



Furniture Online (furnishme.com)

by

Mr. Haidar Alsamarraie

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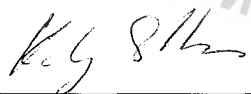
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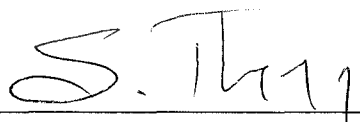
The Graduate School of Assumption University has approved this final report of the three-credit course, IC 6997 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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ABSTRACT

The report will begin analyzing the e-commerce affect on online business and then move specifically to the effect of the internet to FurnishMe.com new strategy. This strategy will develop a web site for FurnishMe.com focusing online registration and shopping system. The latter stage is to compare the business situation of having a website and without the site.

From SWOT analysis, the business analysis will follow which included mission and goal of the website, market segmentation and target market, positioning then marketing mix is created. The analysis includes feasibility analysis to develop the company's commerce website. The web design and development covered the site structure, content design, and visual design. The website proposed in this report has to connect with the database. The report will show the database table too. The last chapter will conclude all of the report and also give the recommendation for the better service to the customer.

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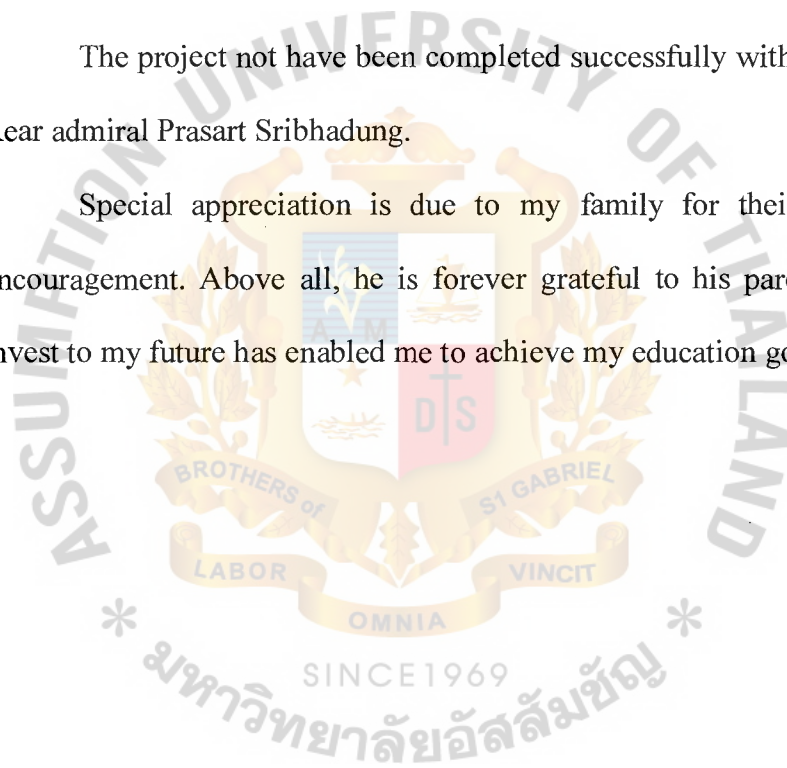


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I. INTRODUCTION

1.1 Project Background

The company would like to have its own web site to sell goods on the internet. The main products are Furniture's (dining, chairs, bedding, rugs, and mirror). The purposes are to promote and introduce products to the international market, to generate revenue from selling goods, to enable consumers to visit the site 24 hours a day. To reduce costs i.e. lower costs in printing, postage, order taking, market research, to open new markets and be able to reach new customers, to be able to offer more products to the customer than they could ever fit in an ordinary catalogue or in a traditional store. Target groups are America and Europe markets. Of course, they must be able to get the information from internet and E-Commerce. Before creating an online store, a company has to set up a business plan, products strategies, market and sale strategies and how to achieve mission and goals, how to manage marketing mix and customer delivery value.

Company also dose the analysis about SWOT analysis and cost and benefit analysis and so on to find the best way to manage online shop. Finally, the website can be designed and created.

Creating online shop is not easy but the more difficult part is how to analyze and plan to manage it effectively. Working hard and paying more attention will help my store to succeed. Company will put more and more products to the web site in the near future.

Today, in the world of intensive business competition, in order to survive in business nowadays, every business needs to be proactive and moving along with the changing of the world. That is why everyone has to carefully find out what should be the main product which is not just totally new but also different from other competitors

To find out what should be the main product is not easy, the company needs to analyze both the current market situation and economic crisis.

Brining in modern way of doing business, matching the valuable products with the right market though the internet.

1.2 Objective

To create a website for selling furniture.

Giving the information and be able to reach new customers worldwide by using the significant tools, E-Commerce website promote, introduce, and sell company's products to the international market.

To look for opportunities to do wholesaling and retailing.

To reduce costs i.e. lower costs in printing, postage, order taking, market research and marketing activities.

1.3 Scope

To conduct a complete Market Plan for e-commerce website which included market overview, mission and goal, target market, positioning, objective,

SWOT analysis, and marketing mix. Then design strategies to meet competition and show how implementation will be done.

Generating the website to sell physical goods online either wholesale and retail and delivery of goods takes place through traditional means.

To make the potential customer find website by doing online marketing e.g. Search engine optimization and key bidding.

1.4 Deliverables

The final report covers the scope as mentioned above.

The proposed e-commerce web site consists of the product information such as product description, price and so on.

II. LITERATURE REVIEW

2.1 The internet?

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

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

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

- (a) Connect easily through ordinary personal computers and local phone numbers.
- (b) Exchange electronic mail (E-mail) with friends and colleagues with accounts on the Internet.
- (c) Post information for others to access, and update if frequently.
- (d) Access multimedia information that includes sound, photographic images and even video.
- (e) Access diverse perspective from around the world.

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

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

There are two main approaches to do business on the internet:

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

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

- (b) Aim at sponsorship or banner Advertising

The company tries to persuade as many visitors as possible to we by enticing them to come with something special available on the site, such as valuable information, help, files stuff, etc. then, once the visitor counts are high enough, the company can sell advertising space on the site or sponsorship of banner advertising.

In addition to text documents, the Internet makes available graphics files (digitized photographs and artwork), and even files that contain digitizes sound video. Through the internet, users can download software, participate in interactive forums where users post and

respond to public messages, and even join “chats” in which users and other users type (and, in some cases, speak) messages that are received by the chat participant instantly.

2.2 Remuneration of the Internet

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

(a) Reducing communication costs.

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

(b) Enhancing communication an coordination.

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

(c) Accelerate the Distribution of Knowledge.

Because modern economies have become information economies, access to Knowledge is critical to success of many companies. Organizations are using E-mail and the availability of database all over the

world to again easy access to information resources in such key areas as business, science, law and government.

(d) Improving customer services and satisfaction

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

(e) Facilitating Marketing and sales

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

As for the benefits of the internet to organization, the best aspects of marketing and sales product or service online are that start up and operational speed.

The reason is that earnings can come only after 24 hours of online business launch.

The advertising can be tested in a matter of days, whereas conventional media advertising takes months to conduct a single test.

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

- (i) Sharing research and the business data among colleagues and like-minded individual.
- (ii) Communicating with other and transmitting files via E-mail.
- (iii) Requesting and providing assistance with problems and questions.

- (iv) Marketing and publicizing products and services.
- (v) Gathering valuable feedback and suggestion from customer and business partners.

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

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

(1) The Silent Marketer

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

(2) The mouth piece

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

2.3 What Is Electronic Commerce?

In its broadest sense, electronic commerce refers to the use of electronic means And technologies to conduct commerce, including within-business, business-to-business, and business-to-consumer interaction. The enabling technologies, of course, are also used for non-commercial activities such as entertainment, communication, filing and paying taxes, managing personal finance, research, and education, which may still include the services of online companies. As a result, it is somewhat difficult-and sometimes arbitrary-to separate

electronic commerce areas from non-commercial applications of the same technologies and infrastructure.

Although these may be cutting-edge applications, conventional electronic commerce areas include:

- (1) Searching for product information.
- (2) Ordering products
- (3) Paying for goods and services.
- (4) Customer service.

All are conducted online. The use of the Internet to support marketing and customer-interface is only part of electronic innovations that are changing the way firms do business. With intranets, corporations distribute internal memos and announcements to their employees, and knowledge exchange and scheduling communications flow worldwide in a timely fashion. With direct connection to suppliers (for instance, an extended intranet). The same technology is used for manufacturing and supply-chain management.

