



Catalogue Online Model for Winner Hobby Group  
[www.winnerhobby.com](http://www.winnerhobby.com)

by

SubLt. Natharith Siriprasert

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

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

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Thesis Title                      E-commerce Technology for online catalogue Plastic model shop  
                                          “www.winnerhobby.com”

Name                                SubLt. Natharith Siriprasert


Project Advisor                  Rear Admiral Prasart Sribhadung

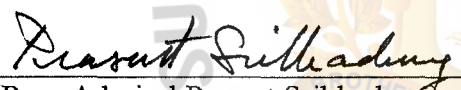
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The Graduate School of Assumption University has approved this final report of the three-credit course, IC 6997 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-commerce Technology.


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November 2004



## ABSTRACT

The objective of this project is to create and develop a website “winnerhobby.com” to improve the efficiency of the existing system for increasing the sales volume. This website is a new channel to contact customers, which is easier and faster than the conventional store front. ‘Winner.com’ is also set up in order to be a communication channel for the target group. It will be a source of models playing for interested people; the new collections of the leading brand names are provided and with the new coming products of the WinnerHobby shop are shown which are ready to be guided via this website.

This project will present ‘WinnerHobby’ as models including plastic models, action figures, die-cast collectables, resin, PVC and vinyl products, through online web site as “WinnerHobby.com” to give the best models to customers, and to keep records of customers’ information such as their customer name, addresses and personal information, in order to create good relations with customers and to encourage repeating consumption. By using Marketing Strategies, Marketing Mix, SWOT analysis, Consumer Demand, etc. this will reduce the risk and create new opportunities for web site.

Therefore, WinnerHobby.com is helpful to increase efficiency in doing business, by enhancing capability to reach customers which leads to increase of sales volume. The author also expects to gain a level of popularity amongst our target consumers who regularly use the Internet and are also interested in plastic model. Within the first one or two years, the income may not be as high as expected but after this site reaches the maturity level, the income is expected to increase from our sales margin of our products.

## ACKNOWLEDGEMENTS

The author expresses sincere gratitude to the following people who always provided great support for this important project.

Without Rear Admiral Prasart Sribhadung, the best Project Advisor whose expertise in project and the web pages prototype, the author would not be able to manage this valuable project. He is the most important person who spent his valuable time in giving great suggestions and comments. The author would like to acknowledge the Approval of the Committee Members Prof. Dr. Srisakdi Charmonman (Chairman), Rear Admiral Prasert Sribhadung (Dean),(CHE Representative). This final project would be the evidence of an effort in business planning of the author and support from everyone.

Thank you for special supports in the project revision and recommendations from my friend in MS (IEC) and MS (CEM). Special appreciation for the author's parents who has always supported higher education.

## TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	i
ACKNOWLEDGEMENT	ii
LIST OF FIGURES	v
LIST OF TABLE	vii
I. INTRODUCTION	
1.1 Background of the Project	1
1.2 Objectives of the Project	1
1.3 Scope of the Project	2
1.4 Deliverables	2
1.5 Project Plan	3
II. THE EXISTING SYSTEM	
2.1 Background of Organization	4
2.2 Current Problems and Area for Improvement	4
2.3 Background of Existing System	5
III. THE PROPOSED SYSTEM	
3.1 System Specification	6
3.2 System Design	7
3.3 Hardware and Software Requirement	15
3.4 Security	16
IV. PROJECT IMPLEMENTATION	
4.1 Overview of the System Implementation	18
4.2 Target Market	18

<u>Chapter</u>	<u>Page</u>
4.3 Market Positioning	19
4.4 SWOT Analysis	19
4.5 4P's Analysis	20
4.6 Marketing Strategy	25
4.7 Profit & Loss Statement and Cost Benefit Analysis	26
V. WEB PROTOTYPE DESIGN AND DEVELOPMENT	
5.1 Web Design Objective	30
5.2 Winner Hobby Navigation Bar	30
5.3 Winner Hobby Site Map	30
5.4 Winner Hobby Content	31
5.5 Winner Hobby Functional Requirement	31
5.6 Winner Hobby Architectural Blueprint	31
VI. CONCLUSION AND RECOMMENDATIONS	
6.1 Conclusion	33
6.2 Recommendations	34
APPENDIX A : WEB INTERFACE DESIGN	1969
APPENDIX B : DATABASE DESIGN	
APPENDIX C : PROCESS SPECIFICATION	
APPENDIX D : DATA DICTIONARY	
BIBLIOGRAPHY	63

## LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
1.1 Project Plan	3
2.1 Organization Chart	5
3.1 Context Diagram of Winner Hobby catalog online system	7
3.2 Data Flow Diagram – Level 0	8
3.3 Data Flow Diagram – Level 1 for process 1	9
3.4 Data Flow Diagram – Level 1 for process 2	10
3.5 Data Flow Diagram – Level 1 for process 3	11
3.6 Data Flow Diagram – Level 1 for process 4	12
3.7 Data Flow Diagram – Level 1 for process 5	13
3.8 Entity – Relationship – Diagram for Winner Hobby	14
4.1 System Cost & Benefit Analysis, (Break Even Point)	29
5.1 Winner Hobby Site Map	31
5.2 Mock Up Design of Organization Function Page	32
A.1 Main Menu Form	35
A.2 About Us Form	36
A.3 Registration Form	37
A.4 Product Form	38
A.5 Web board Form	39
A.6 Back end Form	40
B.1 Customer Table	41
B.2 Product Table	42
B.3 Administer Table	43
B.4 Question Table	44



<u>Figure</u>	<u>Page</u>
B.5 Answer Table	45
C.1 Process Specification for Process 1.0	46
C.2 Process Specification for Process 1.1	47
C.3 Process Specification for Process 1.2	48
C.4 Process Specification for Process 2.0	49
C.5 Process Specification for Process 2.1	50
C.6 Process Specification for Process 2.2	51
C.7 Process Specification for Process 3.0	52
C.8 Process Specification for Process 3.1	53
C.9 Process Specification for Process 3.2	54
C.10 Process Specification for Process 4.0	55
C.11 Process Specification for Process 4.1	56
C.12 Process Specification for Process 4.2	57
C.13 Process Specification for Process 5.0	58
C.14 Process Specification for Process 5.1	59
C.15 Process Specification for Process 5.2	60
D.1 Data Dictionary of Catalogue Online System Database	61

## LIST OF TABLES

<u>Table</u>	<u>Page</u>
3.1 The Hardware Specification Requirement	15
3.2 The Software Specification Requirement	16
4.1 Profit & Loss Statement	26
4.2 Cost Benefit Analysis	28



## **I. INTRODUCTION**

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

Internet currently is the largest computer network in the world right now. It is the network of networks. The interconnection of many billion computers, ranging from a very large supercomputer host to a small individual desktop or notebook.

Internet is also the largest human society, the world without human nationality or race, no matter which country you are living in, you can communicate with the others around the world. Internet is comprised of both profit and non-profit organizations; therefore, it is also the world of business. In the near future, a commercial organization, however, cannot directly connect to the internet, it has to access internet through and Internet Service Provider, or ISP.

Winner Hobby Group is committed to bringing you, the hobbyists and collectors, the highest quality and most innovative models possible via internet service for catalog online. The company will provide Internet accesses to everyone, whether individual user or an organization.

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

The objectives of this project are to provide catalogue online models for Winner Hobby Group that are as follows:

- (1) To study the existing systems, identify the problems and find the solutions to the company.
- (2) To implement IT to the new systems in order to develop the effective systems within the company.
- (3) To expand the company market to sell the products abroad.

- (4) To implement Web-based systems in promoting product and operate the business in the form of Business to Customer or B2C model.
- (5) To implement the system in the real working context.

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

- (1) To provide online catalogue for customers.
- (2) To collect customer information from customer's registration.
- (3) To inform the updated news about new products periodically.
- (4) To provide product search which can be searched by Price, Details, Product Category
- (5) To add the function that provide the links that will be useful for the customers as well as the company themselves.
- (6) The database will keep the information of the customer, webboard
- (7) The administrator can get into the web site to view, add ,delete, update the database by himself by using password to enter system.
- (8) To provide system and web design, hardware and software requirement, target market, SWOT analysis and marketing mix.

### **1.4 Deliverables**

- (1) Final Report
- (2) CD prototype web design

### **1.5 Project Plan**

The plan for this project: "Catalogue Online for Winner Hobby Group"



	Task Name	July				August				Semteper				October				
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
<b>I.</b>	<b>Analysis of the Existing System</b>																	
	Define the objectives and scope	■																
	Study the Existing System		■															
	Identify the Existing Problems			■														
	Study the Existing Computer System			■														
	Develop Context Diagram				■													
	Develop Data Flow Diagram				■	■												
	Cost and Benefit Analysis					■												
<b>II.</b>	<b>Analysis and Design of the Proposed System</b>																	
	Web Interface Design					■	■	■										
	Report Design					■	■	■										
	Database Design					■	■	■	■									
	Network Design					■	■	■										
	Program Design					■	■	■										
<b>III.</b>	<b>Implementation of the Proposed System</b>																	
	Coding									■	■	■	■	■				
	Testing														■	■		
	Hardware Installation									■	■	■	■					
	Software Installation															■		
	Conversion																■	

Figure 1.1. Project Plan of Corporate Node Information System.

## **II. THE EXISTING SYSTEM**

### **2.1 Background of the Organization**

Winner Hobby Group was established and new to the market in 1992. The company acts as retailer of models including plastic models, action figures, die-cast collectables, resin, PVC and vinyl products. The company's main customers are persons who are interested to play with models in their spare time or collect models for collection and also general people. Winner Hobby Group is committed to bringing you, the hobbyists and collectors, the highest quality and most innovative models possible.

### **2.2 Current Problems and Areas for Improvement**

WinnerHobby is the company that sells the products of plastic for the customer. The company has the space at the 1<sup>st</sup> floor to show the products and sell them to the customer. When the customers want to buy the plastic models from this company, the customers have to investigate the product by themselves at WinnerHobby's showroom. When the company launches new products, they have to provide leaflet for advertising that use times and waste cost to promote new product. So now the company does not have the way to show information of the company in real time and updated for the customer. The company will use the web page to display the information of the company, guideline for product of the company provided, and give the advice for the customer. This website will increase and improve effectively and efficiency of ability to promote company and make people know more the shop name of "WinnerHobby".

### 2.3 Background of Existing System

Actually, WinnerHobby's customers prefer to see the model at the store by themselves because they can see the real plastic model and can ask for more information that they would like to know. They can interact directly to the salesperson of the store. There are two computers provided in the company. The first computer is used to control the order management and it is also be used by the owner. The second is used for accounting that is controlled by the subordinate. For advertising business the company provides only handbills and is not much involved in television or radio. All I have to do is to promote web site, make catalogs online system to expand market everywhere.

