Web document to another part of the same document, a different document, or another resource. A link usually appears as a uniquely colored word that users can click to be transported to another Web page.
- Anchor:** A link that takes users to a different part of the same Web page.

- Image map:** A feature available on the World Wide Web that enables users to click various locations in a graphic image to link to different document.
- Frame:** A feature available on the World Wide Web that presents text, links, graphics, and other media in separate portions of the browser display. Some sections remain unchanged, whereas others serve as an exhibit of linked documents.
- Table:** A feature available on the World Wide Web that presents document text, links, graphics, and other media in row and column format. Table borders may be visible in some documents but invisible in others.

## **2.8 Basic Toolbar**

It is important that the employees and customers know how to get help in using information.

### **(a) Using Toolbar Buttons**

Users need to do more than simply click links to go from one place to another. Users need another set of tools to help them. Most major browsers offer a number of toolbar buttons to help users navigate the Web. The exact names and functions of these various buttons vary from browser to browser, but the most-used buttons are usually always the same. Some common toolbar items are shown in Table 2.1.

Table 2.1. Common Toolbar Buttons.

Button	Function	Browser
Back	Takes users back to the most previous page visited	Explore and Navigator
Forward	After using the Back button, takes users forward one page	Explore and Navigator
Home	Takes back to the user-defined home page	Explore and Navigator
Stop	Stops current page from loading into a browser	Explore and Navigator
Print	Prints current page	Explore and Navigator
Reload/ Refresh	Request the current page loaded into the browser	Explore and Navigator
Find	Lets users quickly search for a phrase on the current page	Navigator

Table 2.1. Common Toolbar Buttons. (Continued)

Button	Function	Browser
Font	Allow users to change the size of the displayed font	Explorer

(b) Popular Web browsers include the following:

(1) Netscape Navigator and Internet Explorer

Netscape Navigator and Internet Explorer are full-featured graphical Web browsers that offer text, graphics, sound, and other multimedia resources. Both have a graphical user interface, which lets users click with a mouse on highlighted words and pictures to make selections or jump to other links.

(2) Mosaic

Like Netscape Navigator and Internet Explorer, Mosaic is a graphical Web browser, but does not support as many multimedia features as Navigator and Explorer.

(3) Lynx

Lynx is a text-only browser that lets users view hypertext Web document, but does not support viewing graphical images or sound files. It is useful if users have a slow or restricted connection to the Internet, or if their computer hardware does not support multimedia features. Lynx does not support a graphical interface; user must enter



all their selections with the keyboard, using arrow keys to move through menus and links.

## **2.9 HTML-based Development Tools**

As the Internet began to take shape, it was essential that there be a common format for all Web sites to follow in order to make sure that any operating system could read any Web site. Using SGML as a template, the Hypertext Markup Language was developed, with the first specification being released in the summer of 1991. Unlike SGML, HTML is a fixed programming language, which means that it has a clearly defined instruction set, in the form of HTML Tags, that all HTML documents must follow, although there have been several revisions to this language that will be discussed below.

The language of the Web, HTML (hypertext markup language), allowed to publish research papers electronically, and afforded simple tags like <H1> and <H2> or <B> and <I>, to dictate a page's structure and some formatting. Other tags, like the <A> anchor markup, allowed documents to contain links to other documents and planted the seed for interactivity on the Web. But hyperlinks fell far short of providing full two-way communication.

The 3.0 versions of Internet Explorer and Netscape Navigator showed early signs of true user interactivity with added support for the <SCRIPT> tag. Commonly referred to as client-side scripting, this innovation allows Web pages to contain small programs written in JavaScript (IE also supports VB Script) that, like CGI, provide gateways between the user and the Web server. But scripting provides client-side support for error messaging via pop-up dialog boxes or messages in the browser's status line. Script can also contain special subroutines, called event handlers, whom the browser automatically executes when a user performs a keyboard or mouse action.

Although it has matured over the years to incorporate image manipulation and allow integration with other technologies, HTML was originally intended only to handle the formatting of text, as can be seen in the long version of its name. The term Hyper, as applied to HTML means that an HTML document can be coded to allow the reader to access other HTML documents through the use of Hyperlinks. The term Markup, as applied to HTML refers to the formatting of the text in an HTML document. Both of these terms offer us a key to understanding HTML. At its heart, HTML was designed to allow the developer to control how text will be displayed as well as to allow the user to access related documents via hyperlinks. This is important when understanding the limitations to HTML. Dozens of technologies have been developed to fill the void where HTML cannot go, simply because it was never intended to do more than format text in a platform-independent manner. Only now, with the Web becoming splintered because of platform-dependent or browser-dependent technologies such as Active X and JavaScript (Both will be discussed in a succeeding section of this module) is HTML broadening its horizons to encompass more than text.

The advantages of HTML are as follows:

- (a) Education is self-placed,
- (b) Material may be used simultaneously by multiple staff members,
- (c) Related Web sites can be easily accessed to enhance further study of the topic,
- (d) Easy to develop and expand,
- (e) Automatic cross-platform distribution (Macintosh, Windows, etc.),
- (f) Less labor-intensive individual training session.

If you are curious to see an example of HTML, all you have to do is to open a Web site in Internet Explorer, go to the View menu and select Source. This will bring up a Netscape window that will list the HTML source tags for the active Web page.

## **2.10 Web Navigation**

Just as there are various tools to explore the Net, there are different browsers that will enable users to explore the WWW. For example, Lynx (a fairly primitive text-based Web browser), Mosaic, WinWeb, Internet Explorer and Netscape will all enable users to navigate the WWW. The difference between these browsers is their impact on “presence.” While Lynx will only display text, Internet Explorer and Netscape will enhance the experience by displaying three-dimensional symbols and sounds. Experienced Internet users are constantly inundated with complaints about how useless the Internet has become because too much information is available. When one Web site can index over 50 million Web pages, users obviously can find a lot of information.

In a real sense, the Web is not different. A great deal of information is available, but like in many of the libraries users visit, tools are available to help users find what they need. Also, though it may not look like it at first, the Web does have an organization that enables users to span vast distance of resources in a short period of time.

The basic guides to navigate the Web page:

### **(a) Explorer Navigation Basics**

Users must be familiar with several basics to start exploring the Web. Users must understand how individual pages on the Web can be viewed and explored, users need to know hyperlinks work, and need to be familiar with browser toolbar buttons. Once users are familiar with these important parts of the Web users are well way to becoming an experienced Web user.

## (b) Navigate Web Pages

If navigating an individual Web page seems simple and obvious to users. Users might be surprised, however, at the number of beginners who fail to realize how to get around on a Web page.

The key is in realizing that any particular Web page can be as long or as short as the Webmaster programs it to be. Many people, when they get on the Web for the first time, think that what appears on their screen is all there is.

### **2.11 What Is a Web Site?**

Every place to visit on the Internet has an “address” or URL. A Web site is the “location” represented by the URL. In order for a business to create a Web site or “location” from which to advertise, they need to write their Web site using HTML or Java. HTML is “a markup language that describes the structure of a Web document’s content plus some behavioral characteristics” (Title & James 1995, p. 37). This standardized language is a way of “representing text, and linking that text to other kinds of resources including sound files, graphics files, multimedia files, etc. That allows these different kinds of data to be displayed together, to let them augment and reinforce one another” (Title & James 1995, p.37). Once business has used HTML to create their Web document (or virtual storefront, for small business who plan on using the site to advertise), they must deliver it to a Web server. A Web server is, in simplest terms, another computer that is always on a 24-hours connection to the Net.

### **2.12 What Is a Home Page?**

The term home page has been in use from before the time of the World Wide Web. A home page is typically the starting page in an individual or organization’s set of pages. A home page could be all the information that an author makes available through the WWW, though it more typically is a starting page that introduces an author or group

and lists categories of information that are available from the author. Combined with the material prepared by the author, there are typically references to other resources available throughout the network. Often the term home page is used to refer to the total system of pages that an individual or organization have available through a network address.

### **2.13 Advantages of a Home Page**

There are different reasons for having a personal home page and a company home page, though the reasoning for both is related.

A personal home page can be useful for gathering and arranging network resources that are often used. For example, access to specific newsgroups, telnet addresses, or tiles on the network can be established through a home page. Often people use their home pages to list references that they are interested in.

A company home page can be used to represent a company and its services to customers and potential customers. Taking a very generalized view of a customer, government academic groups can communicate with their constituency in the same manner.

A home page should add to exiting communication with customers through making information more visible, easily accessible, understandable, and less expensive. One question about having a local home page is “ how is having one’s own home page preferable to using the information that is already available, what benefit is there to devoting the time to develop a local home page?

Opportunity for emphasizing local interests, concerns and resources and increasing on a local level using local resources including computers are some reasons. There may also be less likelihood of network inference. Providing a certain level of access to materials that are not available through the network as well as easy access to a



starting point are also benefits. There is also more control over presentation including accuracy and content and opportunity for learning for future projects or phases of the WWW project.

With the development of the Internet, companies and organizations now have access to immediate and easier means of advertising. This could help them to reach their full potential.

A home page or web site can be a relatively inexpensive way to gain exposure to millions of people, keep customers informed of new offerings, make business transactions easier and more importantly, attract potential clients.

The Internet offers benefits to businesses of all sizes. The following are only a few of the ways the Internet can empower business.

(a) Accesses to limited markets

Small local companies can compete for business anywhere in the world by presenting an on-line image of the company. The Internet offers the ability to create sales 24 hours a day, 7 days a week. The Internet never sleeps. People can access and order their products and services any time of the day or night.

(b) Instant updates to the information

Advertising copy or brochure may be printed with errors or lack additional information that should have been included. With Internet advertising, the owner can change it anytime they want. They can make changes to any kind of information they provide to their customers for example products, pricing or other company information.

(c) More convenient customer service capabilities

Customer services personnel and their telephone lines can be freed up from frequently asked questions or requests for general information by presenting the answers and information on-line.

(d) The ability to provide up to the minute information

If users have employees on the road that need current information outside regular office hours, the Internet can provide a solution.

(e) Information customized to customer's needs

Without the concern for printing costs and paper, users can create brochures on-line that appeal to their specific customer markets.

(f) Improved operating efficiencies and reduced overhead

Create a "store" on-line. No need for overhead related to having a building, displaying inventory and hiring sales personnel to watch the store, and no less related to inventory "walking out door".

These are only a few of the reasons why companies are taking advantage of the Internet. And, why so many individuals are finding ways to starting up their own businesses from home.

Benefits of a having a Web site for any business:

(a) On-line Sales

A sharp image can create an on-line order taking service where any viewers can actually order products and/or services instantly, in real time. They can order whenever they please whether the stores are open or not. This is one very strong benefit of having a web site.

(b) Instant Information

Most people like to find information quickly and easily. This is possible with a Web site. The Internet never closes. This means that the information that is online is readily accessible anytime. It is easy to find this information because a sharp image can set up a [www.businessname.com](http://www.businessname.com) web site and users can put that address any where they would like. Business cards, flyers, brochures, ads, billboards etc. People who are interested have the option to view a web site easily because of this address and find out about this company, products and services.

(c) More Sales/Recover Lost Sales

With a web site, users can spark sales that they may not have otherwise got. One successful way to do that is to offer discounts from ordering on-line. This not only makes a web site more useful, but it also gives consumers a great reason to order with this company instead of the competition.

(d) Company Image

Having a web site and being able to insert a company's web site address ([www.anyname.com](http://www.anyname.com)) is a great way to depict that a business stays ahead of the competition and wants to give their customers an easy way to find out about it first. A web site addresses on a business card or advertisements does the job well.

(e) Prestige

Everyone should have to admit some people simply having everything and being on the top. Having a web site can only be a useful benefit.

## **2.14 Initial Cost of the Project**

Businesses who decide to advertise on the Internet need three areas of cost.

- (a) The cost of getting outfitted with a computer system
- (b) The cost of creating a WWW storefront
- (c) Server costs

In order to join the cyberspace community, businesses need “a personal computer with a hard drive (35,000 to 40,000 bahts, a modem to connect with Internet (3,000 to 5,000 bahts) and software to make sense of other computer databases (7,000 to 8,000 bahts).

This initial investment, although advisable, is optional. A business could get around this cost by contracting a company that owns and manages computer equipment. The cost of creating a WWW site “ranges from a two thousand baht to five thousand baht to design a simply home page on the Internet.” Finally, businesses must account for the cost of servers. Plugging into the Internet will cost approximately 600-800 bahts a month (some servers also charge start up fees), and the cost to maintain a home page is approximately 2,000 bahts a month. To avoid the cost maintain a home page there are several free web spaces sites out there for examples: <http://www.xoom.com> users only need to register at XOOM to get a limited web space which is 50 megabytes.

## **2.15 The Marketing Mix**

The marketing mix is the organization’s overall offer, or value, to the customer. The basic marketing mix is often nicknamed

The 4Ps (product, place/distribution, pricing, promotion); these are elements in the marketers armory - aspects that can be manipulated to keep ahead of the competition.

The marketing mix can be expressed in a more customer orientated way as the '4Cs':

- (a) Customer Value 'product' benefits from the buyers point of view
- (b) Cost to the customer 'price' plus the customers costs - e.g. travel
- (c) Convenience for the buyer equivalent to 'place'/channels of distribution
- (d) Communication a two-way dialogue - not just 'promotion'.

#### Marketing of Services

The marketing of services presents particular problems given characteristics such as:

- (a) Intangibility  
Services cannot be touched or stocked. They are an experience.
- (b) Inseparability  
Production, consumption and distribution are simultaneous. 'Production' staff are also the customer contact.
- (c) Variability  
Quality is variable - and customers tend to use Price as an indicator of quality
- (d) Perceived Risk  
Customers are less easily convinced of reliability than with a tangible product.

To address the special difficulties of services marketing, 3 more 'Ps' can be added to the marketing mix:

- (a) People  
Staff selection, motivation and particularly customer care training are critical.



(b) Physical Evidence

The decor and ambience are very much part of the product offer - as are customer testimonials and celebrity endorsement.

(c) Process

The efficiency of the process is what provides the benefits for the customer. Efficiency can be monitored by measures of performance, e.g. based on satisfaction questionnaires and 'mystery customer' surveys.

### Marketing Strategy

The key steps to a successful strategy can be summarized as:

(a) Be Clear about Mission

The common, customer-orientated thread running through all the activities of the organization and how we define the kind of market-oriented organization we want to be.

(b) Marketing Research

Answering basic questions such as:

- (1) Who are our customers? What do we really know about their needs, wants, preferences, their behavior, their life styles?
- (2) What benefits do our customers want from us? What can we give them .... at a price .... that other companies do not?
- (3) How do we perform in comparison to our competitors?  
(Benchmarking)
- (4) How are we currently performing for our customers? Where are the gaps, the dull points, the fudges, the points of excellence...  
The USPs (unique selling points)?
- (5) How are we different, why are we different?

(6) How can we better delight? How do we change? What do we change?

(7) How clever are we with our market intelligence? How well is our market research working?

(c) Set Strategic Aims

e.g. in terms of:

- (1) market penetration
- (2) market development
- (3) product development and
- (4) entering new markets

(d) Segment the Customers

Consider groups who share a similar need - and who will respond in a similar way

(e) Design a Marketing Strategy

To achieve specific marketing objectives, based (e.g.) on the Marketing Mix.

(f) Set Tactical Plans, Budgets, Program

And assign individual responsibilities to achieve the objectives.

(g) Monitor Progress

Measure against standards and control.

### Summary

Marketing puts the customer at the center of the organization. The organizations which do so, reap the profits. In the grocery sector, Sainsburys, and more recently Tesco, have a firm commitment to marketing, putting them amongst the most profitable retailers in the country. It was said several years ago that Marks & Spencer did not even

use the word 'marketing'. They believed they placed their customer truly at the center and that their merchandising and customer definition strategy led them to be the most profitable retailer in Europe.

But how does this stack up today? It seems that their customers changed. Customer preferences and desires moved on and the company neglected to see how their customer base was becoming more segmented with differing tastes emerging. The company's products and services become seen as less "vibrant", too staid, insufficiently dynamic.

The word got out quickly to customers that the merchandise range was dull, lifeless, old. Profitability levels and customer confidence dropped. The company that neglected its market research needed to regroup urgently and strengthen its marketing skills. However this required profound management reorientation and development of marketing competence. The famous retailer is now struggling to make up lost ground and to regain its ascendancy in a much more volatile market.

Marketing and Business Strategy

Is Marketing a separate, 'add-on' function to a business?

A survey published in "Marketing Business" November 94 attempts an answer. Chief Executives were asked:

Table 2.2. Survey Published in Market Business.

'Do you consider that marketing is a separate department or activity?'

Education	56%
Public Sector	45%
IT Sector	41%
Charities	38%
Fast Moving Consumer Goods (FMCG)	17%

In organizations such as FMCG where the use of marketing is most advanced, the overwhelming majority consider that marketing is not an 'add-on' but rather, either:

- (a) Integrated into the daily working of the organization
- or
- (b) An attitude of customer orientation running throughout the organization

What Is Marketing?

There are many definitions, but one of the most popular is that preferred by the Chartered Institute of Marketing:

"The management process responsible for identifying, anticipating and satisfying customers' requirements profitably"

A number of authorities share this view which focuses on:

- (a) Customer Satisfaction
- and
- (b) Profit

In this context "profitable" is not used in the accounting sense, but as a wider measure to show that both parties feel they gain benefit from the exchange.

## The Four 'Ps' of Marketing. (Product, Place, Price and Promotion)

In one of my favorite "Dilbert" comic strips, the gag is "Welcome to Marketing. Three drink minimum." It's a good joke with some basis in reality. A big part of marketing is building relationships. It's good to make an office call or keep in touch on the telephone with your clients. When you're working on a big deal, though, you might want to get them out of the office so that they're not answering their phone or taking questions from their people. Whether it's a simple breakfast over coffee and a bagel or a very elaborate junket to a major sporting event, you get the chance to get to know them better and find out what they want in a more relaxed setting. You also get to tell them how your business can help them out when they're not trying to deal with other situations.