2.3.1 Electronic Commerce as a Communication Network

At the core of traditional electronic commerce is the use of electronic means to expedite commercial transactions and improve efficiencies in business processes and organizations. In this vein, electronic commerce on the Internet means online ordering and payments. The narrowest definition of what electronic commerce hold is a network electronic data interchange(EDI) with a more flexible messaging system. Traditional EDIs are limited to signals that only computers can read and that correspond to information on electronic forms used in standard business transactions, Such as ordering, invoicing and shipping. An open EDI using the internet means that EDI messages may be sent and received via email. On the next level of sophistication, EDI can use electronic forms made available on web pages for customer to order. This view consider electronic commerce and

the use of the Internet as merely improving business and communication, especially in business-to-business transactions. Accordingly, issues in doing business on the Internet and mainly organizational and operational, ranging from security, competitive advantages in product development, and R&D (Research and development), to efficiencies from automating purchasing functions, EDIs, point of sale information, and other inter organizational transactions.

To many, familiar with EDIs, doing commerce on the Internet is not entirely advantageous compared to traditional EDIs. A clear tradeoff is made between secure, but limited VANs using traditional Edis and an insecure, but far more flexible network with messaging and remote login possibilities over the Internet. For example, Chevron Crop. Pays over \$1,200 each time it sends an EDI report to the U.S government via a private VAN. However many consider the Internet as inferior to EDIs because of the perceived lack of security and reliability, even though they are adjusting their EDI strategies to include the Internet.

However, many interactions between sellers and buyers happen before they are ready to exchange orders and bills. A somewhat, broader view of electronic commerce includes these interactions between business and consumers. Consumer services and product announcement have been routinely released to the Internet by computer companies for many years. And increasingly, firms are gearing up for Internet advertising and marketing. Going even further down the digital road, electronic shops and malls are springing up that offer electronic versions of catalog shopping in which consumers can search and order product using web browsers, bypassing traditional paper and phone-based merchandising. Organizations devoted to commercial uses of the Internet such as Commerce Net (<http://www.commerce.net>) and government agencies such as the National Telecommunications and Information Administration (NTIA) (<http://www.ntia.doc.gov>) have encouraged doing business electronically by virtue of their presence on the Internet.

2.3.2 Commercial Potential of the Internet

Business needs to place electronic commerce within the context of broader uses of the Internet than the traditional commercial framework. As a market, electronic commerce impacts not only marketing but also production and consumption. Information collected through web stores is used to customize products, to forecast future demand, and to formulate business strategies. Consumers not only order and pay for products online, but also search for product information, reveal their preferences, negotiate with sellers, exchange information about products and firms, and use products online by filtering, processing and linking them with other computer programs. Likewise, supply chain relationship among business and competitive strategies need to aim at increasing the overall market efficiency, not just transactional efficiency.

The Internet can certainly be used as an alternative marketing channel, selling existing products online, but the future of electronic commerce will be guided by innovative digital products and services that will emerge in the electronic marketplace. But from where are these products and processes coming? The explosive growth of the Internet gives a partial answer. The core of digital commerce comes from selling digital products, but no one is certain how big the digital product market will become. To get an idea, one only needs to list products that can be digitized: all paper based information products such as newspaper, magazines, books, journals, and databases; computer software, and games; audio products including music and speeches; video and multimedia products such as movies and television programs; other information products such as weather reports, stock quotes, government information, consumer information and even personal information; and digital counterparts for existing products such as room keys, digital currencies, digital checks and financial instruments, airline and concert tickets and so on.

Many business professionals dismiss the commercial potential of the Internet, pointing out that the most common uses of the Internet and the web are browsing and entertainment. In turn, the most promising use of the Internet technology is found in Intranets and other within-business and business-to-business applications, in which EDIs and corporate networking are already familiar. A survey found that only about one in ten uses the Internet for shopping. However, shopping here is very narrowly defined. Internet users seeking information are, in fact, in search of product, and thus, network uses commonly categorized as informational and entertainment activities need to be viewed separately from commercial activities. Unlike television entertainment in which commercial advertising and noncommercial entertainment are alternatively presented, commercial uses of the Internet encompass all aspects of user activities. Even e-mail messages can be thought of as a digital products, for instance digitized information, which can be sold directly as a product or used as a component of a business transaction. All so-called noncommercial activities on the Internet are indeed commercial, an important realization of digital product sellers. In a true informational age, the immense amount of human knowledge already accumulated and linked via the Internet will be the product being exchanged. As Christopher Anderson the economist argued, "In the audacious uselessness of millions of personal fish tanks (web pages) lie the seeds of the Internet revolution." These fish tanks are displayed side by side with products marketed by America's corporate giants.

2.3.3 Current Commercial Uses of the Internet

The subject of e-commerce, Internet activity and the viability of growing online business has been under security by the media and the companies alike for a few years now. The recent 're-alignment' of the value of dot.com shares has created much skepticism as to the future of doing business online. However this should be seen as the end of the beginning and not the beginning of the end. What is clear is that both business and the general public

are keen on the sourcing and purchasing products and services online. The graph below gives an indication of current trends.

The Internet is the largest computer network in the world, and it is used to make information available on request to anyone on the network with a browser.

According to Global research (2000), as on February 2000 there are a total of 176.5 million Internet users worldwide, and the Internet is adding about 1.5 million new subscriber every month. By the year 2005, it is expected that there will be 275 million host computers connected to the Internet, implying a user base of more than 350 million. Such a large and fast growing marketplace is too significant for any business to ignore. A study conducted in 1996 that 68% of Web users were male, with an average age of 33, whose median household income was \$59,000. This indicated a dramatic growth of the female population in Web users compared with the previous year. As previous studies found, the ratio of the numbers of female shoppers to the number of male shoppers in shopping centers is 2:1, the growth of the number of female Web users makes the Internet as even more ideal medium to reach consumers.

2.3.4 Competition and Market Organization

Today's Internet users may be different from the general population many ways, until the majority of the populations participate in the market.

However, electronic commerce as a marketplace differs fundamentally from other physical markets in many respects. For example, the size of a firm is not a significant factor in establishing one's presence in the virtual marketplace. Big and small companies can be located side by side with no difference in shop floors or interior decorations. Consumers can search for product information and compare prices over the whole Internet where geographical distance plays no role. From an economic perspective, electronic commerce has many characteristics of a perfectly

competitive market. Although the perfect competition has been the basis of most economic studies by which we evaluate economic efficiency, it is far more an exception in real life than the norm. Electronic commerce presents an experimental stage to further realize the economic efficiency of a competitive market.

Both economists and government regulators use perfect competition as a benchmark against which market efficiency is judged. In a perfectly competitive market a commodity is produced for which the consumer's willingness to pay equals the marginal cost of producing the commodity, and neither sellers nor buyers can influence supply or demand conditions individually or collectively. A society cannot improve its economic welfare by deviating from competitive markets. However, perfect competition is seldom evident in real markets because it requires that several assumptions be met.

Among the assumptions are:

- (1) Many potential buyers and sellers must be able to enter and exit the market as no cost (no barriers to entry)
- (2) There are many sellers and buyers who cannot individually influence the market (price takers)
- (3) Products are homogeneous (no product differentiation)
- (4) Buyers and sellers both know the price and quality of the product (perfect information)

Although wholesale agricultural markets are often cited as one example of a perfectly competitive market. In most other markets one of the above assumptions, and often all four, will not be met. Heavy investment requirements in manufacturing facilities and R&D often limit free entry by competitors. Advertising also influences consumer behavior by changing demand preferences or establishing reputations,

which gives sellers a degree of market power. To exploit taste differences among buyers, firms sell differentiated products by brands or by quality, which as a result limits the competitive effects on prices. Finally, both sellers and buyers have limited information about demand and product quality given that it is costly to learn about product quality, prices. And even the location of the shops. Indeed, if sellers and buyers were perfectly informed, there would be no need for advertising, marketing or sales efforts.

Even at a quick glance, the electronic marketplace better resembles the abstract market of many sellers and buyers in which prices are determined efficiently by supply and demand. The most important differences are lowered barriers to entry (low overhead costs) and the opportunity to search and obtain perfect information about products and demand.

The Internet is supposed to be the great equalizer, where big corporations will have no inherent advantages over small vendors. In physical markets, business has certain advantages, helping firms to command a larger presence in physical forms, market share, and reputation. The importance of this 'big' presence to consumer is that it presents a signal of the quality of a firm's products. We know that products sold by big firms are not necessarily of higher quality, but it is also viable signal available in the physical market. A similar correlation between bigness and assumed quality does not exist in electronic commerce, lowering the barriers of entry.

Another characteristic of the ephemeral perfectly competitive market, the availability of perfect information, is typically undermined in physical markets by the consumer's inability to search completely or at a cost that reflects the value of searched information. In electronic markets, automated indexing and cataloging

technologies that gather and present information at low cost aid a complete search. The search for information is then as efficient as is allowed by search services. Using conventional economic reasoning, however, a complete indexing of the entire digital universe may not be economical, although desirable. Nevertheless, indexing and cataloging have been the most important Internet-based activities. Along with search services, they provide means to advertise web pages and to direct browsers to specific sites. Because of their importance, search services may be the first to be commercialized with access fees, but it will be essential to maintain search fees as low as possible, perhaps through competition, in order to minimize transaction costs.