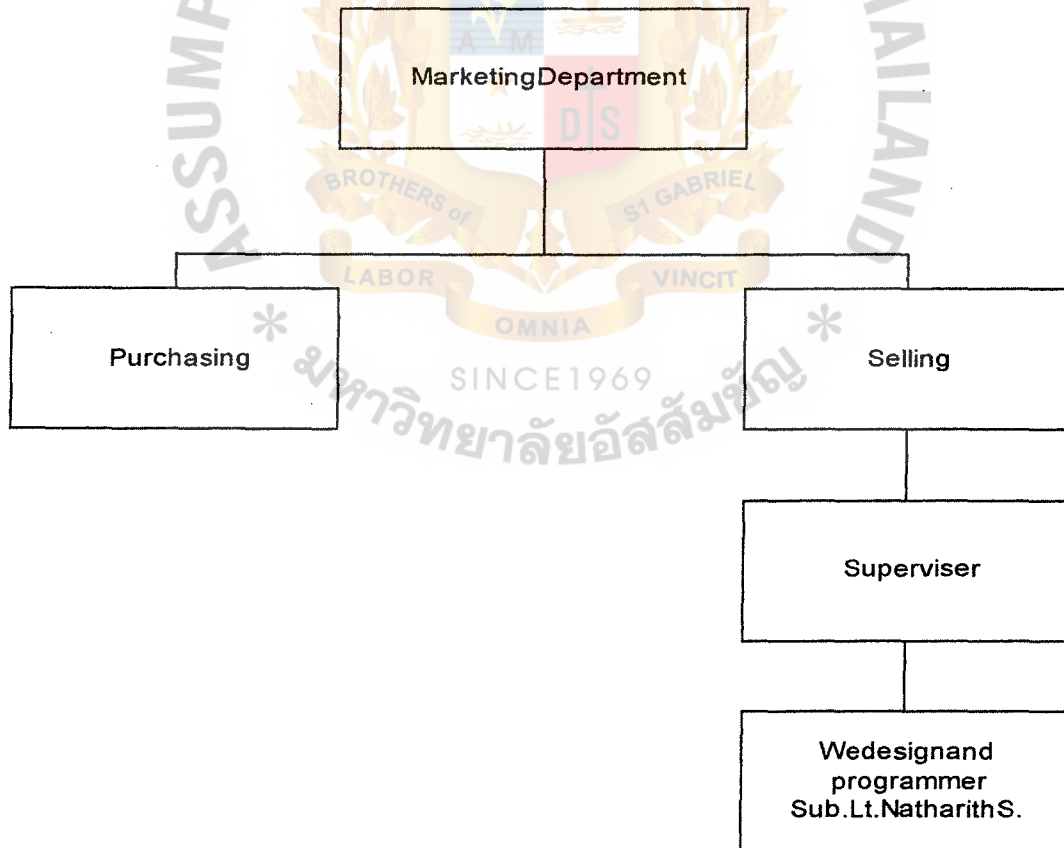


Figure 2.1. Organization chart of WinnerHobby Company.

### **III. THE PROPOSED SYSTEM**

#### **3.1 System Specification**

With to existing system, the company requires an effective web site, which can facilitate the service to customers and solve the problems occurring from the existing manual system.

In order to achieve the target, the new proposed system should have the components as follows:

- (1) Collect customer information into database by using customer registration for developing operation research.
- (2) Develop and Design a web site as a guideline catalog online system to everywhere.





### 3.2 System Design

#### (1) Data Flow Diagram

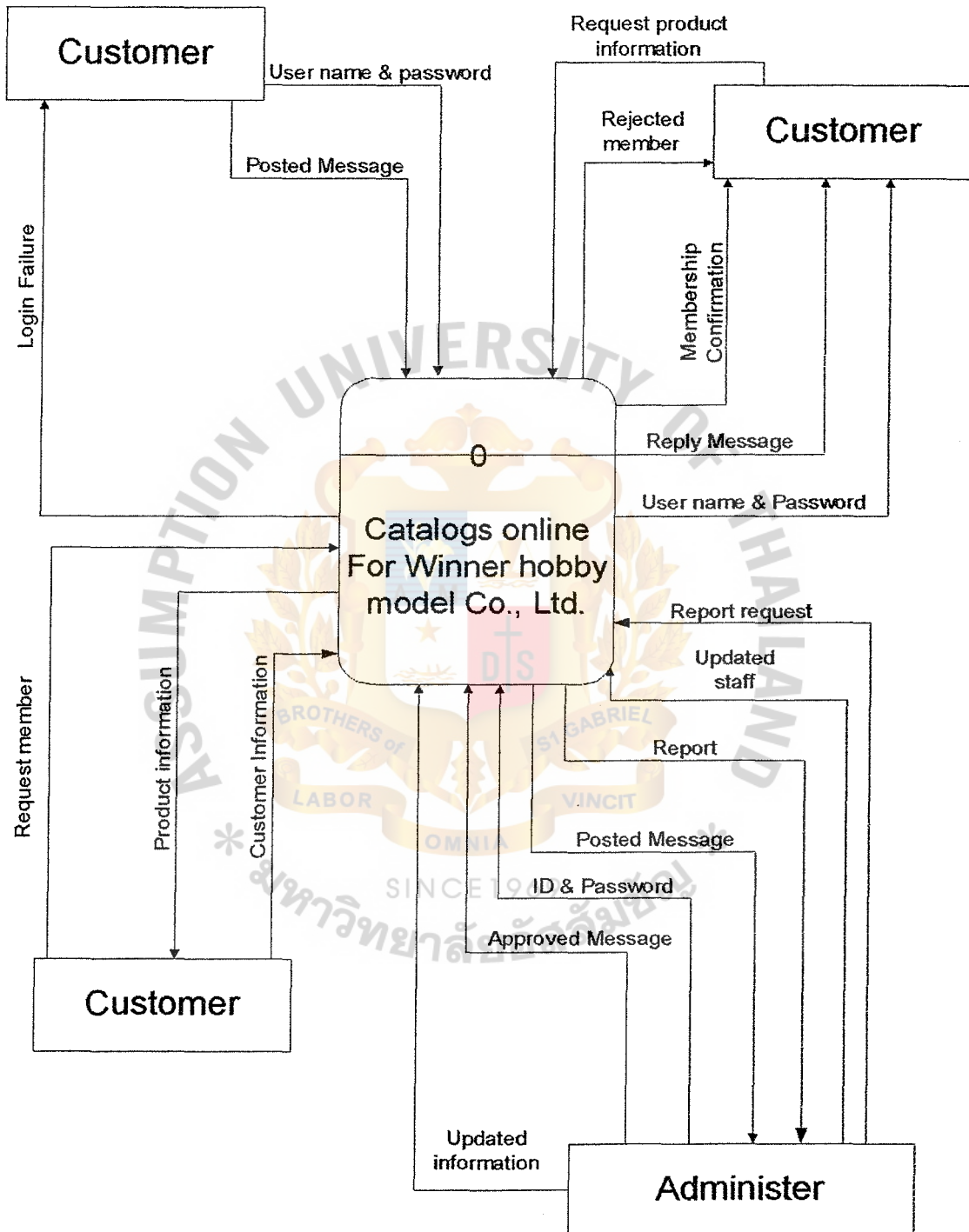


Figure 3.1. Context Diagram of WinnerHobby catalog online system.

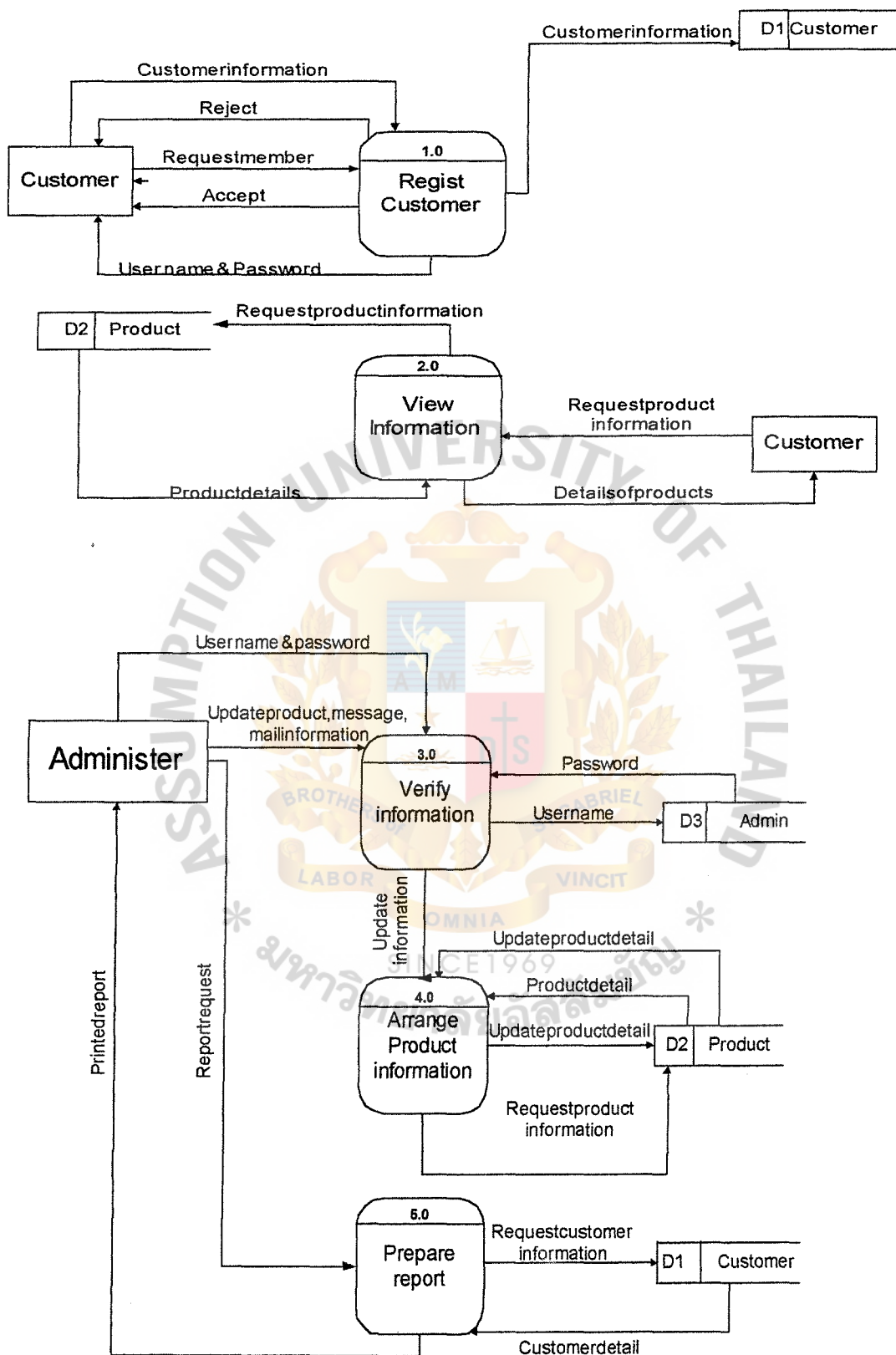


Figure 3.2. Data Flow Diagram – Level 0.

