



Fascinate Perfume E-Commerce Website

by

Ms. Ratchanee Vithayasiripaiboon

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

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

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The graduate School of Assumption University has approved this final report of the three credit course, IC 6999 E-commerce Practicum, submitted in partial fulfillment of the requirements of the degree of Master of Science in Internet and E-commerce Technology.


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ABSTRACT

E-commerce offers the opportunity to integrate external and internal processes and to lower transaction costs, thus expanding distribution channels and dramatically improving customer service and retention.

Fascinate Perfume Company wants to open market and position ourselves advantageously in this market which continuously growing. So, we have created the e-commerce website which is “Fascinate Perfume” Website to enable customer to shop 24 hours a day, 7 days a week, provide customers with more choice, and customer can seek relevant information about their product and compare prices within minutes. Fascinate Perfume Website helps the company to open market and reach new customers worldwide. Moreover, the website helps to promote image and reputation of the company.

The business analysis offers Marketing Strategies, product, price, place, promotion or 4Ps, SWOT Analysis (Strength, Weakness, Opportunity, Threat) and Break-Even analysis to find out the pay back period or return of investment (ROI).

ACKNOWLEDGEMENTS

Several people have made contributions to this project. I would like to acknowledge their efforts and thank them for their contributions.

I am extremely thank to Rear Admiral Prasart Sribhadung, Associate Dean of Graduate School of Internet and E-commerce, my advisor who advised me and gave me the directions to accomplish this report.

I extend my sincere thanks to all the faculty that taught me Master of Science in Internet and E-commerce Technology courses. The knowledge that I acquired from them indeed helped make this a successful project.

Special appreciation is due to my family for their continuous encouragement. Above all, I am forever grateful to my parents whose willingness to invest in my future has enabled me to achieve my educational goal.

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I. INTRODUCTION

1.1 Background of the project

There is a rapid increasing in the number of customers purchasing products via the internet and business transaction with other business in cyber space. Through these activities, Internet performs in a variety of important roles which are becoming increasingly integrated customers activities into cross-system of communication through global network or Internet. Total implementing cost especially transaction costs are much less than telephone or mobile within the global business transaction.

Researchers have researched for customers buying behavior and found out that most customers are looking for convenience and ease of use for example; customer can shop their products at any time from anywhere using Internet connection, variety and larger selections for example; customer can compare more products more quickly, no sales pressure for example; customers who dislike salesman can avoid experience altogether, Internet shopping makes it easy to go offline to think about a purchase. Research has also found that customers and consumers look for these three things when shopping online which are detailed information about product itself, price comparisons and detailed information about the vendor.

Therefore, Electronic commerce is achieving the most optimal goals in term of volume, usage, and profitability. It embraces the activities of selling, buying and marketing product and service over the Internet. Naturally, payment is an important element in these activities.

This project is an E-commerce Website involving all perfumes from Fascinate Perfume Company in Thailand. It was created by Ms. Ratchanee Vithayasiripaiboon to graduate with a Master Degree of Internet Technology and E-commerce (MS-IEC) program, see <http://www.webhosting.au.edu/g4619710>.

1.2 Objective of the project

Create an E-Commerce website for existing perfume business with the goals : book references[4][5]

- (1) To open new market and be able to reach new customers worldwide by using E-commerce website.
- (2) To promote and distribute company's products through the international market.
- (3) To enables customers to visit or shop 24 hours a day.
- (4) To reduce cost especially telecommunication cost and transaction cost.
- (5) To provides customer with more choices.
- (6) To customer can receive relevant and detail about products they are looking for in second and also can compare price in minute.
- (7) To increase company's reputation and image.

The overachieving goal of the project is intend to offer the opportunity to customer to shop 24 hours a day, 7 days a week, better selling products, reduce cost, contact oversea customers, provide customer with more choices, increase reputation and image during high competitive in over world market.

1.3 Scope of the project

- (1) To apply the knowledge learnt in Master of Science in Internet and E-commerce into the project.
- (2) To conduct a complete Market Plan for E-commerce website including; target market SWOT analysis and marketing mix.
- (3) To generate the website to embrace the activities of buying, selling and marketing product through the website.
- (4) To exchange customer's opinion, bargain and other business transactions through the web board of the website via Internet.