Contrary to intuition, not only buyers benefit from perfect information, but so can sellers. Electronic transactions generally leave a trail of information about consumer demand and tastes, which has high value in its own rights. Refined demand information is useful in reducing wastes due to demand uncertainty. Also, it leads to greater product diversity, enabling consumers to obtain customized products that better match their preferences instead of products that represent the average tastes of consumers. The flip-side effects of this are the ability for sellers to charge the maximum price consumers are willing to pay.

Despite the benefits to both sides, informational efficiency in electronic commerce is not guaranteed. The consumers need to know about the product and the sellers desire to gain more knowledge about consumers preferences have to be balanced to avoid one talking advantage of the other.

Clearly, complete product information will be available only if sellers are willing to provide that information just as consumer information is limited by the willingness of consumers to reveal their preferences. Fully customized products may increase the total social welfare but transfer benefits from consumers to firms. It remains

important, however, to recognize the unique potential for perfectly informed sellers and buyers that electronic commerce presents.

2.3.5 Business Organization and Virtual firms

When the World Wide Web first gained in popularity, many firms created web pages and initiated direct contacts with consumers. Increasingly, web page development is contracted out to professionals, and intermediaries handle many Internet-based marketing activities. Even sale in electronic malls may be delegated to intermediary merchants, with the firm having no direct contact with the buyers. Since physical distance is not a barrier to business transactions, the electronic marketplace resembles the face-to-face business of the old tradition, making such intermediaries unnecessary. On the other hand, market intermediaries have traditionally played other functions designed to enhanced efficiency. The new electronic marketplace will necessitate new innovative models of firm organization, production, delivery and overall market institutions.

Other time-tasted basic business assumptions can no longer be presumed to hold true in this new world. In the electronic age, firms no longer are based in a single location because all functions need to be operated in one locale. Going even beyond decentralization, a firm on the Internet becomes a distributed company, or a virtual firm, where any operation can be anywhere Multi-office Corporation is that a virtual firm's day-to-day operation is also conducted on a network. The mundane aspects of managing a company administrative tasks, scheduling meetings, supervision of remotely located employees and so on appear to be the greatest challenge of a virtual company because coordinating such matters most often depends on traditional means of communication. A promising application of electronic commerce for a virtual firm is to use the web technology for within-

business and business-to-business interactions. Business logistics including supplier management, inventory, warehousing and invoicing can be integrated in a corporation wide intranet or intra web. Suppliers and customers are given appropriate levels of access to intranets so that employees, suppliers and customers can be integrated in the firm's production and sales functions in a network rather than a physical locale.

Another still unanswered question is whether inter firm relationships of virtual firms will be different in electronic commerce. Economists have argued that a firm is an organization by which producers can internalize transaction costs, which are cost incurred in transaction business such as writing, monitoring and enforcing contracts. For example, if the cost of contracting bookkeeping and accounting with an outside CPA(Certified Public Accounting) firm is high, a firm may reduce costs by establishing an accounting department of its own to handle the tasks. In an extreme case, a firm may find it efficient to handle all activities from production, marketing, and payment to delivery. When transaction costs are low, on the other hand, many functions done with a firm may be contracted out in market. To the extent that electronic commerce reduces transaction costs, firms will contract out or delegate many of their functions to other agents in the market. Increasing use of contracting implies a more fluid inter firm relationship and a more decentralized, non-hierarchical organization. However, Seinfeld et al. (1995) have examined the buyer-seller relationship between firms on a network, and concluded, base on case studies, that the use of an electronic network between firms tends to lock out other firms. They present this as evidence that networked businesses tend to promote hierarchical organization (such as corporations) instead of market. In other words, doing commerce on a network increases interdependence between existing partners, and

has not encouraged firms to seek new suppliers or buyers in a open trading market. Such a trend is clearly observed when new firms have to invest in hardware and software to participate in bidding and contracting. The open internet, however, lowers such investment requirements, and will facilitate a more market-link organization among networked companies.

2.3.6 E-mail communication

The primary internet communication tool is e-mail. While e-mail is the least expensive type of internet communication tool to implement, it is also the most powerful tool because it is simple to operate, fast, and reliable. For these reasons it is the most widely installed and used internet technology and therein the surest way to communicate with the broadest possible audience. It is estimated that world wide there are 25 million e-mail users sending 15 billion messages per year, a growth from an estimated 10 billion messages in 2005.

E-mail combines the near immediacy of the telephone for reaching people with the word processing power of the computer. Although e-mail can include complex data types such as graphics, audio files and video most often it is used to send plain ASCII text encoded messages. Using e-mail and plain text messages alone, businesses can send and receive product information, customer support, place orders as well as subscribe to mailing lists that receive up to date information on a variety of topics such as industry news report, product announcements, policy updates etc.

2.4 Information technology

Most people will use Internet as a way to send mail to each other. E-mail is a new way of sending messages or letters. The message or letter that is going to be sent has to be typed in the computer by using the input device called the keyboard and sent to the other computer via the modem down to the telephone line. Meanwhile the others will use it as a means to

search for most information they need. Nowadays, there are about 3 billion pieces of information on the Internet. The World Wide Web is a way the people use to find or generate their data through the web-browser. Moreover, Internet has created a lot of new careers for human beings also. Many companies have resorted their business to E-commerce and this is because they think that Information technology (IT) in general and E-commerce in particular have become the major facilitators of business activities in the world today. Some researches have revealed that E-commerce will become a significant global economic element within 10 to 20 years.

contact is considered as a tool that can lead one organization become successful. In the past, people communicated with each other by letter. After that, the Telephone was invented and it made people easier to communicate with each other. But that was not enough for human beings; some business organizations have found out that their operating expense is too high by using telephone all the time. And these problems become a major cause, which lead to the new invention of data transmission via the phone line. Internet is an electronic network that enables people from different parts of the world to communicate with each other easily.

2.5 Marketing

Importance is Internet marketing to business? Today, the answer to this question varies dramatically according to who is answering. The word marketing has two distinct meaning in terms of modern management practice. It describes:

- (1) An approach or concept that can be used as the guiding philosophy for all functions and activities of an organization. Such a philosophy encompasses all aspects of a business. Business strategy is guided by an organization's market and competitor focus and everyone in an organization should be required to have a customer focus in their job.

- (2) The range of specialist marketing function carried out within many organizations, and such functions include market research, brand/product management, public relations and customer service.

Increasingly the importance of marketing is being recognized both as a vital function and as a guiding management philosophy within organizations. Marketing has to be seen as the essential focus of all activities within an organization (Valentin, 1996). The marketing concept should lie at the heart of the organization, and the actions of directors, managers and employees should be guided by its philosophy.

As Internet grows very rapidly, many companies have applied it as an integral part of the modern marketing since:

- (a) It is a powerful communications medium that can act as “corporate glue” that integrates the different functional parts of the organization.
- (b) It can be used to support the full range of organization functions and processes that deliver products and services to customers and other key stakeholders.
- (c) It facilitates information management, which is now increasingly recognized as a critical marketing support tool to strategy formulation and implementation.
- (d) The future role of the Internet should form part of the vision of a company since its future impact will be significant to most business.

Internet marketing or internet-based marketing can be defined as the use of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as cable and satellite together with the hardware and software, which enable its operation and use. The term electronic commerce or E-commerce is often used in similar context to Internet marketing and has become a standard term recognized for business transactions conducted on the Internet. It is a term that encompasses a range of business

activities such as selling online, online bill payments, home shopping/banking and improving market efficiency in dealings with suppliers and clients (Hoffman and Novak, 1997).

2.6 Business benefits provided by Internet

The internet can be used to achieve each of the four strategic directions as follows:

- (1) Market development: Here the Internet is used to sell into new markets, taking advantage of the low cost of advertising internationally without the necessity for a supporting sales infrastructures in the customer's country. This is a relatively conservative use of the Internet, it does require the overcoming of the barriers to becoming an exporter or operating in a greater number of countries.
- (2) Market penetration. The Internet can be used to sell more existing products into existing markets. This can be achieved by using the power of the Internet for advertising products to increase awareness of products and the profile of a company amongst potential customers in an existing market. This is a relatively conservative use of the Internet
- (3) Product development: New products or services are developed which can be delivered by the Internet. These are typically information products such as market reports, which can be purchased using electronic commerce. This is an innovative use of the Internet.
- (4) Diversification: In this sector, new products are developed which are sold into new markets.

2.7 Business Models

One of the major characteristics of E-commerce is that it enables the creation of new business models. A business model is a method of doing business by which a company can generate revenue to sustain itself. The model spells out how the company is positioned in the value chain.