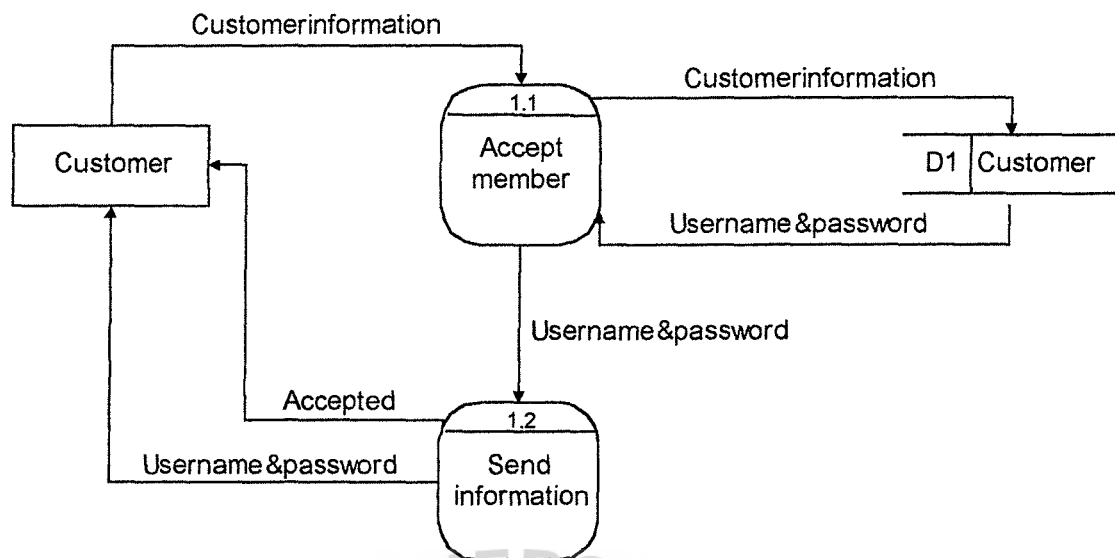
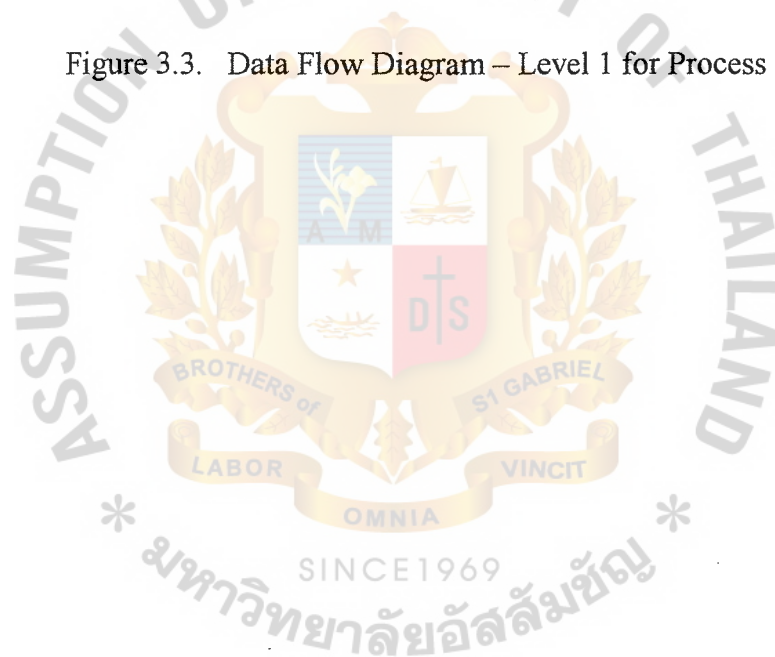


Figure 3.3. Data Flow Diagram – Level 1 for Process 1.



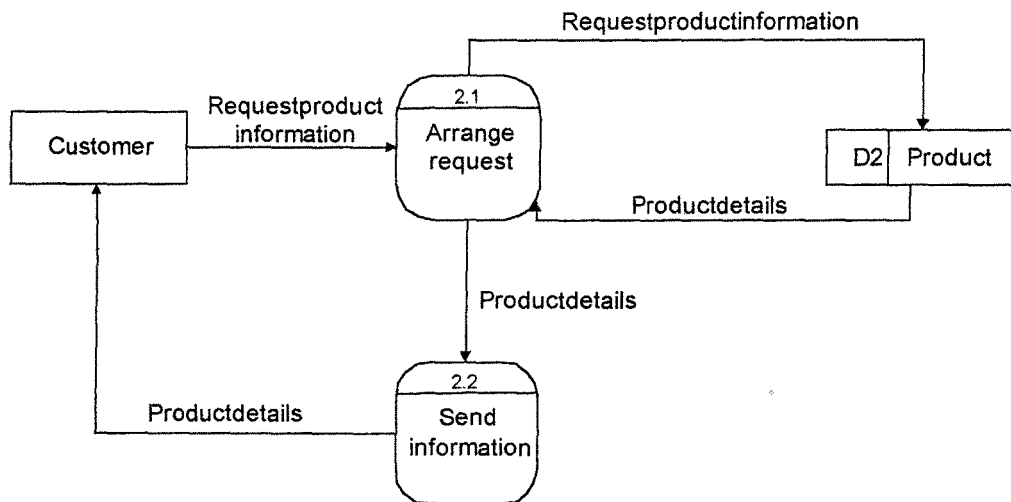


Figure 3.4. Data Flow Diagram – Level 1 for Process 2.





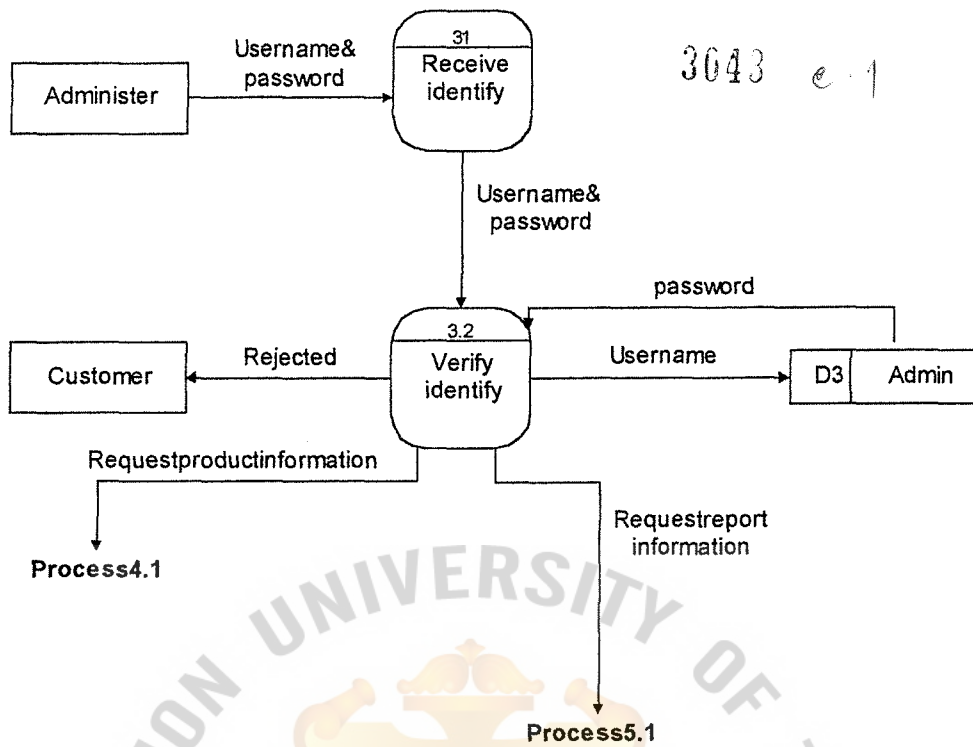


Figure 3.5. Data Flow Diagram – Level 1 for Process 3.

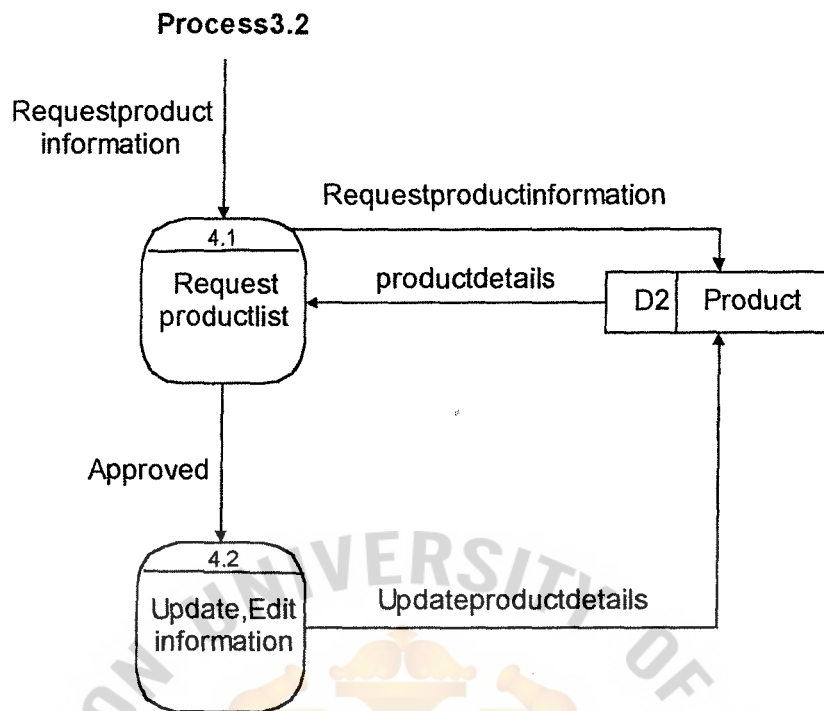


Figure 3.6. Data Flow Diagram – Level 1 for Process 4.

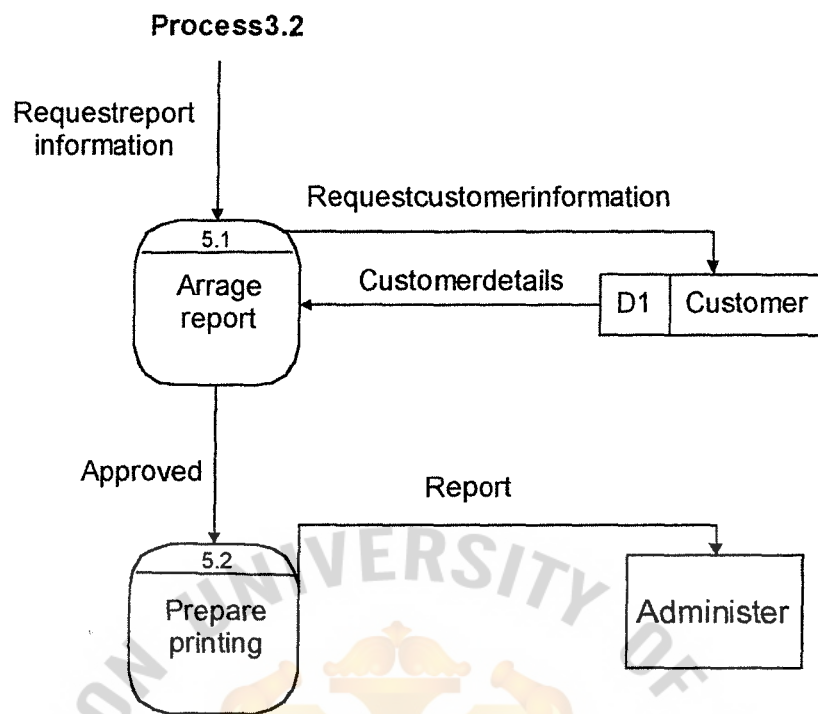


Figure 3.7. Data Flow Diagram – Level 1 for Process 5.

