



Fire Fighting Products

by

Mr. Perapat Sukijchareonpol

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

November 2004

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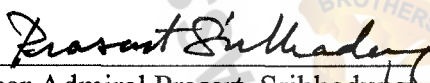
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ABSTRACT

The purpose of the project is to analyze business online with marketing analysis, competitor analysis and SWOT analysis including Five force analysis in order to find the best way to manage our online shop based on the market situation and Internet environment and generate better business advantages.

The project includes the business plan and marketing mix in order to achieve the mission and goals to deliver value and maximize customer satisfaction. The website provides service and useful information in order to get benefits from electronic commerce. The web site will target the group of customers in two groups and match their needs with our online service.

Finally, a website will be created by using the web prototype design. It will contain a site map and layout to show the web structure. This web site is merely an information provider website, it does not have an online payment system. But it will somehow meet the needs of the company.

ACKNOWLEDGEMENTS

Many people contributed for this project. This project would not have been complete without the help and support from the following persons.

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And I would like to thank all instructors in Internet and E-Commerce faculty who gave the good experience and knowledge to me.

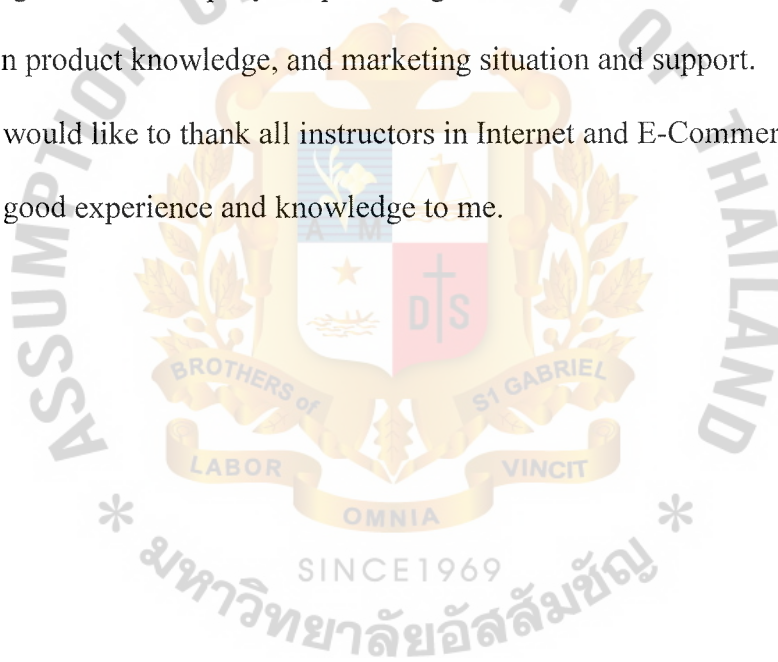


TABLE OF CONTENTS

<u>CHAPTER</u>	<u>page</u>
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
LIST OF FIGURES	v
LIST OF TABLES	vi
I. INTRODUCTION	1
1.1 Internet and E-commerce	1
1.2 Why web site was create?	2
1.3 Objective	4
1.4 Scope of the Project	4
1.5 Deliverable	4
1.6 The Benefits of E-Commerce to Online argofire.com	5
1.7 Benefits for Distributors, and Business Customers	6
II LITERATURE REVIEW	7
2.1 Background of the Organization	8
2.2 Service Provided	10
III STRATEGIC PLANS IN MARKETING	13
3.1 Mission	13
3.2 Short Term Goals	13
3.3 Long Term Goals	14
3.4 Market Segmentation	14
3.5 Target Market	15
3.6 Product Overview	16

3.7 Product Strategies and Market & Sales Strategies	16
3.8 Five Forces Analysis	17
3.9 SWOT Analysis	19
3.10 Customer Delivery Value (CDV)	25
3.11 Positioning	28
3.12 Competitors Analysis	28
VI THE PROPOSED SYSTEM	30
4.1 System Design	30
4.2 System Specification	31
4.3 Payment system	32
4.4 Delivery System	32
4.5 Security and Control	33
4.6 Financial Analysis	34
4.7 Business Plan	39
4.8 Competitive Advantage	40
4.9 Critical Success Factor	41
V PROJECT IMPLEMENTATION	43
5.1 How to Create a web home page	43
5.2 Planning Web site Development	43
5.3 Designing Web site	44
5.4 argofire.com Web Content	46
VI CONCLUSIONS AND RECOMMENDATIONS	52
6.1 Conclusions	52
6.2 Recommendations	54
BIBLIOGRAPHY	56

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
2.1 The logo of Fire Fighting Product.Co.Ltd.	10
4.1 Sales, COGS and NI Comparative	35
4.2 Breakeven point of the year 2003	36
5.1 Argofire.com Site Map	42
5.2 Argofire.com Home Page	43
5.3 E-Catalog	44
5.4 New page	45
5.5 Member page	46
5.6 Member Discount page	46
5.7 Register for member page	47
5.8 Contact us page	47



LIST OF TABLE

<u>Table</u>	<u>Page</u>
4.1 Sale Forecast of argofire.com for fifth year in Baht	35
4.2 Start-up Cost	36
4.3 The cost of Prediction	37
4.4 The Forecasted Income Statement	38



I. Introduction

1.1 Internet and E-Commerce

Internet technology has become an important factor and changed business and people's lifestyle. One of the most significant changes is the way in which business is conducted, especially managing the marketplace and commerce. The Internet technology offers an alternative for commercial as E-Commerce. E-Commerce can improve marketing, customer service, and sales.

The Internet is a channel of Electronic Commerce(EC) that is a part of electronic business for not only selling and buying, but also marketing, advertising, promotion, and so on. Electronic Commerce provides a convenient way in shopping, price comparison, and product searching. As the Internet benefit is so huge, many cyber shops have emerged. However, not everyone would be successful developing the Electronic Commerce. To be successful, people must offer the right products to the right persons at the right time to make the online sales. The company also should respond to customers' needs and know how to capitalize on those needs.

E-commerce provides convenient ways in service, shopping, price comparison and product searching. Since the Internet benefits are so huge, I would like to do business online. The Internet is an open system. Therefore, I would like to operate B2B (Business-To-Business).

Such a revolution brings both opportunities and risks. There will be high competition in this field because of not just competing with local but with international markets. The competition today is not among products but among business models. The hottest and most dangerous new business models are on the Web.

1.2 Why was the Website Created?

Fire Fighting Products Company is an Importer of high quality Fire Fighting equipment which imports products from manufacturers from Europe and America. The main products are Fire Extinguishers, Fire hoses, Fire cabinets, Nozzles, Monitors, Foam Equipment, Valves etc. The company gets orders from customers through the company's well-trained salespersons with interpersonal skills who can convince our customers to use our service. But we have lost some opportunities concerning with customers who live outside Bangkok as our office is located in the center of Bangkok and we have limited numbers of employees to service. Sometimes customers need information of product immediately so this is the problem we are facing with. Creating a website will solve the communication problem. The purposes are to hold the current customers outside Bangkok to generate revenue from selling goods, to enable consumers to visit the site 24 hours a day, any where any place, to reduce costs i.e. lower costs in printing brochure, order taking, market research, to open new markets, be able to reach new customers, and to be able to offer more products to the customer than they could ever fit in an ordinary catalog or in a traditional store, the target groups are Manufacturers, big building owners and huge organizations and companies such as Thai Airway, Oil Petroleum etc. Before creating an online store, The Fire Fighting Company has to set up a business plan, product strategies, market & sale strategies and find out how to achieve their mission and goals, and how to manage marketing mix and customer delivered value. The company has to conduct SWOT analysis, competitor analysis, and cost and benefit analysis and so on to find the best way to manage the online shop.

www.argofire.com was created to fulfill the requirement and solve the problem of lack of communication. Lots of strategies from marketing business, and design were used in the website. This website is merely an information provider website, having no online payment system. But it will fulfill the needs of this company. Creating an online

shop is not easy but the more difficult part is how to analyzing and planning to manage it effectively. This web site will be created and developed as usual to keep the customers and find new customers to expand the sales volume of the company. Everything from the experience and knowledge from marketing team and management merge into 'www.argofire.com'.

The objective of the project is to create a website to be the communication channel for industries and big organizations. The main reasons of our company to expand business internationally are to ensure long-term growth and profitability. Another reason is the need to respond to new market opportunities and to face existing market realities. The company has had a lot of experience in Thai Fire Fighting equipment business, especially in firefighting system that every building or manufacturer must have in their organizations.

The aim is to put the concepts learned from the program of Internet and E-Commerce Technology into practice. Looking to the challenges and opportunities posed by the Internet, the digital channel will facilitate the business operation effectively and efficiently. A prototype of the cyber shop is established, and the sales information service is applied to access all business partners.

The sales information system provides visitors the business data on the website in a similar to the way they will find products in a showroom. Customers receive 24 hours online information service and are able to contact the firm by e-mail. It is convenient for customers to view goods and get services provided on the web and electronically request the quotation any time from private places.

We realized that the chance of international market expansion is not high for our company, we will import just some product items to the neighboring countries such as Laos, Vietnam, Myanmar etc. But our company expects the market in constructions and

big organizations in Thailand as the firefighting products the company imported from foreign countries are of high quality.