1.4 Deliverable

- (1) The final report covers the scope as mentioned above.
- (2) The proposed E-Commerce web site

II. LITERATURE REVIEW

2.1 What is Internet?

The Internet is a collection of networked computers all over the world. A capital letter "I" at the beginning of the word is used to distinguish THE Internet from An internet. The World Wide Web (WWW) is a part of the Internet, but is not the Internet itself. The Internet has many parts besides the WWW, such as email, ftp, and usenet, although a lot of these are fuzzy and tend to mix together nowadays. book references[1], website reference[2]

2.2 How can the company benefit from the Internet?

The benefit could approximately be classified under the following heading : book references[1], website references[7][8]

(1) Cost

The effort of Fascinate Perfume company is always to maximize the percentage of its budget that is spent on its ultimate objective, and to cut down on overheads such as administration, internal training, etc. E-mail cuts down on mail costs as compared to fax, courier or even regular mail. The cost argument is effective with tight-fisted finance people; however there are several better reasons for using the net.

(2) Information processing

The wealth of material on the Internet is impressive and it can be an invaluable source of information vital to the running of any company. For example, the Internet can help companies to source products and suppliers, thus cutting development and production lead-times; to broaden their understanding of their particular market sector, or their competitors' business and product ranges.

Not only is the Internet a great source of information, but because all the information you access from it lands up in your computer, it is immediately suited for

further processing, forwarding and archival. For instance spread-sheets or accounts databases from different offices can quickly and automatically be consolidated and redistributed to all concerned.

(3) Mailing

Fascinate Perfume company often sends identical information to a long list of people: calls for action, situation reports, etc. There is no easier way to do this than the Internet, where mailing to a single person is as easy as mailing to thousands. Each recipient can herself decide whether to continue receiving such as fund-raising, organizing, keeping accounts, filing, besides all the specialized areas the company is involved with that kind of information, or, based on the subject line or keywords, that specific message. If the organization wishes to permit it, new people can join and leave the list at will-compare this with the complexity of maintaining traditional mailing lists, and the cost of sending unwanted information.

(4) Extend market

The Internet can provide a means for the company to extend their marketing reach at relatively low cost compared with traditional methods, and the use of such technologies does not depend on size and technical capability. The industry has embraced the Internet and provides a great example of the successful use of basic e-Commerce technology, especially to reach new customers and overseas markets.

(5) Image

The Internet can enable even the company to present a more professional image, and to access new business opportunities around the world, providing marketing reach that previously would have been beyond the means of a small company. A Web presence can therefore help the company to compete on more equal terms with larger companies.

(6) Organization

Via e-mail, however, information collection and redistribution can be automated, thus eliminating the need for much head office staff who have the job of collecting information from all parts of the organization and collecting it. With people on the periphery as well informed as those at the center, policy making can be decentralized by taking over by an appropriate mailing list that does not favour some time zones over others. Organizational re-engineering could help make the organization more responsive to changing situations; cut down the number of paid staff engaged in administration increase decentralized decision-making and importantly, motivate the members by being responsive to their suggestions and complaints.

(7) Service

Service to existing and potential customers can be greatly improved. The Web and e-Mail allow customers to communicate with your business at any time, enabling you to carry out business 24 hrs a day, 7 days a week. A Web site enables companies to provide customers with easy access to information on common product issues and keep it up-to-date.

2.3 The basic of E-commerce?

While everyone is talking about Internet and Ecommerce these days and wants to be a part of the great new revolution, one is unsure of many terminologies used. This paragraph tries to explain what Electronic Commerce is all about. book references [4][5][7]

(1) What is E-Commerce?