(2) Entity-Relationship Diagram

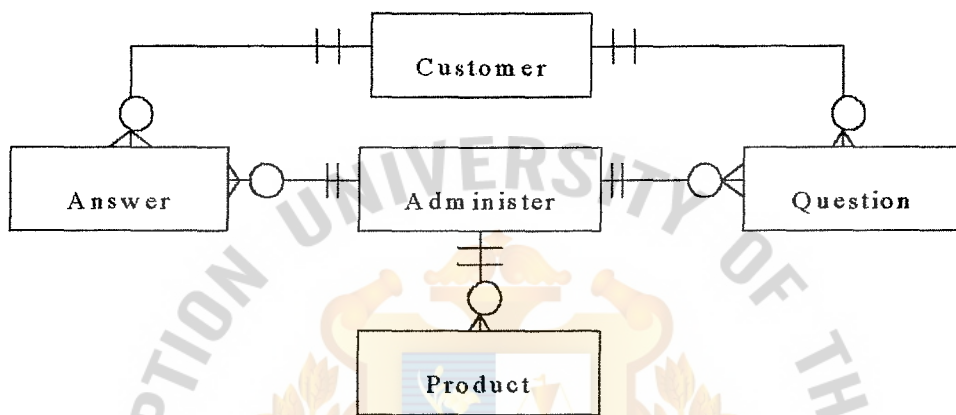


Figure 3.8. Entity-Relationship Diagram.



### (3) Database Design

Table 1: Customer Table - This table will keep all information of the company 's customer who is the member. (see in Appendix B. Table B.1.)

Table 2: Product Table - This table will keep all information of the company 's product. (see in Appendix B. Table B.2.)

Table 3: Administer Table - This table will keep all information of the company's administrator who is the manager and also of the staff (see in Appendix B. Table B.3.)

Table 4: Question Table - This table will keep the record of the question in the web board (see in Appendix B. Table B.4.)

Table 5: Question Table - This table will keep the record of the answer in the web board (see in Appendix B. Table B.5.)

### 3.3 Hardware and Software Requirement

I have decided to use Microsoft, which provides a lot of software, which can transform normal ASP.

Table 3.1. The Hardware Specification Requirements

	Minimum Requirement	Recommend
CPU:	Intel Pentium 200 or equivalent	Pentium II 400 or higher
Memory:	64 MB	128 MB
HD space :	30 MB	50 MB
VGA card memory:	2MB or higher	AGP 4 X or higher
Monitor display:	800 x 600 pixels	1024 x 768 pixels
Input device	Keyboard, Mouse	Keyboard, Mouse
Output device	Printer inkjet	Printer Laser

Table 3.2. The Software Specification Requirements.

Operating System	Microsoft Windows 98 or higher
Application	<ol style="list-style-type: none"> <li>1. Macromedia Dreamweaver MX, Flash MX</li> <li>2. ASP, Microsoft Access</li> <li>3. Internet Explorer, Netscape Navigator</li> <li>4. IIS, WS FTP</li> </ol>

MS windows will run Operating system, Microsoft Access is used to keep and maintain database. ASP is used for developing and installing tools. Internet Explorer, Netscape Navigator is used to browse the information from the web page. Macromedia Dreamweaver MX creates the web page. IIS use to run ASP and WS FTP use to upload.

### 3.4 Security

WinnerHobby established an electronic channel to attract various targets because internet allows integrity, timeliness, and cheapness to connect through customers.

Having online communication, data security is necessary to create confidence in doing electronic commerce. The data transmitted through the channel is sent in the form of plaintext that can be read by anyone; therefore, the SSL is brought to secure the system. SSL protocol will encrypt the information before transferring to receivers. In the process of SSL protocol, a server is asked to authenticate itself to a client, and both machines are established by the encrypted connection creating both the establishment of the private communication and the performance of client/server communication.

SSL provides major strengths to users. The key length generated in every encryption that is 40-bit and 128-bit causes difficulty in breaking the encryption code during transmission. Lastly, most browsers support the 40-bit SSL session while the recent browsers enable users to encrypt transaction in 128-bit session that is strong on than 40-bit session. In addition, the utilization of S-HTTP and SSL protocols on the system provides authentication, integration and confidentiality to cyber users.

WinnerHobby Company uses Secure Sockets Layer (SSL) to compatible encryption that secures all transactions through many browsers. As customers enter personal information (such as password, address, phone number, and username), SSL encodes it so that is available only to them. Encryption makes doing business over the Internet as secure as making a purchase by telephoning and/or mailing.



## **IV. PROJECT IMPLEMENTATION**

### **4.1 Overview of the System Implementation**

This catalogue online system is implemented by writing “an implementation plan that outlines all forth coming events, showing activities, times, and events.” (Edwards 1993: 426). The implementation plan is used with the conversion strategy of “parallel” which means that to running the old system and the new system at the same time, in parallel. Parallel include the possibility of checking new data against old data in order to catch any error in processing in the new system. (Kendall & Kendall 1999: 846)

### **4.2 Target Market**

A target market is a group of persons for whom a site creates and maintains a strategy that specifically fits the needs and preferences of that group. When “WinnerHobby” evaluates possible market, the requirements for the targets groups are:

- (1) People must need or want a particular product.
- (2) People in the group must have the ability to purchase the product.
- (3) People in the group must be willing to use their buying power.
- (4) People in the group must have the authority to buy the specific products.

By identifying and understanding such groups, “WinnerHobby” is better able to develop product benefits which are appropriate for these groups. The target groups of “WinnerHobby” are open to everyone who are interested in plastic models, both Thai people and foreigners. Nevertheless, the a shop does not offer products covering requirement at every levels of target groups. It will further extend in near future.

### 4.3 Market Positioning

To become the center of communication channel and to become the market tool of plastic models business, WinnerHobby.com penetrates into main target market of 18 to 60 years who love internet as it has low to medium revenue per month. WinnerHobby is market positioning itself as an established Thai brand name product which has also set up an electronic channel. For market position setting up as introduction stage is to explain that Winner is the newest shop in internet market especially Thailand, when comparing with other webs like [www.sanook.com](http://www.sanook.com) that also provide our service and [www.tamiya.com](http://www.tamiya.com) and [www.hasegawa.com](http://www.hasegawa.com) who also create electronic market channel to make marketing with their another new target. WinnerHobby.com is counted as a newcomer in web site based business but WinnerHobby.com may gain more market share than other new web based business because WinnerHobby has been in Thai models business since 1992.

### 4.4 SWOT Analysis

#### Strength

Because WinnerHobby is the newest in market, it is possible to attract many customers into web site and do transactions later. WinnerHobby has many targets in different regions when comparing with other brands that bring up the best outcomes into physical business but also in web based business. WinnerHobby has combined many ways of payment to make it easier for customers.

Besides that many payment methods, WinnerHobby is applying more efficient and effective business processes for customers when comparing with other stores like [www.tamiya.com](http://www.tamiya.com) and [www.hasegawa.com](http://www.hasegawa.com) they allow only demonstration of products seasonally.



## Weaknesses

Because of the limitation of product demonstration in web based business, it creates some trouble in making business, for example real products and pictures along the web site, fitting measurement, etc., which tends to reduce sales volume and is difficult to enlarge market size in future.

## Opportunity

The trend of electronic business in Thailand has been increased over a period because nowadays technology and development of electronic device can generate popularity and make understanding to market easier. Many technologies like M-commerce, telephoning payment, etc., are put into the market to generate more demand for electronic business.

## Threat

Lack of the touch and feel to the products selling online and easily duplicate by competitors.

## 4.5 4 P's Analysis

### Products

Developing and managing products is critical for shop's survival and growth. Since the revenue of a shop is derived from selling products, it is important to manage the products properly. The most widely accepted approach to classify products relies on the common characteristics of buying behavior. In order to make decision, customers create some concepts about products which are called product positioning.

## Product Positioning

When a shop introduces a product, there are many alternative ways that customers will position the products. Customer creates appropriate products concept by evaluating price, quality or service. “WinnerHobby” provides products as quality leader with reasonable price. If a product has been planned properly, its attributes will give it the distinctive appeal needed.

## Product Strategies:

- (1) Create products guarantee
  - (a) Ensure the quality of product and service;
  - (b) Check the quality of products before transferring to customers;
  - (c) Ensure that products are minimal variant from the picture displayed on web site and;
  - (d) Improve the quality of products and services.
- (2) Increase a variety of products
  - (a) Develop and test-market new products and;
  - (b) Add new product categories such as antiques and computers.
- (3) Eliminate products that do not satisfy customers’ desire
  - (a) Evaluate sales volume of products every month and;
  - (b) Remove a product that no longer satisfies a sufficient number of customers.
- (4) Plan packages including materials, sizes, shapes and designs
  - (a) A unique packaging providing a better box or wrapping, or a more convenient container may give a shop a competitive edge;
  - (b) To promote shop’s image, all packages are to be similar or include one major element of the design and;

- (c) Improve the package designs.

## Place

Providing customers with a satisfying product is important but not enough as a successful marketing strategy. These products must also be available in adequate quantities in accessible locations at a time when customers desire them. A shop distributes products internationally by using the service from FedEx and UPS since these firms provide effective and efficient service including worldwide covering and online tracking system. For local distribution, using services from local firms can help to save cost.

### Place Strategies:

- (1) Have products insurance
  - (a) In order to protect damage during transportation, insuring products is needed and;
  - (b) Insurance cost is included in the product price.
- (2) On time delivery
  - (a) Products should be delivered to customers not later than 3 days after making a transaction.
- (3) Track products to ensure that delivery is made completely
  - (a) Get confirmation from customers who receive products
  - (b) Get the feedback from customers to evaluate the service of the firms.

## Promotion

A specific marketing plan cannot satisfy people in a particular target market unless they are aware of the product and where to find it. In cyberspace, there are millions of web sites that's where promotion is extremely important. In order to be

known by public, a shop uses various promotional approaches both online and traditional to communicate with target markets.

Advertising approaches:

- (1) Advertising by using banners
  - (a) Banner swapping (involve 2 web sites);
  - (b) The prospect sites for swapping should sell similarly or complementary products and can bring a reasonable traffic to a shop;
  - (c) Banner exchange (involve 3 web sites) and;
  - (d) Registering a shop's banner with the banner exchange companies will manage banner advertising for a shop.
- (2) Register the URL with various search engines

Search engine is a popular tool that customers use to find a particular product. This service is offered for free and can bring a log of traffic to a shop. A shop will register the URL with many search engines. Each search engine has its own search method so this should be considered carefully.