1.3 Objectives

The objectives of the project are

To create a website as a new channel.

- (1) To expand the business to the international market.
- (2) To inform customers of exhibition schedules around the world that we will Join.
- (3) To generate revenue from selling goods.
- (4) To enable consumers to visit the site 24 hours a day
- (5) To reduce costs of catalog sending.
- (6) To be able to offer more products to the customer than they could ever fit in an ordinary catalog or in a traditional store.
- (7) To increase customer service

1.4 Scope of this project

- (1) Conduct a complete analysis using the Five-Force Model, Model, SWOAT analysis, and a detailed Competitors analysis both direct and indirect. Then design strategies to beat competition and show how implementation will be done.
- (2) Conduct marketing research and evaluation of global market.
- (3) Provide marketing plans and strategies to achieve goals.
- (4) Identify target market, market positioning, and promotion mix to penetrate global market and compete with competitors.

1.5 Deliverables

Deliverables for this project will be as follows:

Deliverables for this project will be as follows:

- (1) A final report in details covering the scope as mentioned above.
- (2) A prototype of a website to show the concepts being applied in the report.

1.6 The Benefits of E-Commerce to Online FireFighting.com

The following are the benefits to the company:

- (1) E-Commerce allows the company to expand marketplace to both local and international markets. The company can easily and quickly find more customers, suppliers, and business partners around the world.
- (2) E-Commerce provides the company to reduce costs, especially paper-based information. Also, the company can reduce costs of fax, telephone from communicating and coordinating with their employees, suppliers, and business partners which are located in different countries.
- (3) E-commerce enables the company to gain competitive advantage by providing value-added services. The company can provide specific service to each customer according to his or her needs and wants.
- (4) E-Commerce enables the company to advertise, promote and give special offers directly to customers at low costs.
- (5) E-Commerce allows the company to enhance relationship with customers. The Internet provides the company to use customers databases to provide service according to their preference. And the database can be used for market research for future planning.
- (6) E-Commerce also provides other benefits including improved image, improve customer service, reduced cycle and delivery time, increased productivity, reduced transportation costs, increased flexibility, and disseminated information.

customer service, reduced cycle and delivery time, increased productivity, reduced transportation costs, increased flexibility, and disseminated information.

1.7 Benefits for Distributors, and Business Customers

- (1) Customers can shop 24 hours a day anywhere around the world.
- (2) Customers can have more choices to buy products because the website will provide names, addresses, faxes, and telephones of our distributors. So they can know where they can get the products or whether they can use delivery service and wait for the products at their home but they have to pay the shipping cost.
- (3) Customers can have more choices of payment. We provide 2 payment systems to our customers. They are online payment and traditional payment systems.
- (4) Customers can interact, exchange ideas and as compare prices with us because E-Commerce facilitates interactive features such as email.
- (5) Others benefits are rich information on the web, convenient shopping, and reduced time in searching out, etc.

II LITERATURE REVIEW

Nowadays, people all around the world are familiar with the Internet and e-commerce technology. An outstanding increase in the Internet users and changing in people's lifestyles encourage e-commerce activities. The appearance of the Internet might change the trading pattern from physical transaction to online transaction. Business model would be improved with advanced technological support such as WWW, E-mail, and online newsletters. Websites generate faster transmission of information to the target group via the aid of an intelligent agent, which is the search engine. In the cyber space world, information is considered as the most valuable asset. To succeed or not, the main factor will depend on how attractive the presentation of information to the target audience is. Therefore, the innovation of e-commerce creates opportunity for small and medium enterprise to compete with the larger company in the world market by offering valuable information appearing in the case of Amazon.com.

In the new economy, small, or home-based enterprise might dominate business transaction with the facility of interactive system and real time trading. The design of automatic management by advanced technology can settle the problem of the differentiation of time in world trade. People can trade any place and time on the cyber space. As a consequence of this new business model, the Internet and e-commerce can increase the opportunity for international business to another channel for advertisement, distribution, and communication.

Fire Fighting Protection has been providing the means to effectively deal with the threat of fire for over 100 years. We are proud of our reputation for quality and of our unique friendly approach in providing you with excellent service. Our strategy is to maintain this reputation by keeping our focus on your satisfaction.

2.1 Background of the Organization

Fire Fighting Products Co.,Ltd. has developed a variety of fire protection equipment and portable fire extinguishers which bear the name of "ARGO", since it was established and incorporated in 1982. We normally are the importer and stockiest of all kinds of fire fighting products from the U.S.A. the U.K. Italy etc. and provide technical consultation, design, engineering and after sale service. "ARGO" portable fire extinguishers are approved by TIS of Thailand.

Fire Fighting Products Co.,Ltd is located in Bangkok, Thailand on Sathrong Rd. Fire Fighting Products Co.,Ltd offers a comprehensive range of industrial fire extinguishers, dry chemical fire suppression systems, Range Guard, the nations leading commercial kitchen wet chemical fire suppression system and all kinds of fire fighting equipment.

With a greater than ever commitment to research and development, and the in-built flexibility to respond to change, we are in a strong position to meet the future demands of the fire protection industry.

Fire Fighting Products Co.,Ltd shall proactively seek solutions to solve fire protection needs, develop added value innovative new products to better tackle the threat of fire and develop our internal systems and processes in order to serve our customers better.

AFFILIATED COMPANIES:

- (1) FIRE FIGHTING PRODUCTS LTD PARTNERSHIP.

ESTABLISHED IN 1982

CAPITAL 2,500,000.- MILLION BAHT

- (2) FRIENDSHIP INTERNATIONAL CO.,LTD

ESTABLISHED IN 1984

CAPITAL 5,000,000.- MILLION BAHT

ADDRESS:

527/227 TANOORUT ROAD, TOONGWADDON, SATHORN

BANGKOK 10120.

TEL (02) 2132089, 2867470, 2862412

2873332, 2871847, 6760867

FAX (02) 2131472, 6760868

MAIN PRODUCTS AND STOCKISTS:

ANGUS FIRE ARMOUR LTD.

KIDDE ASIA FIRE LTD.

CHEMGUARD INC.

GIACOMINI S.P.A.

JAKOB ESCHBACH GmbH

AKRON BRASS CO.,

RED HEAD BRASS

CASTEK MANUFACTURING CORP.

AMERICAN PACIFIC CORP. (HALOTRON1)

PRODUCTOS MESA

JOB REFERENCE

(1) THAI AIRWAYS INTERNATIONAL	3.0 MILLION BAHT
(2) SHELL OF THAILAND	5.0 “ “
(3) ESSO STANDARD OF THAILAND	3.0 “ “
(4) CALTEX OIL (THAILAND)	2.0 “ “
(5) BANGCHAK PETROLIUM	7.0 “ “
(6) NPC (RAYONG)	4.0 “ “

- | | |
|---------------------------|---------|
| (7) THAI ASAHI GLASS | 2.0 “ “ |
| (8) THAI GLASS INDUSTRIES | 2.0 “ “ |
| (9) SIAM CITY CEMENT | 2.0 “ “ |
| (10) ETC. | |

Due to the lack of communication, the company has lost profit and market share to newcomers. The way to solve the lack and gap of communication and technology is to create a website. The Fire Fighting company created a website to solve those problems. The concept of this website is to be a marketing tool and channel to bridge the gap between the company and its customers. The contents of the website are E-catalog, member part and useful information. At the beginning stage, the website has to support marketing strategies and reduce the communication cost.



Figure 2.1 The Logo of Fire Fighting Product.Co.,Ltd.

2.2 Service provided

(1) Membership

The web site would provide useful information on newly launched models of Fire Fighting products. At first “ argofire.com” provides membership for current customers that have purchasing activities with our company. The new customers who want to register in our website have to be approved by argofire.com first. We will check the financial status, location, and some other factors. We have to make sure that our

customers get privileges for being our customers. Members will get a lot of benefits from this section. Once the customers sign up and subscribe to our member club, we will offer user name and password to logon to our web site to check the information, to see our new launched products, request quotation, to track their shipment, etc.

(2) Catalogue Online

At present, argofire.com provides almost 200 products such as Fire Extinguishers, Fire hoses, Fire cabinets, Nozzles, Monitors, Foam Equipment, Valves, Fire system equipments etc. argofire.com provides information on each design such as picture, size, color, weight, production time, manual and also the model number. Customers can print out the picture or save it on their laptops.

In the section of catalogue online, we will show small resolution pictures because of the reduced time for loading the page. Customers can check only for their interesting models and load the best quality pictures from our web site. Customers can take time to see and check each item before they request for the quotation.

(3) News Releases

This section includes promotional packages, new releases and new items launched. Customers, especially members will get full advantage from these packages, get useful information and see new products before being launched to the market. Customers will get more information on promotional packages and discount.

(4) FAQ (Frequently Asked Question)

A Frequently Asked Question serves the visitors who have problems or want to find ways to get benefits.

The examples of FAQ are as follows:

- a) What is argofire.com?
- b) How do I become a member?

- c) How can I get the quotation?
- d) How many kinds of Fire Extinguisher are there?

(5) Guide Link

This section is designed to provide guide links to our customers' website, our distributor within the country and our suppliers from other countries in the world, web site of DEPT, and related web sites. www.argofire.com is an online gateway to many places for our customers, that can help our members to find the place where they can see the real products in their countries.