E-commerce can be defined in a very simple way as using electronic media for conducting commerce. This involves activities like setting up an electronic interface between service provider and target (e.g. Customer), streamlining the workflow in the

organization to process the requests from the customer and ultimately deliver what ever is promised. For example; a company has a web site which acts as the interface between the organization and its customers, has a network of many warehouses which are interlined so that they can process the incoming requests and ultimately has tie up with FedEx so that they can courier the goods to the customers. Contrary to the popular belief, e-commerce is about much more than simply opening up a new, online sales channel. It is about using technology to streamline your business model, creating savings and increasing efficiency. It is about lowering costs and establishing closer, more responsive relationships with your customers, suppliers and partners. The two parties in the transaction i.e. provider of service and the target of service can be either a business or an end user (customer). Depending on this the three types of e-commerce are B2B (business to business) like Seibel technologies, B2C like amazon.com and C2C like ebay.com. The companies involved in e-commerce can be classified in two categories. One is the company that exists only on the Internet. These companies do not have physical stores or do business in the traditional way. Two examples of this are Amazon.com and CdNow.com. The other type of company uses the Internet to compliment their existing business. One example may be Barnes and Noble (barneandnpble.com) In addition to selling books at their stores with locations across the country, Barnes and Noble operates a web site in which customers can search for books that they may be interested in purchasing.

(2) Online Shopping

Online shopping is quickly becoming one of the top Internet activities. It is estimated that by the end of year 2000, spending online will amount to \$128 billion and that by 2002, this figure will grow to \$300 billion. While most of this revenue is generated through business-to-business sales (as much as 77%), it is expected that sales

through business-to-consumer will increase. But there are many things that need to occur in online shopping to generate higher revenues for the consumer.

website reference[1]

Online shopping today is an incomplete, fragmented, and sometimes frustrating process. Merchants need a way to set themselves apart from their competitors by factors other than price in order to successively compete in the online environment. Merchants need a cost-effective way to generate customers and increase their revenues. Merchant's web sites need to deliver a shopping experience that addresses all of the consumer needs.

The consumer who has a general product need, but may be unsure about what features to look for, may need access to information from online consumer help, descriptions of product features, comparisons of features, and detailed data about the product. The consumer would need another source of information, such as news group postings and discussion forums for feedback from other consumers who have purchased the same product. This joining of advice and information would help generate revenues in online shopping.

Growing consumer acceptance of online shopping is forcing both merchants' efforts to capture their share of online shopping dollars, and web destination sites' efforts to offer compelling, competitive online shopping to their users. Online shopping must continue to expand its services. Consumers are not looking for a shopping experience that duplicates the frustrating experience of shopping in the physical world, but instead seek an environment that enhances the process and removes the obstacles to consumer acceptance and enjoyment. Consumers and merchants both desire a safe, simple and comprehensive online shopping experience that will truly realize the range of power of the Internet.

As online shopping continues to change, merchant relationships and consumer patterns will be established fast. Any site able to offer a complete, compelling and engaging shopping experience for their consumers will have a huge advantage over those that are not able to do the same with their business. Since consumers control the experience they receive from shopping over the Internet, they need to find a way of managing the amount of information available over the Internet. Sites that are able to offer this information and present it so that it is easy to understand, will become the preferred format of online shopping.

(3) Problems with E-Commerce

The most important challenge an e-commerce faces is the ability to guarantee customers' privacy and safety when using credit cards to purchase online. A vast majority of consumers who shop online usually choose to complete their purchase over the phone for fear that their credit card information will be seen by a third party. To deal with the concerns that online customers have about security of their private information, many online companies have begun to use secure servers for future transactions. These secure servers encrypt data that is sent via phone lines so that the information cannot be intercepted by an unknown party. website reference[1]

Encryption is a way of achieving data security by making the online user type in a password or code in order to get the data. This data cannot be read without being decrypted. The keys to keeping personal information secure are awareness and knowledge of the security issues and risks. Using the correct sources and being able to trust the company you are purchasing from is a concern.

Another problem hindering the growth of e-commerce is the impersonal way of doing business online. Buying products over the web is convenient for consumers, but it lacks the human contact that comes with traditional shopping. Many

customers enjoy this one-on-one human interaction when making purchases. By using telephony technology, which allows users to make telephone calls through online networks, some online companies have been able to tackle this problem.

Technology is one more bottleneck for the growth of e-commerce. If a particular site takes a long time to load or is very slow, it can cause the surfer to get frustrated and move back to the tradition brick-and-mortar stores. Even though the speed of connection has increased considerably, with most of the users accessing net through dial-up modems, the speed at the machine ends remains to be a concern.