- (3) Other traditional approaches

Other traditional approaches are printing URL on the business cards, direct mail, and advertising on a media such as magazines, etc. however, the cost of these traditional approaches will be considered carefully to weight between cost and profit.

Promotion Strategies:

- (1) Determine types of promotional approach to be used
  - (a) The combination of both online and traditional approaches should be used to reach maximum effectiveness.

- (2) Measure the effectiveness of each method
  - (a) Establish criteria for evaluation such as number of visitors, purchases, etc.;
  - (b) Evaluate the effectiveness of each method such as how many visitors come from the linking partners, etc. and;
  - (c) Set an appropriate time frame for evaluation.
- (3) Plan and implement sales promotion efforts
  - (a) Prepare and disseminate publicity releases;
  - (b) Launch a promotion in a shop to attract visitors and;
  - (c) Develop advertising messages.

## Price

Price is a key element in the marketing plan because it relates directly to the generation of total revenue. The profit can be determined mathematically by multiplying price by quantity sold to get total revenues, and then subtracting total costs. Price of products must be acceptable to target groups.

## Price Strategies:

- (1) Analyze competitors' prices
  - (a) A shop needs to know competitors' prices so that can adjust its own prices accordingly and;
  - (b) Due to internet economy, it is easier for customers to compare prices. Then, trying to get competitive advantage is important.
- (2) Formulate pricing policies and determine method or method used to set prices
  - (a) A markup method is used to determined price. The price must be acceptable with 15-30 percent mark-up from total unit cost.



- (3) Determine discounts for various types of customers
  - (a) Offer price discounting to increase sales volume;
  - (b) Price should be low enough to encourage trial but not too low to impair the product image.
- (4) Establish conditions and terms of sales
  - (a) The importance of price will vary across different product categories;
  - (b) Customers' perceptions of a product relative to competing products may allow or encourage a shop to set a price that differs significantly from the prices of competing products.

#### **4.6 Market strategy**

WinnerHobby.com allows the pull strategy to make business, as a result of image of WinnerHobby brand. WinnerHobby is not suitable for push strategy like other web based business because brand image is considered.

WinnerHobby.com will use attached advertisement to physical approach like magazine, leaflet, announcement, and etc. instead of internet advertisement like banner advertising and web portal because WinnerHobby.com considers those advertisements will be a useless approach. They can disturb the customer and lose brand image with irrelevant approach.

#### 4.7 Profit & loss statement and cost benefit analysis

WinnerHobby company had categorized total cost of project by applying profit & loss profit and cost benefit analysis to determine the quantitative outcomes. The results are going to determine the next five year business by following table shown below;

Table 4.1. Profit & Loss Statement.

Profit and loss for WinnerHobby					
INDEPENDENT VARIABLES					
	Year 1	Year 2	Year 3	Year 4	Year 5
Num.Days	360	360	360	360	360
Web control	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00
Server contract	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Management	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Design	7,000.00	7,000.00	7,000.00	7,000.00	7,000.00
REVENUE					
Total	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00
COSTS					
Variable					
employment	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00
development	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Tot.Var	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00
Fixed					
equipment	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00
office	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00
Tot.Fixed	75,000.00	75,000.00	75,000.00	75,000.00	75,000.00

Table 4.1. Profit & Loss Statement. (Continued)

COSTS					
Total					
Tot.Exp.	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00
Profit					
Profit	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00

#### Explanation of Table 4.1

From the statement, the outcomes of WinnerHobby business will gain more income to organization because the expected total sale will growth the same level, as a result of many factors to encourage the sale through internet channel of WinnerHobby.

Table 4.2. Cost Benefit Analysis.

Items	Years				
	1	2	3	4	5
<b>Revenue</b>	840,000.00	960,000.00	1,200,000.00	1,440,000.00	1,920,000.00
Merchandise Cost	420,000.00	480,000.00	600,000.00	720,000.00	960,000.00
<u>Fixed Cost</u>					
Personal Computer 1 unit@20,000	25,000.00	-	-	-	-
Calculator 1 unit@2,000	2,000.00	-	-	-	-
Website Implementation	25,000.00	-	-	-	-
Computer Server Rental Cost	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Domain Name Cost	500	500	500	500	500
Total Fixed Cost	57,500.00	5,500.00	5,500.00	5,500.00	5,500.00
<u>Operating Cost</u>					
<u>Salary Cost:</u>					
Manager 1 person@15,000	180,000.00	198,000.00	217,800.00	239,580.00	263,538.00
Receiving clerk 1 person@8,000	96,000.00	105,600.00	116,160.00	127,776.00	140,553.60
Store Officer 1 person@7,000	84,000.00	92,400.00	101,640.00	111,804.00	122,984.40
Total Annual Salary Cost	360,000.00	396,000.00	435,600.00	479,160.00	527,076.00
<u>Office Supplies &amp; Miscellaneous Cost:</u>					
Stationary Per Annual	3,000.00	3,300.00	3,630.00	3,993.00	4,392.30
Utilities Per Annual	24,000.00	24,000.00	24,000.00	24,000.00	24,000.00
Total Office Supplies & Misc. Cost	27,000.00	27,300.00	27,630.00	27,993.00	28,392.30
<b>Total Cost</b>	864,500.00	908,800.00	1,068,730.00	1,232,653.00	1,520,968.30
<b>Net Income/(Loss)</b>	-24,500.00	51,200.00	131,270.00	207,347.00	399,031.70



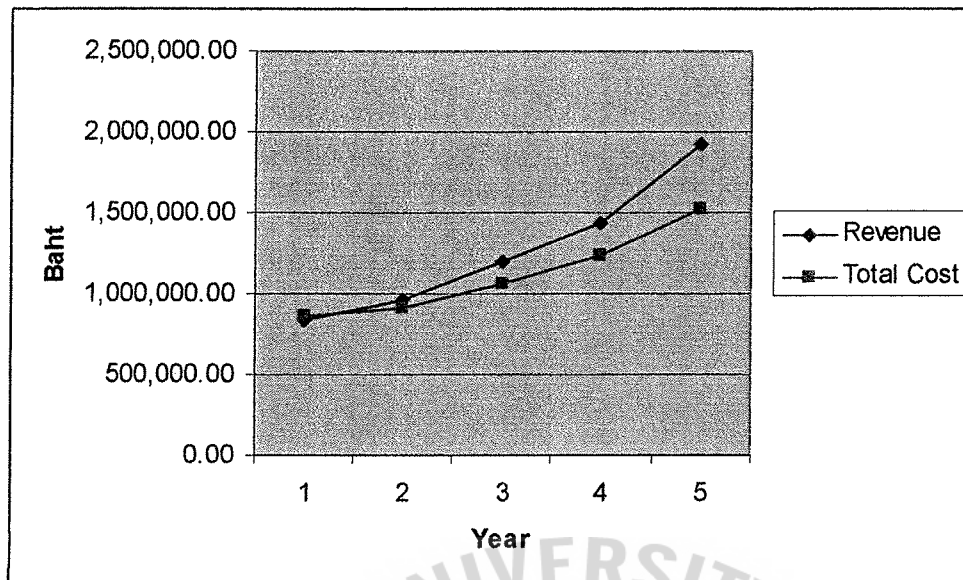


Figure 4.1. System Cost & Benefit Analysis, (Break Even Point).

Explanation Figure 4.1.

We can analyze system cost and benefit including break even point. The shop will generate the break even when the business runs until one and a half year.



## **V. WEB PROTOTYPE DESIGN AND DEVELOPMENT**

### **5.1 Web Design Objective**

WinnerHobby was an idea of selling plastic models in Thailand since many brands are in Thailand market like Mega, etc. was created as a new channel to stimulate and attract the interest of customers.

WinnerHobby web site is to act as a medium for customers to contact WinnerHobby by applying E-channel such as E-mail, to facilitate the market share of WinnerHobby by allowing electronic store, and to become the main updated window catalogue online of customer toward WinnerHobby products.

### **5.2 WinnerHobby Navigation Bar**

Concerning about customer satisfaction, attraction is needed. WinnerHobby web site will establish an easy and prominent task bar on the right side of the top in every page of web site.

### **5.3 WinnerHobby Site Map**

WinnerHobby categorized itself into two main functions; sales generated section and organization section.

Sales generated section consists of new arrival and accessories, organization section comprises of home, contact us, and about us.

The control panel of web site is using navigation bar which is located on the top of the right in every page. Site map is below;

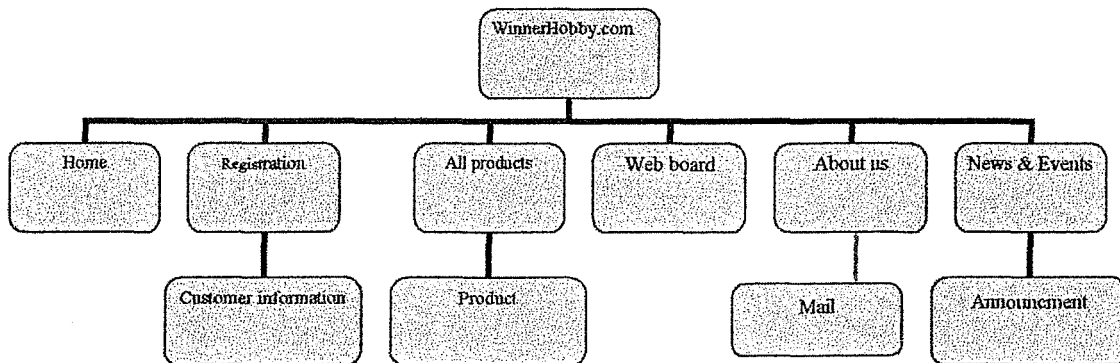


Figure 5. 1. WinnerHobby Site Map.

#### 5.4 WinnerHobby Content

WinnerHobby originated with plastic model business therefore information and picture of WinnerHobby web site to describe about the all models and action figures in which others details of WinnerHobby business are served for the customer needs.

#### 5.5 WinnerHobby Functional Requirement

WinnerHobby divided itself into two main functions; firstly sales mechanism and secondly organization exposure. Function of sales mechanism is to implement sales channel for WinnerHobby and organization is for maintaining good service for customers.

#### 5.6 WinnerHobby Architectural Blueprint

WinnerHobby drafted the design of web site as the center of sales oriented business therefore in every page of web site is concentrated on the easy use and fast understanding to every customer. The page is divided into three main areas; 10% for navigation area, 80% for main display area, and 10% for display area 2 in which is shown on the next page.

navigation area, 80% for main display area, and 10% for display area 2 in which is shown on the next page.