III STRATEGIC PLANS IN MARKETING

3.1 Mission

We offer services, useful and valuable information to all people who are interested in the products by being a fire fighting equipment online website, www.argofire.com. It is an online gate way to Thailand's charming and famous products and helpful information to serve all customers who want to see our products and know about our activities. Firefighting.com is a marketing tool of our company to service our current customers and new customers to serve with more information about Fire fighting products. Our website provides useful information about products, services, and our locations of distributors for customers 24 hours a day, 7 days a week, and 52 weeks a year. We also provide other services such as showroom, online services, news, trend of Fire fighting and FAQ's. We provide related information about every model and product approval certificates. So, the visitors can access required information and service facilities.

The products and service developments are always innovated to meet the highest satisfaction of consumers looking to the market and economic environment. The company applies the advanced technology in the operation, production and business transaction to cause the trustworthiness of the trade, and a digital communication is additionally provided to facilitate the conventional business.

3.2 Short Term Goals

www.argofire.com is created to serve our customers to get more information from our company. Our web site provides fully services, useful and valuable Fire Equipment information. Visitors can conveniently select goods and services provided on the web and electronically make the orders any time from private places.

The website will be the intermediary between our company and companies (Business-to-Business: B2B). This site will be fire fighting information service provider by providing membership by which all authorized visitors can get more benefit from this section. Customers will get information on new products before being launched into the market. And customers who are interested in our products can request quotation to our company via the Internet. It will help both sides who do the business to save cost of communication, brochure, documents, promotion activities, etc.

3.3 Long Term Goals

In the future, our online business will create more functions that can serve our customers' needs. We will increase revenue and improve customer loyalty by learning about customers' needs and offering them customized products and solutions so that they can order quickly and easily. We will update our website quarterly a year to make more attractive and to use the pull technology that will make visitors come to see our website again and again. We will manage our customer database by collecting customers' information and e-mail address, and sending some useful information or sending beautiful greeting cards with our products inside on some special occasions such Christmas and New Year. The pictures and our shop's name will remind them to visit our website. We will range top ten best sellers for new customer's buying decision. And we will increase production line and product categories with a more attractive design.

3.4 Market segmentation

www.argofire.com would segment the market into geographic segmentation and demographic segmentation.

Geographic Segmentation

In the short term, we segmented the market into dealer and end-user areas because they are our current customers and have much purchasing power. We sold them almost 20 years back and are still in contact. We want to keep very good relationship with our current customers first for short-term period. We want to give them our best service with different opportunities to use the Internet to be a medium for exchanging information each other.

For the long term, we would like to promote our website and products to our neighboring countries. We want to expand our market to every main dealer in the country within a few years.

Demographic Segmentation

www.argofire.com puts many factors into consideration in demographic segmentation. We believe that consumers at different places have different demands. This segment will be beneficial for the web design, selecting services and contents of our limited target group. Income segmentation will be considered to know the purchasing power of our consumers. It will be beneficial for selecting the services and the products for e-commerce and pricing strategy. The functions are as below:

- (1) Large Population Area: The target market, local dealer is larger and more desirable. Our target customers are companies that have their own markets on hand. They can generate and expand our market and demand rapidly.
- (2) Financial Status: We have to make sure that our customers have good financial status so that we can do business with. We can check the profile of companies from the Data bank of ministry of commerce, and we will do business by LC (letter of credit) from the bank only. It makes us not to expand the business to B2C (Business to Customers)

3.5 Target Market

From the segmentation of the market above, in the short term, we have decided to target the dealers in Thailand that have high purchase power with many customers in hand. They may have more opportunities to use the Internet for dealing business. In the long term, we would like to promote Fire fighting equipment system in neighboring countries such as Laos, Vietnam, Myanmar etc. So, we will segment the market into the same way as in the short term and we also add more segmentation: that is other countries in the region, especially the countries with many limitations for importing goods from international market.

Our website is an information service website to service our current customers and also new customers.

3.6 Product Overview

The products we selected are Fire fighting equipment and fire fighting system products. There are 5 product lines and almost 200 model items and models to cover the market need in our company. With our full-services of packing and shipping, customers will be satisfied with our production and delivery on time. Our price will be quoted until a product sent to the final destination.

Product Categories

www.argofire.com provides customers with 5 product lines which compose of

- (1) Valve and Siamese connection
- (2) Fire extinguisher
- (3) Fire hose
- (4) Fire protection monitor
- (5) Fire fighting system equipment

3.7 Product strategies and Market & Sales Strategies

Product Strategies

- (1) Wholesale and retail, we provide the superior quality of various products.
- (2) Aside from our attractive collections, buyer's designs and specifications are also welcome.
- (3) Exclusive designed
- (4) Hand made products with durable, high quality, high quality material
- (5) Household and Decorate usage
- (6) Price competitive

Market & Sales Strategies

- (1) Consistency maintained in our current market channel and maintains growth.
- (2) To focus on Internet sale as a new market channel to B2B
- (3) New design and new packaging on various occasion on Internet sales
- (4) Actively participating on major exhibition event.

3.8 Five Forces Analysis

The introduction of the five forces analysis as the marketing influence factors that reflect the management pattern in our business is described in the following topics: the competition of the new entrants, the rivalry among the competitors, the product substitution, and bargaining power from customer from customer and supplier. We also look at these external factors, as threat in our business so we consider that the internal factors to overcome threats would be an advantage compensation to defeat other competitors. Our business provides services, useful and valuable information to all people who are interested in the products by being a Fire Fighting equipment online website, argofire.com. It is the online gate way to Thailand's charming and famous products and helpful information to serve all customers who want to see our products

and know about our activities. Firefighting.com is a marketing tool of our company to serve them with more information about fire fighting equipment products. Our web site provides useful information on products, services, and location of our distributor for customers 24 hours a day, 7 days a week, and 52 weeks a year. We also provide other services such as showroom, online services, news, FAQ's, etc. So, the visitors can access required information and service facilities. Overview of our business environment could lead to analyze the five forces as below:

Threat by the New Entrants Competition

The new competitor would have difficulty entering into the market with its service because we are the pioneer who has been in this market for 20 years. We have a strong agreement with the our supplier to manufacture the best import products. And we will provide customers with full services of our business and the information technology. The full services would be similar to providings information and purchasing process on the web, so if our services could fulfill the customer satisfaction, then the customer do not need to go to other sites to find out for same services. And the IT era would make new entrants difficult to differentiate itself with the same services because the information is everywhere on the Internet; so the advantage of marking the first move with full services is achieving the market share. In fact, the threat of new entrants would be quite low.

Threats of Rivalry among Existing Firms

As our company has been in this business for twenty years, threat from other rival firms is not high. We can somehow tackle the threat.. But the difference in service would have high competition to make itself unique and attractive to customers. The rivalry among firms could not be clearly identified because there were other related factors such as the traditional channel to satisfy the customer's need by making distant

calls, sending fax or mailing to the customer. But our web site a channel for customers to communicate with our businesses could solve this problem.

Threats of Product Substitution

The substitution problem will have to be considered because of IT era, which revised any information on the Internet and other copiers could make the same service or same pattern as our business does. The customers could be confused by this problem. So the availability of our services would have to be highly focused on to overcome the service substitution problems. The problem would depend on the network reliability and computer programming that most applications are done in the office, and which directly confronts customers. But nowadays these problems are not considered much. Thus threat in service substitution could be estimated as moderate to low level.

Threat of the Bargaining Power of the Supplier

As our company is an authorized distributor, we have power to bargain with the suppliers or manufacturers by using the volume of order from our company's sales. The significant benefit of e-commerce is it could attract the supplier. Competitors' threat is a kind of direct sale and storefront only but our business will gain more sale channels on the Internet to gain sales volume. We will sell products in a large scale to companies which are our customers. So we will have more volume to negotiate with our suppliers to reduce cost.

Threat of the Bargaining Power of the Buyer

For the supplier, the bargaining power of the buyer would be higher because our web site is created for B2B business. Buyers can get more profit like special price and discount. But we can negotiate for the packing fee, transportation fee, etc.

3.9 SWOT Analysis

In order to compare the online shop and the traditional shop, SWOT Analysis is conducted: Strengths, Weaknesses, Opportunities and Threats. The first half of SWOT Analysis: Strengths and Weaknesses, examine the position of a shop, or that of its product against customers, competitor activity, environment trends and resources. To achieve these mission and goals, we have to concern about the strategies by using SWOT Analysis.

Strengths

- (1) We provide high quality fire extinguisher equipment and Value products manufactured in foreign factories with 20 years experience in this business.
- (2) We provide exclusive service for each customer satisfaction.
- (3) We provide quotation online to our member customers, offer customers with a wide range product display.
- (4) We provide customer service activities to enhance customers' satisfaction, and help to increase the brand loyalty. Using e-mail as a tool of customer service in communication to disseminate information, we send services and products information and conduct correspondence regarding any topic, but mostly inquiries from customers.
- (5) Our web is designed on an easy to use concept for effective navigation. All information will be grouped and categorized efficiently. Audience will never get lost visiting our website because contents will be arranged systematically and are easy to find. General information will be presented on the first page and deeper detail will be shown on the click.
- (6) All information and contents are selected and translated from reliable sources to create "trust" from visitors.
- (7) With the Internet technology, we can observe the consumers' behavior by

using the Internet data collectors. As a result, we will have precise information of our target group.