- (5) Name your price: this model allows buyers to set the price he or she is willing to pay for a specific product or service.
- (6) Find the best price: According to this model, a consumer specifies his or her needs and then the company locates the lowest price for that service or product.
- (7) Dynamic brokering: In the digital age, customers can specify requirements. These are Webcasted to service providers in an automatic invitation to tender. Bids can be automatically offered, amended, and considered, all without any additional input from the consumer.
- (8) Group purchasing: Discounts are usually available for quantity purchasing. Using the concept of group purchasing, a small business, or even an individual, can get a discount. E-commerce has spawned the concept of electronic aggregation, where a third party finds the individuals or small,
- (9) Affiliate marketing: Affiliate marketing is an arrangement where a marketing partner (business, organization, or even individual) has an arrangement with a company to refer consumers to the company's Web site so that a consumer can purchase a service or product. The marketing partner receives a 3 to 15 percent commission on the purchase price when a customer they refer to the company's Web site makes a purchase there. In other words, a company can create a virtual commissioned sales force.

medium enterprises, aggregates orders, and then negotiates (or conducts a tender) for the best.

- (10) Electronic tendering systems. Large buyers, private or public, usually make their purchases through a tendering (bidding) system. Now tendering can be done online, saving time and money.
- (11) Online auctions: Many buyers can go to the site and buy any product by auctions.
- (12) Customization and personalization: These are not new models, in fact they are as old as commerce itself! What is new is the ability to quickly customize and personalize products for consumers at prices not much higher than that of the non customized counterparts.
- (13) Electronic marketplaces and exchanges. Electronic marketplaces existed in isolated applications for decades. But, as of 1999, there are thousands. E-marketplaces introduce efficiencies to the marketplace, and if they are well organized and managed, they can provide benefits to both buyers and sellers.

Supply chain improvers. One of the major contributions of E-commerce is in the creation of new models that improve supply chain management.

2.8 Classification of the E-Commerce

A common classification of E-Commerce is by the nature of the transaction.

The following types of transactions are distinguished:

- (1) Business-to-business (B2B): All of the participants in this type of E-Commerce are businesses or other organizations. Today most E-Commerce are B2B; their transactions include the IOS transactions and e-market transactions between and among organizations.

- (2) Consumer-to-consumer (C2C): In this category, consumers sell directly to other consumers. Examples include individuals selling residential property, cars, and so on in classified ads. The advertisement of personal services over the Internet and the selling of knowledge and expertise online are other examples of C2C. In addition, several auction sites allow individuals to place items up for auction. Finally, many individuals use personal Web pages and portals as well as intranets to advertise items or personal service.
- (3) Consumer-to-business (C2B): this category includes individuals who use the Internet to sell products or services to organizations, as well as individuals who seek sellers, interact with them, and conclude transactions online.
- (4) Intra business (Organizational) E-Commerce: This category includes all internal organizational activities, usually performed on intranets or corporate portals that involve the exchange of goods, services, or information among various units and individuals in that organizations. Activities can range from selling corporate products to employees to online training and collaborative design effort.
- Government-to-citizens (G2C) and to others: In this type of the E-Commerce, a government entity buys or sells goods, services, or information to business individual citizens.
- (5) Exchange-to-exchange (E2E): With the proliferation of exchanges and portals, it is logical for exchanges to connect to one another. E2E is a formal system that connects exchanges.
- (6) Collaborative commerce: C-commerce is an application of IOS for electronic collaboration between business partners and between organizational employees.

2.9 Remuneration and limitations of E-commerce

The Benefits of E-commerce

Few innovations in human history encompass as many potential benefits as E-commerce does. The global nature of the technology, low cost, opportunity to reach hundreds of millions of people, interactive nature, variety of possibilities, and resourcefulness and rapid growth of the supporting infrastructures result in many potential benefits to organizations, individuals, and society,. These benefits are: (Efrain, 2002)

Benefits to Organizations

The benefits to organization are as follows:

- (1) Electronic commerce expands the marketplace to national and international markets. With minimal capital outlay, a company can easily and quickly locate more customers, the best suppliers, and the most suitable business partners worldwide.
- (2) Electronic commerce decreases the cost of creating, processing, distributing, storing, and retrieving paper-based information.
- (3) Electronic commerce allows reduced inventories and overhead by facilitating pull type supply chain management. In a pull type system the process starts from customer orders and uses just-in-time manufacturing.
- (4) The pull-type processing enables expensive customization of products and services that provide competitive advantage to its implementers.
- (5) Electronic Commerce reduces the time between the outlay of capital and the receipt of products and services.
- (6) Electronic commerce supports business processes reengineering efforts. By changing processes, productivity of sales people, knowledge workers, and administrators can increase by 100 percent or more.
- (7) Electronic commerce lowers telecommunication cost

- (8) Other benefits include improved image, improved customer service, new found business partners, simplified processes, compressed time, increased productivity, eliminating paper, expediting access to information, reduced transportation costs, and increased flexibility.

Benefits

The Benefits of E-commerce to consumers are as follows: (Efrain, 2002)

- (1) Electronic commerce enables customers to shop or do other transactions 24 hours a day, all year round, from almost any location.
- (2) Electronic commerce provides customers with more choices; they can select from many vendors and from more products.
- (3) Electronic commerce frequently provides customers with less expensive products and services by allowing them to shop in many places and conduct quick comparisons.
- (4) In some cases, especially with digitized products, E-commerce allows quick delivery.
- (5) Customers can receive relevant and detailed information in seconds, rather than days or weeks.
- (6) Electronic commerce makes it possible to participate in virtual auctions.
- (7) Electronic commerce allows customers to interact with other customers in electronic communities and exchange ideas as well as compare experiences.
- (8) Electronic commerce facilitates competition, which results in substantial discounts.

Benefits to society

The benefits of E-commerce to society are as follows: (Efrain, 2002)

- (1) Electronic commerce enables more individuals to work at home and to do less travelling for shopping, resulting in less traffic on the roads and lower air pollution.
- (2) Electronic commerce allows some merchandise to be sold at lower prices, so less affluent people can buy more and increase their standard of living.
- (3) Electronic commerce enables people in Third World countries and rural areas to enjoy products and services that otherwise are not available to them.
- (4) Electronic commerce facilitates delivery of public service, such as health care, education, and distribution of government social services at a reduced cost and/or improved quality.

The Limitations of E-commerce

The limitations of E-commerce can be grouped into technical and non-technical categories. (Efraim, 2002)

Technical Limitations of E-commerce

The technical limitations of E-commerce are as follows:

- (1) There is a lack of system security, reliability, standards, and some communication protocols.
- (2) There is insufficient telecommunication bandwidth.
- (3) The software development tools are still evolving and changing rapidly.
- (4) It is difficult to integrate the Internet and E-commerce software with some existing applications and databases.
- (5) Vendors may need special web servers and other infrastructures, in addition to the network servers.
- (6) Some E-commerce software might not fit with some hardware, or may be incompatible with some operating systems or other components.

Non-technical Limitations

Non-technical limitations are as follows

- (1) Cost and justification. The cost of developing E-commerce in-house can be very high, and mistakes due to lack of experience may result in delays.
- (2) Security and privacy. These issues are especially important in the B2C area, especially security issues which are perceived to be more serious than they really are if appropriate encryption is used.
- (3) Lack of trust and user resistance. Customers do not trust an unknown faceless seller, paperless transactions, and electronic money. So switching from physical to virtual stores may be difficult.
- (4) Other limiting factors. Lack of touch and feel online. Some customers like to touch items such as clothes and like to know exactly what they are buying.
 - (a) Many legal issues are as yet unresolved, and government regulations and standards are not refined enough for many circumstances.
 - (b) Electronic commerce is still evolving and changing rapidly. Many people are looking for a stable area before they enter into it.
 - (c) There are not enough support services.
 - (d) In most applications there are not yet enough sellers and buyers for profitable E-commerce operations.
 - (e) Electronic commerce could result in a breakdown of human relationships.
 - (f) Accessibility to the Internet is still expensive and/ or inconvenient for many potential customers.

2.10 Web Site Promotion

Promotion of the web site is necessary to generate traffic to the site. First, the web is a large place: there are estimated to be over five million web sites and

approaching a billion web pages, so it is not easy for a company to distinguish its site or easy for its users to find it. The idea “build a great site, and they will come” is not valid. Effective promotion of a stand is necessary to attract some of the many show visitors to that stand. The concept of “visibility” can be applied to both the trade show and the Web. From those people noticing and visiting the stand it is then necessary to achieve a successful marketing outcome. In the context of the trade show this is done by obtaining a person’s contact details so that marketing communications can continue. In the context of the web site the aim is similar: to capture the e-mail or company address of visitors so that the at the type of direct marketing can occur. Web site promotion is not straightforward. In fact it is quite different in detail from promotion in other media; all companies are still learning what works and what does not.

To be able to promote a site effectively, it is necessary to have some technical knowledge of how people find information on the Internet. Once this is understood, appropriate online promotion methods can be used to direct visitors to the site. For the effective promotion, online techniques should be combined with offline methods. Online promotion uses communication via the Internet itself to raise awareness about a site and drive traffic to it. This promotion may take the form of links from other sites, banner advertising or targeted e-mail messages. Offline promotion uses traditional media such as television or newspaper advertising and word of mouth to promote a company’s web site.