So what is marketing? Is it sales? Is it advertising? Marketing is the part of your business where money is made. You let people know that you've got a product they want, you sell it to them and deliver to them and they pay you. You make a profit; they've got the product or service that they need. To make it easy, marketing people break it down into product, place, price and promotion. They're referred to as the four "P's" of marketing. They're also what people are talking about when you hear about a "marketing mix." You want to find a good marketing mix for your clients so that you can make money.

### Products

Products are the things that you sell to people. You might also have a service that they'll pay for as your product. Products can range all of the way from goods people need every day to live, like milk, tuna or vegetables or they can be very high end dream products, like a private jet. Having the right product for your target market (that's the people or businesses you want to sell to) requires knowing what they need and want.



The product is the full bundle of goods and services offered to the customer. This includes the appearance, functionality, and support or non-tangibles the customer will receive. The physical product itself is part of “product” as well as any packaging it arrives in

## Place

Place refers to how you get your product to your customer. Your product might be something that you produce or it could be something you never see or touch. That’s quite possible if you have customers order through you and you arrange to have it directly drop shipped to them from the maker or a fulfillment center. There are a lot of ways to get your product to your customer, so it’s important to know if it’s something they want to see and touch before they buy it. If so, you’ll probably want to order and stock it and sell it directly from your business. If it’s something they don’t need to see before buying it, you need to make sure that it’s delivered promptly to them and is what they expected when they bought it. This is where and how your product is distributed and sold. Will you sell it yourself, through a broker, or a distributor? Will you run a retail store or sell only to retailers? If a service, do you deliver in person or through the internet or telephone? These questions all involve “place”.

## Price

Price is pretty self-explanatory but it’s very important to your success. Price something too high and you may never sell a single item of it. Price it too low and you can lose money on every sale once all of your costs of doing business are considered. So you want to price it attractively so that you can sell it to your clients and they’ll feel good about the purchase. This is how much you charge for your product or service. Considerations include whether you will charge the same amount all of the time or vary

it in some way. Varied pricing could occur according to geography, time frame, or volume. Additionally, with a service, price can be varied according to level of service

## Promotion

Promotion is how you let people know what you've got for sale. It includes most of the things you think of when "marketing" is mentioned, like advertising and personal sales calls. You can use a variety of tools to promote your product or service, like direct mail, sales brochures, contests and giveaways. This is the advertising and selling part of Marketing. Often, promotions are categorized into push versus pull. Advertising pulls by making the consumer aware of and ask for your product or service. Incentives, such as premiums or price reductions, push your product out the door by encouraging your customers to purchase in volume, more, or more often than he would otherwise purchase.

The purpose of promotion is to get people to know what your product is, what they can use it for, to make them really want your product and to let them know that YOU have it and that they can buy it from you. You want them to think of you whenever they're thinking about your product. Your competitors may be wonderful people, kind to children and always good neighbors. But you want the customers who are looking for the product to know that you can do it better for them than your competitors can. Maybe you can do it cheaper. Maybe you've got a better product. Maybe you've got it in stock and they don't. Maybe they'll have more fun buying it from you and you'll provide the customer service that makes them feel special and lets them be worry free when they purchase from you.

Every business has to market. Use the components of the marketing mix to guide your strategies. Take all the components into account for they are interrelated and best serve when thought of as part of the whole marketing strategy.

To be effective in the long run, monitor your customers' changing needs and wants and adjust your products and services to these accordingly. Monitoring and recognizing these changes will help keep you on top of your market. Remember that marketing is customer centered. Work with your customers and not in a production vacuum.

In any case, you control the product, place, price and promotion of what you're offering for sale. Your marketing mix should be something you pay careful attention to because that's how your business will succeed.



### **III. RESEARCH METHODOLOGY**

#### **3.1 Background of the Fruit Shop**

The fruit shop offers so many kinds of fruits. The fruits have long time around 25 years ago. The fruit shop is both retail and wholesale shop. There are also many customers; both retailer and wholesaler. Most customers buy fruits at the market. Sometime, the shop will deliver fruits according to customer's order.

#### **3.2 User Requirement**

There is a desire to develop a high-level specification for a set of integrated advertising applications on the Internet for worldwide advertising. The design team sent the specifications to a number of computer vendors, expecting some of them to join with software houses for a complete proposal.

The objective of this project is to design a home page for the existing system and provide the ability to expand potential in front of customers, suppliers and distribution around the world. The Internet also can assist the company to further their business opportunities. The proposed system will be an additional feature to customers with an entirely new level of fruits information provided over the Internet.

#### **3.3 The proposed System Requirements**

The requirements of this system are as follows:

##### **Hardware Specification**

- (a) Pentium III 450 MHz Processor
- (b) 64 MB of RAM
- (c) 9.35 GB of Hard Disk
- (d) 44X CD-ROM Drive
- (e) 3.5 inch Floppy Drive
- (f) 17 inch Monitor

(g) 102 Keyboard, Mouse

(h) Modem

#### Software Specification

(a) Window 98

(b) HTML Editor

(c) CuteFTP

(d) Internet Explorer 4.0, Netscape Communication

(e) Internet access

### **3.4 The Proposed Functions**

(a) Establish a Presence

Approximately 70 million people worldwide have access to the World Wide Web (WWW). No matter what a business is, no one can ignore 40 million people and should show interest in serving them.

(b) Make Business Information Available

A lot of what passes for business is simply nothing more than making connections with other people. Passing out a business card is part of every good meeting and every businessperson can tell more than one story about how a chance meeting turned into a big deal. Well, what if the opportunity comes to could pass out a business card to thousands, may be millions of potential clients and partners. This can be done in 24 hours a day, inexpensively and simply, on the WWW.

(c) Sell products

It is considered that telephone is a tool that allows salespeople to communicate with their customer, which in turn helps them sell products. The technology is different, of course, but before people decide to become



customers, they want to know about the product, what the products do and what the products can do for them. Owners can do this easily and inexpensively on the WWW. Then this might be to turn people into customers.

(d) Create a 24 Hours Service

Many organizations are not on the same schedule. Business is worldwide but office hours are not. A web page serves the client, customer and partner 24 hours a day, 7 days a week. No overtime either. It can customize information to match needs and collect important information that will put you ahead of the competition, even before they get into the office.

(e) Open International Markets

The owners may not be able to make sense of the mail, phone and regulation systems in all their potential international markets, but with a Web page, owners can open up a dialogue with international markets as easily as with the company across the street. Another added benefit: if company has offices overseas, they can access the home office information for the price of a local phone call.

(f) Make Pictures and Sound Available

A picture is worth a thousand words, but what if the space is not enough for a thousand words? The WWW can add sound, pictures and short movie files to a company's information if that serves their potential customers. No brochure will do that.

(g) Answer Frequently Asked Questions

Most people in an organization say that their time is usually spent answering the same questions over and over again. These are the questions to which customers and potential customers want to know the answer before they deal with. Post them on a WWW page and this will remove another barrier to doing business with the company and free up some time for that impolite phone operator.

(h) Allow Feedback from Customers

After passing out the brochure, the catalogue, and the booklet, what if there is no sales, no calls, and no feedback? Wrong color, wrong price, and wrong market? With a Web page, owners can ask for feedback and get it instantaneously with no extra cost. An instant e-mail response can be built into Web pages and can get the answer while it is fresh in their customers' mind, with out the cost and lack of response of businesses reply mail.

(i) Make Changing Information Available Quickly

Sometimes, information changes before it gets published. The result could be a pile of expensive, worthless paper. Electronic publishing changes with the needs. No paper, no ink, no printer's bill. A web page can even be attached to a database which customizes the page's output to a database, so this can change as many times in a day as needed. No printed piece can match that flexibility.

(j) Test Market New Services and Products

The cost of new product advertising is very expensive. Once this is on the Web and business know what to expect from those who are seeing those pages, they are the least expensive market to reach. This will also give a

feedback about what customers think of the product faster, more easily and much less expensively than any other market.

### 3.5 Cost Benefit Analysis

Cost benefits 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 fruit shop, the conventional payback method is used to justify the project. The assumption made in this project is that it will take 3 months to costs and benefits for the five-years.

#### Financial Statement

##### **Cost**

##### **Fixed cost**

	<b><u>Baht</u></b>
Hardware	70,000
2 sets of computer	
Printer	
Scanner (At least 600x1200 dpi)	
Furniture & Decoration	100,000
Leased line & hosting installation	18,000
100 MBs Disk space	
64k leased line	
Launching Web site Advertisement	300,000
Payment gateway	100,000
Miscellaneous	<u>12,000</u>
Total	<u>600,000</u>

### **Operation expense**

Leased line & hosting fees	240,000
Domain name fee	800
Wage	
Messenger 12x6000	72,000
	<b><u>Baht</u></b>
Administrator 12x12000	144,000
Advertising 12x100, 000	1,200,000
Miscellaneous 12x10, 000	<u>120,000</u>
Total	<u>1,776,800</u>

### **3.6 User Interface Design**

A fruit shop Page is developed for customers to find information on the web page. The user interface design needs to be user-friendly.

The first screen is a start up page titled a product page, shown in Figure 3.1.

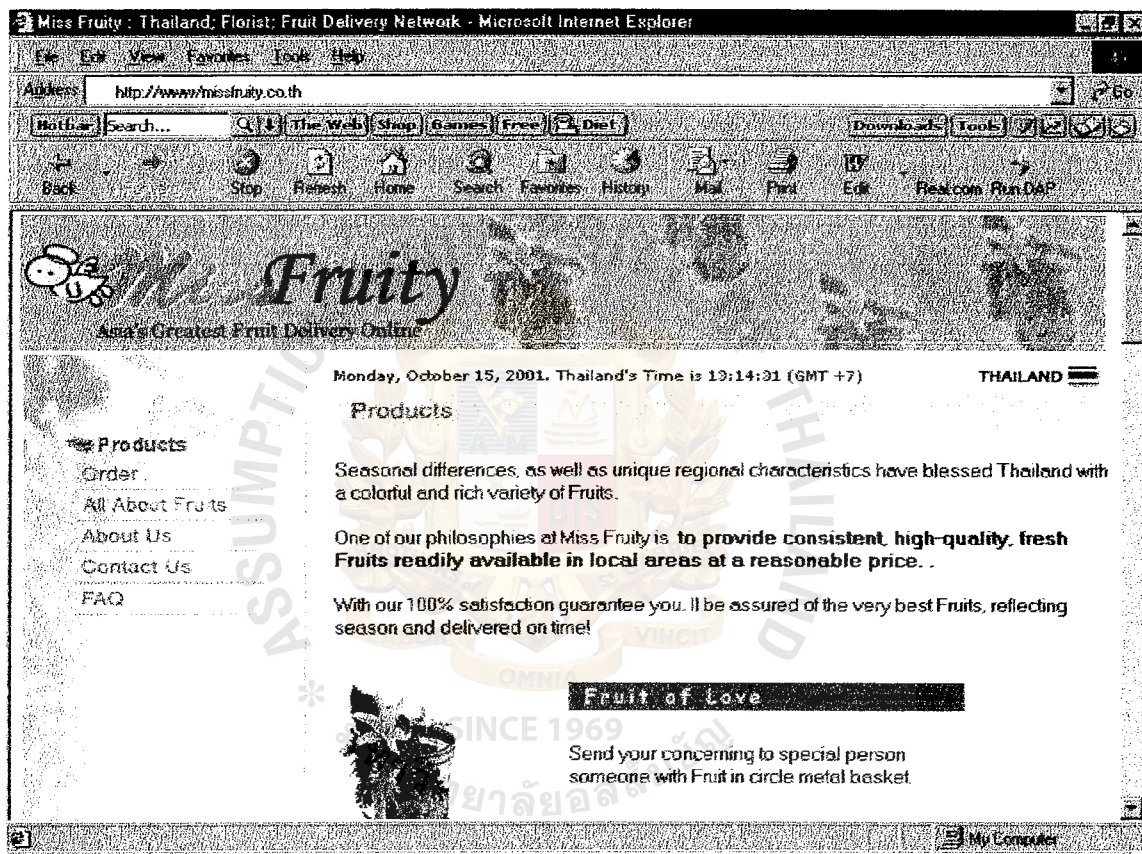


Figure 3.1. Product Page.



When user perform a click on order icon this is what the users will get.

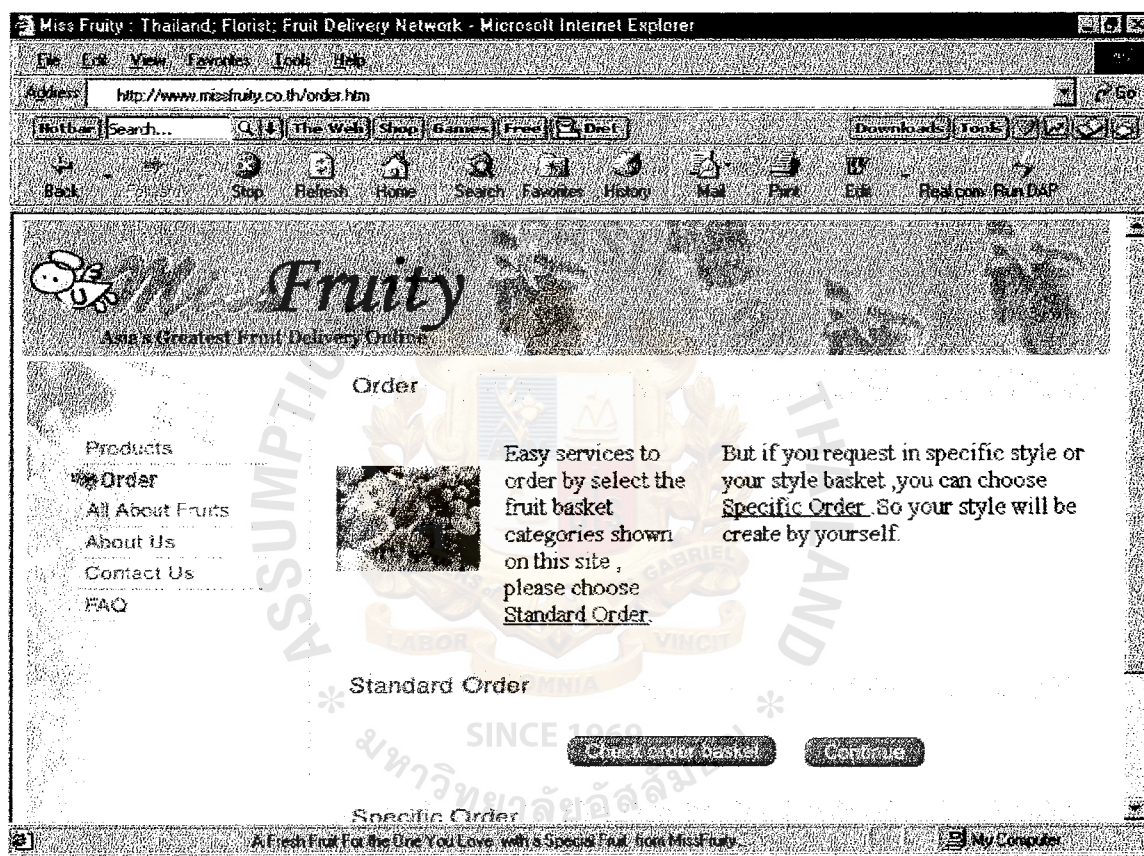


Figure 3.2. Order Page.

When users perform a click on Specific Order icon this is what the users will get.

Miss Fruity : Thailand: Florist: Fruit Delivery Network - Microsoft Internet Explorer - [Working Offline]

File Edit View Favorites Tools Help

Address http://www.missfruity.co.th/specific-order.htm Go

Hotbar Search... The Web Shop Games Free Dial Downloads Tools

Back Stop Refresh Home Search Favorites History Mail Print Edit Real.com Run DAP

**Miss Fruity**  
Asia's Greatest Fruit Delivery Online

Monday, October 15, 2001. Thailand's Time is 14:7:8(GMT +7)

**Specific Order**

Miss Fruity offers a variety of Specific Order. If you are interested in meeting a sales representative of Miss Fruity to discuss a Specific Order then please fill out the form below and click Send when you are finished.

Products  
Order  
All About Fruits  
About Us  
Contact Us  
FAQ

Your Name

Your E mail address:

Your Phone:

Your address:

My Computer

Figure 3.3. Specific Order Page.

When users perform a click on about fruits icon this is what the users will get.



Figure 3.4. All About Fruits Pages.