- (8) Our services presented on the site are priced effectively. We offer special prices for member customers on request and buy products through our website.
- (9) We provide 'made to order' for our customers who want to order a special product difficult to find. Customers have to send the picture or information of that product. After that we will quote the price on the ordered product..
- (10) We provide an E-catalog for customers who can download and print out our products. We can save cost of catalog sending mail.
- (11) We provide a reasonable price to our customer.
- (12) We provide good products knowledge.
- (13) We guarantee quality after sales service.
- (14) Our company has a flexible management scheme by being an SME.

Weaknesses:

- (1) No payment gateway support at the beginning stage. We have to ask customers to open LC (letter of credit) for ordering products.
- (2) High delivery cost if we send by airfreight depending on the weight of products.
- (3) Long time delivery if sent by sea freight.
- (4) Fragile products need careful handling in transportation.
- (5) Family business: lack of international business skills.
- (6) No 24 hours customer services or customer care business unit because America, Europe and Thailand are in different time zones.

- (7) Some Fire fighting equipment products are difficult to produce shown on the catalog. There can be defects when customer receive the products, so we have to be more concerned about quality control and take strict QC measures.

Opportunities

- (1) Economic crisis is improving. Purchasing power is growing.
- (2) Be able to expand to the global market
- (3) E-marketplace expansion. Internet technology is rapidly growing. Customers have more knowledge on Internet technology.
- (4) The government supports SME business by offering a big loan. Taking this opportunity we can promote our company and our products to international market by using marketing and logistic knowledge on E-commerce. It can be one channel to boost our economy.
- (5) Building international brand image.
- (6) Asia markets expansion
- (7) Building brand awareness
- (8) Fewer competitor

Threats

- (1) New market channel establishment
- (2) Domain name-providing means to access a particular web site
- (3) Easy to duplicate by competitors
- (4) The number of current Internet users in Thailand still low compared with other developing countries
- (5) Chance to fail for dot com businesses.

After finding out the strengths, weaknesses, opportunities, we set up the strategies by using SWOT Analysis which are as follows.

Strengths vs. Opportunities

Strengths (S): We have a variety of fire fighting equipment products and we also have a quality approved certificate for each product.

Opportunities(O):

- (1) Being able to expand to the global market
- (2) E-marketplace expansion
- (3) Room to increase market share
- (4) Asia markets expansion
- (5) Join with dealers of Fire fighting and safety equipment Exhibitions.

SO strategies (use strengths to take advantage of opportunities)

Human Resource Management

- 1) Product knowledge training to develop production skills and the system.
- 2) Maintain good relationship with suppliers.

Sales and Marketing Management

(1) Sales promotion

- (a) E-catalog available
- (b) "Push" technology
- (c) Nice packaging for gift and souvenirs.

Weaknesses vs. Opportunities

Weaknesses (W): A long wait for products to arrive in case of shipment delay

Opportunities (O): A long sales period (From August to October, during this period, most manufacturers or the government have budget allowance to purchase our products)

WO strategies: More production should be made because of higher demand. (We should advantage of the opportunities to over-come the weaknesses)

- (1) Subcontractor to produce items in case of shortage of finished goods because of

high season sales.

- (2) Train workers for more production skills.
- (3) Quality control in production.
- (4) Well planned for production planning, scheduling, and procurement.
- (5) Support tools, even the technology for higher productivity.
- (6) Well planned for preventive maintenance and set up an emergency plan in advance in case of accidents.

Strengths vs. Threats

Strengths (S) : Some fire fighting devices such as valves, fire extinguishers etc. of high quality are made by local laborers. It means low production cost.

Threats (T) : Challenges in this business from competitors.

ST strategies (Use strengths to avoid treats)

- (1) All product designs have copyright or patents, protecting from imitation.
- (2) Use low margin policy, high profit cannot be achieved by saving cost and good management, otherwise it will bring more competitors to this business.
- (3) Building brand awareness and brand loyalty.
- (4) Exclusive equipment for each customer satisfaction.
- (5) Get more market share by using 'push' technology, sale promotions, etc.

Weaknesses vs. Threats

Weaknesses (W): No payment gateway support at the beginning stage. We have to ask customer to open P/O (Purchasing Order) for ordering products.

Threats(T): Chance to fail for dot com businesses

WT strategies: (Minimize weaknesses and avoid threats)

(1) Minimize weaknesses by dealing with an international bank that has branches in many countries as the payment gateway. And try to mix the new way of business and the old together to reduce the risk.

3.10 Customer Delivery Value (CDV)

Customers normally choose products and services from the company that they to offer the highest value. The evaluation of customer delivery value derives from having the Total Customer Value, the Total Customer Cost ($CDV=TCV-TCC$).

The information below describes the strategy in a broader scope of our business.

Total Customer Value (TCV)

(1) Product Value: Fire fighting Product company is a trading company which provides good quality Fire fighting equipment products that are very famous among local dealers and in neighboring countries. It provides reliability of services and information on the web, www.argofire.com. Our products are imported and some products are produced by experienced and well-trained staff in the local places. That brings high quality products with low price. We provide a wide range of products such as Fire extinguisher, valve, Siamese connection nozzles, etc.

(2) Service Value: www.argofire.com provides information on new products and detailed specification. We also provide reliability of services and information. The products and services are always innovated to meet the highest satisfaction of consumers. Customers can access information on products description and our services such as new products launched, catalog online, exhibition schedule, invitation cards, special gift, customized products and much more: We are an information center. We offer them services, useful and valuable product information to maintain their markets. All visitors can access required

information and services with facilities. Another service that is provided is FAQ's (Frequently Asked Questions) that serves the customers who have problems or want to know how to get benefits.

- (3) Image Value: Our web site is a B2B service website that provides service for our business customers. We will show it on the first page to inform our visitors first. We will publish a lot of useful information that our web site will refer to government agency support such as the Department of Export to create image value. All published information will come from our design and marketing team. For the technical and payment system, we will do on the document base but using EDI system for communication. Because our web site is for B2B customers, we will sell in a large scale by air or sea freight. So the payment system is not installed yet at present.
- (4) Personal Value: Many experts, well-trained people from our company will have to brainstorm every time when we update our web site. Based on the ideas from brainstorming, our website is developed for information and services.

Total Customer Cost (TCC)

- (1) Monetary cost: Monetary cost is low because www.argofire.com will provide customers high quality fire fighting equipment products. Customers will get special price and promotion through our websites. They can get a lot of information, connections via the Internet that save cost of communication. Customer will get our catalog and also quotation from our website via the Internet.
- (2) Time Cost: The Internet could reduce time cost in real time interaction. Potential customers visit the site both to find the required information and to have online order. To have alternative services, buyers will not face any physical

annoyances. For instance, the line could be busy so they must wait and try a new call. If the line is free, they may wait for someone to answer the phone. Additionally, e-mail system and e-newsletter on the Internet has also a lower time cost than physical mail, fax and distance call. It takes customers accessing to firefighting.com less time to receive information.

(3) Energy Cost: Energy cost for searching products information of purchasing staffs from firefighting.com is very low as customers do not have to call many companies to find a variety of product information. Customers can access information on catalog online and information services such as new products, catalog and much more. They can request quotation, lead time of delivery at www.argofire.com. Our company tries to help the customers to receive services with the least effort. We provide the push technology to our customers by direct e-mail to our members. So, there is almost no energy cost if they connect to the Internet. They just only click to the web.

(4) Psychic Cost: Psychic cost of our web site would be more competitive than general shops because we do the business with the group of customers who are our current members and customers. Our web site's character provides services to the customers from especially from purchasing staff and authorized persons of our customer companies. So the advantage of multimedia channel as a website is it can expose the perspective that is familiar to customers such as products view or graphics that are related to decision making of our customers. The customers will be attracted to and admire the website that represents or is involved in the products that they are marketing. So the psychic cost will depend on the attitude, quality of products on our web site that represents or is involved in the products that they are marketing. So the psychic cost will depend on the attitude, quality

of products on our website which reflects on the customers. More exciting of our website is such appearances that attract the right customers. More correct information and services to the customers will be the psychic cost as well. The services bring them useful information for doing business with our company.

3.11 Positioning

www.argofire.com, our web site's name, might stand for our quality fire fighting equipment, available 24 hours a day 7 days a week, effective communication channel, reliable, and business partners for our customers. We position ourselves as a centre of fire fighting products for B2B customers, and dealers in the country and neighboring countries. To develop service the website for providing useful information on fire fighting, we apply product category positioning strategy by being a leader of fire fighting equipment products on the website. When the customers think of Fire fighting equipment products, the name of Fire Fighting Product Company will come in their mind first. The function of the web has been specially developed to meet the requirements and solve the problem of finding information on Fire fighting equipment products. With customers' realization about the importance of Fire fighting equipment products, Fire fighting Product Company would become the largest provider of Fire fighting equipment and information in English.

3.12 Competitors Analysis

(A) Direct competitors:

Fire trade Co,Ltd.

(1) Strengths:

(a) Low price

(b) Manufacturers

(2) Weaknesses:

- (a) Lack of information
- (b) Low quality products (some)
- (c) New comers in the international market.

(B) Indirect competitors:

Nippon Chemical Co,Ltd.