III. CURRENT CONDITION

3.1 Industry Overview

The export of furniture from a significant part of Asia's economy, as the total value of exports in this sector reached close to us \$ 60 million in the year 2002, representing an important source of foreign currency and revenue. As well it employs a significant number of Middle east workers.

Furniture from around the world have always help pieces from Asia in high regard. Both for their use of exclusive natural materials and elegant styles influenced by the unique cultures and lifestyle found in the region.

Focusing solely on the wooden industry, there are currently 5,200 manufacturers of furniture. Most of them are among the 3000 micro manufacturers followed by 2000 small manufacturers, 200 medium manufacturers and rest large manufacturers. However, the potential exporters are only medium and large factories, who total 2200 manufacturers of total manufacturers. Most of these manufacturers obtain promotional privileges from the Board of Investment. The major factors taken into consideration when selecting production location are: The availability of transportation, marketplace and raw.

3.2 Company Background

Our company Furnish Me.com has several items of products which are hand made by supplier in middle east. The website has some product items to cover the market's need. The website also accepts making the product belonging to the clients according to their designs in an amount of quantity. The products are the best quality for all customers, made of high quality wood, all of them passed by the quality control. Providing the good looking color, durable and best design, all are packed in well-covered package. Then deliver the products to the customer by using courier services. Existing customers are satisfied with production and delivery on time.

3.3 SWOT Analysis

List of all strengths, weakness, opportunities and threats;

Strengths

Strong relationship with local supplier by using existing connection

Product category is well-known, very hard to find

Product uniqueness (hard to duplicate)

Quality products at reasonable price

Weakness

Company is still new and unknown to the market

Lack of strong distribution channel in oversea market

Advertising budget is limited

High transportation cost

Opportunities

Internet is widely used in every household

Strong support from current government's policies

Encouraging local people to develop their skill and expose their

quality goods. Promoting Middle east as an developing country for foreign investment

Not so many competitors in the market at the moment.

Can generate more margins (discount) in big lot order.

Threats

Difficult to realize customer satisfaction.

Time zone differences causes communication problems.

Due to Niche market, market size is quite limited.

3.4 Communication problem

- (1) Long distance call and fax
- (2) Send catalog with the most up to date information
- (3) Advertising
- (4) Transaction of money
- (5) Customer services

All above expenses are considered as tremendous cost in local market but it is getting worst in term of International overview which means impossible.

The opportunities for company seeking to make advantage of the capabilities of electronic commerce is greater than merely adopting present view of commerce to performing those buying and selling transactions over electronic networks. **3.5**

Solution

A website can be a relatively inexpensive way to gain exposure to million of people, keep customer informed of new offerings, make business transaction easier and more importantly, attract potential clients. The Internet offers benefits to business of all sizes. The following are only a few of the ways the Internet can empower business:

- (1) The ability to provide up to the minute information
- (2) Accesses to limit markets
- (3) More convenient customer service capabilities
- (4) Instant updates to the information
- (5) Information customized to customer's need
- (6) Improved operating efficiencies and reduce overhead Benefits of having a

Web site for the business:

- (1) On-line sales
- (2) Instant information

- (3) Discount online
- (4) Company Image
- (5) Prestige etc.

From the analysis in SWOT and the benefits of the Internet, Company comes up with the solution to create the online store. As the design and development of the online Website will be shown in the up coming chapter.



IV. BUSINESS ANALYSIS

4.1 Mission and Goal

The mission of the website will be “To be well known online furniture mart in the world”.

From the above mission company set up the goals below:

To expand market coverage to all regions.

To introduce company's products to the market.

To increase company sale.

4.2 Objectives

Financial objectives:

(1) Produce net profit of \$ 279731.5 in 2008

(2) Produce a cash flow of \$1299950 in 2008

4.3 Market segmentation and target market

Apparently, “geographical factor” is the first suitable key for doing market segmentation. Therefore, company would view each market according to geographic disperse.

To be more precise on who is the right target customer, company also use other criteria like demographic, psychographic, etc into consideration as well.

From the marketing research, for who those express high interest in this kind of products the following characteristics:

Psycho graphic Factor:

- (1) Personality: Non-Conservative, Gift giving person, Internet user.
- (2) Value: High esteem toward wood, Home decorative

4.4 Positioning

“Furniture Online”

With this slogan where the company differentiates itself from the others. Buy put hard effort in utilizing today’s technology pull off things, sense and feel of textile industry to people in this age in such a harmonized way.

4.5 Marketing Strategies (4ps)

Products:

The website focused on well-known products which are easier to get to add the value for itself. Since now the website has 6 main product categories with various products inside, the categories are:

Bed rooms: There are 14 bed stead given as display to the bed rooms page of the web site. We would add more products on the demand of customers.

Dining: All the products are collected from the different are of middle east.¹² Display of dining tables and chairs are given here

Chairs: Different kind of chairs will be provided for the customers. The collection will be increased on the demand of the customers.

Rug: 9 collection of rugs are provided for the customers at the initial stage More products will be added on the demand. All these products are highly performed.

Mirror: The mirrors are designed with the image frames. The wooden frames are designed by the efficient plumbers.

Sofas: Some of them are covered with leather and some with better wood. There are 12 set of sofas are given to the website as display.

Price:

The website will use “Prestige Price” concept to set the price as this has a tremendous effect on how people would perceive the value of product. Moreover, for those products targeting to a niche market like this, people are willing to pay high price.

The price structure will be shown in Appendix A. The quoted price included the packing cost, delivery cost, and others. Since the company has the agreement with United Parcel Service, UPS will give discount 25% for any shipment.

(1) Price for end customer; it is just like buying directly from web site without having any special privilege.

(2) Price for retailer; company offers them price at 10% lower than base price. However, during initial stage, they are provably not willing to buy from us as retailer because of company still new to the market. So the company would offer them 10% commission out of unit sold. Policy will be adjusted according to situation at the period of time.

Place:

Online E-Commerce website at http://www.Furnish_me.com, Company’s E-Commerce Website targeted to International customers (United States, United Kingdom, Australia and Japan). The Website design will be shown to the next chapter.

Promotion

The company plans to do the promotion by dividing into 3 parts as stated below:

(1) Sales promotion

Company offers partners for 10% lower than the base price. And also give away samples of product for partner as retailers.

(2) Advertising

As the company would like to increase awareness of website to the target customer. Company planed to do advertising for the website on magazine such as Digontoo (Middle east airlines) and

(3) Public relation

Public article about the website, craftsmen, company , on the newspaper and the Magazine



4.6 Financial Statement:

Assumptions:

- (1) Base year 2004
- (2) Financial year is Jan to De
- (3) Sales growth increase by
2005: 80%; 2006:100%; 2007-2008: no change
- (4) Selling price has decreased by 5% for 2005 & 2006 and no the period
- (5) Selling expense is 30% of the total revenue
- (6) Discount rate is 16%
- (7) Depreciation rate has not been taken into the consideration



BASIC DATA (us\$)

	2004	2005	2006	2007	2008
REVENUE					
No. of Advertisement	30	54	108	108	108
Average Selling price/ advertisement	2500	2375	2256.25	2707.5	2707.5
TOTAL	75000	128250	243675	292410	292410
Selling Furnishme	40	72	144	144	144
Average price/product	2500	2375	2256.25	2256.25	2256.25
TOTAL	100000	171000	324900	324900	324900
GRAND TOTAL	175000	299250	568575	617310	617310
	175000	474250	1042825	1660135	2277445
Cost of Sales	86500	28500	28500	28500	28500
Selling Expenses	52500	89775	170572.5	185193	185193
Cost of Sales					
Hardware	60000	0	0	0	0
Software	15000	17000	17000	17000	17000
Domain Registration	6000	6000	6000	6000	6000
Web hosting fees	5500	5500	5500	5500	5500
TOTAL	86500	28500	28500	28500	28500
GENERAL & ADMIN COST					
Salary	30000	34000	38000	42000	45000
Advertising expenses	10000	10000	10000	10000	10000
Utility	6000	6000	6000	6000	6000
Equipment	40000				
TOTAL	86000	50000	54000	58000	61000
	225000	168275	253072.5	271693	274693

PROFORMA PROFIT AND LOSS STATEMENT

	2004	2005	2006	2007	2008
NET SALES	175000	299250	568575	617310	617310
COST OF SALES	86500	28500	28500	28500	28500
GROSS PROFIT	261500	327750	597075	645810	645810
OPERATING EXPENSES					
Selling	52500	89775	170572.5	185193	185193
General and Administrative	86000	50000	54000	58000	61000
TOTAL Operating expenses	138500	139775	224572.5	243193	246193
INCOME FROM OPERATIONS	123000	187975	372502.5	402617	399617
INCOME BEFORE					
INCOME TAX	123000	187975	372502.5	402617	399617
PROVISION FOR INCOMETAX (30%)	36900	56392.5	111750.8	120785.1	119885.1
NET INCOME FOR THE YEAR	86100	131582.5	260751.8	281831.9	279731.9
DIVIDEND					
RETAINED EARNING	86100	131582.5	260751.8	281831.9	279731.9
RATIO ANALYSIS (%)					
Gross profit Margin	149.4286	109.5238	105.0125	104.6168	104.6168
Operating profit Margin	70.28571	62.81537	65.5151	65.2212	64.73522
Net profit Margin	49.2	43.97076	45.86057	45.65484	45.31466