(4) Benefits of E-commerce for Businesses

The benefits that e-commerce has had for business in the late 1990's have been huge. By doing business online, companies have been able to reach customers all over the globe, thereby enabling them to expand their business and their profits. In addition to bridging the geographic distance, e-commerce also does away with time restriction. It is available 24 hours a day on all the 365 days, right at the fingertips of the user. Businesses can also collect information about their customers through the use of cookies. Cookies are small files that are placed on to a users hard drive when that user logs onto a web site. The cookies help the operator of the web site gain information about the purchasing habits of certain groups of people. This information is extremely valuable to businesses since it allows them to target groups with certain advertising better than going off of demographics. This information is also used to tailor make the offering to the buyer according to his preferences. If Mr. X has purchased books on tennis coaching, then a company selling sport items can use this information and offer him discount for the purchase of tennis racket. website reference[1]

2996 e-1

Another benefit that an e-commerce offers to business is the reduced amount of overhead costs. A company that does business on the Internet will have reduced overhead costs because it does not have to spend the same amount of money on buildings and customer service when compared to business that do not use e-commerce

(5) Benefits of E-commerce for Consumers

Consumers have been willing to take advantage of the online possibilities e-commerce has to offer the same as businesses have. The biggest advantage available to consumers is convenience. An Internet shopper can use their PC at any time of the day on any day of the week. The consumer is not forced to wait in long lines in stores or to leave the comfort of their home. All the online shopping process involves is clicking on the desired purchases, entering credit card and shipping information, and sitting back, while waiting for the purchase to arrive at the doorstep. Some businesses are making this process more convenient for returning shoppers. The first time a person makes a purchase; their credit card information is saved, so there is no reason to input the information multiple times. website reference[1]

Another benefit that e-commerce offers to shoppers are reduced cost. Companies that sell stock online often charge around \$10 for a trade, which is cheaper than physically going and purchasing stock through a broker. Many online companies that sell books, videos, and CD's offer low prices, and when the shipping and handling costs are added, the final cost to the consumer is often comparable to prices found in stores. Due to this lower cost and lower overhead, which are benefits to both the consumer and business, Amazon.com has become one of the largest "bookstores" in the world. They provide millions of titles to their customers, doing business without buildings, sales staff, inventory, and other overhead costs. It is now easier than ever to participate and profit from this new market that is available at our fingertips.

(6) The Future of E-commerce

The joining of commerce and Internet technology has proven to be profitable for both businesses and consumers. The benefits brought on by e-commerce will likely increase and become more beneficial to those who choose to take advantage of the many offerings. There are some obstacles that will have to be overcome before this market can reach its full potential. E-commerce will not likely replace the physical stores anytime soon, but it will allow consumers and business to take advantage of a new experience. Internet business will continue to prosper and grow for many years in the future.

It is estimated that every month, one million new Internet users join the growing online community around the world. It is forecasted that e-commerce will top \$1.1 trillion by 2002 around the globe (Reuters, Internet). This is a huge increase from \$15 billion in 1997. The United States alone will make up around 75% of this amount with an estimated \$842 billion. At this time, 72% of web sites are based out of the United States. E-Commerce is made up of 92% of these US based web sites. Exports are becoming very important to the United States e-commerce growth. It looks as though e-commerce is a fast growing industry in the United States and will be a force for economic growth in the new millennium.

(7) E-economy

The e-economy, in addition to benefit the sellers and the buyers has a lot of potential for many other sectors:

Banks : Since the online payment need to essentially involve the banks of both the buyer and seller, the e-commerce is opening a huge new business for banks to work as payments gateways.

Courier companies : The delivery mechanism for a lot of goods ordered over Internet is using the courier service. This offers a big opportunity for the courier businesses.

Advertisers : Because each site has its own kind of services, the visitors to these sites have a specific profile. Say, people visiting crickinfo.com will be generally cricket fans. In addition, using the advanced data collection tools, the people with specific profile can be targeted for advertising campaigns. Thus online advertising is a blossoming industry.

Employment : e-commerce has opened new employment opportunities for a large number of people like programmers, business developers, content providers, web masters, marketing etc.