(1) Strengths:

- (a) Variety of fire extinguisher , valve and Siamese connection nozzle.
- (b) More distribution channels.
- (c) Brand awareness (well-known)
- (d) Made to order
- (e) Own manufacturing factory.

(2) Weaknesses:

- (a) Very high price
- (b) Some products imported from China have problems such as fire hose, chemical, valve, etc.

IV THE PROPOSED SYSTEM

4.1 System design

To implement the sales information system of www.argofire.com we divide each function into smaller steps as a roadmap to develop the system. The core activity in the proposed system is as follows.

Sales Information System

This project designs the sales information system similar to the current function of business. The system provides information relevant to the business such as business establishment and transaction, and product and service. Users enter our website, click links provided on each page and look for the required information. If the provided information does not meet their requirement, users will use e-mail to contact us.

In the system, we provide system for taking orders from customers' offline or via e-mail. Customers can check the price, picture and information from the catalog online pages. After that they can send request quotation, delivery date, and request from our company. From every page, users can click the link to main menu or returning to the site or leaving the site. This saves time, creates fewer mistakes and reduces expenses so officers have more time to achieve other related tasks.

For the operation of www.argofire.com we gather certain types of information on www.argofire.com users, and we would like to explain the types of information we gather and what we do with it.

www.argofire.com collects personal identification information from users that is personal data (such as names and e-mail address. Personal data is stored when users provide it to the www.argofire.com while registering for membership and other promotional opportunities provided by www.argofire.com. We also collect the e-mail addresses of users to contact our sales department.

Use of Information Collected by *www.argofire.com*

www.argofire.com uses both the personal and the aggregated information that we collect for multiple purposes. The information is used to the improve contents of *www.argofire.com* site, to customize the contents and/or layout of the site for each individual user and to notify users about updates to the site or promotional offers or opportunities that we believe our customers will be interested in.

www.argofire.com will provide membership status to our customers and provide useful information, privileges, special promotion, and information that non-members will never get from our company. Customers will get special information from the member's page after the log on to our web site. In addition, in the events that our web site, *www.argofire.com* plans to post any such information on the site, *www.argofire.com* will either notify them of this possibility when they provide the information and/or, if possible, when the information is posted.

4.2 System specification

The requirements of this system are as follows:

(1) Hardware specification

- (a) Pentium 4 2.4 GHz processor
- (b) 512 MB of Memory
- (c) 80nGB of Hard Disk
- (d) 52X DVD-CDRW
- (e) 3.5 inch Floppy Drive
- (f) 17 inch Monitor
- (g) 102 Keyboard, Mouse
- (h) Modem 56K

(2) Software Specification

- (a) Microsoft Window 2000 or Window XP
- (b) HTML Editor
- (c) PHP Myadmin
- (d) Internet Explorer 5.0, Netscape Communication
- (e) Internet access
- (f) Adobe Illustrator
- (g) Adobe PhotoShop
- (h) Macro Media Flash
- (i) Macro Media Dream Weaver MX
- (j) Database Mysql

4.3 Payment System

We prefer offline payment, for the sake of our business's security. We want to deal with businesses only and we want to sell in large scales, so we do not want to take risks in our customers' payment. We will ask our customers to use other many transfer methods by transferring money to our account.

4.4 Delivery System

Our company has two delivery methods depending on the needs of customers.

In land freight line:

Most of our customers live in Bangkok So the Fire fighting Product company uses trucks and vans to delivery the products to our customers. And some of our customers are located outside Bangkok, For them, we deliver the goods by train.

Air Freight on Customer Request:

If customers want to get a partial shipment or for urgent cases, we will send products by airfreight. The couriers that we always use are FedEx (Federal Express),

UPS (United Parcels Service) and Air Borne Express. The customer has to pay the cost of express shipment.

4.5 Security and Control

Security

Web pages are launched in the World Wide Web by using the Internet as a tool to communicate with all business partners. The web is composed of a number of servers around the Internet. Each server has web pages displaying information and links to other pages. These pages are written primarily using Hypertext Markup Language (HTML), and are identified by Uniform Resource Locators (URLs). Users require Hypertext Transfer Protocol (HTTP) to access the web pages. To secure the system, the Secure HTTP (S-HYYP) is provided for security service through the use of cryptographic algorithms. The S-HTTP is used to protect HTTP traffic while the lower-layer protocols such as TCP/IP also require a security. There is socket secure layers or SSL to secure the lower-layer protocols.

To have 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 plain text 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 it 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 long for 40-bit and 128-bit causing the difficulty in breaking the encryption code during the transmission. Lastly, most browsers support the 40-bit SSL session while the resent browsers enable users to encrypt transaction in 128-bit session

that is stronger than 40-bit session. In addition, the utilization of S-HTTP and SSL protocols in the systems provide authentication, integration and confidentiality to cyber users.

www.argofire.com uses Secure Sockets Layer(SSL) for compatible encryption that secures all transactions through Netscape Navigator, Microsoft Internet Explorer, and many other browsers. As customers enter personal information (such as password, address, phones number, and etc.) SSL encodes it so that is available only to them and the firefighting.com. Encryption makes doing business over the Internet as secure as making a purchase by telephone.

Control

The control of valid input is provided to check whether users input the valid information. Each data field has a control to check if the type of data keyed in matches the type of data required. For instance, the numeric data will not be accepted in an alphabetical field.

Due to archive storage, the new clippings dated more than two years old will be kept in back up HDD and CD ROM. By doing this, the hard disk space on database server is prevented from being overload. The other is backup facility. Data and system files are backed up daily so they can be restored to the system whenever the file is lost or corrupted.

4.6 Financial Analysis

The Fire Fighting Product Company Limited has a problem in the high competitive market of fire fighting equipment products so it makes the trend of sales decline.

Table 4.1. Sale Forecast of argofire.com for fifth year in Baht.

Year					
Income	Year 2004	Year 2005	Year 2006	Year 2007	Year 2008
- Product	(60,000*12	(80,000*12	(120,000*12	(140,000*12	(160,000*
Sale	months)	months)	months)	months)	12 month)
- Banner	(4,000*12	(5,000*12	(6,000*12	(6,500*12	(7,000*12
adv	months)	months)	months)	months)	months)
Total sales	768,000	1,020,000	1,512,000	1,758,000	2,004,000

(c) Start-up Cost

argofire.com is an e-commerce website. The low cost is our company's main concern web site. There are three categories that must be considered when developing the proposed website.

Table 4.2. Start-up Cost.

(1) Investment cost	
<u>Hardware specification</u>	Baht
Computer Server/client	60,000
Peripherals	10,000
<u>Software specification</u>	
Operation system	26,400
Web Develop Tool	45,000
(2) Implementation Costs	
Domain Name Registration	850
Hosting Service	1,250
ISP hour	5,000
Web Development	24,000
(3) Annual Operating Costs	
Stationary	1,200
Maintenance Costs	5,000
Miscellaneous Costs	2,500
Total Start-up Cost	181,200

Table 4.3. The Cost Prediction for the Five-Year Operation.

Cost Items	Years				
	1	2	3	4	5
Development Cost:					
Hardware Depreciation Exp.	14,000	14,000	14,000	14,000	14,000
Implementation Cost	31,100	7,100	7,100	7,100	7,100
Office Equipment Cost	1,200	1,200	1,200	1,200	1,200
Operating Cost:					
Salary 2 person@11000 (Increase 5% per year)	22,000	23,100	24,255	25,458	26,741
Maintenance Cost (Increase 5% per year)	5,000	5,250	5,513	5,788	6,078
Utility Cost (Increase 5% per year)	8,000	8,400	8,820	9,261	9,724
Operating Cost (Increase 5% per year)	4,000	4,200	4,410	4,631	4,862
Total Cost	85,300	63,250	65,298	67,438	69,705
Cumulative Cost	85,300	148,550	213,848	281,286	350,991

(d) Estimated Income Statement

Income statement is a financial report that summarizes revenues and expenses, and shows the net profit or loss in each year of argofire.com

Table 4.4 The Forecasted Income Statement for the Five-Year Operation.

	Year				
	1	2	3	4	5
Revenues :					
Sale of Product	720,000	960,000	1,440,000	1,680,000	1,920,000
Sale of Adv	48,000	60000	72,000	78,000	84,000
Net Sale	768,000	1,020,000	1,512,000	1,758,000	2,004,000
Cost of good sold	648,000	864,000	1,296,000	1,512,000	1,728,000
Total Gross Profit	120,000	156,000	216,000	246,000	276,000
Expense :					
Implementation Cost	31,100	7,100	7,100	7,100	7,100
OfficeEquipment Cost	1,200	1,200	1,200	1,200	1,200
Salary	22,000	23,100	24,255	25,468	26,741
Operation Cost	4,000	4,200	4,410	4,631	4,862
Maintenance Cost	5,000	5,250	5,513	5,788	6,078
Utility Cost	8,000	8,400	8,820	9,261	9,724
Depreciation Cost	14,000	14,000	14,000	14,000	14,000
Total Expense	85,300	63,250	65,298	67,438	69,705
Net Income	34,700	92,750	150,702	178,562	206,295
Cumulative Income	34,700	127,450	278,152	456,714	663,009

(e) Break Even Analysis

The Break-even Analysis lets us determine how much we need to sell, monthly or annually to cover the costs of doing business. argofire.com will reach break even point within 2 years and 5 month. argofire.com expects to be profitable in the third year of operating business online.