STATEMENT OF CASH FLOWS

	2004	2005	2006	2007
CASH FLOWS FROM OPERATING ACTIVITIES				
Net Income for the Year	86100	131582.5	260751.8	281831.9
Depreciation				
(Increase) Decrease in:				
Receivables	3000	8638	8142.2	
Inventories				
Increase (Decrease) in:				
Accounts payable-trade				
Other current liabilities				
Cash provided by the operating	83100	122944.5	252609.6	281831.9
CASH FLOWS FROM INVESTING				
Additions to plant, property and equipment				
long term investment				
Cash used in investment				
CASH FLOWS FROM FINANCING				
Payment of loan repayment				
Loan				
INCREASE/DECREASE IN CASH & EQV.	83100	122944.5	252609.6	281831.9
Beginning		83100	206044.5	458654.1
End	83100	206044.5	458654.1	740486
Calculation for NPV	2004	2005	2006	2007
	166200	328989	711263.6	1022318
Discount RATE	16%			
Discount Rate assumption				
Cost of Capital	10%			
Country Risk	6%			
TOTAL	16%			

PROFORMA BALANCE SHEET

	2004	2005	2006	2007
ASSETS:				
CURRENT ASSETS				
Cash and cash equivalents	83100	122944.5	252609.6	281831.9
Accounts Receivable	3000	5400	9720	9720
Inventories, net of allowances for inventory losses				
Others				
Total current Assets	86100	128344.5	262329.6	291551.9
PROPERTY, PLANT AND EQUIPMENT				
At cost and appraised values				
Less: Accumulated depreciation				
Net fixed Assets				
OTHER ASSETS				
Long term Investment				
Others				
Total Other Assets				
TOTAL ASSETS	86100	128344.5	262329.6	291551.9
LIABILITIES & STOCKHOLDERS EQUITY				
CURRENT LIABILITIES				
Accounts payable-trade				
Long term loan				
STOCKHOLDERS EQUITY				
Capital stock				
Issues and outstandings				
Subscribed, subscrip. recei.				
Retained earnings	86100	128344.5	262329.6	291551.9
Stockholders equity	86100	128344.5	262329.6	291551.9
TOTAL LIABILITIES	86100	128344.5	262329.6	291551.9

V. THE PROPOSED SYSTEM

5.1 Hardware Requirement:

Table 5.1. Hardware Specification.

Hardware	Specification
CPU	Intel Pentium IV 1.6 GHz
Hard Disk	30GB
Total system Memory	256MB
CD R/RW/DVD	Combo Set
Floppy Disk	1.44MB
Keyboard	104 keys English
Mouse	Standard mouse PS/2

5.2 Software Requirement

Table 5.2. Software Specification.

Software	Specification
Operating System	Windows XP Professional Edition
Application Software	Microsoft Office XP, MS Access MS Notepad, Dream weaver 4, ASP
Browser	Microsoft Internet Explorer 6

VI. SITEMAP

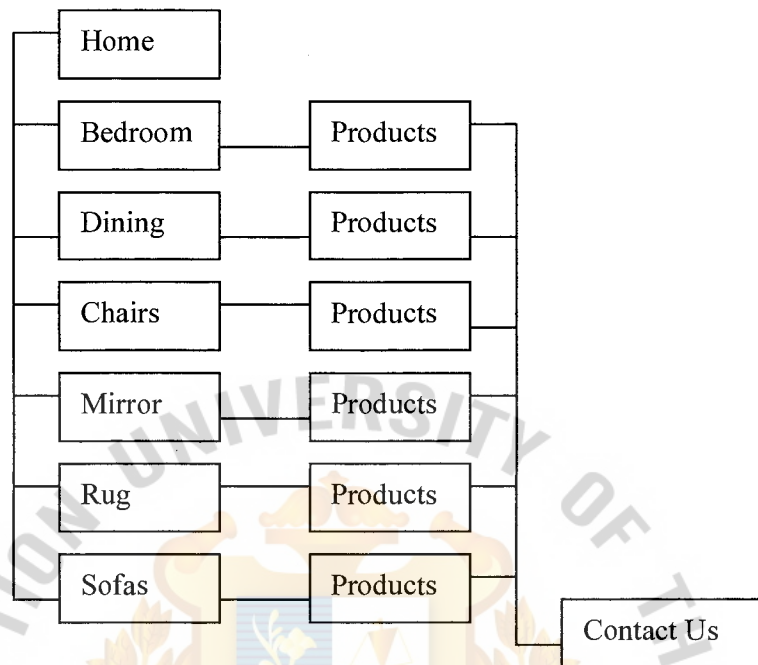


Figure 6.1. Flowchart.

Home Page

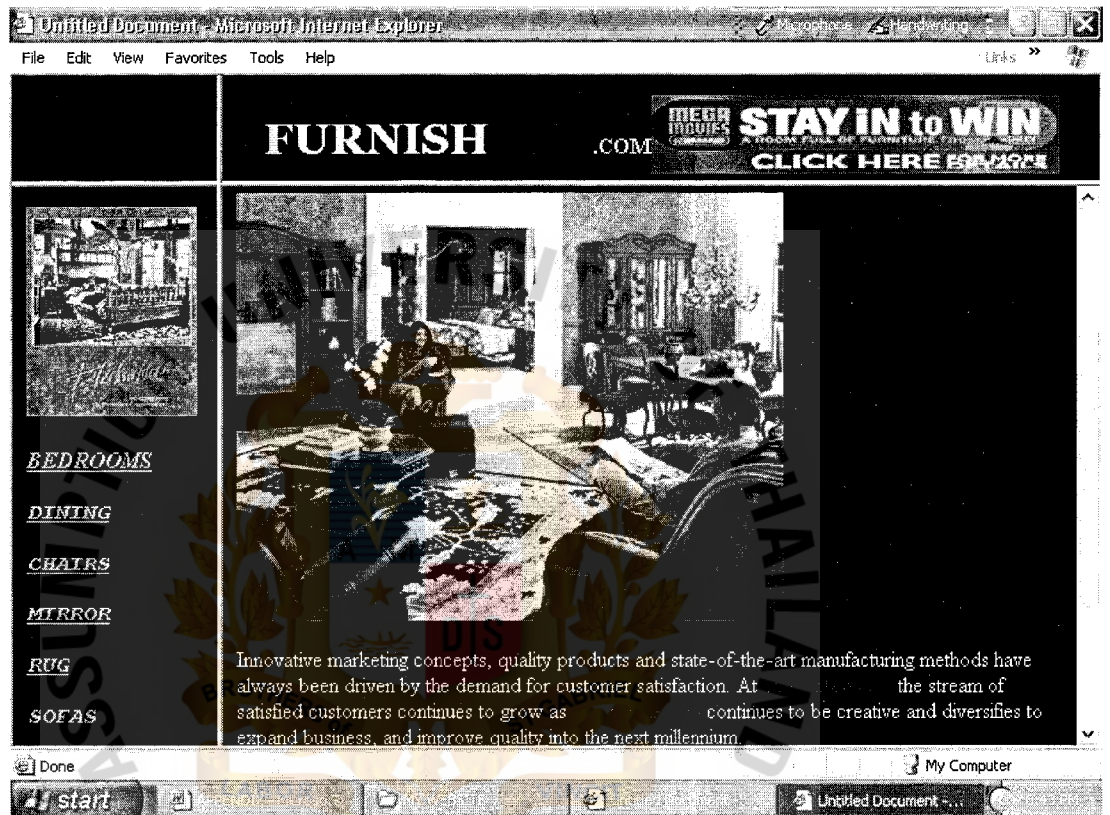


Figure 6.2. Home Page.

Bed Rooms:



Figure 6.3. Bed Rooms.

Dining:



Figure 6.4. Dining.