2.3 E-commerce market size and trend? book reference[1]

The increase and penetration of online use in the US increases the potential market size for E-Commerce on an annual basis. A large share of the expected growth in Internet commerce can be attributed to the increase in the online population:

- (1) U.S. online population estimated to increase nearly 50%, from 141.5 million in 2001 to 210.8 million by 2006 (CAGR of 8.2%). (see Figure 2 below)
- (2) U.S. online retail sales will grow from \$47.8 billion in 2002 to an estimated \$130.3 billion in 2006 (see Figure 1 below).
- (3) There are 2.3 million small companies in the U.S.; with 16% of these in the retail trade and 60% of all small companies have an online presence – potential market size for our service is upwards of 200,000 companies.
- (4) Annual spending per buyer will increase from \$457 in 2001 to \$784 in 2006.

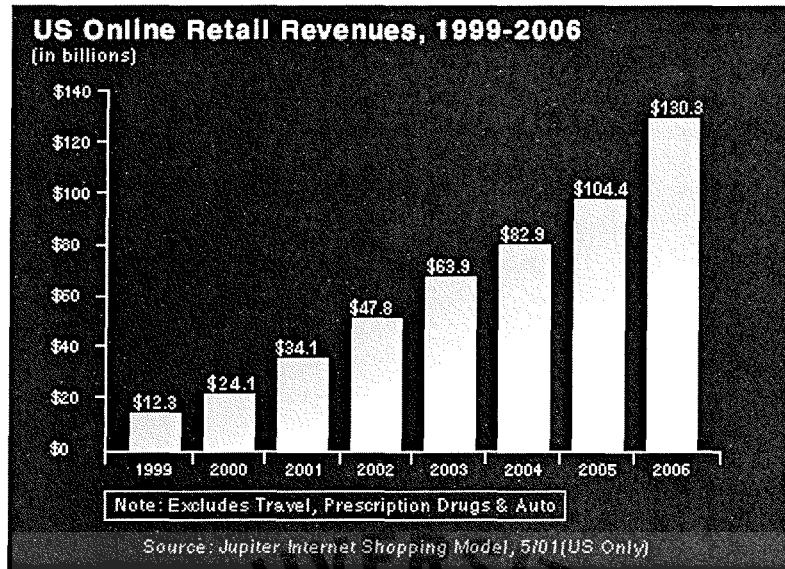


Figure 1.1. U.S. Online Retail Sales.

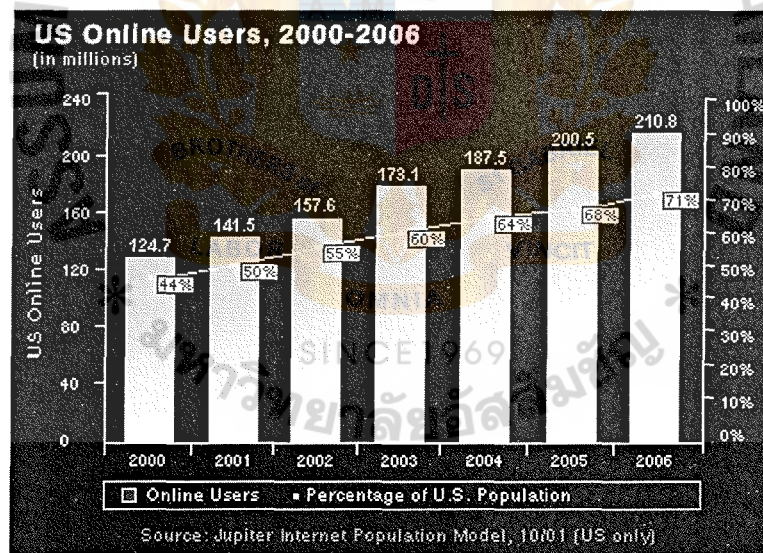


Figure 1.2. U.S. Online Users.

2.3 4 elements of Successful, Profitable website? book reference[2][6][7]

(1) Know Your Website Purpose

Before you start to create (or re-create) your website, consider what purpose it serves in your business? A website can be used to sell a product or service exclusively, to give information, as a brochure to attract more business or showcase projects, or even a combination of things. Let's say, for example, that you sell fishing equipment. Your website might include articles for fishing enthusiasts, tips to catch bigger fish as well as a store for fishing equipment and supplies. This would be an example of a combination site selling multiple related products.