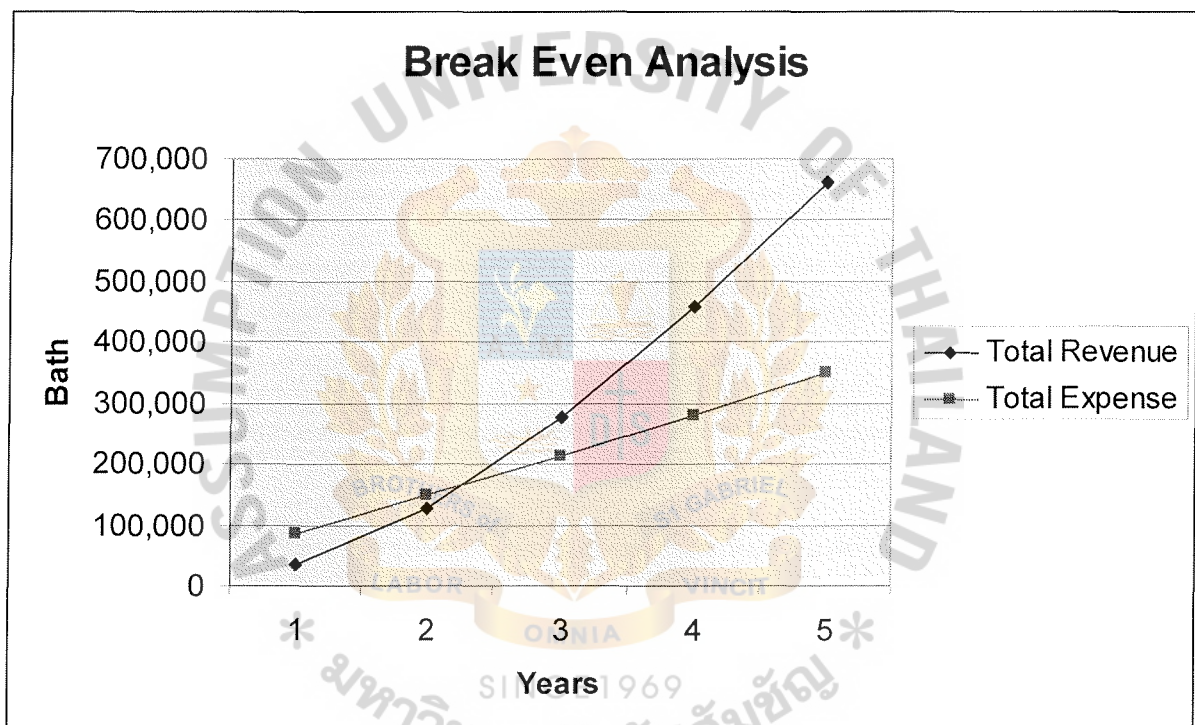


Figure 4.2 Breakeven Point

4.7 Business Plan

(a) Short Term Business Plan (1-2 years)

(1) Create a website

- (a) Determine what products will be sold on the web ‘
- (b) Set up a domain name
- (c) Find information & create a website

- (d) Create an E-catalog
- (2) Find customers and sell products
 - (a) Create a product catalog
 - (b) Exhibition
 - (c) All documents attached with URL name
 - (d) Contact dealers and Construction Companies in Thailand
 - (e) Advertising by e-mail
 - (f) Contact business via mail
 - (g) Remind customers by sending greeting cards on special occasions
- (3) Collect all information and review plan
- (b) Long Term Business Plan (3-5 years)
 - (1) Analyze information and revise the first the business plan
 - (a) Create a more complex and attractive website
 - (b) More product categories, more online catalogs
 - (2) Add more useful information on the web
 - (3) Advertising
 - (a) In search engines
 - (b) In related well- known websites
 - (c) Promotion by e-mail
- (4) Add more marketing activities.

4.8 Competitive Advantage

- (1) Competitive price
- (2) More choices for models
- (3) Durability
- (4) Artistic Design

- (5) Value added to the user's image

4.9 Critical Success Factor

- (1) Building awareness

Resolution: To join Thai dealers of fire fighting equipment, Thai safety exhibition, etc. in the form of promotion in order to gain market recognition.

- (2) Web Hosting

Resolution: To engage with the foremost portal sites which are able to help in campaign and promotion

- (2) Delivering cost

Resolution: Basically land freight is used as a main delivery, and other courier express services for urgent needs and sample sending.

Well-defined strategies will yield the planning process-functional objectives. Functional objectives are important because they are the foundation of our development effort. Functional objectives define and categorize what our Website will do. The categories include the functional objectives which we should take into consideration.

- (a) Security. How will we protect our customers' personal and financial information? How can we make them feel safe and comfortable doing business on our site? Off line payment still exists in the traditional way or letter of credit is used.

- (b) Information to be collected from customers. We need to know the specifications of specific products in which customers are interested in order to serve them better.

- (c) Information to be delivered to customers. Besides our address and phone numbers, what other information will our customers require? Customers

need to know our prices, product specifications, and other useful information.

- (d) Databases are available to customers. Make customers able to search the information delivered to them stored in a searchable database. This is one of our customer services.
- (c) Photos or graphics for customers to see. Let our online customers feel themselves as important as a real face-to-face customer. Let them see our products, and they will be more likely to buy them.



V PROJECT IMPLEMENTATION

5.1 How to Create a Web Home Page

Creating a Web home page is a relatively direct process. Here are the steps to make in creating a home page.

- (1) Determine the goal of the home page. Will it be used to sell products, create an image or serve as a library for the company information?
- (2) Create the outline of the web what relates to the concept and goal of marketing.
- (3) Create the content and design web pages Take advantage of interactive tools to make files accessible.
- (4) Import the file into a HTML (Hypertext Markup Language) Program by using Macromedia Dreamweaver application and Phpmyadmin
- (5) Input the content, picture, link, and any orders in the website by using the navigation and outline of the web. We assign font attributes, display pictures, link to other pages and allow forms and e-mail to be sent.
- (6) Load the home page onto a computer server.
- (7) Checking for errors and time for downloading.

5.2 Planning Web site Development

It is important to be able to answer these key questions readily:

- (1) What does the company sell?
- (2) How do we provide useful functions for our members?
- (3) How can the company be contacted?
- (4) Are there any special offers available currently?

In addition, we have to concern about customers needs, emotion, and profitability to visit our website. We have to update information on products, prices or the market and add more special promotion for special members.

5.3 Web Site Designing

www.argofire.com

The site structure of firefrighting.com begins with a home page, serving as a clear entrance to other pages. The home page is linked with all the following pages:

- (1) Home
- (2) E-catalog
- (3) News
- (4) Members
- (5) Contact us

These five menu bars are set on every page of the website for easy navigation. Visitors can go to every page and come back to the home page easily, but in the members part, members can get more useful and clear information, and will get more profits from this part.

To understand clearly how www.argofire.com organizes the site, the site structure is shown in Figure 5.1.

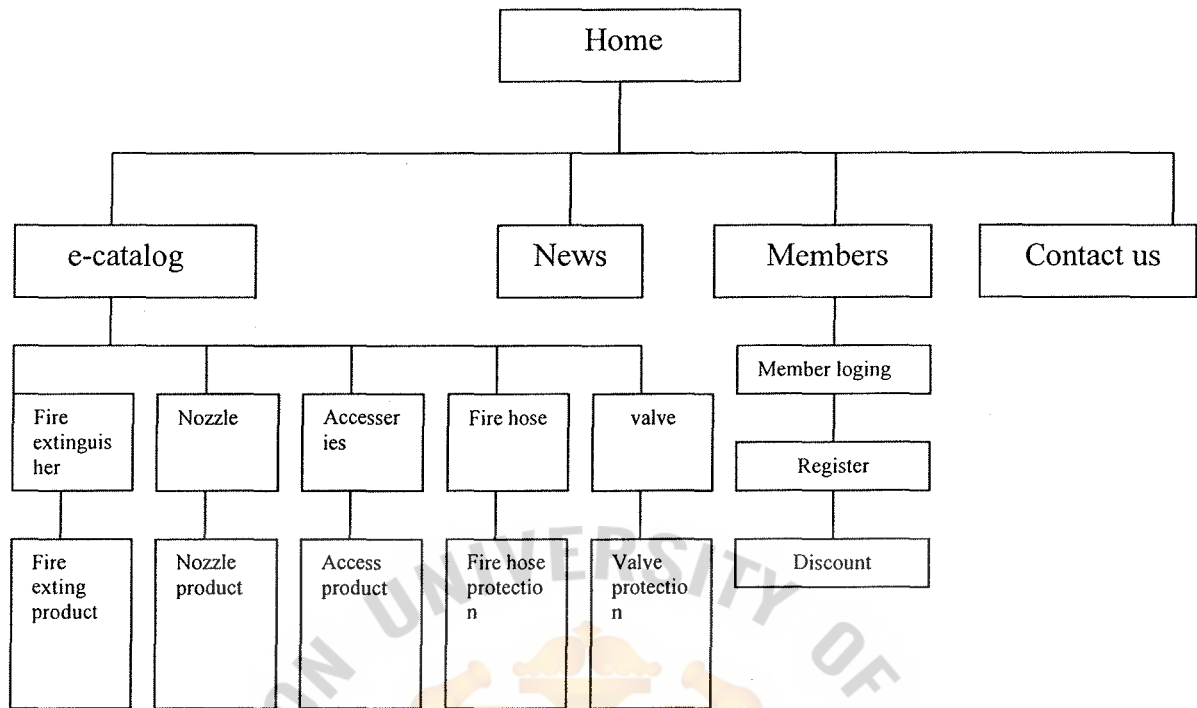


Figure 5.1 Argofire. Site Map.