When users perform a click on Season of All Year Round icon this is what the users will get

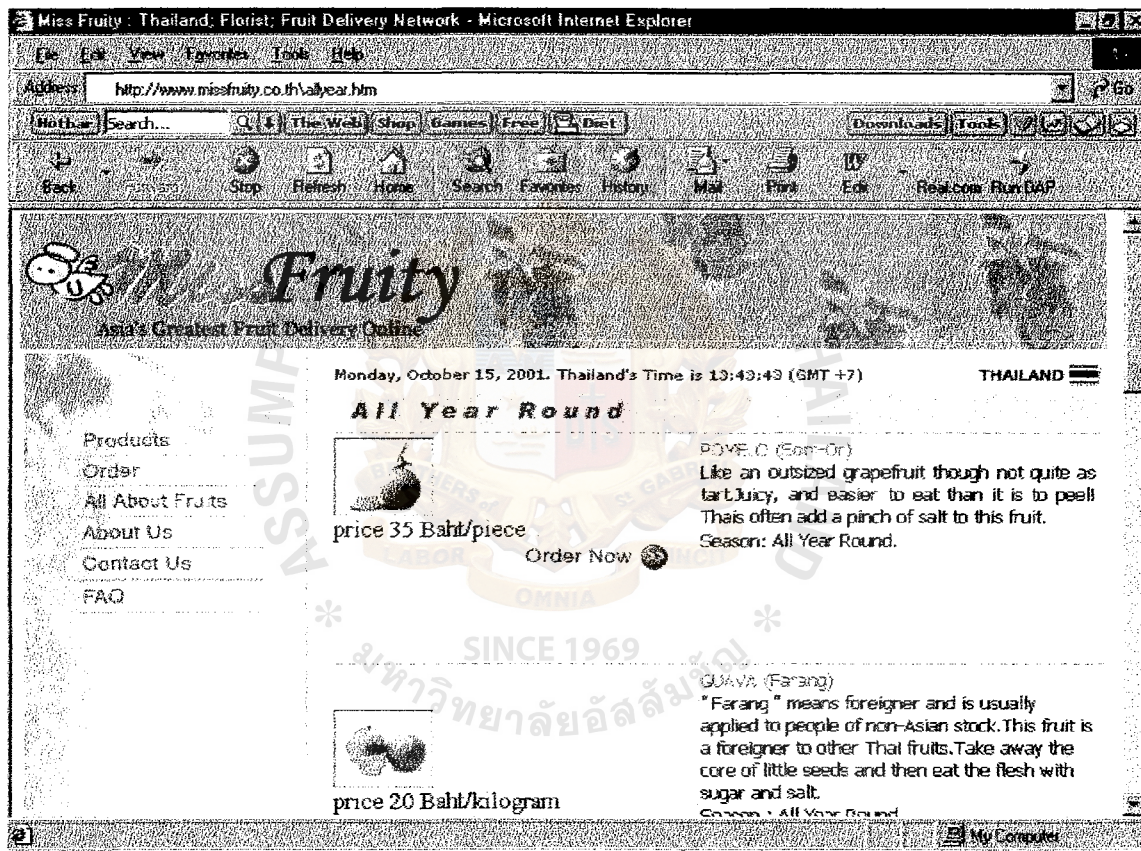


Figure 3.5. Season of All Year Round Page.

When users perform a click on Season of January – February icon this is what the users will get.

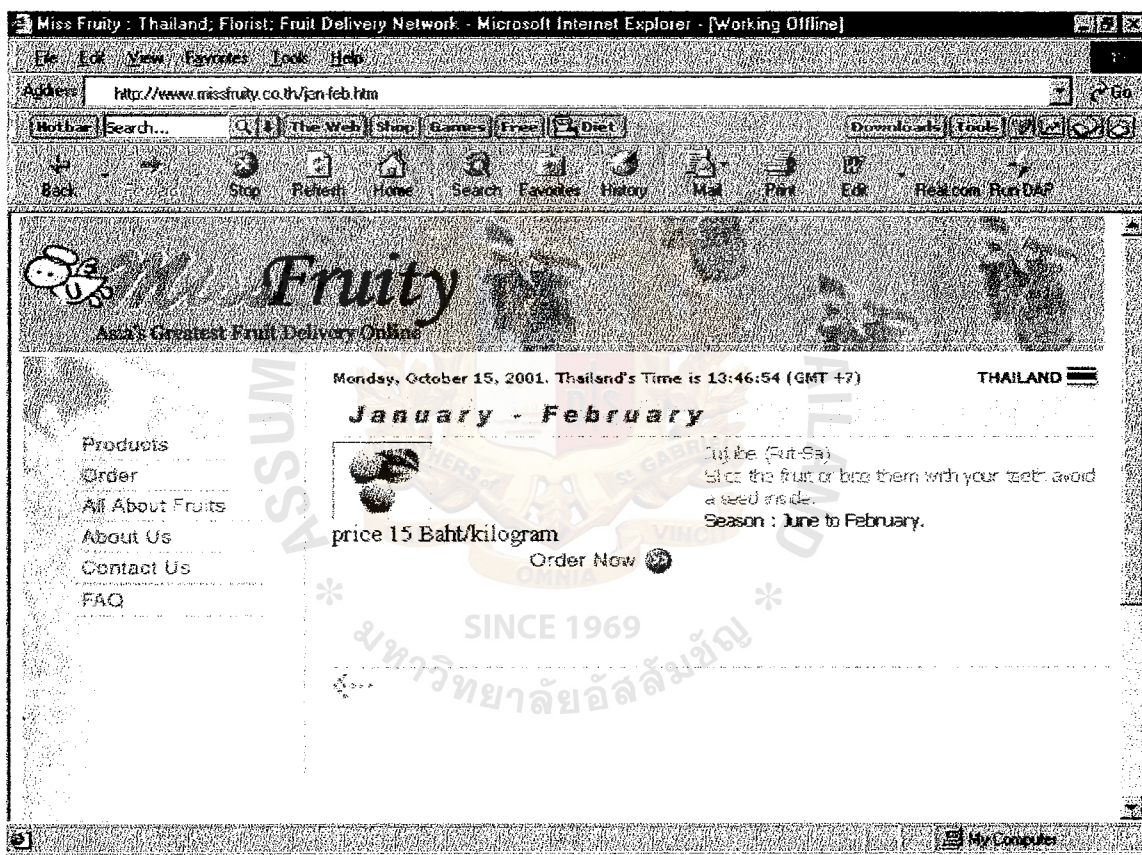


Figure 3.6. Season of January – February Page.



When users perform a click on Season of March icon this is what the users will get.

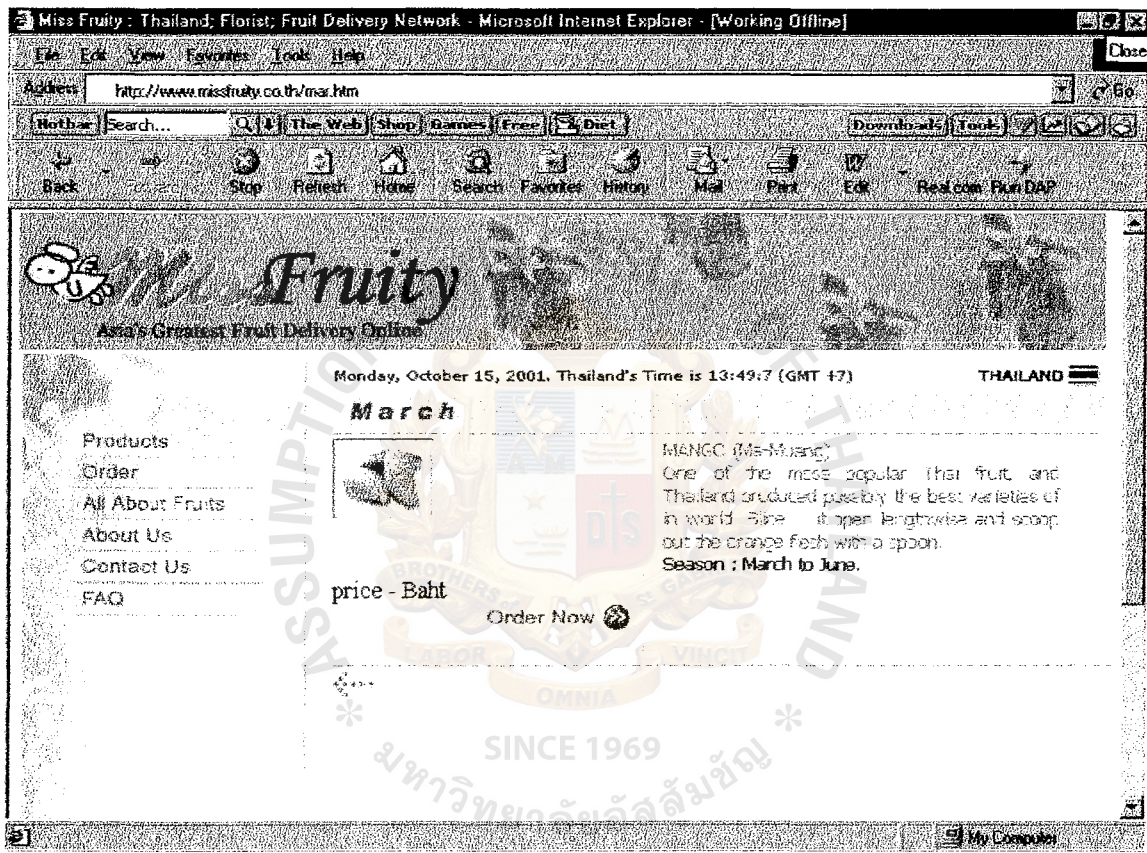


Figure 3.7. Season of March Page.

When users perform a click on Season of April icon this is what the users will get.



Figure 3.8. Season of April Page.

When users perform a click on Season of May icon this is what the users will get.

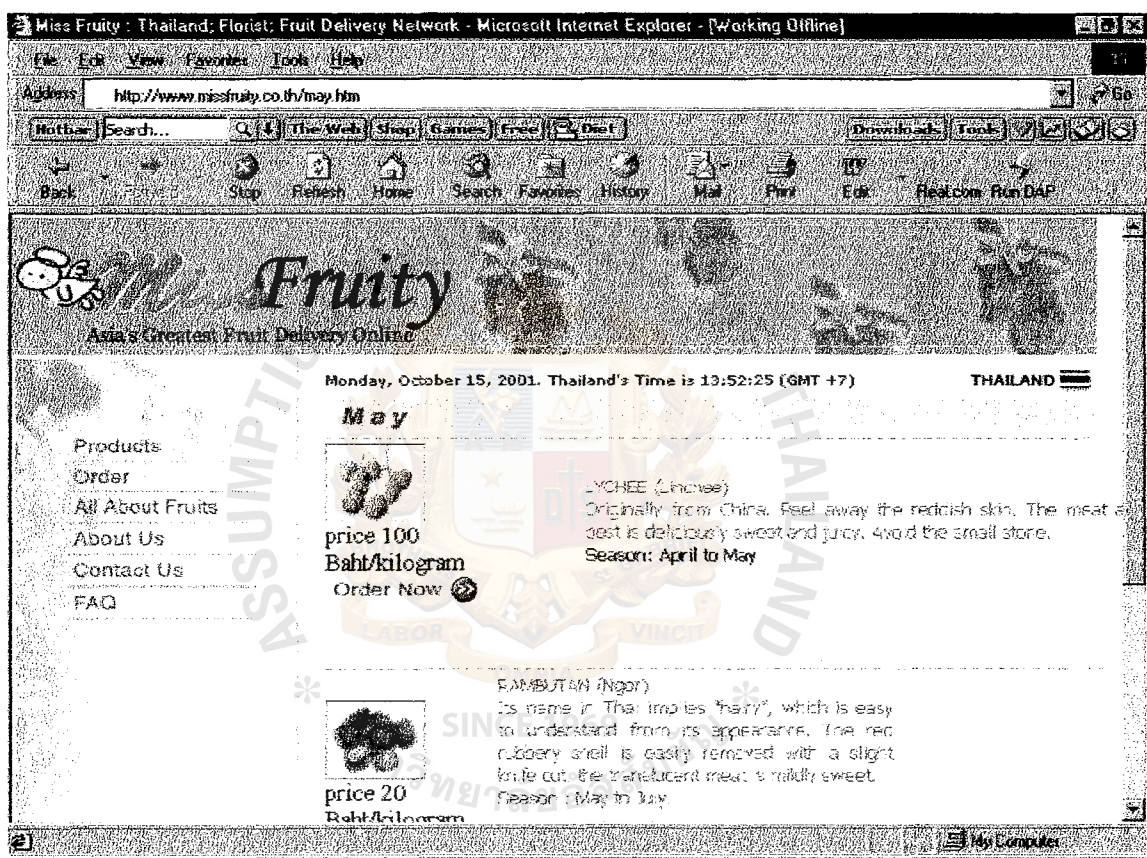


Figure 3.9. Season of May Page.



When users perform a click on Season of June icon this is what the users will get.

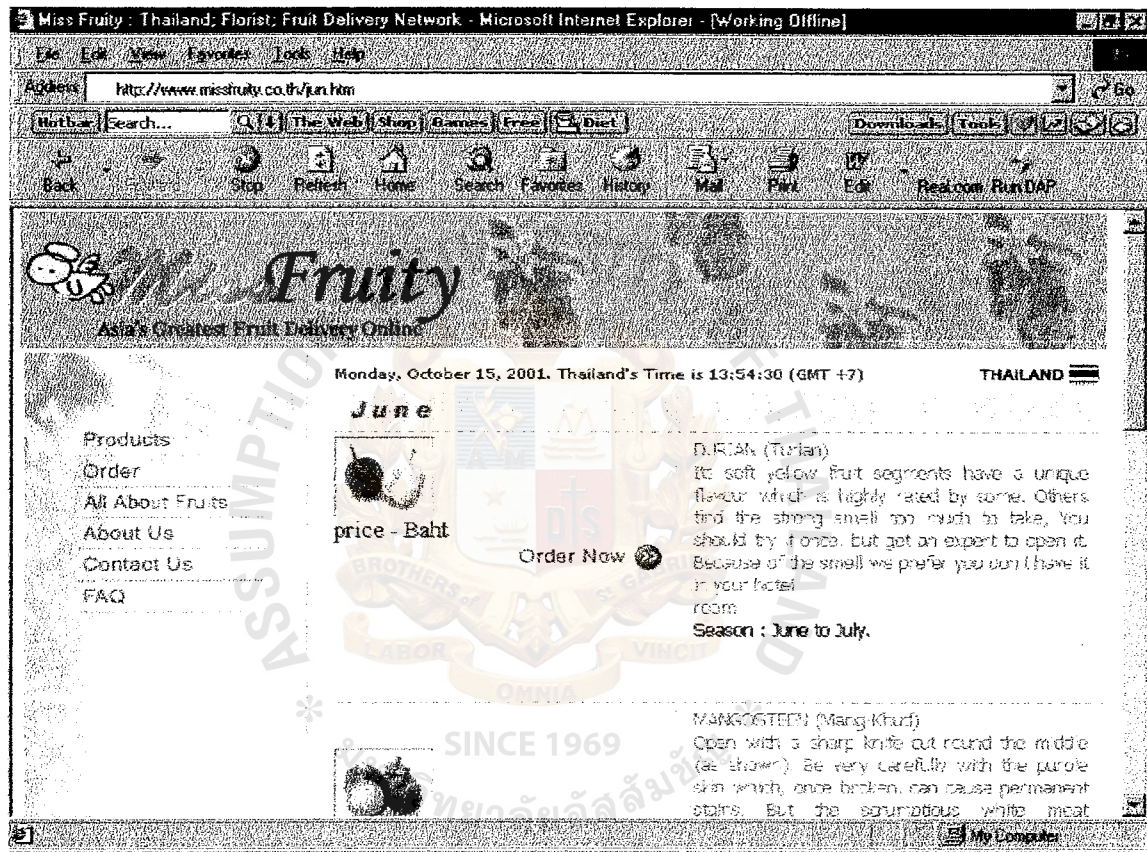


Figure 3.10. Season of June Page.

When users perform a click on Season of July – August icon this is what the users will get.

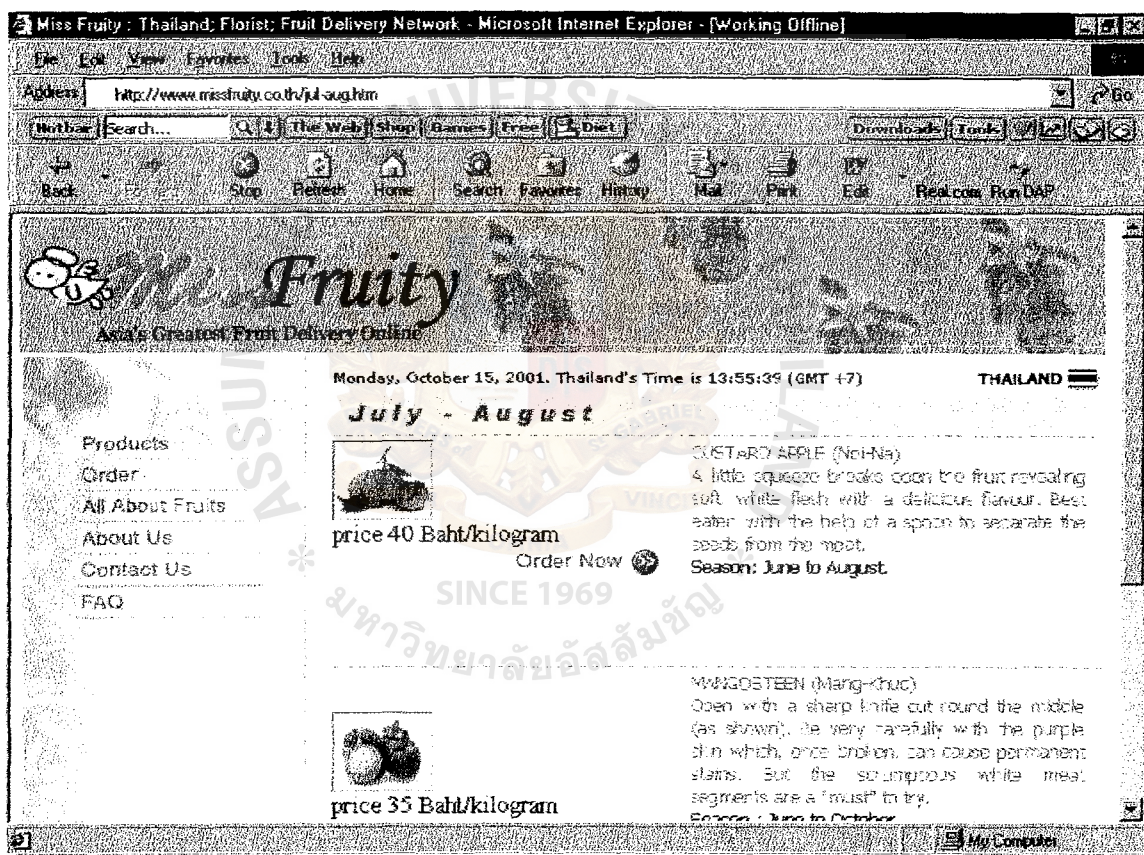


Figure 3.11. Season of July – August Page.