Chairs:

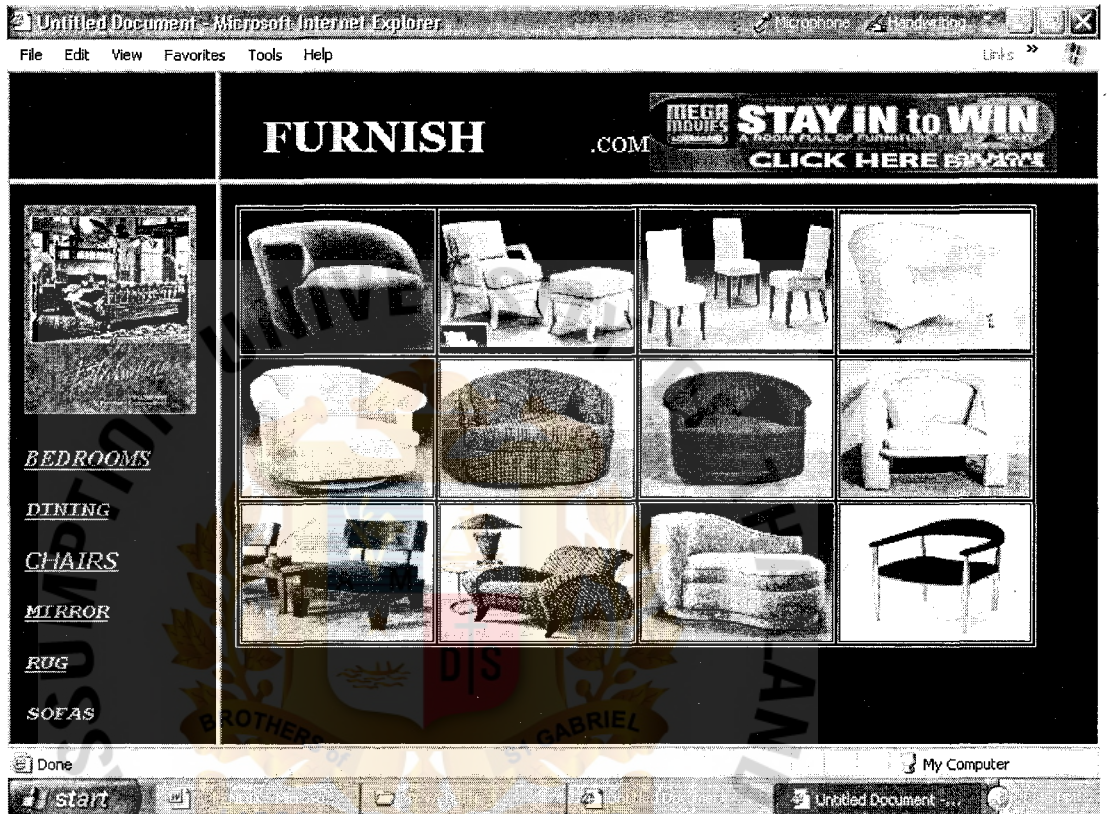


Figure 6.5. Chairs.

Mirror:

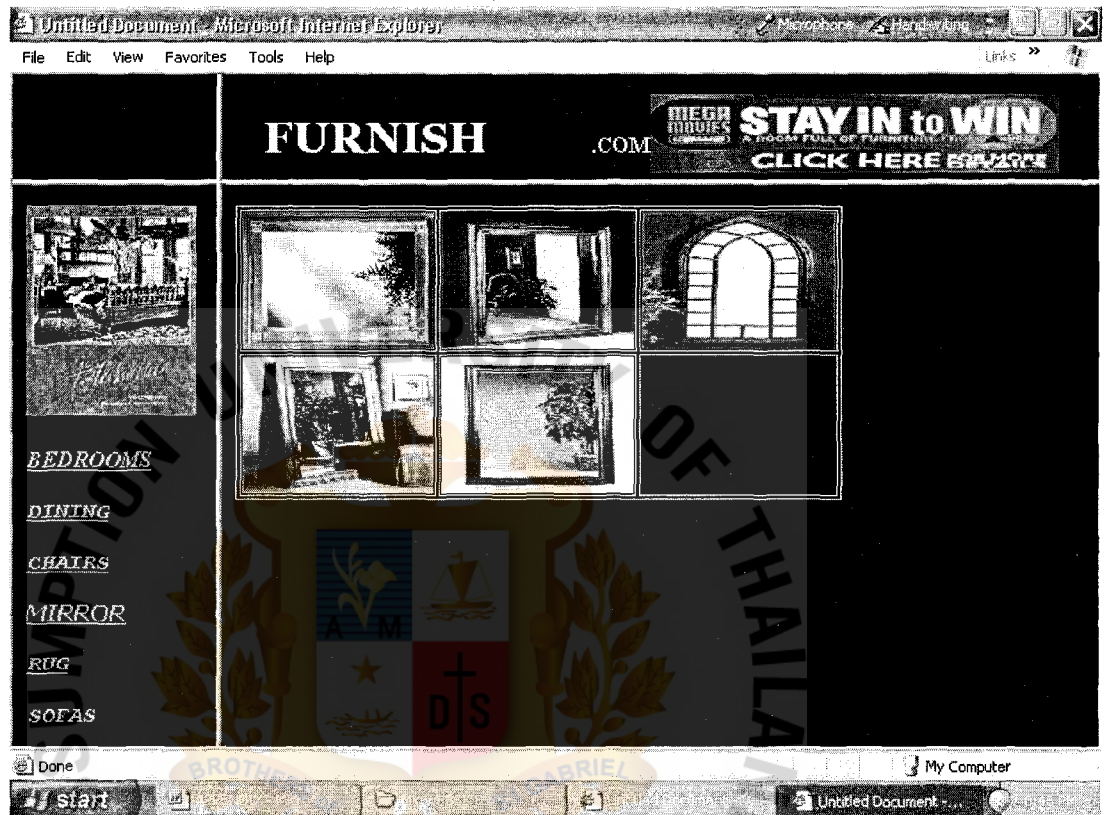
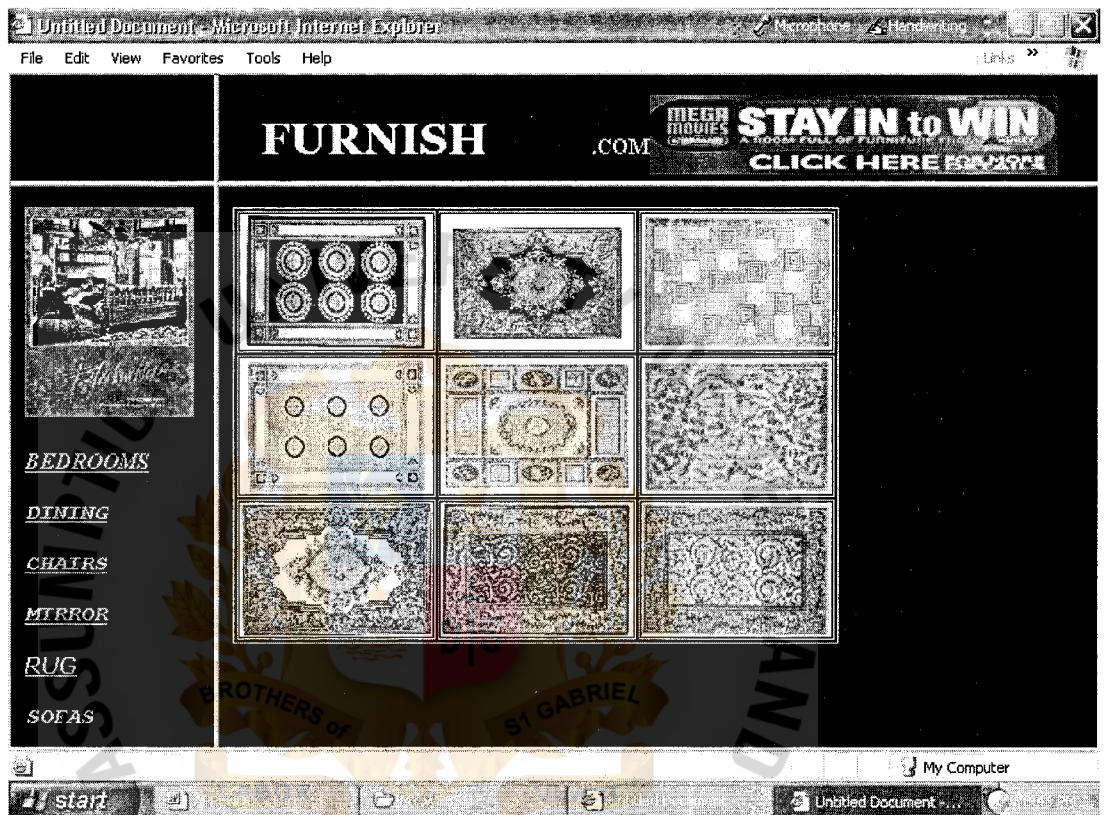


Figure 6.6. Mirror.

Rug:



มหาวิทยาลัยราชภัฏวชิรสุพรรณบุรี
SINCE 1969
* OMNIA *
* วิทยาลัยราชภัฏวชิรสุพรรณบุรี *

Figure 6.7. Rugs.