5.4 Argofire.com web Content

Before creating web pages, we must design and create web contents first which will appear on each web page. The following are web contents of each web page.



* Figure 5.2. Argofire.com Home page *

Home Page

In the home page, we set up the menu bar on the left of the page for convenience use and easy to navigate. We put the logo of the company on top and the pictures of our products are at the bottom of the page. This page shows good quality products for customers. The design is quite simple but easy to use and understand. Each photo can link itself to the category of product line. Customers can click the short cut to the good quality products' pictures immediately when they visit the website. This page was

created in a simple style but clear. Everyone who visits this web sit can operate and see good quality products and get useful information.

E-Catalog

We are one of the best fire fighting equipment importers. We offer top quality fire fighting equipment products and well know products. We provide an E-Catalog for every visitor who visits our web site. The resolution of the pictures are lowered for faster downloading. Customer can click at the picture, the new page will be opened and a big and clear picture will appear.

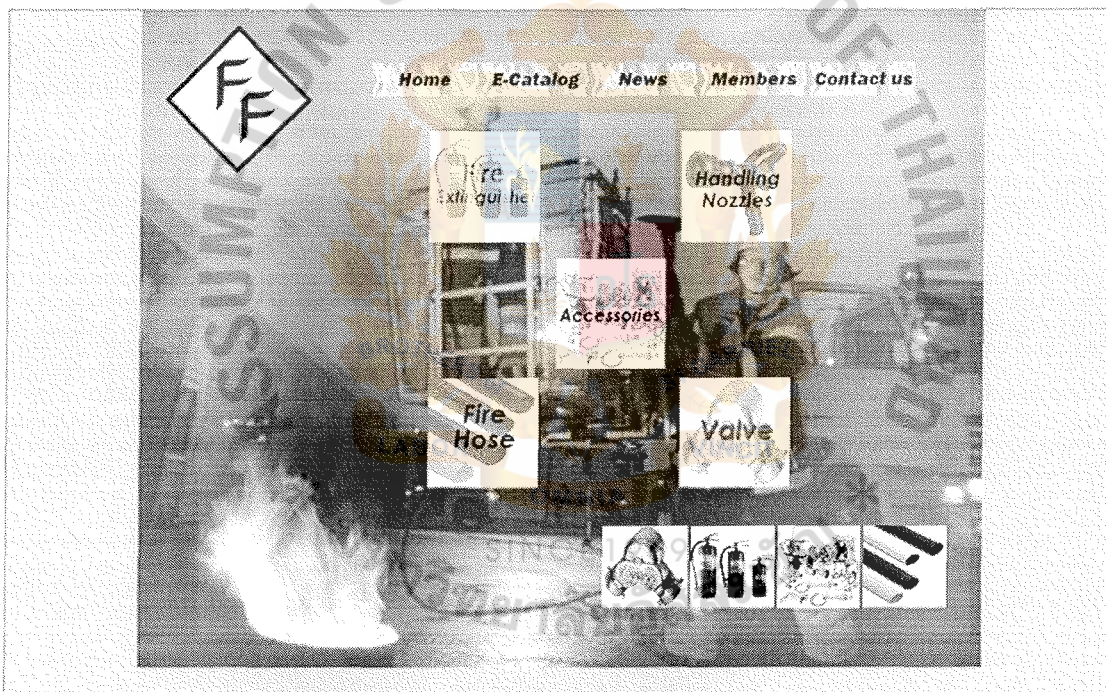


Figure 5.3. E-Catalog

News page

Argofire.com provides customers the useful news and the movement of exporting. We are one of the importers of fire fighting equipments in Thailand, so we will get new products from our supplier at a very good price.

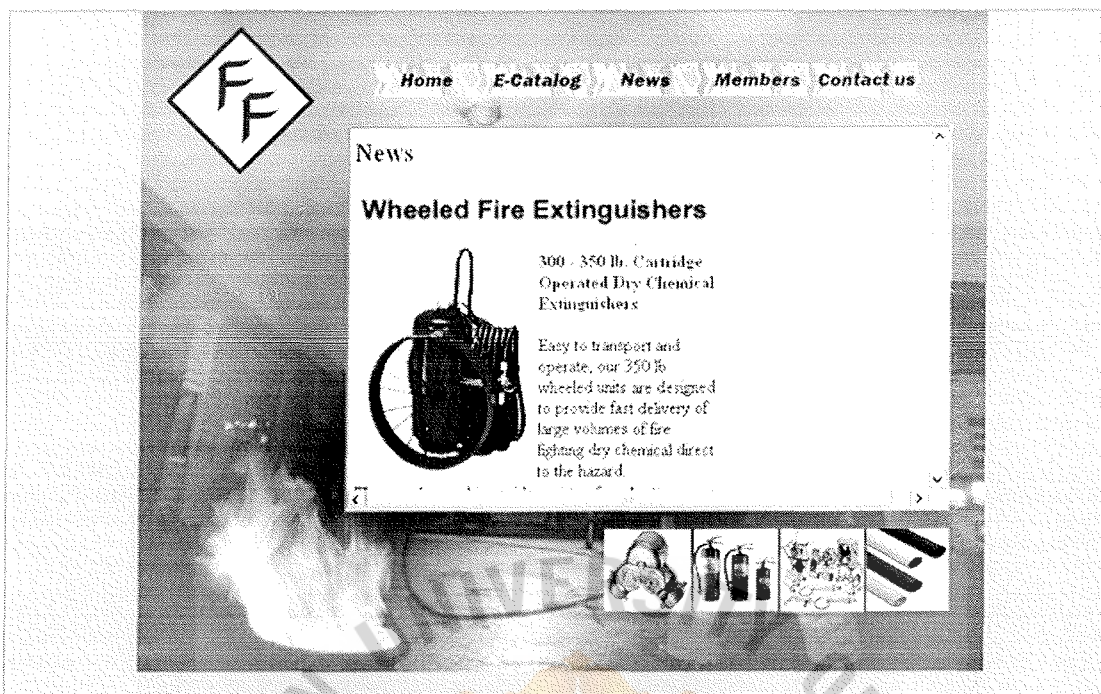


Figure 5.4. News Page

Member Page

This page is for our current customers. They will be provided the user name and password to log on this part of the website. Members can get a special price from our company. The Fire Fighting Co.,Ltd. will send updated information to our customer via their e-mail addresses.