When users perform a click on Season of September icon this is what the users will get.

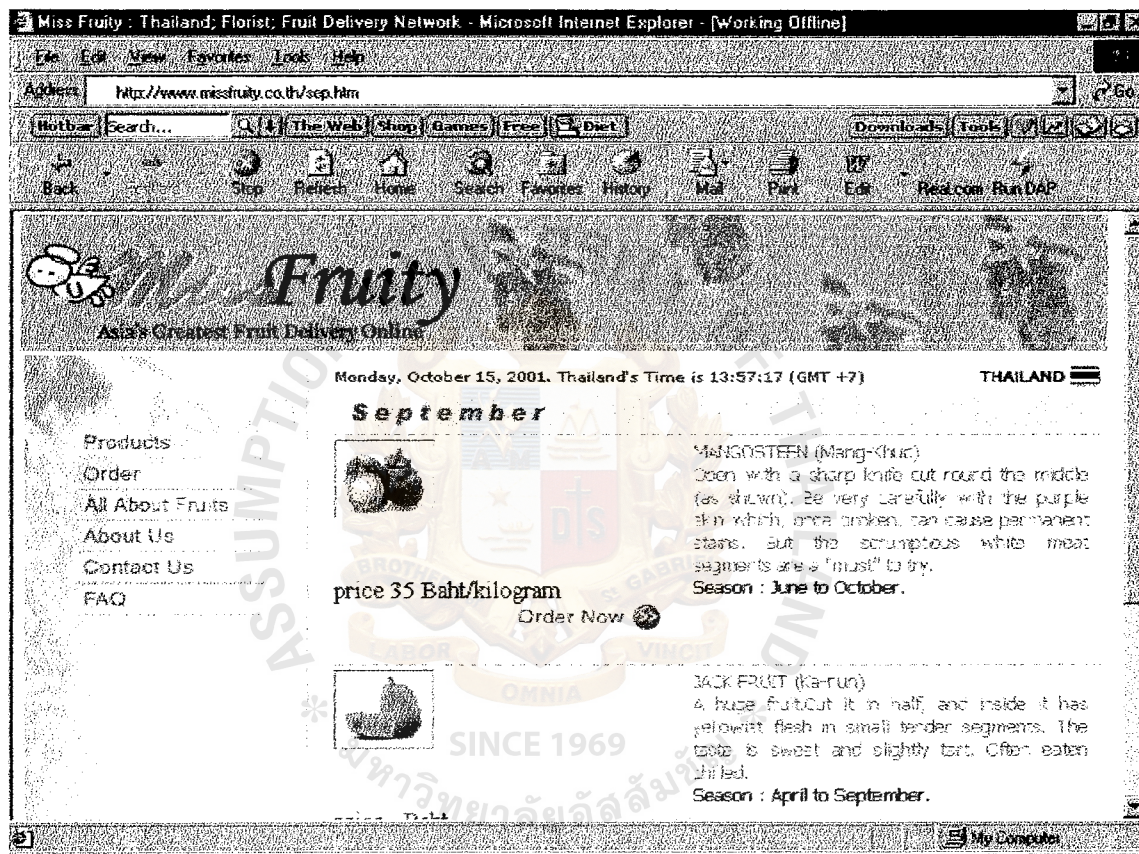


Figure 3.12. Season of September Page.

When users perform a click on Season of October icon this is what the users will get.

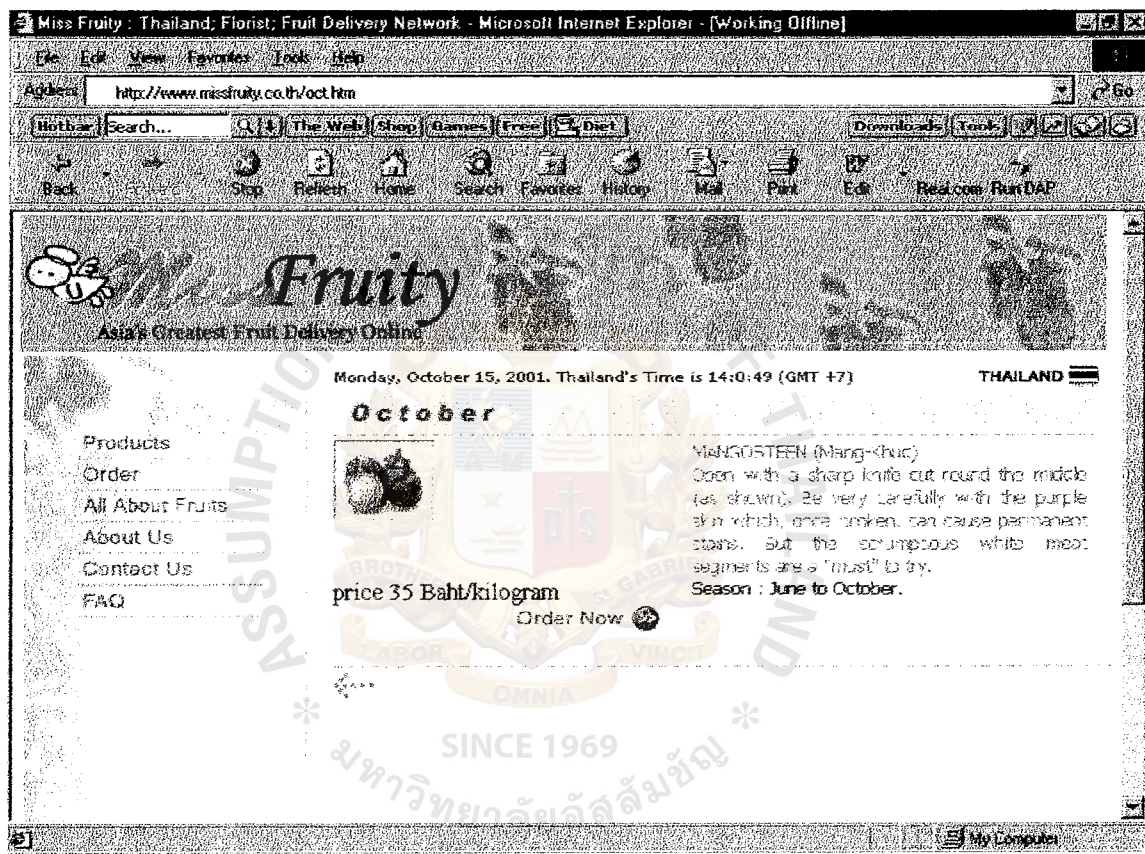


Figure 3.13. Season of October Page.

When users perform a click on About Us icon this is what the users will get.

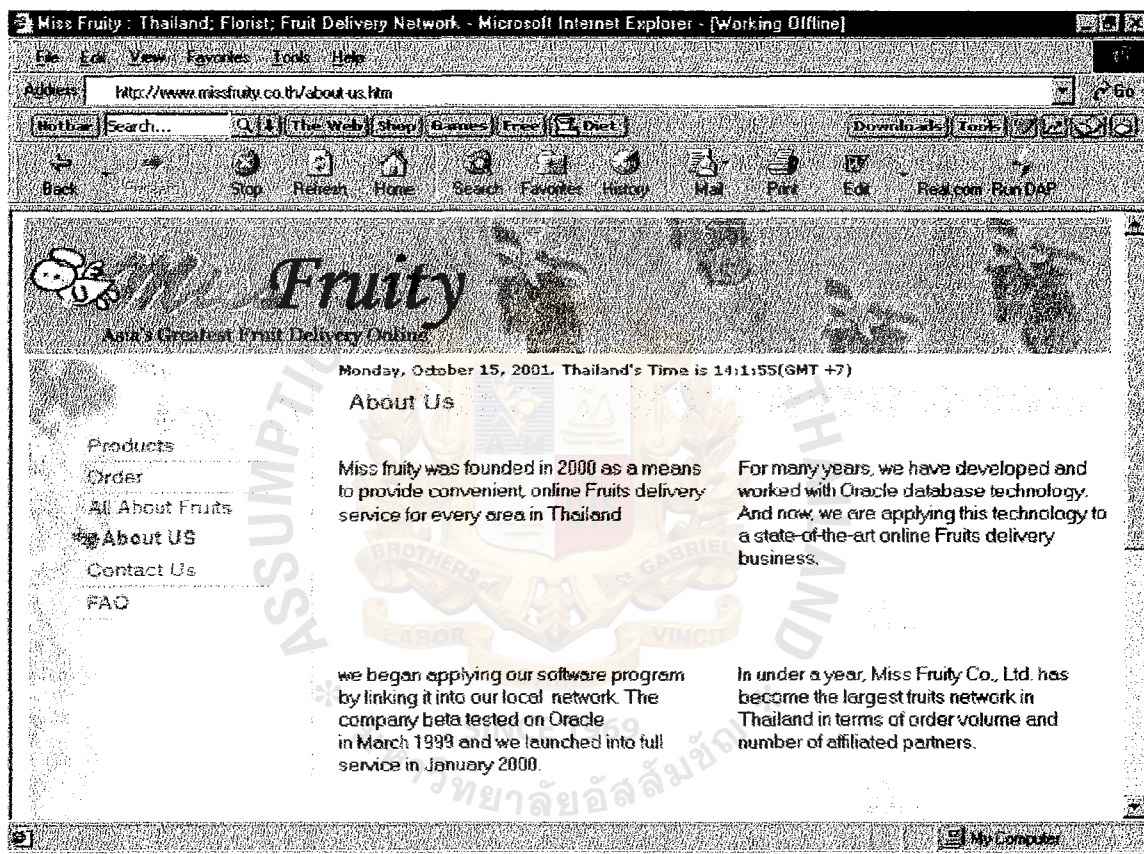


Figure 3.14. About Us Page.



When users perform a click on Contact Us icon this is what the users will get.

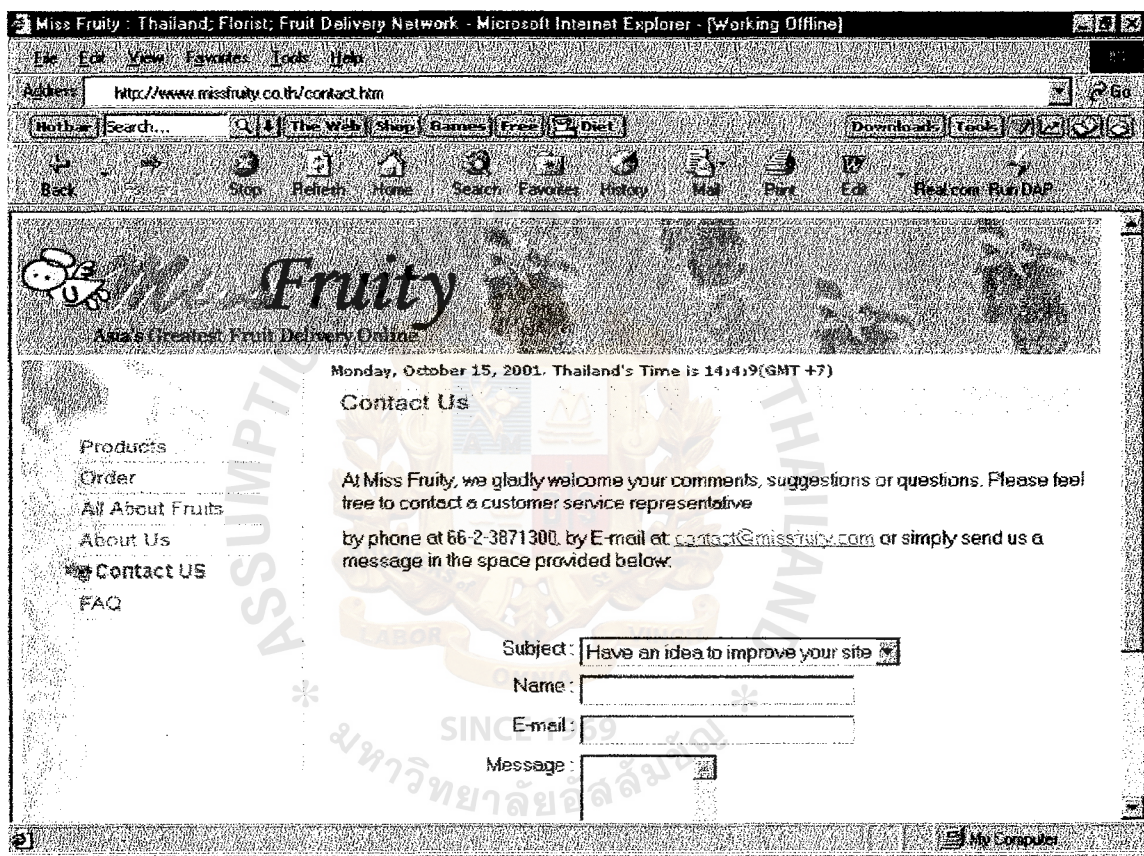


Figure 3.15. Contact Us Page.

When users perform a click on FAQ icon this is what the users will get.

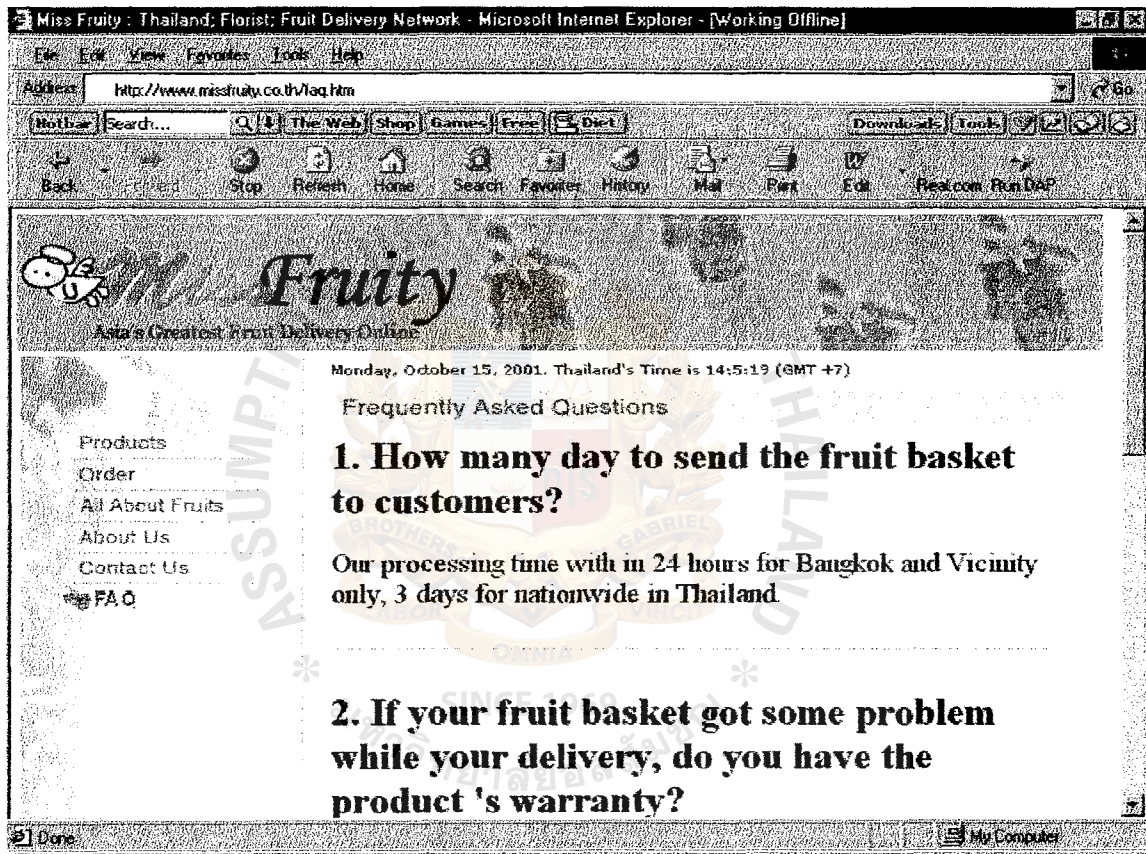


Figure 3.16. FAQ Page.



## **IV. ANALYSIS**

### **4.1 Current Market Situation**

Market situation: Now the fruit shop is located in location as normal market. The sales volume now depends on the festival and seasons. The package of product is nothing special and now the shop has a plan to develop sales and value of products to bring it up to Internet Market by designing the aspect of product to be more interesting and attractive, such as fruit in a basket.

Distribution situation, it will be distributed through their distribution channels including wholesaler and other retailer.

### **4.2 Objectives**

The objectives of the fruit shop are defined as follows:

- (a) Profit Maximization: by selling both the products and advertisement on the web site.
- (b) Image Server: by offering customer to always remain anonymous through out the transaction process.
- (c) Knowledge Provider: by providing general and most update information relating to fruit shop issue including personal consulting service.

### **4.3 Key to Success**

We will start with a critical competitive edge: there is no competitor we know of that can claim near as much expertise on the problems and opportunities of developing on-line commerce site for many fruits.

Our position on this point is very hard to match, but only if we maintain this focus in our strategy, marketing. There currently is no other site for fruits seeking. So if the implementation happens quickly, we will be the first in the market.