Sofas:

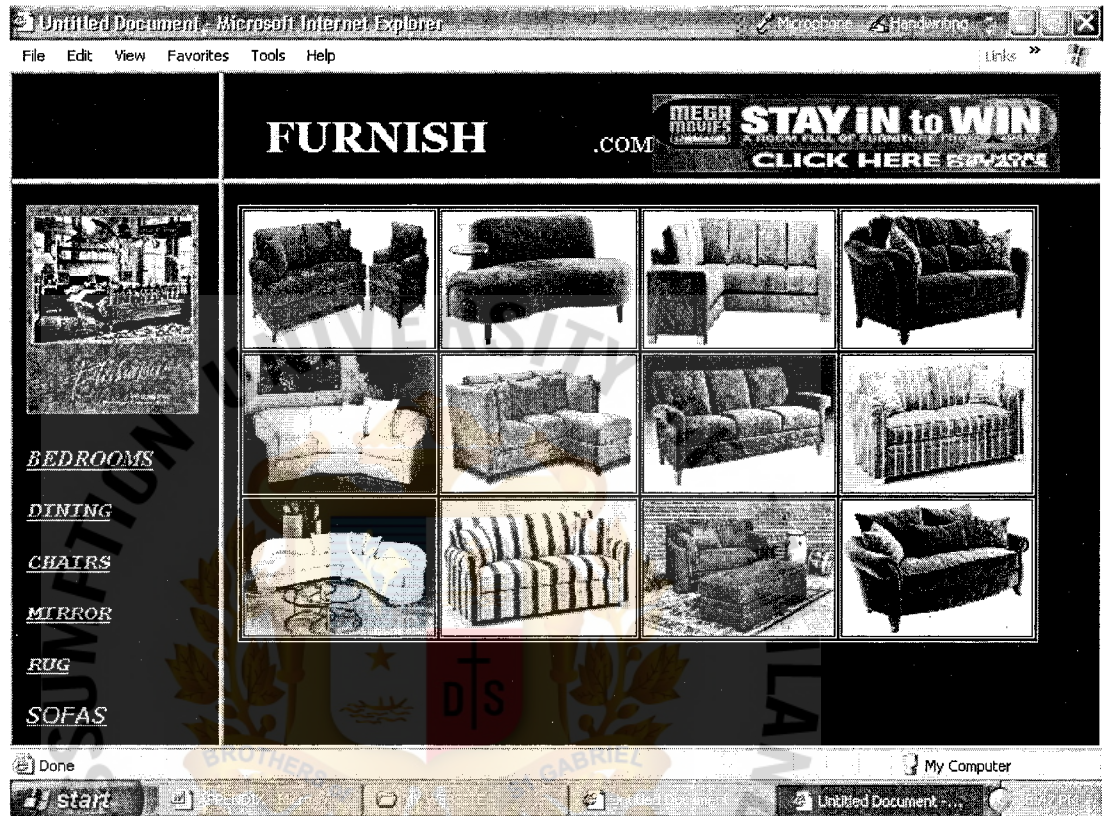


Figure 6.8. Sofas.

VII. DATABASE

In this particular website using MS access 2000 to store the data mainly because of two reasons, firstly is easy to create and secondly at initial stage may not have to handle huge data where I need to use Oracle or SQL to store them. In Furnish ME.com will be used database in registration page in the future. If any one registered in my website, then it will be stored in DB . Initially e-mail would be used for the customer contact.

The screenshot displays the registration page of FURNISH .COM. The page is viewed in Microsoft Internet Explorer. On the left, a vertical navigation menu lists various furniture categories: BEDROOMS, DINING, CHAIRS, MIRRORS, RUGS, SOFAS, ABOUT US, and HOME. The main area of the page is a registration form. It includes input fields for 'First Name', 'Last Name', 'E-Mail Address', 'Telephone', 'Country', 'State', 'Zip/Postal Code', 'Credit Card No.', and 'Expiry Date'. Below these fields are 'Submit' and 'Cancel' buttons. The browser's address bar shows 'MY WEBSITE', and the taskbar at the bottom indicates the time is 12:34 PM.

Figure 7.1. Registration Page.

VIII. SECURITY

FurnishMe.com will provide adequate security information and all other details. The website can be hosted in ways. Briefly the security details for both the options are like below:

Own Setup: in case FurnishMe.com hosted own web server and at own premises, will buy required firewall(like McAfee, Norton...etc) and subsequent installation and configuration will be done. The data base (MS-Access), containing user information and other details will be kept in a separate system other than the web server. The web pages will access the data base from the web server (IIS, Apache....etc).



For added security we can kept all the users information in encrypted form, which is already under consideration. This may cause some delay in submitting and retrieval of information to and from the database, but the effect will be minor.

In any case, the website will be fully protected by a firewall and all the activities to and from the site will be tracked and analyzed.

Presently no payment information (credit card ...etc) will be stored in the database. The database design can incorporate the same anytime.

Hosting Server: FurnishMe.com can be hosted through some web hosting service. Where all the security related issues could be take care by the service provider itself Presently services like yahoo.com, netfirms.net...etc is under consideration.

IX. DISCUSSION

Furniture with a website and without a website

Furniture without a website are traditional market where people physically visit and register for the various kinds of services that are being offered by the company. The major disadvantage of Furniture's without a website is that less number of people are being aware of the existence of the company so people come to know about the company and its services only when they advertise on various media and word of mouth. Even if some body wants to join the company they cannot make it from their busy schedule to go personally and join the corporation.

On the other hand the furniture's with a website makes it easier for people to know about the company and its services that are being offered to them sitting in any part of the world round the clock. In case of shopping in furniture, the person dose not has to come personally, rather he/she can select the products from the website and order it through the net. In case any event organized by the company, it will take few seconds for them to invite the members, which indeed save cost rather than doing it offline.

Its always better to merge online and offline to get the maximum benefit from both. It will also help clients to be more updated and informative about the place in which he/she is associated with. Scalability and awareness goes side-by-side resulting in more clients in future.

CONCLUSION AND RECOMMENDATION

CONCLUSION:

Many organizations have started this online business. FURNISH ME.com is sincere in effort in this direction to provide valuable Information about furniture matters to those who want to know it online. People have very busy schedules in today's competitive world so they do not have time to go to market for buying. Furnish Me will provide online shopping of furniture through online and make life easier for people.

As we all know a traditional company will always have an edge over online company yet we can use it as an informative media for furniture lovers to learn more from this website.

After doing the SWOT analysis we have to overcome the weakness and threats and concentrate more on our strength and opportunities. Competition is too high in this online business but believing that proper updating of information, meaningful content, selling latest furniture products, contest and prizes, last but not the least to make people aware of the website with some offline marketing skills will able us to have a loyal client base that is going to stick to us for a long period of time.

Recommendation

In order to follow the quickly changing environment, we plan to improve our web site and system state by stages as follows:

- (1) More recommended places have to be added to the web site.
- (2) After running the system and web site for one year, we will add more capability to our web site and make the other company's buy some space for our web site as a link and advertisement for their company also.
- (3) Moreover, we will improve the capability of the web site by making it the a most dynamic web site with the search engine.
- (4) The interface of the web site has to change frequently in order to attract customer attention.
- (5) We will have to launch high offline advertising for our website. Mostly, we will use the local newspapers and popular magazines.
- (6) For our online advertising, we will buy some space for some popular web sites.



Breakeven point:

After 12 months we will get the breakeven point

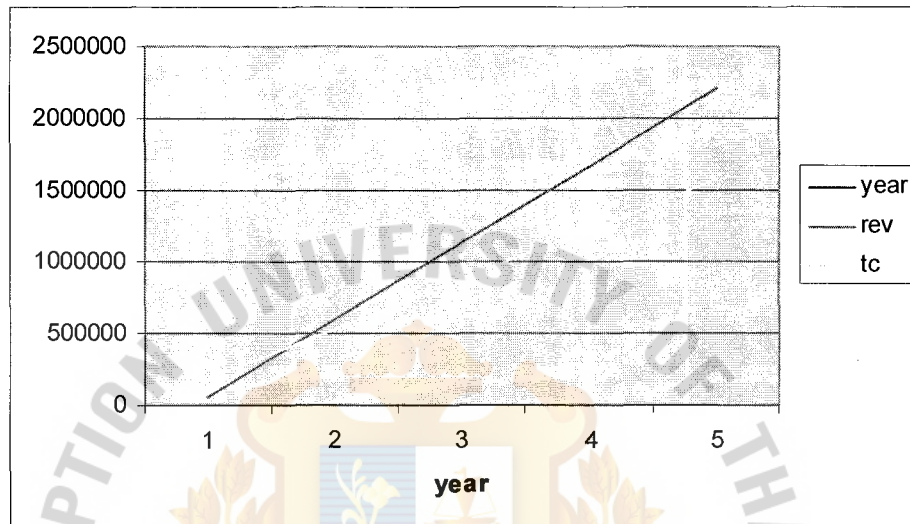






Figure A-1. Breakeven point.



APPENDIX B
PRODUCT PRICE

NO.	Code	Cat	price	Picture
1	Yfe34t 4eg	M	\$3999	
2	4ty54y 46u64 u	L	\$1499	
3	4y5y5 y5	S	\$4999	
4	5yy5y 5ey	S M L	\$4999	

NO.	Code	Cat	price	Picture
9	577y4 yg	M	\$999	
10	5yy5y 45trt	L	\$199	
11	Y545y 5tr	S	\$100	
12	erywt	L	\$150	

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