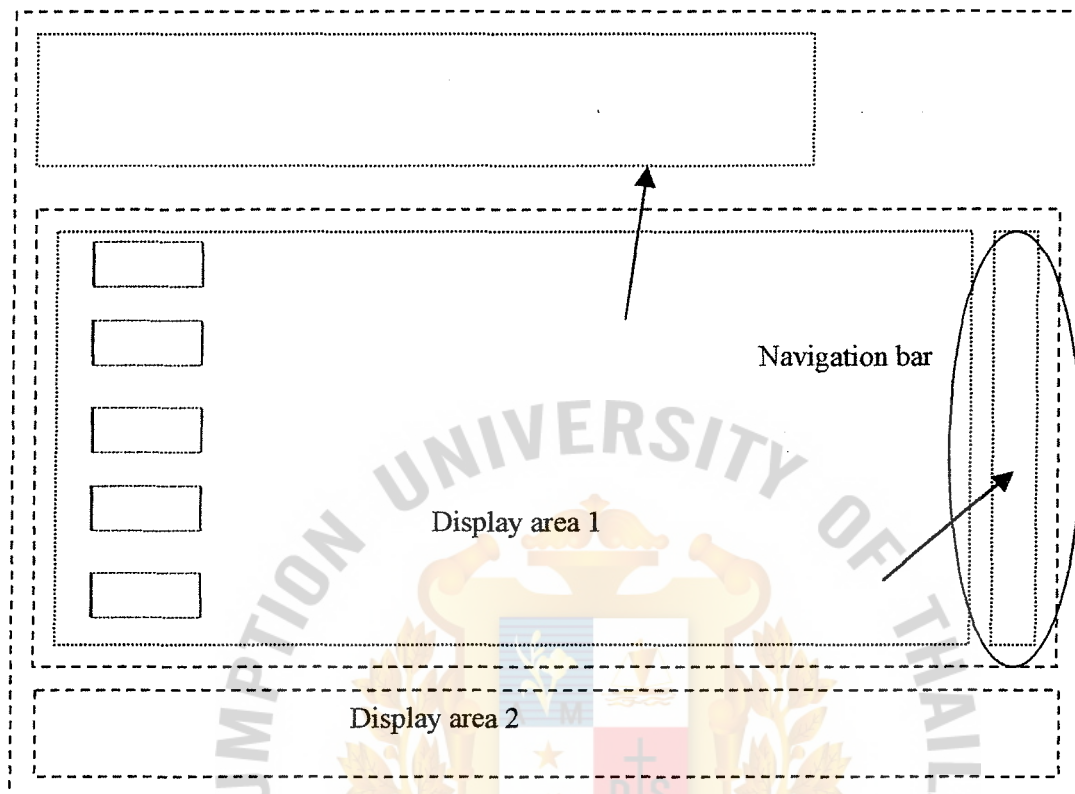


Figure 5. 2. Mock Up Design of Organization Function Page.

## **VI. CONCLUSION AND RECOMMENDATION**

### **6.1 Conclusion**

WinnerHobby.com is the web based business alongside a physical store to increase its total sales per year round business.

Many factors in environment and society are emerging which support ~~to~~ web based business like winnerhobby.com for example the growth in internet usage throughout every age of possible target audience.

Many factors happening inside WinnerHobby.com like competitive advantage against both direct and indirect competitors. The firm's competitive advantage is a one stop shopping web site that provides full range of products and services. The information about product attributes, prices, models, collection, and other services also aid the customers in the buying decision. Thus, it is very convenient for the customers to shop and gain more information.

WinnerHobby.com concentrates on B2C only because B2C still remains the target group. B2C (Business-To-Customer) applies by using good promotion tools to increase its presence and brand equity in the market. Following the success of the first stage, WinnerHobby.com should be more profitable once the brands become familiar to customers. Additionally, in near future WinnerHobby.com plans to coordinate with business partners that will help to develop a feasible market.

To cope with the current e-commerce trend and business opportunity, a prototype of cyber shop name WinnerHobby.com is established which utilizes the sales information systems. The system provides information relevant to the business such as business establishment and transaction, and products and services. Users have to give their personal information including personal data and aggregated data.

In the payment system, customers will see price of products in the web site catalog online and then if customer wants to purchase products, customers will call the store to ask for more details or agreement for payment via bank. In conclusion, WinnerHobby.com project should prepare an implemented plan, short term and long term strategy, and clearly organize long term business policy to cope with web based business because WinnerHobby.com is considered as the one of greatest channels for clothes business nowadays.

## **6.2 Recommendations**

There are many businesses to implement on winnerhobby.com including both strategic and tactical aspects. They seem to be progressive throughout the planning stage and introduction but the growth stage and decline stage should be considered for business planning and business policy to fit the future business trends.

The payment method should be developed because some Thai web based business collapsed due to the ineffective payment methods. winnerhobby.com must replace previous inefficient methods with new methods to reach maximum outcome for winnerhobby.com



**APPENDIX A**  
**WEB INTERFACE DESIGN**



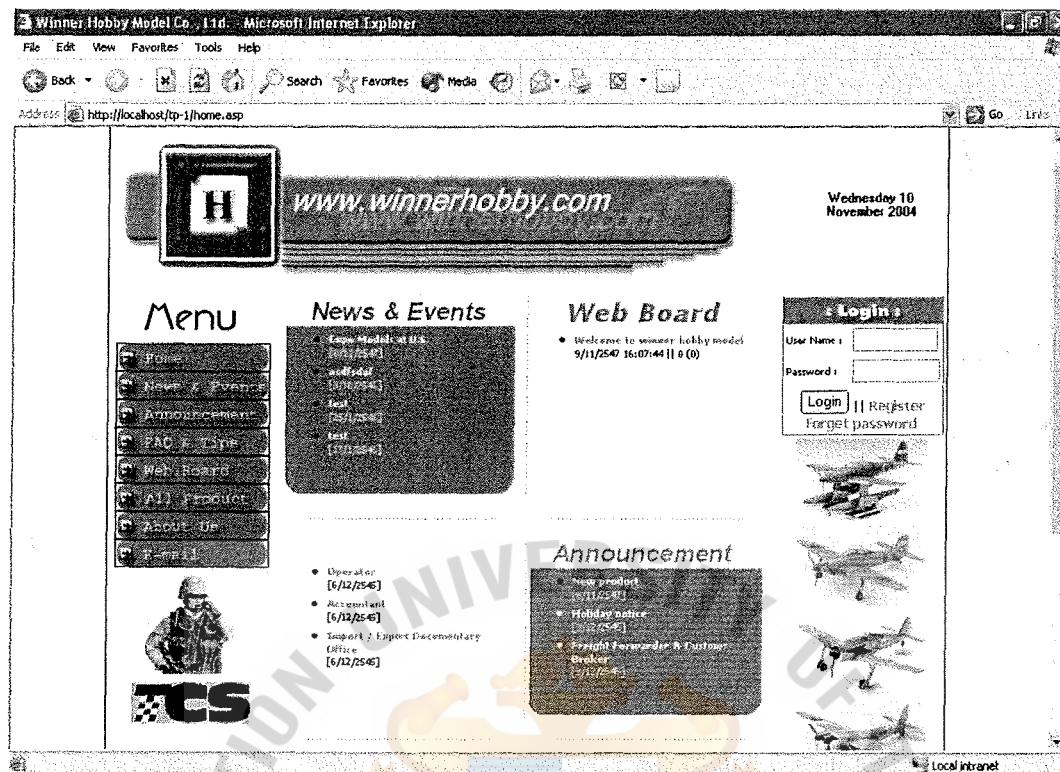


Figure A.1. Main Menu Form.

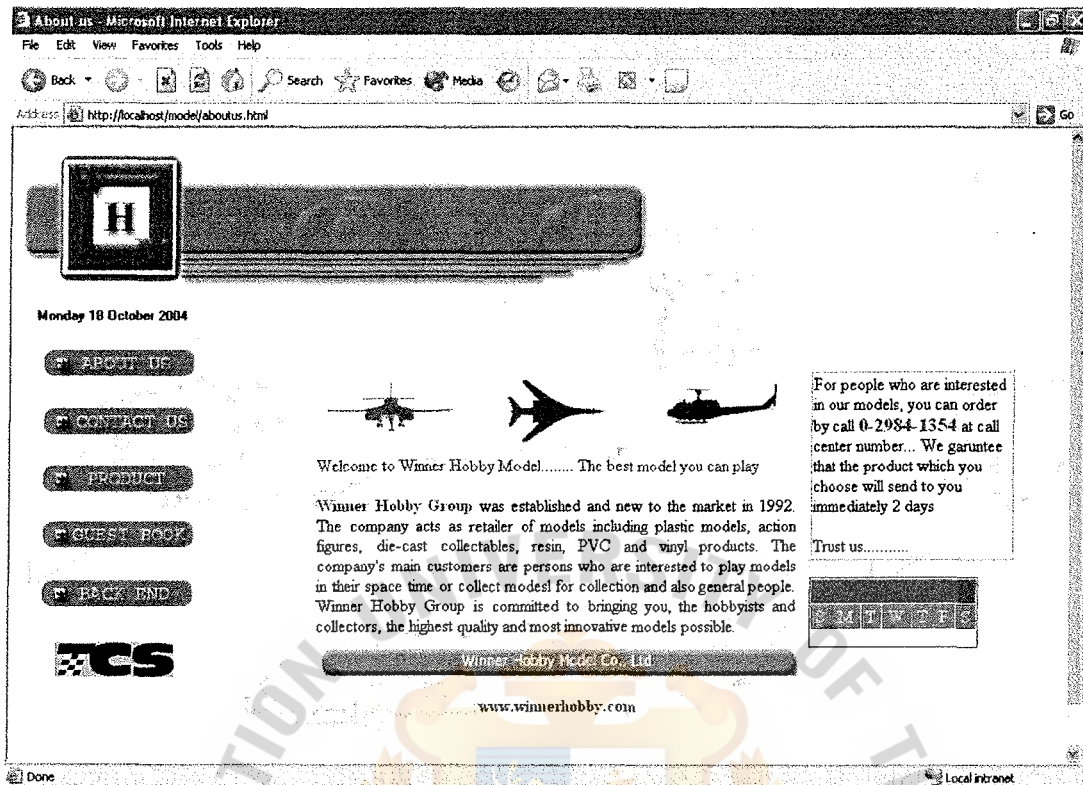



Figure A.2. About Us Form

File Edit View Favorites Tools Help

Back Search Favorites Media Go Link

Address http://localhost/tp-1/RegisMem.asp

**www.winnerhobby.com**

Wednesday 10 November 2004

"Staff Click here"

Part 1

User Name :

User Password :

Confirm Password :

Name :

Surname :

Sex : ☐ Male ☐ Female

Age :

Address :

Tel :  (Ex:02xxxxxxx)