#### 4.4 Marketing Competencies

##### Customer Delivered Value

##### The Value

##### Product Value

- (a) High quality
- (b) Variety of fruits

##### Service Value

- (a) Special package
- (b) Home-Delivery Service
- (c) Web board
- (d) Always remain anonymity

##### The Cost

##### Monetary cost

- (a) Internet access cost
- (b) Telephone dial-up cost
- (c) Product fee

##### Energy Cost

- (a) Net surfing time
- (b) Save travelling time

##### Target Market

- (a) Retailers
- (b) Wholesalers
- (c) Individual who use Internet

##### SWOT Analysis

##### Strengths

- (a) Being the first in marketing providing fruits on-line
- (b) Offering reliable quality product and services
- (c) Providing interactive communication while customer remain anonymity
- (d) Special Packing Service
- (e) Becoming new knowledgeable community
- (f) All transactions are completed on-line
- (g) Opulent marketing mix

#### Weaknesses

- (a) Addition charge to market original price
- (b) Limited target market size

#### Opportunities

- (a) Promoting the web by creating a group of web-based business alliances
- (b) Increasing in number of internet users
- (c) Increasing in internet coverage area

#### Threats

- (a) Economic Slowdown
- (b) No supporting E-commerce laws
- (c) Illegal abortion

#### Five Forces Analysis

- (a) Threat of Intense Segment Rivalry
  - (1) No direct Competitor

Fruits shop offers new products and services that are not available in Thailand. Therefore, there is no direct competitor who is running identical business as the company does.

- (b) Threat of New Entrants

(1) Capital Requirement

The new player has to invest large amount in web developing cost and promoting the new web to create awareness.

(2) Switching Cost

Customers will face high switching cost to receive new kinds of service. If they have to take more risk to use the same service from new provider time in learning how to use new service.

(c) Threat of substitute products/services

(1) New Distribution Channel

The shop may be adversely affected if new distribution channel has been implemented such as vending machine. However, vending machine will affect just a part of the shop operation because it cannot offer variety as the shop does.

(d) Threat of Suppliers' Growing Bargaining Power

(1) Strategic Alliances

In order to prevent supplier offering to the same business model and enhance the future prosperity, the shop will invite suppliers to be alliance to distribute their products.

(e) Threat of Buyers' Growing Bargaining Power

(1) The only one in the market

The shop is the only player in the market. Therefore, buyers do not have many alternatives and possess much bargaining power. By the way, shop will not take advantages over the buyers from this point. The shop aims to create buyer friendly image for the web.

#### 4.5 Marketing Mix (4P)

##### Marketing Mix (4ps) for Fruit Online

###### Product:

Our company sells many kind of fruit packages by Internet or Electronic Commercial (E-Commerce). Our products are different from the general fruits in the market because we will make our fruits in the varieties of packaging such as pretty baskets and many packaging as shown on our homepage [www.fruitonline.co.th](http://www.fruitonline.co.th) Customers can create and order the style of fruit packaging by themselves.

###### 4 main fruit packages:

1. Health Basket: the fruit packaging for someone whom you are concerned about their health.
2. Lover Basket: the fruit packaging to present your love to someone whom you are fascinated with.
3. Cute and Fresh Basket: the cute and fresh packaging will hit your heart to buy in the several styles of packaging as shown on our homepage.
4. Your Style Basket: you can create your own fruit packaging.

###### Products

###### - Fruit of Love



Figure 4.1. Fruit of Love.



Show your concern to someone special by sending a Fruit in a Circle Basket.

- From My Heart



Figure 4.2. From My Heart.

If you would like someone who you love to have a good health send him/her with varieties of fruit in a basket.

- Sunny Pack (Junior)



Figure 4.3. Sunny Pack (junior).

Sunny Pack 4 oranges in a small metal basket will show your concern to your special person.

- Fruit Tent

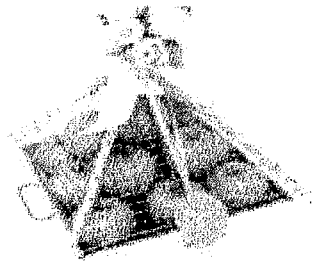


Figure 4.4. Fruit Tent.

Congratulations! with fresh apple in a basket.

- Fruit Bear Basket



Figure 4.5. Fruit Bear Basket.

“Fruit Bear Basket” is the greatest basket for someone whom you love.

- Watch Over



Figure 4.6. Watch Over.

When you have a good feeling for someone, tell him or her with this basket.

- Sunny Pack

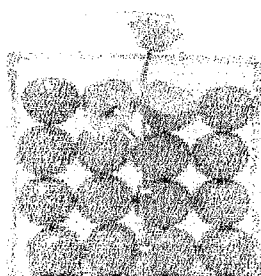


Figure 4.7. Sunny Pack.

16 oranges for your special persons to show your regards.

- Dear to Dear



Figure 4.8. Dear to Dear

Send a red apple to show your love.

- Grapes Heart



Figure 4.9. Grapes Heart.

Send good taste of grape in a botanic basket.

- From heart to heart



Figure 4.10. From heart to heart.

Send your concern by red roses, make sure that it will reach her/ his heart

- Fruit Garden



Figure 4.11. Fruit Garden.

Increase your love in a glass package for your special person.

Fruit Categories:

Orange, Apple, Grapes, Mango, Banana, Dragon fruit, and cherry, etc

Price:

1. Fruit of Love: price 890 bahts
2. From My Heart: price 990 bahts
3. Sunny Pack (junior): price 1,090 bahts
4. Fruit Tent: price 1,390 bahts

5. Fruit Bear Basket: price 1,450 bahts
6. Watch Over: price 1,450 bahts
7. Sunny Pack: price 1,490 bahts
8. Dear to Dear: price 1490 bahts
9. Grapes Heart: price 1,590 bahts
10. From Heart to Heart: price 1,950 bahts
11. Fruit Garden: price 2,590 bahts (varied kind of fruits)

Remarks:

- Our company reserves the right to change the product's price without prior notice. Price confirmation will be informed via your e-mail address as registered on your order form for your style basket.

- Free delivery (Bangkok and its vicinities only)

Place or Distribution:

Our company would like to add more channels to our customer buying fruit online by [www.missfruity.co.th](http://www.missfruity.co.th) Our company has registered for [co.th](http://co.th) because most target customers are in Thailand.

Promotion:

- (1) Get 30% discount when order over 3,000 bahts.
- (2) Member Registration in the period of November will get special rewards; 10 rewards of fruit basket.

P.S. the lucky drawn member will be announced on our homepage with in the second week of December 2001



#### **4.6 Web Site Marketing Strategy**

On-line marketing will be critical to fruit shop. It will be the best way to spread the news about our Web site and let target audiences around Thailand know about this new commerce and content site.

#### **4.7 On-line Sales Strategy**

The more successful our on-line marketing is, the more traffic and users we will bring to our site. As long as we build a flawless commerce site, we can then turn traffic and users into actual sales of fruits.

We will also use traffic statistics to show many times a month our users visit our site, and how much time they spend on the site, in order to sell banner advertising and sponsorships.

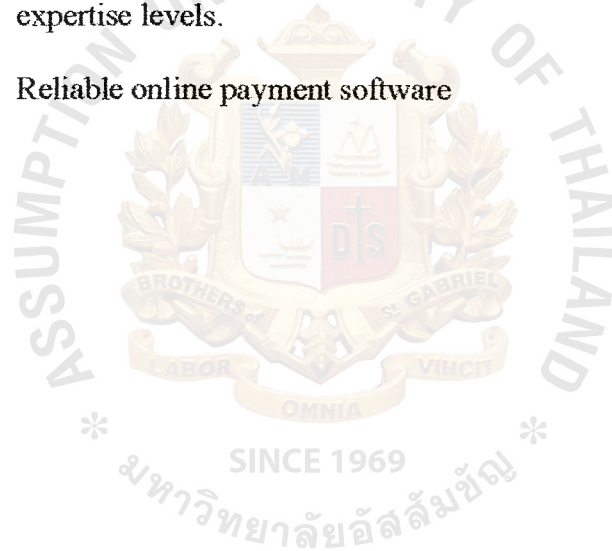
##### **The Front End**

For the fruit shop user interface design of the web is one of the keys to the success of the shop. The user interface needs to:

- (1) Have a clear and easy to use navigation scheme.
- (2) Be fast loading, non-graphic-intensive pages. Many of the audience will be accessing the site from home or remote area by dial-up connection where the Internet speed is not so powerful.
- (3) Graphics and User Interface that the audiences can identify with. The site needs to have a warm, knowledgeable, reliable, confidential personality to appeal to the audiences.
- (4) A consistent user interface on all application built for the commerce and content. Users should always know how to browse relevant product and information needed.

## The Back End

- (1) Web hosting with 99.99% uptime. We will host the site at a major data center, such as Loxinfo and KSC.
- (2) Statistics to determine: page views, unique users, banner impressions, sponsorship impressions and clickthroughs.
- (3) A back end that is easily plugged into the following commerce tools:
  - (a) Shopping cart
  - (b) Product database that is easily browsed and searched
  - (c) Ability to rate products or recommend them to audience of certain expertise levels.
  - (d) Reliable online payment software



## **V. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Conclusions**

The overall objective of this project is to provide a marketing feasibility of fruit online based on the fruit shop. At present, Internet is one of the most effective tools in helping to expand potential in front of customers, suppliers and distributors around the world. It also assists the fruit shop to further their business opportunities. At present, most people have to come to the market to buy things. In doing so, it takes time. So the fruit shop should be done via Internet in order to assist customers and to provide a better service to the market.

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

- (a) Provides user friendly operational screens.
- (b) Provides information they need, when they need it.
- (c) Users can enter orders with a click of a button.
- (d) Time zones and vacation schedules are no longer an issue.
- (e) Product information is never out of date.

### **5.2 Recommendations**

As the web is rapidly becoming a multi-billion dollar source of revenue for the world's businesses, apart from marketing and advertising products, a company should consider the following:

- (a) E-commerce

Using web site as a place for direct retail shopping because of its 24 - hours availability, global reach, and ability to interact and provide customer

information and ordering. Doing business on-line will enable business to expand, increase profits, and reduce operating cost as well.

(b) Security

The most important challenge when implementing e-commerce is the ability to guarantee customers' privacy and safety when using credit cards to purchase on-line. Use of secure servers for on-line transactions can overcome this problem. These secure servers encrypt data that is sent over telephone lines so that information cannot be intercepted by a third party.

(c) Electronic Data Interchange (EDI)

Rather than preparing paper and sending it through mail or using other communication methods such as fax, EDI users exchange business data directly between their respective companies. Business data can be purchase orders generated from retailer to supplier to retailer. By implementing this, it will bring about faster processing of actions, lower personnel requirements and increase availability of timely and accurate data for decision-makers.

(d) Search engine

Company should consider posting their link in various search engines such as Alta Vista, Yahoo, Info Seek, etc. This will lead to more amount of customers from all over the world accessing the web site.

### 5.3 Future Research

For other researchers who would like to sell fruits by Internet or interested person, you should survey more information to update your homepage because Electronic Commerce is very popular, many people spend most of their time surfing Internet. You should use marketing strategies for your homepage such as marketing mix (4ps) or

SWOT analysis and the Stage of Product Life Cycle of your products in the website.  
Furthermore, you will know how to use the marketing strategies to improve your products sell volume on your homepage.







## APPENDIX A

### INTERNET DEMOGRAPHIC SURVEY

Table A.1. below represents baseline WWW user demographics as reported by the Nilesen Internet Demographic Survey (1998) available:

<http://www.commerce.net/information/surveys/margs5.html>

Table A.1. Internet Users Demographic Survey.

<b>Age</b>	<b>WWW User Demographic</b>	<b>U.S. and Canadian Population Demographic</b>
16-24	22%	18%
25-34	30%	21%
33-44	26%	22%
45-54	17%	16%
55 or older	5%	21%
<b>Gender</b>	<b>WWW User Demographic</b>	<b>U.S. and Canadian Population Demographic</b>
Male	64.50%	-
Female	34.50%	-
<b>Education</b>	<b>WWW User Demographic</b>	<b>U.S. and Canadian Population Demographic</b>
Less than High School	4%	11%
High school	8%	33%
Technical School	1%	2%
Some college	24%	24%
Graduated school	29%	17%
Some Post Grad	9%	3%

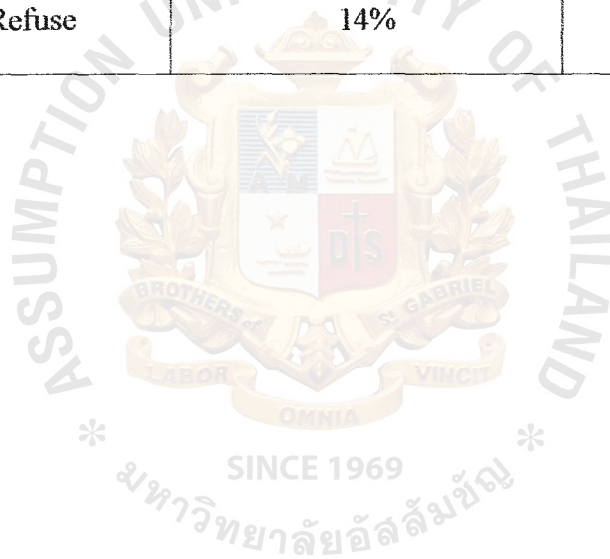
Tables A.1. Internet Users Demographic Survey. (Continued)

<b>Occupation</b>	<b>WWW User Demographic</b>	<b>U.S. and Canadian Population Demographic</b>
Professional	37%	18%
Technical	12%	6%
Admin/managerial	14%	9%
Clerical	3%	6%
Sales	5%	5%
Service Worker	2%	4%
Laborer	2%	7%
Crafeperson	1%	3%
Homemaker	1%	11%
Military	2%	1%
Full Time Student	16%	8%
Retired/Not Working	2%	17%

<b>Household Income</b>	<b>WWW User Demographic</b>	<b>U.S. and Canadian Population Demographic</b>
Under \$10,000	1%	7%
\$10-19,999	4%	9%
\$20-29,999	7%	12%
\$30-39,999	10%	14%
\$40-49,999	10%	11%

Tables A.1. Internet Users Demographic Survey. (Continued)

<b>Household Income</b>	<b>WWW User Demographic</b>	<b>U.S. and Canadian Population Demographic</b>
\$50-59,999	11%	9%
\$60-69,999	9%	6%
\$70-79,999	10%	4%
\$80-89,999	7%	3%
\$90-99,999	4%	2%
\$100,000 or Over	14%	5%
Do not know/Refuse	14%	17%







## The Origins of Html

Html and the World Wide Web were created to solve a specific problem. Scientists to the latest research, and traditional journal still take as long as to produce as they did when Newton was alive.

At the high energy accelerator operated by CERN in Switzerland, the production of data was outpacing the journals, and the high energy physics research community was rapidly splitting into information “has” or “has-not”. Something better was needed than mailing out paper, and it has to be easy to use both for the reader and for the writer. It had to work on every kind of computer in common use by physicists. It could not require one brand of software, and it could not require the payment of royalties. In short, it had to be the kind of software that the educational community needs.

The CERN electronic document team decided to take advantage of the New World Wide Internet to provide document delivery. They used existing standards wherever possible to simplify their task. They developed a special case of SGML (Standard Generalized Mark up Language) called HTML (Hypertext Markup Language) which had a small number of commands and which was (just barely) adequate to present new research information. NCSA ( the National Center for Supercomputing Applications) had long been a leader in producing useful networking software for microcomputers, and they continued in this tradition by producing Apple Macintosh and Microsoft Windows views for HTML under the name Mosaic. CERN had produced one server for Unix and made the source code available to the world. NCSA produced a second one with several improvements. Many individuals started producing servers for every imaginable computer, including microcomputers. Much of this was either given away for free or distributed as inexpensive shareware, and suddenly everyone could become an electronic publisher. 1994 was the year of the electronic Wild West. By 1995

commercial browsers and servers began to appear, and the Web began to become civilized. Fortunately, NCSA continues to develop Mosaic and distribute it for free, and this has kept the prices of commercial Web software low.

#### Advantages of HTML

HTML is an easy to use and flexible alternative to traditional presentation and hyperstack software for the preparation of instructional material. HTML was designed originally to allow the rapid sharing of scholarly information, as a supplement to the scholarly journal. It was designed by people who did not have budgets that allowed them to hire programmers, so it was so simple that anyone could create and maintain it. It is a kind of software, which has been called worldware.

Another advantage to HTML is that it scales well. Users can make a single HTML document and put it on one computer where it will be read, users can hand out diskettes with it for people to read on their own computers or users can put it onto a network server, all without changing a single word of the text. The same document serves on readers, a whole class or the entire world.