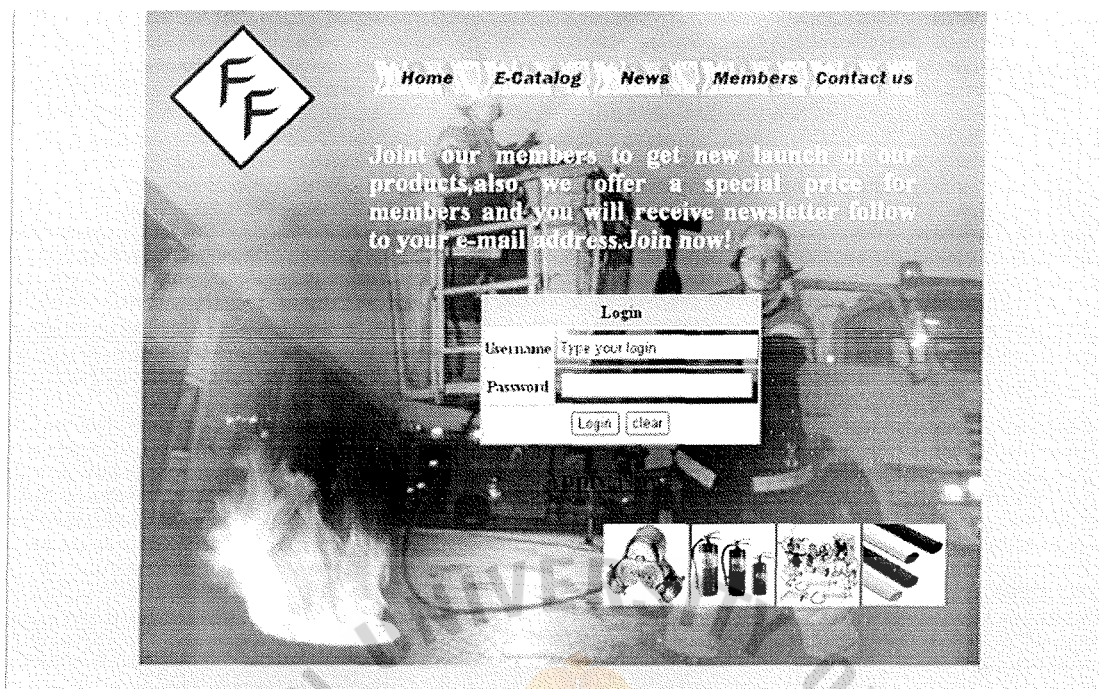


Figure 5.5. Member Page



Figure 5.6 Member discount Page

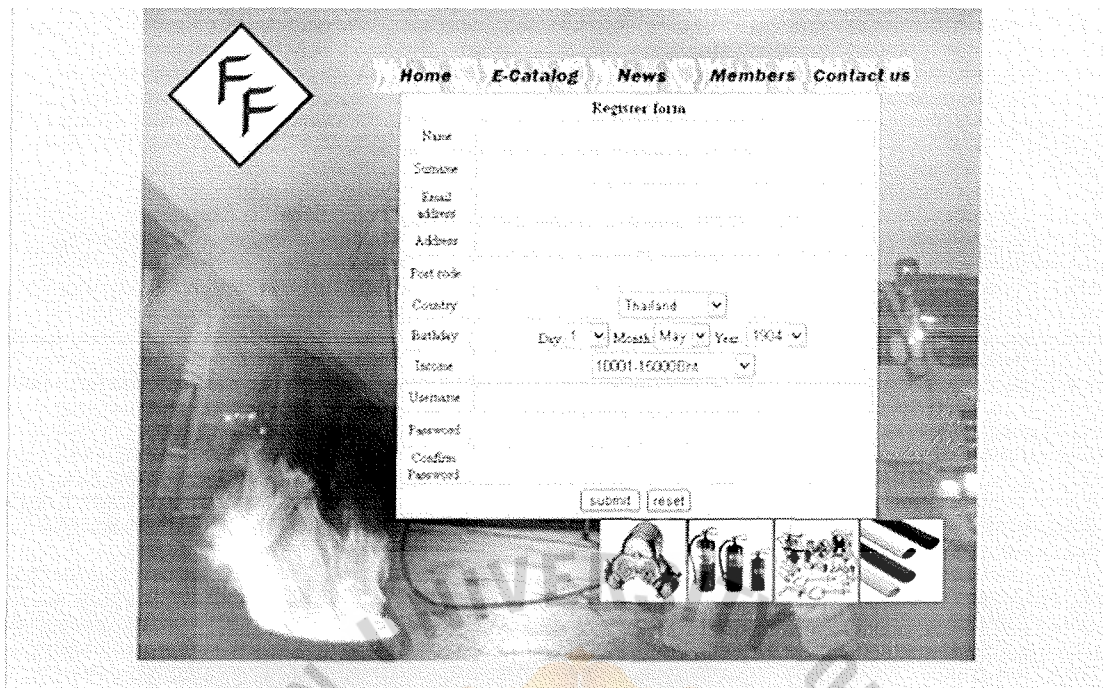


Figure 5.7 Register for member Page

Contact Us Page

This page will link to e-mail application of users who visit our web site. When Customer click the menu contact us button, it will show you our companys' address.

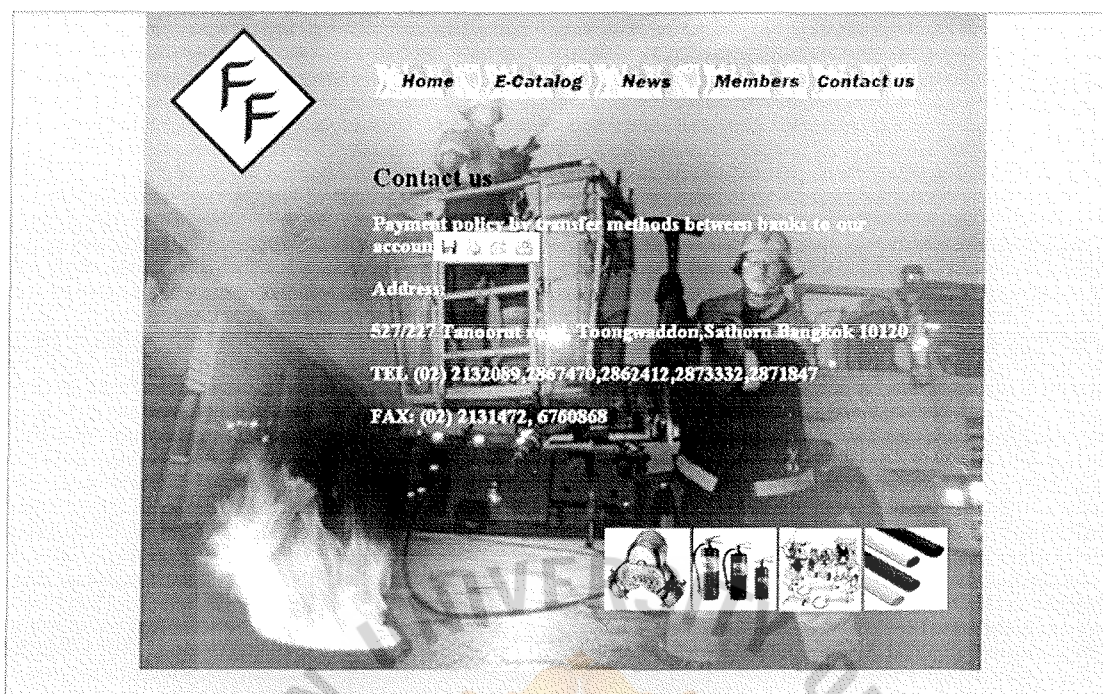


Figure 5.8 Contact us Page



VI CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

This project is conducted with the concept of supporting the current business, the family business. This website project is set to be a communication channel and online catalog for current customers. After conducting the project, we rechecked the objectives of the project and found out that all of them proved right. The conclusions of this project are as follows:

- (1) www.argofire.com is an existing trading company which sells Fire Fighting Equipment products to market dealers and construction companies in Thailand. This project was created to support as a marketing tool.
- (2) To conduct a SWOT analysis, customer delivered value (CDV), Five Force Analysis and the implementation have to be done. The Fire Fighting Products Co., Ltd. is the first company which sells Fire Fighting Equipment products to dealers and construction business in Thailand. Any analysis will help marketers to expand their market to global market.
- (3) This project will help marketers to set a right direction by using the marketing plan, target market, market segmentation, and marketing strategies. Current customers are our main concern and given the first priority in this project. New customers, however are given priority as well.
- (4) It would be the communication channel between the company and its customers (local people and foreigners) In the near future, we will expand to the neighboring countries in Southeast Asia as well.
- (5) The web site was created with the concept of being simple and useful. This

website used a simple font design to support the variety style of products. The Menu bar is on top of the web pages. And the menu bar on every page of the website makes it easy for visitors to navigate.

- (6) This web site conceals the priority of members who will get more benefits than ordinary visitors. Members can access the page for member only by entering the user name and password. E-catalog in this part was created in a different style. It provides useful information such as dimension of products, weight, price and lead time for production and delivery. Members can estimate the shipment space, cost and lead time for purchasing planning.
- (7) Reduction of picture resolution was done to reduce time in downloading the website, but pictures with better resolution would be provided in members' part after clicking.
- (8) Database management will support the marketing strategies in promotion part and keep good relationship with customers.
- (9) To update the website products frequently. And to create more marketing strategies to maintain the number of current customers and get more new customers from the website.
- (10) To use the web site as a tool to support the traditional storefront.

E-catalog is a marketing tool for promotion of the products on the web site.

It is effective and cheaper than before.

- (11) To apply the knowledge learnt in marketing, web programming, and web designing to develop the web site, to make it attractive and answer the marketing needs.
- (12) The ways to keep visitors is to make them come back and motivate them to tell their friends to visit our site for example, improve our website to be more

attractive, an easy access to information, inform the consumers of new information and features, access of ordering, put our URL in a well-know search engine, banner exchange with related well-known and relate web sites and so on. Every document delivered to the audience will have our URL name and our e-mail address. We contact them by e-mail so that it will reduce cost and also keep contacting customers. When customers want to order they will check the model in the website quoted, and send the quotation request via e-mail. We will send the quotation as an attached file to them. If the customer accepts the price and lead time, they will send a copy of invoice to the customer to collect money following the agreement we have made. We expect that www.argofire.com will be a good communication channel and marketing tool to build a relationship with customers, and meet customer's needs. Our web site will be updated, developed and created as and when needed.

6.2 Recommendations

Our online business is an alternative marketing tool that will support businesses to recover and grow. In the near future, our website will be one of the best for Fire Fighting products to be expanded to the global market. We have to use this website as the channel of marketing and communication together with the way the existing business is run. So in the next stage, our project has to be improved.

- (1) Review and improve our web site at least once a year to make it more attractive, useful and to meet customers' needs as much as possible. And let them visit the web site as usual.
- (2) Serve customers with faster customer service.
- (3) To be in line with the IT technology which may be used to improve our online business?

- (4) Collect and keep customers' database such as information, e-mail address, and manage the database with the marketing strategies to keep relationships and satisfy customers. We can offer special gifts, sample products, and others. Things that we send to customers will remind them of our company and web site.
- (5) Provide improved service of packaging and delivery.
- (6) Expand production lines and product categories with more attractive designs.
- (7) We will effectively use e-mail and the web to keep customers informed of their order status.
- (8) We will exchange our banners with other sites.
- (9) Follow up with an enquiry and questionnaire about our products, company, and web site to improve our products, service and meet customers' satisfaction.



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