Done Local Intranet

Figure A.3. Registration Form

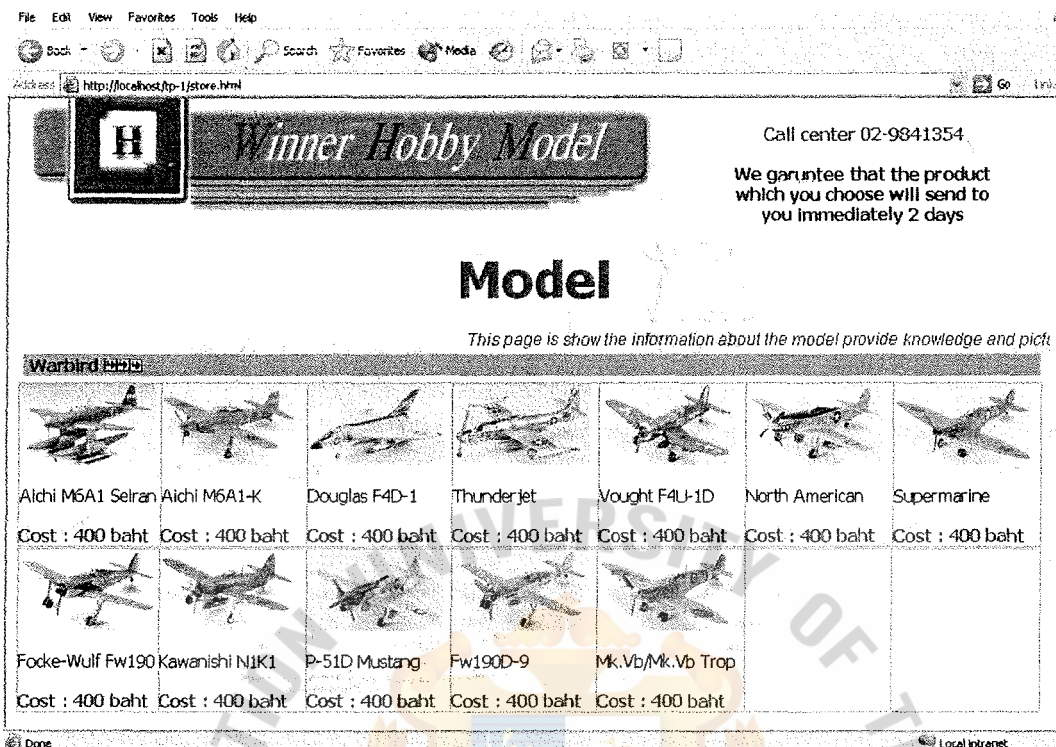


Figure A.4. Product Form



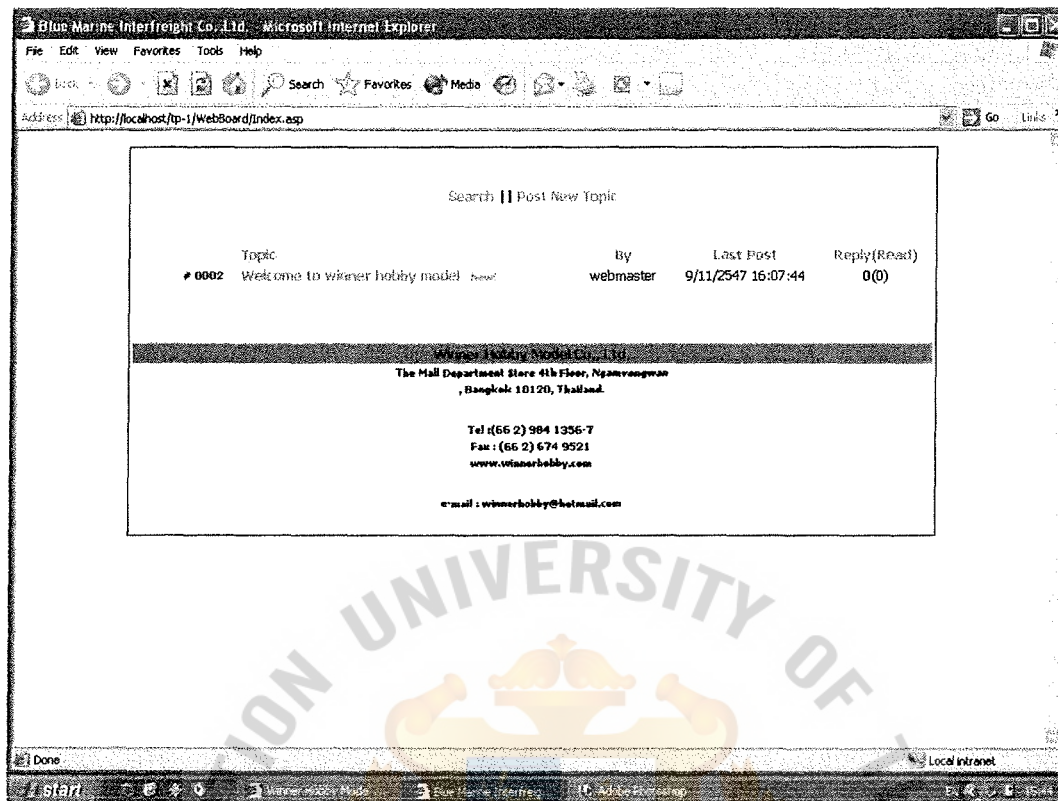


Figure A.5. Web board Form



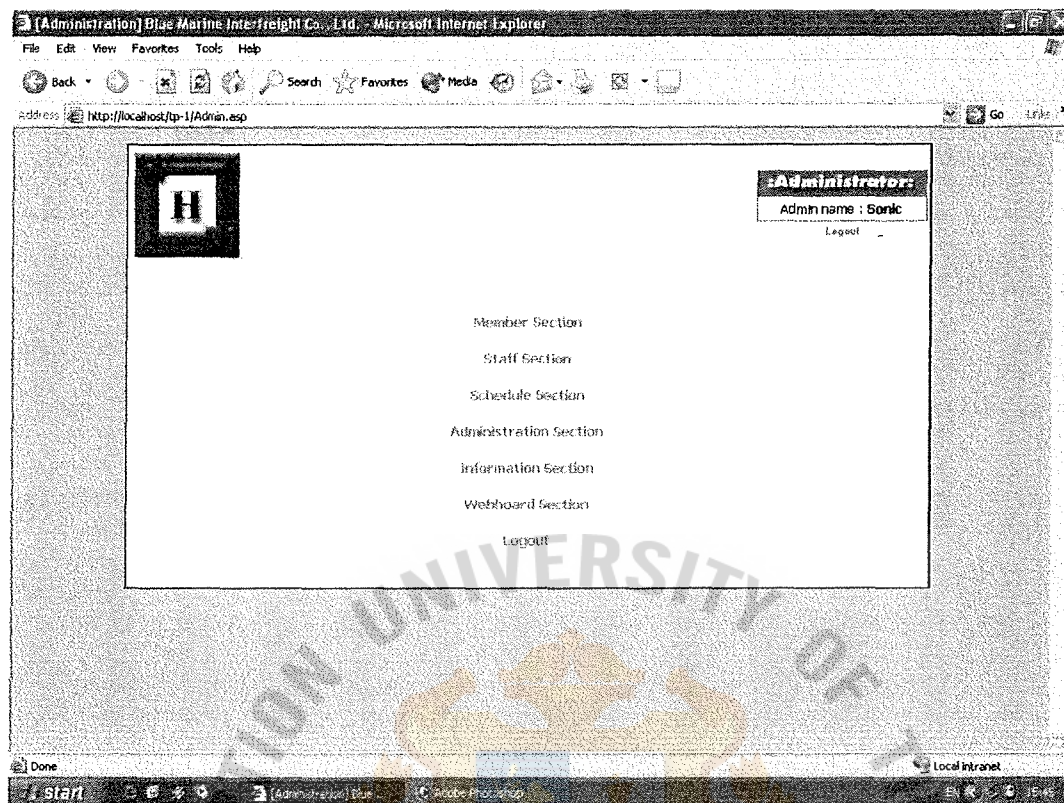


Figure A.6. Back end Form



## APPENDIX B

### DATABASE DESIGN

Table B.1. Customer Table.

No	Field Name	Field Type	Index	Unique	Nullable	FK to Table	Check	Type
1	cus_id	Number	Y	Y			Auto number	Primary Key
2	Name	Text	Y					Attribute
3	surname	Text	Y					Attribute
4	b_date	Number			Y			Attribute
5	b_month	Number			Y			Attribute
6	b_year	Number			Y			Attribute
7	address	Text	Y					Attribute
8	telephone	Text					at least 7 digit	Attribute
9	Email	Text			Y			Attribute
10	cususername	Text	Y					Attribute
11	cuspassword	Text	Y					Attribute

Table B.2. Product Table.

No	Field Name	Field Type	Index	Unique	Nullable	FK to Table	Check	Type
1	product_id	Number	Y	Y			Auto number	Primary Key
2	pcost	Currency						Attribute
3	pdescription	Text			Y			Attribute
4	pprice	Currency					must be digit	Attribute
5	product_name	Text						Attribute
6	Picture	Text						Attribute
7	pptype	Text						Attribute

Table B.3. Administer Table.

No	Field Name	Field Type	Index	Unique	Nullable	FK to Table	Check	Type
1	admini_id	Number	Y	Y		Product	Auto number	Primary Key
2	admin_username	Text	Y					Attribute
3	admin_password	Text	Y	*				Attribute



Table B.4. Question Table.

No	Field Name	Field Type	Index	Unique	Nullable	FK to Table	Check	Type
1	q_id	Number	Y	Y		Answer	Auto number	Primary Key
2	q_name	Memo						Attribute
3	q_topic	Text						Attribute
4	q_message	Text						Attribute
5	q_datetime	Text						Attribute
6	q_email	Text						Attribute

Table B.5. Answer Table.

No	Field Name	Field Type	Index	Unique	Nullable	FK to Table	Check	Type
1	a_id	Number	Y	Y			Auto number	Primary Key
2	a_qid	Text						Foreign Key
3	a_message	Text						Attribute
4	a_name	Memo						Attribute
5	a_datetime	Text						Attribute
6	a_email	Text						Attribute



**APPENDIX C**  
**PROCESS SPECIFICATION**

## PROCESS SPECIFICATION

Table C.1. Process Specification for Process 1.0.

Process name	Regist customer
Data in	1.Customer Information
	2.Request Member
Data out	1.Customer Information
	2.Accept Customer
	3.Reject Customer
	4.Username&Password
Process	1.Record necessary customer information into database
	2.Display username password to customer
Attachment	1.Customer
	2.Data Store D1

Table C.2. Process Specification for Process 1.1.

Process name	Accept member
Data in	1.Customer Information
	2.Username password
Data out	1.Username password
	2.Customer Information
Process	1.Record customer information into database
	2.Accept Member
Attachment	1.Customer
	2.Data Store D1

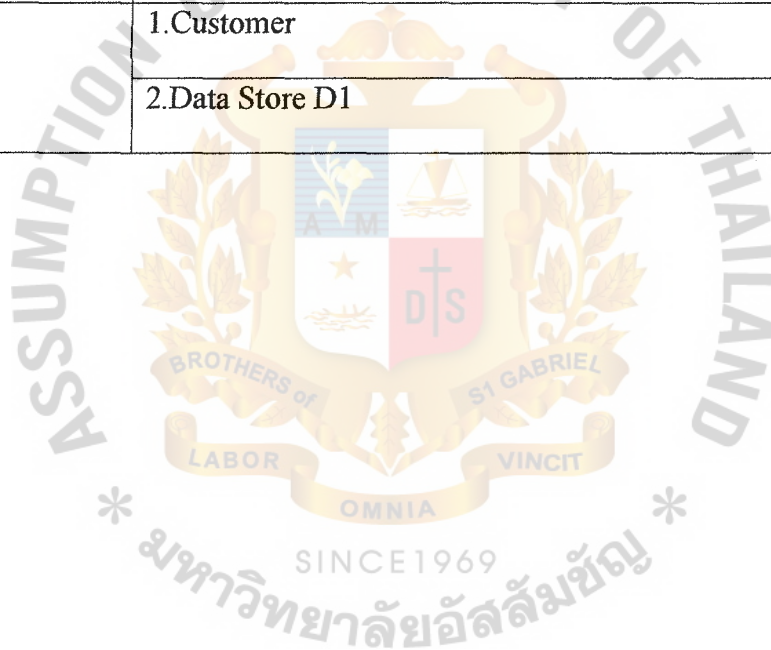




Table C.3. Process Specification for Process 1.2.