#### Current Uses of HTML

The Web technology is quite new, and it is still developing rapidly. In spite of its newness, and in spite of its relatively primitive state, Web technology has proved itself useful for an remarkable variety of applications. Courses are taught to distant students using Web, Web interfaces to databases are common, conferencing systems based on Web technology have been created and advertising and commercial applications are becoming common. All of these applications have at their base HTML documents either permanent documents (which were probably created by humans) which are viewed many times or temporary documents (which were created by software) which are viewed once and then disappeared.



```

<HTML><HEAD><TITLE>Miss Fruity : Thailand; Florist; Fruit Delivery Network
</TITLE>

<META content="text/html; charset=windows-874" http-equiv=Content-Type>

<META
content="Thai Fruit Online"
name=description>

<META
content="Singapore,singapore,florist,Singapore
Fruit,singapore
florist,Fruit,Fruits,florist,florists,flora,delivery,service,shopping,shop,shops,Misslily,mis
sily,wreath,wreaths,bouquet,bouquets,rose,roses,gift,gifts,gift for kid,gift for
woman,gift for women,gift for girl,gift for girls,lily,lilys,Fruit in singapore,florist in
singapore,valentine's day,greetings,anniversary,birthday,Bon Voyage,Boss's
Day,Chinese New Year,Christmas,Congratulations"
name=keywords>

<META content=all name=Robots><LINK
href="images/misslily.css"
rel=STYLE SHEET type=text/css>

<META content="MSHTML 5.00.2614.3500" name=GENERATOR></HEAD>

<BODY bgcolor=#ffffff leftMargin=0 topMargin=0 marginwidth="0"
marginheight="0">

<CENTER>

<TABLE border=0 cellPadding=0 cellSpacing=0>

<TBODY>

<TR>

<TD><!-- Start Navbar-->

```

```

<TABLE border=0 cellPadding=0 cellSpacing=0>

  <TBODY>

    <TR>

      <TR>

        <TD colSpan=2><IMG border=0 height=1

src="images/spacer.gif"

width=1></TD></TR>

      <TR>

        <TD align=left><IMG

alt="Miss Fruity" border=0

height=96

src="images/navbar1.gif"

width=319></TD>

        <TD align=left><IMG border=0 height=96

src="images/navbar2.jpeg"

width=443></TD></TR>

      <TR>

        <TD colSpan=2><IMG border=0 height=3

src="images/spacer.gif"

width=1></TD></TR></TBODY></TABLE><!-- End  Navbar--><!-- Start  New
Sidebar-->

```

```

<TABLE align=left bgColor=#ffffff border=0 cellPadding=0 cellSpacing=0>

  <TBODY>

    <TR>

      <TD bgColor=#ffffff width=3><IMG border=0 height=1

```



```

src="images/spacer.gif"
width=3></TD>

<TD align=left vAlign=top width=27><IMG border=0 height=375
src="images/bg_sidebar1.jpeg"
width=27></TD>

<TD align=left
background="images/bg_sidebar2.jpeg"
style="BACKGROUND-REPEAT: no-repeat" vAlign=top width=164><IMG
border=0 height=54
src="images/spacer.gif"
width=1><BR><A
href="products.htm"><IMG
alt=Products border=0 height=19
src="images/b_product2.gif"
width=143></A><BR><A
href="order.htm"><IMG
alt=Order border=0 height=22
src="images/b_order1.gif"
width=143></A><BR><A
href="all-about-Fruit.htm"><IMG
alt="All About Fruits" border=0 height=21
src="images/b_Fruit1.gif"
width=143></A><BR><A
href="about-us.htm"><IMG
alt="About Us" border=0 height=23

```



```

var days = new
Array("Sunday","Monday","Tuesday","Wednesday","Thursday","Friday","Saturday");

var months = new
Array("January","February","March","April","May","June","July","August","Septembe
r","October","November","December");

var dateObj = new Date();

var wday = days[dateObj.getDay()];

var lmonth = months[dateObj.getMonth()];

var date = dateObj.getDate();

var fyear = ((1900 + dateObj.getYear()));

document.write('<font face=Verdana, Arial size=1>');

document.write( wday +', '+ lmonth+' '+ date +', 2001. ');

document.write("Thailand's Time is ",dateObj.getHours(),":",dateObj.getMinutes
(),":",dateObj.getSeconds());

document.write(' (GMT +7)</font>');

</SCRIPT>

</FONT></TD>

<TD align=right><IMG align=absMiddle alt=Thailand border=0 height=18
src="images/icon_thai.gif"
vspace=5 width=92></TD></TR></TBODY></TABLE>

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD align=left colSpan=2 vAlign=top width=540><IMG alt=Products
border=0 height=23

```

src="images/h\_product.gif"

width=543></TD></TR>

<TR>

<TD align=left vAlign=center></TD>

<TD align=left vAlign=center><BR><FONT class=f3>Seasonal

differences, as well as unique regional characteristics have blessed

Thailand with a colorful and rich variety of Fruits. <BR><BR> One

of our philosophies at Miss&nbsp;Fruity is&nbsp; to provide consistent,

high-quality, fresh Fruits readily available in local areas at a

reasonable price. </B> <BR><BR> With our

100% satisfaction guarantee you. ll be assured of the very best Fruits,

reflecting&nbsp; season and delivered on time!</FONT><BR><BR></TD></TR>

</TBODY></TABLE>

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD align=left colSpan=3 vAlign=top><IMG border=0

src="images/line\_dot\_hm.gif"></TD></TR>

<TR>

<TD align=left vAlign=top><IMG alt="Fruit of Love" border=0

src="images/flove.gif"><BR>price 890 Baht<A class=G

href="order.htm"><IMG

align=right alt="Order Now" border=0 height=21

src="images/order.gif"

width=105></A></TD>

```

<TD align=left
background="images/line_dot_hz2.gif"
vAlign=top width=10><IMG border=0 height=154
src="images/line_dot_hz2.gif"
width=10></TD>

<TD align=left vAlign=top width=277>

<P><IMG alt="Fruit of Love"
border=0 height=20
src="images/flovet.gif"
width=277><BR><BR><FONT class=f3>Send your concerning to special
person someone with Fruit in circle metal basket.</FONT></P>

<P>&nbsp;</P></TD></TR>

<TR>

<TD align=left colSpan=3 vAlign=top><IMG border=0 height=9
src="images/line_dot_hm.gif"
width=540></TD></TR>

<TR>

<TD align=left vAlign=center><IMG alt="From My Heart" border=0
src="images/fmyheart.gif"><BR>price 990 Baht<A class=G
href="order.htm"><IMG
align=right alt="Order Now" border=0 height=21
src="images/order.gif"
width=105></A></TD>

<TD align=left
background="images/line_dot_hz2.gif"

```



```

vAlign=top width=10><IMG border=0 height=154
src="images/line_dot_hz2.gif"
width=10></TD>

<TD align=left vAlign=top width=277><IMG alt="From My Heart" border=0
height=20
src="images/fmyheartt.gif"
width=277><BR><BR><FONT class=f3>If you would like someone that
you love have a good health and fresh send the with varieties
of fruit in the basket.</FONT></TD></TR>

<TR>

<TD colSpan=3><IMG border=0 height=9
src="images/line_dot_hm.gif"
width=546></TD></TR>

<TR>

<TD align=left vAlign=center><IMG alt="Sunny Pack (Junior)" border=0
src="images/fsunnyj.gif"><BR>price 1090 Baht<A class=G
href="order.htm"><IMG
align=right alt="Order Now" border=0 height=21
src="images/order.gif"
width=105></A></TD>

<TD align=left
background="images/line_dot_hz2.gif"
vAlign=top width=10><IMG border=0 height=154
src="images/line_dot_hz2.gif"
width=10></TD>

```

```

<TD align=left vAlign=top width=277><IMG
alt="Sunny Pack (Junior)" border=0 height=20
src="images/fsunnyjt.gif"
width=277><BR><BR><FONT class=f3>Sunny Pack with 4 oranges in the small
metal basket will present your concerning to your special persons.
</FONT></TD></TR>

```

```

<TR>

```

```

<TD colSpan=3><IMG border=0 height=9
src="images/line_dot_hm.gif"
width=546></TD></TR>

```

```

<TR>

```

```

<TD align=left vAlign=center><IMG
alt="Fruit Tent" border=0 src="images/ftent.gif"><BR>price 1390 Baht<A class=G
href="order.htm"><IMG
align=right alt="Order Now" border=0 height=21
src="images/order.gif"
width=105></A></TD>

```

```

<TD align=left
background="images/line_dot_hz2.gif"
vAlign=top width=10><IMG border=0 height=154
src="images/line_dot_hz2.gif"
width=10></TD>

```

```

<TD align=left vAlign=top width=277><IMG
alt="Fruit Tent" border=0 height=20
src="images/ftentt.gif"

```

width=277><BR><BR><FONT class=f3>Congratulation! with fresh apple in basket.

</FONT></TD></TR>

<TR>

TD colSpan=3><IMG border=0 height=9

src="images/line\_dot\_hm.gif"

width=546></TD></TR>

<TR>

<TD align=left vAlign=center><IMG

alt="Fruit Bear Basket" border=0 src="images/fbear.gif"><BR>price 1450 Baht<A

class=G

href="order.htm"><IMG

align=right alt="Order Now" border=0 height=21

src="images/order.gif"

width=105></A></TD>

<TD align=left

background="images/line\_dot\_hz2.gif"

vAlign=top width=10><IMG border=0 height=154

src="images/line\_dot\_hz2.gif"

width=10></TD>

<TD align=left vAlign=top width=277><IMG

alt="Fruit Bear Basket" border=0 height=20

src="images/fbeart.gif"

width=277><BR><BR><FONT class=f3>"Fruit Bear Basket" is greatest basket for

someone that you love.

</FONT></TD></TR>

```

<TR>

<TD colSpan=3><IMG border=0 height=9

src="images/line_dot_hm.gif"

width=546></TD></TR>

<TR>

<TD align=left vAlign=center><IMG

alt="Watch Over" border=0 src="images/fwover.gif"><BR>price 1450 Baht<A

class=G

href="order.htm"><IMG

align=right alt="Order Now" border=0 height=21

src="images/order.gif"

width=105></A></TD>

<TD align=left

background="images/line_dot_hz2.gif"

vAlign=top width=10><IMG border=0 height=154

src="images/line_dot_hz2.gif"

width=10></TD>

<TD align=left vAlign=top width=277><IMG

alt="Watch Over" border=0 height=20

src="images/fwovert.gif"

width=277><BR><BR><FONT class=f3>When you have good feeling with someone,

tell him or her with this basket.

</FONT></TD></TR>

<TR>

<TD colSpan=3><IMG border=0 height=9

```

```

src="images/line_dot_hm.gif"
width=546></TD></TR>

<TR>

<TD align=left vAlign=center><IMG

alt="Sunny Pack" border=0 src="images/fsunny.gif"><BR>price 1490 Baht<A class=G
href="order.htm"><IMG

align=right alt="Order Now" border=0 height=21

src="images/order.gif"

width=105></A></TD>

<TD align=left

background="images/line_dot_hz2.gif"

vAlign=top width=10><IMG border=0 height=154

src="images/line_dot_hz2.gif"

width=10></TD>

<TD align=left vAlign=top width=277><IMG

alt="Sunny Pack" border=0 height=20

src="images/fsunnyt.gif"

width=277><BR><BR><FONT class=f3>16 oranges

for your special persons to present your regardness.</FONT>

<TR>

<TD colSpan=3><IMG border=0 height=9

src="images/line_dot_hm.gif"

width=546></TD></TR>

<TR>

<TD align=left vAlign=center><IMG

```



alt="Dear to Dear" border=0 src="images/fdeer.gif"><BR>price 1490 Baht<A class=G  
href="order.htm"><IMG

align=right alt="Order Now" border=0 height=21

src="images/order.gif"

width=105></A></TD>

<TD align=left

background="images/line\_dot\_hz2.gif"

vAlign=top width=10><IMG border=0 height=154

src="images/line\_dot\_hz2.gif"

width=10></TD>

<TD align=left vAlign=top width=277><IMG

alt="Dear to Dear" border=0 height=20

src="images/fdeert.gif"

width=277><BR><BR><FONT class=f3>Little dear send red apple  
to show how much you love?

</FONT></TD></TR>

<TR>

<TD colSpan=3><IMG border=0 height=9

src="images/line\_dot\_hm.gif"

width=546></TD></TR>

<TR>

<TD align=left vAlign=center><IMG

alt="Grapes Heart" border=0 src="images/fgrape.gif"><BR>price 1590 Baht<A  
class=G

```

href="order.htm"><IMG
align=right alt="Order Now" border=0 height=21
src="images/order.gif"
width=105></A></TD>

<TD align=left
background="images/line_dot_hz2.gif"
vAlign=top width=10><IMG border=0 height=154
src="images/line_dot_hz2.gif"
width=10></TD>

<TD align=left vAlign=top width=277><IMG
alt="Grapes Heart" border=0 height=20
src="images/fgrapet.gif"
width=277><BR><BR><FONT class=f3>Send good taste of grape in the botanic
basket.
</FONT></TD></TR>

<TR>

<TD colSpan=3><IMG border=0 height=9
src="images/line_dot_hm.gif"
width=546></TD></TR>

<TR>

<TD align=left vAlign=center><IMG
alt="From Heart to Heart" border=0 src="images/lheart.gif"><BR>price 1950 Baht<A
class=G
href="order.htm"><IMG
align=right alt="Order Now" border=0 height=21

```

```

src="images/order.gif"
width=105></A></TD>

<TD align=left
background="images/line_dot_hz2.gif"
vAlign=top width=10><IMG border=0 height=154
src="images/line_dot_hz2.gif"
width=10></TD>

<TD align=left vAlign=top width=277><IMG
alt="From Heart to Heart" border=0 height=20
src="images/fheartt.gif"
width=277><BR><BR><FONT class=f3>Send your concerning with red roses,
make sure that it will kick her/his heart.
</FONT></TD></TR>

<TR>

<TD colSpan=3><IMG border=0 height=9
src="images/line_dot_hm.gif"
width=546></TD></TR>

<TR>

<TD align=left vAlign=center><IMG
alt="Fruit Garden" border=0 src="images/fgarden.gif"><BR>price 2590 baht<A
class=G
href="order.htm"><IMG
align=right alt="Order Now" border=0 height=21
src="images/order.gif"
width=105></A></TD>

```

```

<TD align=left
background="images/line_dot_hz2.gif"
vAlign=top width=10><IMG border=0 height=154
src="images/line_dot_hz2.gif"
width=10></TD>

<TD align=left vAlign=top width=277><IMG
alt="Fruit Garden" border=0 height=20
src="images/fgardent.gif"
width=277><BR><BR><FONT class=f3>Increase your
love in the glass package for special person.</FONT></td></tr>

<tr>

<TD colSpan=3><IMG border=0 height=9
src="images/line_dot_hm.gif"
width=540></TD></TR></TBODY></TABLE><!-- End Info--><BR clear=all><!--
Start bottombar--></TD></TR></TBODY></TABLE></CENTER></BODY>

<HTML><HEAD><TITLE>Miss Fruity : Thailand; Florist; Fruit Delivery Network
</TITLE>

<META content="text/html; charset=windows-874" http-equiv=Content-Type>

<META
content="Fruit deliver for Thailand,Singapore and abroad.All occasions,same day
delivery include with knowledge about Fruits,Fruit Library,Fruit Care,welcome to
personal,business,corporate and affiliate accounts,Special,Fruit-Related,Events"
name=description>

<META

```

```

content="Singapore,singapore,florist,Singapore
Fruit,singapore
florist,Fruit,Fruits,florist,florists,flora,delivery,service,shopping,shop,shops,MissFruity,
missFruity,wreath,wreaths,bouquet,bouquets,rose,roses,gift,gifts,gift for kid,gift for
woman,gift for women,gift for girl,gift for girls,Fruity,Fruitys,Fruit in singapore,florist
in singapore,valentine's day,greetings,anniversary,birthday,Bon Voyage,Boss's
Day,Chinese New Year,Christmas,Congratulations"
name=keywords>
<META content=all name=Robots><LINK href="images/missFruity.css"
rel=STYLESHEET type=text/css>
<SCRIPT id=clientEventHandlers.JS language=JavaScript>
function B3_onclick(form,count)
{
if(count==0)
{
alert("Your basket is empty!!");
return;
}
else{
document.occasion_form.action="cart.cfm";
document.occasion_form.submit();
return true;
}
}
//
function Submit2_onclick(form)

```



```

{ //begin click pay

    if((document.occasion_form.select_occasion[0].selected))

    {

        alert('Please Select an Occasion !!');

        document.occasion_form.select_occasion.focus();

        return;

    } //end if check click payment

    return true;

}

function B1_onclick(form)
{
    if(Submit2_onclick(form))
    {
        if(document.occasion_form.select_occasion[17].selected)
            document.occasion_form.action="address-funeral.cfm";
        else if(document.occasion_form.select_occasion[9].selected)
            document.occasion_form.action="specific-order-valentine.cfm";

        else

            document.occasion_form.action="recipient.cfm";

            document.occasion_form.submit();

            return true;

        }

    }

function scrolling(speed)
{

```

```

var msg="A Fresh Fruit For the One You Love  with a Special Fruit  from MissFruity
.... Delivery Throughout Thailand Tel. 970-8000 ";  // this is your wanted text.

var out = " ";

var c = 1;

if (speed > 100) {

speed--;

var cmd="scrolliing(" + speed + ")";

timerTwo=window.setTimeout(cmd,80);

}

else if (speed <= 100 && speed > 0) {

for (c=0 ; c < speed ; c++) {

out+=" ";

}

out+=msg;

speed--;

var cmd="scrolling(" + speed + ")";INCE 1969

window.status=out;

timerTwo=window.setTimeout(cmd,80);

}

else if (speed <= 0) {

if (-speed < msg.length) {

out+=msg.substring(-speed,msg.length);

speed--;

var cmd="scrolling(" + speed + ")";

window.status=out;

```

```

timerTwo=window.setTimeout(cmd,80);

}

else {

window.status=" ";

timerTwo=window.setTimeout("scrolling(100)",75);

}

}

}

function test(test)

{

test.style.cursor='Hand';

return true;

}

</SCRIPT>

<META content="MSHTML 5.00.2614.3500" name=GENERATOR></HEAD>

<BODY bgColor=#ffffff leftMargin=0

onload="timerONE=window.setTimeout('scrolling(100)',500);" topMargin=0

marginwidth="0" marginheight="0">

<CENTER>

<TABLE border=0 cellPadding=0 cellSpacing=0>

<TBODY>

<TR>

<TD><!-- Start Navbar-->

<TABLE border=0 cellPadding=0 cellSpacing=0>

<TBODY>

```

<TR>

<TR>

<TD colSpan=2><IMG border=0 height=3 src="images/spacer.gif"  
width=1></TD></TR>

<TR>

<TD align=left><IMG  
alt="Miss Fruity: Asia Greatest Fruit Delivery Network" border=0  
height=96 src="images/navbar1.gif" width=319></TD>

<TD align=left><IMG border=0 height=96  
src="images/navbar2.jpeg" width=443></TD></TR>

<TR>

<TD colSpan=2><IMG border=0 height=3 src="images/spacer.gif"  
width=1></TD></TR></TBODY></TABLE><!-- End Navbar--><!-- Start

New Sidebar-->

<TABLE align=left bgColor=#ffffff border=0 cellPadding=0 cellSpacing=0>

<TBODY>

<TR>

<TD bgColor=#ffffff width=3><IMG border=0 height=1  
src="images/spacer.gif" width=3></TD>

<TD align=left vAlign=top width=27><IMG border=0 height=375  
src="images/bg\_sidebar1.jpeg" width=27></TD>

<TD align=left background=images/bg\_sidebar2.jpeg  
style="BACKGROUND-REPEAT: no-repeat" vAlign=top width=164><IMG  
border=0 height=54 src="images/spacer.gif" width=1><BR><A  
href="products.htm"><IMG

```

alt=Products border=0 height=19 src="images/b_product1.gif"
width=143></A><BR><A
href="order.htm"><IMG
alt=Order border=0 height=22 src="images/b_order2.gif"
width=143></A><BR><A
href="all-about-Fruit.htm"><IMG
alt="All About Fruits" border=0 height=21
src="images/b_Fruit1.gif" width=143></A><BR><A
href="about-us.htm"><IMG
alt="About Us" border=0 height=23 src="images/b_about1.gif"
width=143></A><BR><A
href="contact.htm"><IMG
alt="Contact Us" border=0 height=22 src="images/b_contact1.gif"
width=143></A><BR><A
href="faq.htm"><IMG alt=FAQ
border=0 height=23 src="images/b_faq1.gif" width=143></A> </TD>
<TD vAlign=top width=24><IMG border=0 height=295
src="images/line_sidebar.gif" width=24></TD></TR>
<TR>
<TD align=middle colSpan=4><!-- Banner Here--></TD></TR></TBODY>
</TABLE><!--End New Sidebar--><!-- Start info -->
<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>
<TBODY>
<TR>
<TD align=left vAlign=center width=455></TD>

```



```

<TD align=right><IMG border=0 height=1 src="images/spacer.gif"
width=1></TD></TR></TBODY></TABLE>

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD align=left colSpan=5><IMG alt=Order border=0 height=23
src="images/order_line.gif" vspace=5 width=540></TD></TR>

<TR>

<TD><IMG border=0 src="images/pic_order.jpg"></TD>

<TD width=40><IMG border=0 height=1 src="images/spacer.gif"
width=10></TD>

<TD vAlign=top width=300>

<P><FONT class=f3><BR>

</FONT>Easy services to order by select the
fruit basket categories shown on this site , please choose
<U>Standard Order</U>.</P></TD>

<TD width=40><IMG border=0 height=1 src="images/spacer.gif"
width=20></TD>

<TD vAlign=top><FONT class=f3><BR>But if you request in
specific style or your style basket ,you can choose <U>Specific
Order </U>.So your style will be create by yourself.</FONT></TD></TR>

<TR>

<TD colSpan=5><IMG border=0 height=10 src="images/spacer.gif"
width=1></TD></TR></TBODY></TABLE>

<FORM action=recipient.cfm method=post name=occasion_form>

```

```

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD colSpan=2><IMG alt="Standard Order" border=0 height=23
src="images/stand_line.gif" width=543></TD></TR>

<TR>

<TD vAlign=bottom width=326>

<DIV align=right><BR><A
href="javascript:B3_onclick(this.form,0);"><IMG align=bottom
alt="check order basket" border=0 height=21
src="images/check_order.gif" width=146></A> </DIV></TD>

<TD width=251><BR>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<A
href="javascript:B1_onclick(this.form);"><IMG align=middle
alt="continue" border=0 height=21 src="images/continue_order.gif"
vspace=4 width=84></A></TD></TR>

<TR>

<TD width=326>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;</TD>

<TD width=251>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;</TD></TR>

<TR>

<TD colSpan=2>

<TABLE align=center border=0 cellPadding=0 cellSpacing=0
width=544><TBODY>

<TR>

<TD colSpan=2><IMG alt="Specific Order" border=0 height=23
src="images/specific_line.gif" width=543></TD></TR>

```



```

<META
content="Singapore,singapore,florist,Singapore
Fruit,singapore
florist,Fruit,Fruits,florist,florists,flora,delivery,service,shopping,shop,shops,MissFruity,
missFruity,wreath,wreaths,bouquet,bouquets,rose,roses,gift,gifts,gift for kid,gift for
woman,gift for women,gift for girl,gift for girls,Fruity,Fruitys,Fruit in singapore,florist
in singapore,valentine's day,greetings,anniversary,birthday,Bon Voyage,Boss's
Day,Chinese New Year,Christmas,Congratulations"
name=keywords>

<META content=all name=Robots><LINK href="images/missFruity.css"
rel=STYLESHEET type=text/css>

<META content="MSHTML 5.00.2614.3500" name=GENERATOR></HEAD>

<BODY bgcolor=#ffffff leftMargin=0 topMargin=0 marginwidth="0"
marginheight="0">

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<TBODY>

<TR>

<TD><!-- Start Navbar-->

<TABLE border=0 cellPadding=0 cellSpacing=0>

<TBODY>

<TR>

<TR>

<TD colSpan=2><IMG border=0 height=3 src="images/spacer.gif"
width=1></TD></TR>

<TR>

```

```

<TD align=left><IMG
    alt="Miss Fruity: Asia Greatest Fruit Delivery Network" border=0
    height=96 src="images/navbar1.gif" width=319></TD>
<TD align=left><IMG border=0 height=96
    src="images/navbar2.jpeg" width=443></TD></TR>
<TR>
<TD colSpan=2><IMG border=0 height=3 src="images/spacer.gif"
    width=1></TD></TR></TBODY></TABLE><!-- End   Navbar--><!-- Start

```

New Sidebar-->

```

<TABLE align=left bgColor=#ffffff border=0 cellPadding=0 cellSpacing=0>
<TBODY>
<TR>
<TD bgColor=#ffffff width=3><IMG border=0 height=1
    src="images/spacer.gif" width=3></TD>
<TD align=left vAlign=top width=27><IMG border=0 height=375
    src="images/bg_sidebar1.jpeg" width=27></TD>
<TD align=left background=images/bg_sidebar2.jpeg
    style="BACKGROUND-REPEAT: no-repeat" vAlign=top width=164><IMG
    border=0 height=54 src="images/spacer.gif" width=1><BR><A
    href="products.htm"><IMG
    alt=Products border=0 height=19 src="images/b_product1.gif"
    width=143></A><BR><A
    href="order.htm"><IMG
    alt=Order border=0 height=22 src="images/b_order1.gif"
    width=143></A><BR><A

```



```

href="all-about-Fruit.htm"><IMG
alt="All About Fruits" border=0 height=21
src="images/b_Fruit2.gif" width=143></A><BR><A
href="about-us.htm"><IMG
alt="About Us" border=0 height=23 id=IMG1
src="images/b_about1.gif" width=143 ></A><BR><A
href="contact.htm"><IMG
alt="Contact Us" border=0 height=22
src="images/b_contact1.gif" width=143></A><BR><A
href="faq.htm"><IMG alt=FAQ
border=0 height=23 src="images/b_faq1.gif" width=143></A>
</TD>
<TD vAlign=top width=24><IMG border=0 height=449
src="images/line_sidebar.gif" width=24></TD></TR>
<TR>
<TD align=middle colSpan=4><!-- Banner Here--></TD></TR></TBODY>
</TABLE><!--End New Sidebar--><!-- Start info -->

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>
<TBODY>
<TR>
<TD align=left vAlign=center width=455><FONT class=f2>
<SCRIPT language=JavaScript>

var                                days                                =                                new
Array("Sunday","Monday","Tuesday","Wednesday","Thursday","Friday","Saturday");

```

```

var months = new
Array("January", "February", "March", "April", "May", "June", "July", "August", "Septembe
r", "October", "November", "December");

```

```

var dateObj = new Date();

var wday = days[dateObj.getDay()];

var lmonth = months[dateObj.getMonth()];

var date = dateObj.getDate();

var fyear = ((1900 + dateObj.getYear()));

document.write('<font face=Verdana, Arial size=1>');

document.write( wday +', '+ lmonth+' '+ date +', 2001. ');

document.write("Thailand's Time is ",dateObj.getHours(),":",dateObj.getMinutes
(),":",dateObj.getSeconds());

document.write(' (GMT +7)</font>');

</SCRIPT>

```

```

</FONT></TD>

<TD align=right><IMG border=0 height=1

src="images/spacer.gif" width=1></TD></TR></TBODY></TABLE>

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD align=left colSpan=2 vAlign=top><IMG alt="All About Fruits"

border=0 height=23 hspace=0 src="images/allFruit_line.gif"

vspace=5 width=540><BR><BR><FONT class=f3>Welcome

to Miss Fruity's 'All About Fruits' section. This section of our

```

```

website serves as an information center so that our customers can
learn more about the great variety of Fruits available, Fruit care,
as well as some of the unique meanings and occasions for sending
different types of Fruits. </FONT></TD></TR>

<TR>

<TD align=left colSpan=2 vAlign=top></TD></TR>

<TR>

<TD align=right colSpan=2><IMG alt="" border=0 height=67
src="images/line_Fruits.gif" width=532> </TD></TR>

</TBODY></TABLE>

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD align=left colSpan=2 vAlign=top><IMG alt="All Year Round"
border=0 height=23 hspace=0 src="images/allyear.jpg"
vspace=5 width=540><BR><BR><FONT class=f3>
&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a href="allyear.htm">All
Year Round</a><br>

&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a href="jan-feb.htm">
January</a><br>

&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a href="jan-feb.htm">
February</a><br>

&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a href="mar.htm">March
</a><br>

```

```

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a      href="apr.htm">April
</a><br>

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a      href="may.htm">May
</a><br>

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a href="jun.htm">June</a>
<br>

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a href="jul-aug.htm">July
</a><br>

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a href="jul-
aug.htm">August</a><br>

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a      href="sep.htm">
September</a><br>

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<a href="oct.htm">October
</a><br>

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;November<br>

        &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;December<br>

</FONT></TD></TR>

<TR>

<TD align=left colSpan=2 vAlign=top></TD></TR>

<TR>

<TD align=right colSpan=2><IMG alt="" border=0 height=67
src="images/line_Fruits.gif" width=532> </TD></TR>

</TBODY></TABLE>

<!-- End Info--><BR

```

```

clear=all><!-- Start bottombar--></TD></TR></TBODY></TABLE></CENTER>

</BODY></HTML>

<HTML><HEAD><TITLE>Miss Fruity : Thailand; Florist; Fruit Delivery Network
</TITLE>

<META content="text/html; charset=windows-874" http-equiv=Content-Type>

<META
content="Fruit deliver for Thailand,Singapore and abroad.All occasions,same day
delivery include with knowledge about Fruits,Fruit Library,Fruit Care,welcome to
personal,business,corporate and affiliate accounts,Special,Fruit-Related,Events"
name=description>

<META
content="Singapore,singapore,florist,Singapore Fruit,singapore
florist,Fruit,Fruits,florist,florists,flora,delivery,service,shopping,shop,shops,Misslily,mis
sily,wreath,wreaths,bouquet,bouquets,rose,roses,gift,gifts,gift for kid,gift for
woman,gift for women,gift for girl,gift for girls,lily,lilys,Fruit in singapore,florist in
singapore,valentine's day,greetings,anniversary,birthday,Bon Voyage,Boss's
Day,Chinese New Year,Christmas,Congratulations"
name=keywords>

<META content=all name=Robots><LINK href="images/misslily.css"
rel=STYLE SHEET type=text/css>

<META content="MSHTML 5.00.2614.3500" name=GENERATOR></HEAD>

<BODY bgcolor=#ffffff leftMargin=0 topMargin=0 marginwidth="0"
marginheight="0">

<CENTER>

<TABLE border=0 cellPadding=0 cellSpacing=0>

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```
<TBODY>
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<TR>
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```
<TD><!-- Start Navbar-->
```

```
<TABLE border=0 cellPadding=0 cellSpacing=0>
```

```
<TBODY>
```

```
<TR>
```

```
<TR>
```

```
<TD colSpan=2><IMG border=0 height=3 src="images/spacer.gif"
width=1></TD></TR>
```

```
<TR>
```

```
<TD align=left><IMG
alt="Miss Fruity" border=0
height=96 src="images/navbar1.gif" width=319></TD>
<TD align=left><IMG border=0 height=96
src="images/navbar2.jpeg" width=443></TD></TR>
```

```
<TR>
```

```
<TD colSpan=2><IMG border=0 height=3 src="images/spacer.gif"
width=1></TD></TR></TBODY></TABLE><!-- End Navbar--><!-- Start
```

```
New Sidebar-->
```

```
<TABLE align=left bgColor=#ffffff border=0 cellPadding=0 cellSpacing=0>
```

```
<TBODY>
```

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<TR>
```

```
<TD bgColor=#ffffff width=3><IMG border=0 height=1
src="images/spacer.gif" width=3></TD>
```

```
<TD align=left vAlign=top width=27><IMG border=0 height=375
```

```

src="images/bg_sidebar1.jpeg" width=27></TD>
<TD align=left background=images/bg_sidebar2.jpeg
style="BACKGROUND-REPEAT: no-repeat" vAlign=top width=164><IMG
border=0 height=54 src="images/spacer.gif" width=1><BR><A
href="products.htm"><IMG
alt=Products border=0 height=19 src="images/b_product1.gif"
width=143></A><BR><A
href="order.htm"><IMG
alt=Order border=0 height=22 src="images/b_order1.gif"
width=143></A><BR><A
href="all-about-Fruit.htm"><IMG
alt="All About Fruits" border=0 height=21
id=IMG3 src="images/b_Fruit1.gif" width=143 ></A><BR><A
href="about-us.htm"><IMG
alt="About Us" border=0 height=23 src="images/b_about2.gif"
width=143></A><BR><A
href="contact.htm"><IMG
alt="Contact Us" border=0 height=22
id=IMG2 src="images/b_contact1.gif" width=143 ></A><BR><A
href="faq.htm"><IMG alt=FAQ
border=0 height=23 src="images/b_faq1.gif" width=143></A> </TD>
<TD vAlign=top width=24><IMG border=0 height=295
src="images/line_sidebar.gif" width=24></TD></TR>
<TR>

```

```

        <TD align=middle colSpan=4><!-- Banner Here--></TD></TR></TBODY>

</TABLE><!--End New Sidebar--><!-- Start info -->

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

    <TBODY>

        <TR>

            <TD align=left vAlign=center width=455><FONT class=f2>

                <SCRIPT language=JavaScript>

var                                days                                =                                new

Array("Sunday","Monday","Tuesday","Wednesday","Thursday","Friday","Saturday");

var                                months                                =                                new

Array("January","February","March","April","May","June","July","August","Septembe
r","October","November","December");

var dateObj = new Date();

var wday = days[dateObj.getDay()];

var lmonth = months[dateObj.getMonth()];

var date = dateObj.getDate();

var fyear = ((1900 + dateObj.getYear()));

document.write('<font face=Verdana, Arial size=1>');

document.write( wday + ', ' + lmonth + ' ' + date + ', 2001. ');

document.write("Thailand's Time is ",dateObj.getHours(),".",dateObj.getMinutes
(),".",dateObj.getSeconds());

document.write('(GMT +7)</font>');

</SCRIPT>

```

```

</FONT></TD>

<TD align=right><IMG border=0 height=1

src="images/spacer.gif" width=1></TD></TR></TBODY></TABLE>

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD align=left colSpan=3 vAlign=top><IMG alt="About Us" border=0

height=23 src="images/aboutus_line.gif" vspace=5

width=540><BR><BR></TD></TR>

<TR>

<TD align=left vAlign=top><FONT class=f3> Miss fruity was founded

in&nbsp;2000 as a means to provide convenient, online Fruits delivery

service for every area in Thailand</FONT> <BR><IMG border=0 height=1

src="images/spacer.gif" width=260> </TD>

<TD><IMG border=0 height=1 src="images/spacer.gif"

width=20></TD>

<TD align=left vAlign=top><FONT class=f3>For many years, we have

developed and worked with Oracle database technology. And now, we

are applying this technology to a state-of-the-art online Fruits

delivery business. </FONT><BR><IMG border=0 height=1

src="images/spacer.gif" width=260> </TD></TR>

<TR>

<TD align=middle colSpan=3><IMG alt="" border=0 height=42

src="images/line_2.gif" width=297> </TD></TR>

<TR>

```

<TD align=left vAlign=top><FONT class=f3>

we began applying our software program by linking it into  
our local network. The company beta tested on Oracle  
in March 1999 and we

launched into full service in January 2000. </FONT></TD>

<TD><IMG border=0 height=1 src="images/spacer.gif"  
width=20></TD>

<TD align=left vAlign=top><FONT class=f3> In under a year, Miss  
Fruity Co., Ltd. has become the largest fruits network in Thailand in  
terms of order volume and number of affiliated partners.

</FONT></TD></TR>

<TR>

<TD align=middle colSpan=3><IMG alt="" border=0 height=42  
src="images/line\_2.gif" width=297> </TD></TR>

<TR>

<TD align=left vAlign=top><FONT class=f3> In an effort to  
more conveniently serve our valued clients we have taken our  
service online and have since become the acknowledged leader in  
fruits delivery. </FONT></TD>

<TD><IMG border=0 height=1 src="images/spacer.gif"  
width=20></TD>

<TD align=left vAlign=top><FONT class=f3>

Miss Fruity has representatives in all stores nationwide. Each store  
can process orders and delivery to you . </FONT></TD></TR>

<TR>