Process name	Send information
Data in	1.Username password
Data out	1.Username password
	2.Accepted username password
Process	Send username password to customer
Attachment	1.Process 1.1
	2.Customer



Table C.4. Process Specification for Process 2.0.

Process name	View information
Data in	1.Request Product Information
	2.Product Details
Data out	1.Request Product Information
	2.Details of products
Process	Display the product information to the customer
Attachment	1.Customer
	2.Data Store D2



Table C.5. Process Specification for Process 2.1.

Process name	Arrange request
Data in	1.Request Product Information
	2.Product Details
Data out	1.Request Product Information
	2.Product Details
Process	Request product information from database
Attachment	1.Customer
	2.Data Store D2

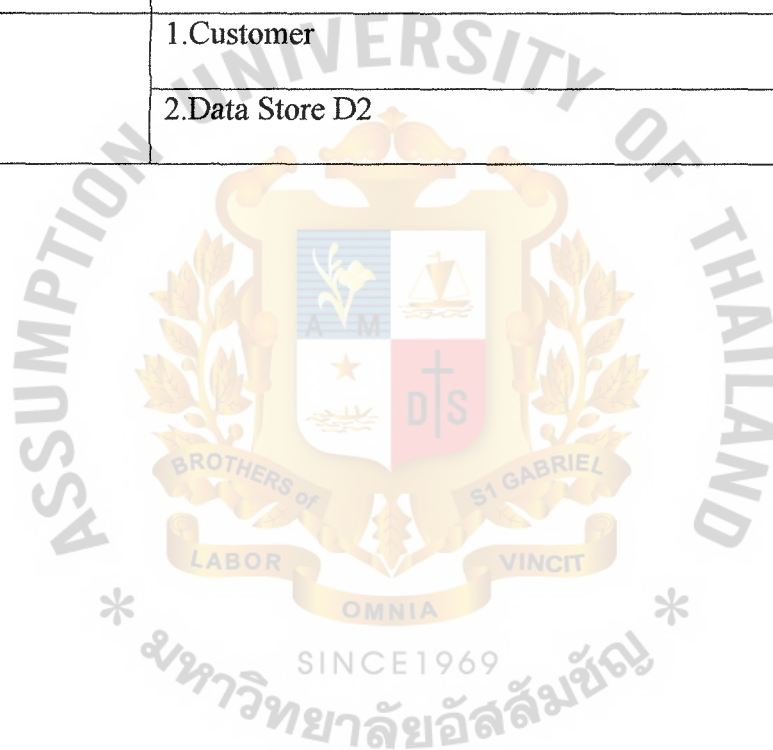


Table C.6. Process Specification for Process 2.2.

Process name	Send information
Data in	1.Product Details
Data out	1.Product Details
Process	Send product information to customer
Attachment	1.Customer
	2.Process 2.1



Table C.7. Process Specification for Process 3.0.

Process name	Verify information
Data in	1.Username Password
	2.Update Product, Message, Mail information
	3.Password
Data out	1.Update Information
	2.Update Information message
	3.Username
Process	Check username password for administer
Attachment	1.Administer
	2.Data Store D3



Table C.8. Process Specification for Process 3.1.

Process name	Verify information
Data in	1.Username Password
	2.Update Product, Message, Mail information
	3.Password
Data out	1.Update Information
	2.Update Information message
	3.Username
Process	Check username password for administer
Attachment	1.Administer
	2.Data Store D3

Table C.9. Process Specification for Process 3.2.

Process name	Verify identify
Data in	1.Username Password
	2.Password
Data out	1.Username
	2.Rejected username password
	3.Request Product Information
	4.Request Message List
	5.Request Report Information
	6.Request Profit Analysis
Process	1.Check username password for administer
	2.Request the appropriate information from database
Attachment	1.Customer
	2.Data Store D3

Table C.10. Process Specification for Process 4.0.

Process name	Arrange product information
Data in	1.Update Product Details
	2.Product Details
	3.Update Information
Data out	1.Request Product Information
	2.Update Product Details
Process	Update product details into database
Attachment	1.Process 3.0
	2.Data Store D2



Table C.11. Process Specification for Process 4.1.

Process name	Request product list
Data in	1.Request Product Information
	2.Product Details
Data out	1.Request Product Information
	2.Approved Request Product
Process	Request Product List from database
Attachment	1.Process 3.2
	2.Data Store D2



Table C.12. Process Specification for Process 4.2.

Process name	Update Edit information
Data in	1.Approved Request Product
Data out	1.Update Product Details
Process	Update Edit information and then keep into database
Attachment	1.Process 4.1
	2.Data Store D2





Table C.13. Process Specification for Process 5.0.

Process name	Prepare report
Data in	1.Report Request
	2.Customer Information
Data out	1.Printed Report
	2.Date
Process	Retrieve the information that were required and print report to manager
Attachment	1.Administer
	2.Data Store D1

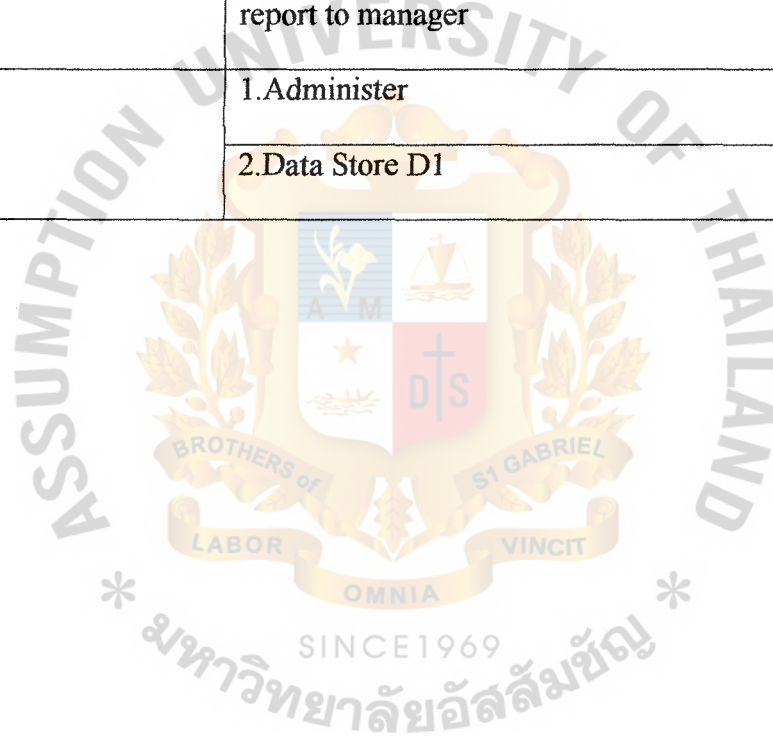


Table C.14. Process Specification for Process 5.1.

Process name	Arrange report
Data in	1.Report Request Information
	2.Customer Information
Data out	1.Approved Report
	2. Date
Process	Retrieve the information that were required and print report to manager
Attachment	1.Process 5.1
	2.Data Store D1

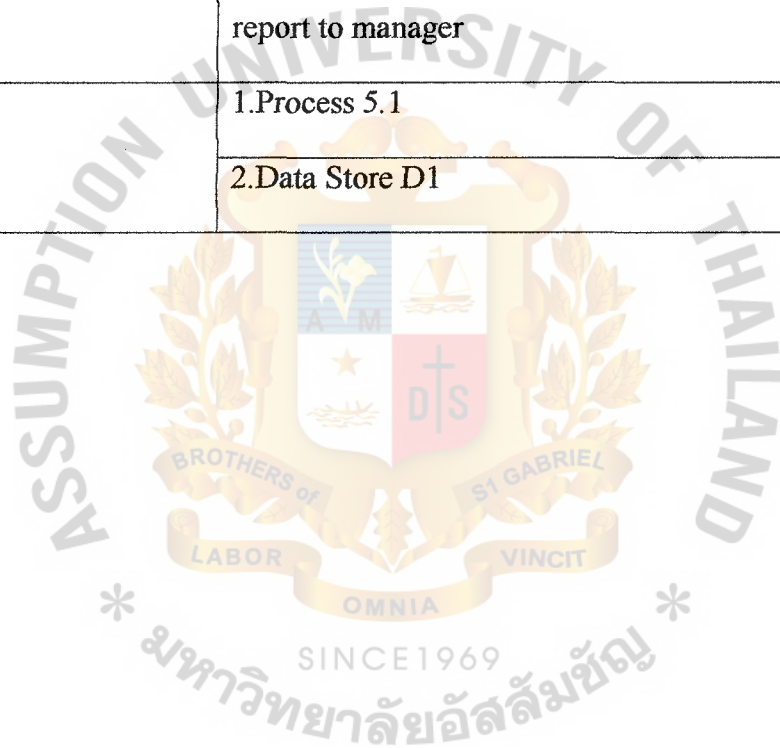


Table C.15. Process Specification for Process 5.2.

Process name	Prepare printing sent
Data in	1.Approved Report
Data out	1.Report
Process	Print report to manager
Attachment	1.Process 5.1
	2.Administer





## APPENDIX D

### DATA DICTIONARY

## Data Dictionary

Table D.1. Data Dictionary of Catalogue Online System Database.

Field Name	Meaning
Accepted Member	The member is accepted
Administer	Staff and manager
Cost	The cost of product
Customer	The person who is interested in our product
Customer ID.	Identification number of customer
Customer Information	Information of customer
Login Failure	Invalid login
Membership Confirmation	Confirmation of product
Password	The character or number that are used for protect the entering of data
Price	Price of product
Printed Report	Daily report of the product ordering
Product	Item
Product Available	The product is available
Product Detail	The detail of product
Product ID.	Identification of product
Product Information	The information of product
Product Unavailable	The product is unavailable
Rejected Member	The customer are rejected from membership
Report	Report of the product ordering



Table D.1. Data Dictionary of Catalogue Online System Database. (Continued)

Field Name	Meaning
Report Customer Information	Request of customer information
Request Member	Request to be a member
Request Report	Request of report
Request Product Information	Request of information of product
Updated Product Detail	The detail of product is updating
Updated Product Information	The information of product is update
Username	The character or number that are used to be a unique of member
View	See the message

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