```

<TD align=middle colSpan=3><IMG alt="" border=0 height=42
src="images/line_2.gif" width=297> </TD></TR>
<TR>
<TD align=left vAlign=top><FONT class=f3>Accordingly, no matter what
your current location, you can effortlessly send Fruits to your
friends, colleagues or loved ones anywhere in Thailand. </FONT></TD>
<TD><IMG border=0 height=1 src="images/spacer.gif"
width=20></TD>
<TD><IMG border=0 height=180 id=IMG1
src="images/pic_aboutus.jpg" width=180 > </TD></TR></TBODY>
</TABLE><!-- End Info--><BR clear=all><!-- Start bottombar--></TD></TR>
</TBODY></TABLE></CENTER></BODY></HTML>
<HTML><HEAD><TITLE>Miss Fruity : Thailand; Florist; Fruit Delivery Network
</TITLE>
<META content="text/html; charset=windows-874" http-equiv=Content-Type>
<META
content="Fruit deliver for Thailand,Singapore and abroad.All occasions,same day
delivery include with knowledge about Fruits,Fruit Library,Fruit Care,welcome to
personal,business,corporate and affiliate accounts,Special,Fruit-Related,Events"
name=description>
<META
content="Singapore,singapore,florist,Singapore Fruit,singapore
florist,Fruit,Fruits,florist,florists,flora,delivery,service,shopping,shop,shops,Misslily,mis
slily,wreath,wreaths,bouquet,bouquets,rose,roses,gift,gifts,gift for kid,gift for
woman,gift for women,gift for girl,gift for girls,lily,lilys,Fruit in singapore,florist in

```

name=description>

<META

content="Singapore,singapore,florist,Singapore Fruit,singapore  
florist,Fruit,Fruits,florist,florists,flora,delivery,service,shopping,shop,shops,Misslily,mis  
slily,wreath,wreaths,bouquet,bouquets,rose,roses,gift,gifts,gift for kid,gift for  
woman,gift for women,gift for girl,gift for girls,lily,lilys,Fruit in singapore,florist in  
singapore,valentine's day,greetings,anniversary,birthday,Bon Voyage,Boss's  
Day,Chinese New Year,Christmas,Congratulations"

name=keywords>

<META content=all name=Robots><LINK href="images/misslily.css"

rel=STYLESheet type=text/css>

<SCRIPT language=JavaScript>

function Sent\_onclick(form)

{

document.contact.action="thanks.htm";

document.contact.submit();

return true;

}

</SCRIPT>

<META content="MSHTML 5.00.2614.3500" name=GENERATOR></HEAD>

<BODY bgColor=#ffffff leftMargin=0 topMargin=0 marginwidth="0"  
marginheight="0">

<CENTER>

<TABLE border=0 cellPadding=0 cellSpacing=0>

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<TBODY>

<TR>

<TD><!-- Start Navbar-->

<TABLE border=0 cellPadding=0 cellSpacing=0>

<TBODY>

<TR>

<TR>

<TD colSpan=2><IMG border=0 height=3

src="images/spacer.gif" width=1></TD></TR>

<TR>

<TD align=left><IMG

alt="Miss Fruity" border=0

height=96 src="images/navbar1.gif" width=319></TD>

<TD align=left><IMG border=0 height=96

src="images/navbar2.jpeg" width=443></TD></TR>

<TR>

<TD colSpan=2><IMG border=0 height=3

src="images/spacer.gif" width=1></TD></TR></TBODY></TABLE><!-- End
Navbar--><!-- Start New Sidebar-->

<TABLE align=left bgColor=#ffffff border=0 cellPadding=0 cellSpacing=0>

<TBODY>

<TR>

<TD bgColor=#ffffff width=3><IMG border=0 height=1

src="images/spacer.gif" width=3></TD>

<TD align=left vAlign=top width=27><IMG border=0 height=375

```

```

src="images/bg_sidebar1.jpeg" width=27></TD>
<TD align=left background=images/bg_sidebar2.jpeg
style="BACKGROUND-REPEAT: no-repeat" vAlign=top width=164><IMG
border=0 height=54 src="images/spacer.gif" width=1><BR><A
href="products.htm"><IMG
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href="faq.htm"><IMG alt=FAQ
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<TD vAlign=top width=24><IMG border=0 height=295
src="images/line_sidebar.gif" width=24></TD></TR>
<TR>

```

```

        <TD align=middle colSpan=4><!-- Banner Here--></TD></TR></TBODY>
</TABLE><!--End New Sidebar--><!-- Start info -->

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD align=left vAlign=center width=455><FONT class=f2>

<SCRIPT language=JavaScript>

var                                days                                =                                new
Array("Sunday","Monday","Tuesday","Wednesday","Thursday","Friday","Saturday");

var                                months                                =                                new
Array("January","February","March","April","May","June","July","August","Septembe
r","October","November","December");

var dateObj = new Date();
var wday = days[dateObj.getDay()];
var lmonth = months[dateObj.getMonth()];
var date = dateObj.getDate();
var fyear = ((1900 + dateObj.getYear()));

document.write('<font face=Verdana, Arial size=1>');

document.write( wday +', '+ lmonth+' '+ date +', 2001. ');

document.write("Thailand's Time is ",dateObj.getHours(),".",dateObj.getMinutes
(),".",dateObj.getSeconds());

document.write('(GMT +7)</font>');

</SCRIPT>

```



```

</FONT></TD>

<TD align=right><IMG border=0 height=1

src="images/spacer.gif" width=1></TD></TR>

<TR>

<TD align=left colSpan=2 vAlign=top><IMG alt="Contact Us" border=0

height=23 src="images/contactus_line.gif" vspace=5

width=540><BR><BR></TD></TR></TBODY></TABLE>

<TABLE border=0 cellSpacing=7 width=550>

<TBODY>

<TR>

<TD><FONT class=f3>At Miss Fruity, we gladly welcome your comments,

suggestions or questions. Please feel free to contact a customer

service representative </FONT></TD>

<TR>

<TD><FONT class=f3>by phone at 66-2-3871300, by E-mail at: <A

class=g href="mailto:contact@missfruity.com">contact@missfruity.com</A>

or simply send us a message in the space provided

below:<BR><BR></FONT></TD></TR></TBODY></TABLE>

<FORM action=thanks.htm method=post name=contact>

<TABLE border=0 width="100%">

<TBODY>

<TR>

<TD align=right noWrap vAlign=top><FONT class=f5>Subject :

</FONT></TD>

<TD noWrap vAlign=top><FONT class=f3><SELECT class=F3

```

```

name=select_title> <OPTION selected>Have an idea to improve your
site</OPTION> <OPTION>Order was late or did not arrive</OPTION>
<OPTION>General Comments</OPTION></SELECT> </FONT></TD>
<TR>
<TD align=right noWrap vAlign=top><FONT class=f3>Name : </FONT></TD>
<TD noWrap vAlign=top><FONT class=f3><INPUT maxLength=50
name=tname_cus size=30></FONT></TD></TR>
<TR>
<TD align=right noWrap vAlign=top><FONT class=f3>E-mail : </FONT>
</TD>
<TD noWrap vAlign=top><FONT class=f3><INPUT maxLength=70
name=temail
size=30> </FONT></TD></TR>
<TR>
<TD align=right noWrap vAlign=top><FONT class=f3>Message :
</FONT></TD>
<TD noWrap vAlign=top><FONT class=f3><TEXTAREA cols=25
name=tmessage rows=4></TEXTAREA></FONT></TD></TR>
<TR>
<TD align=right noWrap vAlign=top><FONT class=f3>Order# : </FONT>
</TD>
<TD noWrap vAlign=top><FONT class=f3><INPUT maxLength=50
name=torder
size=30></FONT></TD></TR>
<TR>

```

```

<HTML><HEAD><TITLE>Miss Fruity : Thailand; Florist; Fruit Delivery Network
</TITLE>

<META content="text/html; charset=windows-874" http-equiv=Content-Type>

<META
content="Fruit deliver for Thailand,Singapore and abroad.All occasions,same day
delivery include with knowledge about Fruits,Fruit Library,Fruit Care,welcome to
personal,business,corporate and affiliate accounts,Special,Fruit-Related,Events"
name=description>

<META
content="Singapore,singapore,florist,Singapore                                Fruit,singapore
florist,Fruit,Fruits,florist,florists,flora,delivery,service,shopping,shop,shops,MissFruity,
missFruity,wreath,wreaths,bouquet,bouquets,rose,roses,gift,gifts,gift for kid,gift for
woman,gift for women,gift for girl,gift for girls,Fruity,Fruitys,Fruit in singapore,florist
in singapore,valentine's day,greetings,anniversary,birthday,Bon Voyage,Boss's
Day,Chinese New Year,Christmas,Congratulations"
name=keywords>

<META content=all name=Robots><LINK href="images/missFruity.css"
rel=STYLESHEET
type=text/css>

<META content="MSHTML 5.00.2614.3500" name=GENERATOR></HEAD>

<BODY bgcolor=#ffffff leftMargin=0 topMargin=0 marginwidth="0"
marginheight="0">

<CENTER>

<TABLE border=0 cellPadding=0 cellSpacing=0>

<TBODY>

```

```

<TR>

<TD><!-- Start Navbar-->

<TABLE border=0 cellPadding=0 cellSpacing=0>

<TBODY>

<TR>

<TR>

<TD colSpan=2><IMG border=0 height=3 src="images/spacer.gif"
width=1></TD></TR>

<TR>

<TD align=left><IMG
alt="Miss Fruity: Asia Greatest Fruit Delivery Network" border=0
height=96 src="images/navbar1.gif" width=319></TD>

<TD align=left><IMG border=0 height=96 src="images/navbar2.jpeg"
width=443></TD></TR>

<TR>

<TD colSpan=2><IMG border=0 height=3 src="images/spacer.gif"
width=1></TD></TR></TBODY></TABLE><!-- End Navbar--><!-- Start

```

New Sidebar-->

```

<TABLE align=left bgColor=#ffffff border=0 cellPadding=0 cellSpacing=0>

<TBODY>

<TR>

<TD bgColor=#ffffff width=3><IMG border=0 height=1
src="images/spacer.gif" width=3></TD>

<TD align=left vAlign=top width=27><IMG border=0 height=375
src="images/bg_sidebar1.jpeg" width=27></TD>

```

```

<TD align=left background=images/bg_sidebar2.jpeg
style="BACKGROUND-REPEAT: no-repeat" vAlign=top width=164><IMG
border=0 height=54 src="images/spacer.gif" width=1><BR><A
href="products.htm"><IMG
alt=Products border=0 height=19 src="images/b_product1.gif"
width=143></A><BR><A
href="order.htm"><IMG
alt=Order border=0 height=22 src="images/b_order1.gif"
width=143></A><BR><A
href="all-about-Fruit.htm"><IMG
alt="All About Fruits" border=0 height=21
src="images/b_Fruit1.gif" width=143></A><BR><A
href="about-us.htm"><IMG
alt="About Us" border=0 height=23 src="images/b_about1.gif"
width=143></A><BR><A
href="contact.htm"><IMG
alt="Contact Us" border=0 height=22 src="images/b_contact1.gif"
width=143></A><BR><A
href="faq.htm"><IMG alt=FAQ
border=0 height=23 src="images/b_faq2.gif" width=143></A> </TD>
<TD vAlign=top width=24><IMG border=0 height=295
src="images/line_sidebar.gif" width=24></TD></TR>
<TR>
<TD align=middle colSpan=4><!-- Banner Here--></TD></TR></TBODY>
</TABLE><!--End New Sidebar--><!-- Start info -->

```

```

<TABLE border=0 cellPadding=0 cellSpacing=0 width=540>

<TBODY>

<TR>

<TD align=left vAlign=center width=455><FONT class=f2>

<SCRIPT language=JavaScript>

var                                days                                =                                new
Array("Sunday","Monday","Tuesday","Wednesday","Thursday","Friday","Saturday");

var                                months                                =                                new
Array("January","February","March","April","May","June","July","August","September",
"October","November","December");

var dateObj = new Date();
var wday = days[dateObj.getDay()];
var lmonth = months[dateObj.getMonth()];
var date = dateObj.getDate();
var fyear = ((1900 + dateObj.getYear()));
document.write('<font face=Verdana, Arial size=1>');
document.write( wday + ', ' + lmonth + ' ' + date + ', 2001. ');
document.write("Thailand's Time is ",dateObj.getHours(),":",dateObj.getMinutes
(),":",dateObj.getSeconds());

document.write(' (GMT +7)</font>');

</SCRIPT>

</FONT></TD>

<TD align=right><IMG border=0 height=1 src="images/spacer.gif"
width=1></TD></TR></TBODY></TABLE>

```



```

<TABLE border=0 cellSpacing=0 width=550>

<TBODY>

<TR>

<TD align=left colSpan=3 vAlign=top><IMG

alt="Frequently Asked Questions" border=0 height=23

src="images/faqs_line.gif" vspace=5

width=540><BR></TD></TR></TBODY></TABLE>

```

```

<TABLE border=0 cellSpacing=0 width=500>

```

```

<TBODY>

```

```

<TR>

```

```

<TD align=left colSpan=3 vAlign=top>

```

```

<P><FONT size=+2 class=f3><B>

```

```

1. How many day to send the fruit basket to
customers?</B></FONT></P>

```

```

<P><font size=+1 class="f3">Our processing time with in 24 hours for Bangkok

```

and Vicinity

```

only, 3 days for nationwide in Thailand.</P></TD></TR>

```

```

<TR>

```

```

<TD align=left vAlign=top width=240></TD>

```

```

<TD width=10><IMG border=0 height=1 src="images/spacer.gif"

```

```

width=10></TD>

```

<TD align=left vAlign=center width=240><!--br><font class="f3">and regional  
 character. Miss Fruity also gives you the chance to tailor-make a bouquet to your liking  
 using

our "Specific Order Request" section. We also ensure this request will match as closely

as possible your desires.</font-->&nbsp; </TD></TR>

<TR>

<TD align=right background=images/line\_dot.gif colSpan=3  
vAlign=top><IMG border=0 height=9 src="images/spacer.gif"  
width=1></TD></TR>

<TR>

<TD align=left colSpan=3 vAlign=top>

<P><BR><FONT size=+2 class=f3><B>2. If your fruit basket got some  
problem while your

delivery, do you have the product 's  
warranty?</B></FONT></P>

<P><font size=+1 class="f3">Sure , we will send you a new fruit basket ,or you  
can request

your compensation as equal as the product 's price.</P></TD></TR>

<TR>

<TD align=left vAlign=top>

<P>

&nbsp;</P></TD>

<TD width=10><IMG border=0 height=1 src="images/spacer.gif"  
width=10></TD>

<TD align=left vAlign=top>&nbsp;</TD></TR>

<TR>

<TD align=right background=images/line\_dot.gif colSpan=3  
vAlign=top><IMG border=0 height=9 src="images/spacer.gif"

width=1></TD></TR>

<TR>

<TD align=left colSpan=3 vAlign=top>

<P><BR><FONT size=+2 class=f3><STRONG>3. Normally , What is the favorite

fruit basket for your Web Site?</STRONG></FONT></P>

<P><font size=+1 class="f3">Fruit of Love for special person and Fruit Bear Basket which is  
greatest basket for someone that you love.

<TABLE border=0 cellSpacing=0 width=500>

<TBODY>

<TR>

<TD align=left vAlign=top width=240></TD>

<TD width=10><IMG border=0 height=1 src="images/spacer.gif"

width=10></TD>

<TD align=left vAlign=center width=240><!--br><font class="f3">and regional  
character. Miss Fruity also gives you the chance to tailor-make a bouquet to your liking  
using  
our "Specific Order Request" section. We also ensure this request will match as closely  
as possible your desires.</font-->&nbsp; </TD></TR>

<TR>

<TD align=right background=images/line\_dot.gif colSpan=3

vAlign=top><IMG border=0 height=9 src="images/spacer.gif"

width=1></TD></TR>

<TR>

<TD align=left colSpan=3 vAlign=top>

<P><BR><FONT size=+2 class=f3><STRONG>4. When you will have  
promotion

such as discount price?</STRONG></FONT></P>

<P><font size=+1 class="f3">Now , We have 30 % discount promotion ,  
when you ordered

our products over 3000 baht .</P></TD></TR>

<TR>

<TD align=left vAlign=top>

<P>

&nbsp;</P></TD>

<TD width=10><IMG border=0 height=1 src="images/spacer.gif"  
width=10></TD>

<TD align=left vAlign=top>&nbsp;</TD></TR>

<TR>

<TD align=right background=images/line\_dot.gif colSpan=3

vAlign=top><IMG border=0 height=9 src="images/spacer.gif"  
width=1></TD></TR>

<TR>

<TD align=left colSpan=3 vAlign=top>

<P><BR><FONT size=+2 class=f3><STRONG>5. Could you give a  
suggestion

about fruit basket for my friend who will graduated in January

2002 ?</STRONG></FONT></P>

<P><font size=+1 class="f3">Fruit Tent is suitable for this

occasion.</P></TD></TR></TBODY></TABLE><P></TD></TR>

<TR>

<TD align=left vAlign=top> </TD>

<TD width=15><IMG border=0 height=1 src="images/spacer.gif"

width=15></TD>

<TD align=left vAlign=top></TD></TR></TBODY></TABLE><!-- End Info--

><BR clear=all><!-- Start bottombar--></TD></TR></TBODY></TABLE>

</CENTER></BODY></HTML>



## BIBLIOGRAPHY

### English References

1. December, John and Neil Randall. The World Wide Web Unleashed. Indianapolis: Sams Publishing Co., 1994.
2. James, Balicola. The World Wide Web. United States of America: Title&James, 1995.
3. King, Janice M. Web Marketing Cookbook. USA: Wiley Computer Publishing, 1997.
4. Kotler, Philip. Marketing Management: The Millenium Edition. Upper Saddle River, New Jersey: Prentice-Hall, 2000.
5. Krol, Ed. The Whole HTML: User's and Catalog Sebastpol. United States of America: O'Reilly and Associates, Inc., 1994.
6. Levine, Smith and Barodi Kilene. Guide to the Internet. USA: Sams Publishing Co., 1994.
7. Pankiatpaisarn, Nattapong. "Marketing Strategy," The Marketing for the Excellent Image of Website, pp. 176-191.

### Website Reference

1. <http://www.davesite.com/webstation/html/>.