If you are an author selling a book, a simple sales site might serve you well. With a simple sales site, you have only one or two pages to the whole site, featuring the product you wish to sell. The only information on the site might be the letter describing the book, and links to "purchase now". This is a simple and very effective method for using the internet to produce revenue from your site.

The Website

The purposes of the study are :

- (1) Create an E-Commerce website for existing business.
- (2) To open new market and be able to reach new customers worldwide by using E-commerce website.
- (3) To promote and distribute company's products through the international market.
- (4) To enable customers to visit or shop 24 hours a day.
- (5) To reduce cost especially telecommunication cost and transaction cost.
- (6) To provide customer with more choices.

(7) To make customer receive relevant and detail about product they are looking for in a few second and also can compare price in a minute.

(8) To increase company's reputation and image.

FascinatePerfume website also provides useful information related to the product which is perfume such as

- (a) What is Fragrance?
- (b) How to apply Fragrance?
- (c) Easiest way of Perfume making?
- (d) How should you care for your fine Fragrance?
- (e) How to choose Perfume for Chinese astrology?
- (f) How to choose Perfume from Zodiac sign?
- (g) How do you make Fragrance on your skin?
- (h) The strength of Perfume?

(2) Lead Your Visitor to Action

Have you ever been to someone's web site, looked at the front page, and left because you were confused? While it may be a common practice to put everything about your company's product or service on the front page, it is not a good idea, for the reasons the researcher described above. You want your visitors to stay on your site and DO something. For each page on your web site, decide what you want your visitor to do. Should they sign up for a newsletter? Buy a product? Look at the pictures of your work? Make it clear and easy to understand and your visitor will happily tour your website.

The Website

For the website, the researcher designs clearly about the product and each page so that the customer would not be confused about the product and how to shop them. Because the website is e-commerce the researcher design product page at the first page because the researcher would like shoppers visit in and view the product at the first time. Moreover, the researcher provides create all detail and shopping cart at the first page also. The step to shopping in the website is very easy and smooth. If there are some questions, customers also can post them at the web board.

(3) Know Your Target Market

It is a common misconception with entrepreneurs that the product or service sold in the business is a good idea for “everyone”. While it may be true that everyone needs the product, not everyone will buy it. Therefore, you must know who you are trying to attract with your web site. Ask yourself these questions to get started:

- (a) Are the customers male or female?
- (b) What level of education do they have?
- (c) What age group do they fall into?
- (d) What are their hobbies? Interests?
- (e) What do they read?
- (f) Do they have children?
- (g) What is their level of income?

This will help you to get a clearer picture of your customers. With this information in mind, you can then begin to create marketing or advertising plans that will get in front of the best prospects to buy your product.

The Website

The website targets at the customer of the age from 15-60-year old. Actually, the products can be used by whatever age if they like the fragrance. It can be used by both male and female. They should be educated or at least can read English because the researcher design the website in English only.

(4) Capture Visitors' Names

One of the main reasons to even have a website is to capture the names and/or email addresses of your visitors. In this scenario, a prospect or potential customer visits your site and leaves his or her email address and first name with you. This gives you permission to send the person relevant email about your business, updates or special offers you may have. Maybe you have a new tip for using your product that your customers would want to know. Why not send the tip to both your customers and the people who have visited your site?

So how do you get someone to leave their name? You could offer a newsletter or weekly tips, a free e-course, e-book or special report. Offer a coupon or discount. Make your offer appropriate for the content of your site, and your visitors will gladly leave their email addresses and names. Put them at ease by letting them know that you are not collecting their names to sell to an outside source.

By capturing your visitors' names, growing your list of email addresses and sending relevant, responsible email to your customers and prospects, you are building a relationship with them. In any business, the relationship is the intangible, powerful force that creates loyal, repeat customers.

The Website

When they would like to buy products, they have to fulfill all information that the website requires otherwise, they cannot complete the process of buying products. When they have fulfilled all information about the sender and receiver, these information will be in the database so that we can build a relationship with them later and also provide a special offer in some special occasion.



III. CURRENT SITUATION

3.1 Background of the Fascinate Perfume company ?

Fascinate Perfume company is a distributor of most of perfume all around the world. As the Fascinate Perfume Company is a distributor of most of perfume around the world, the company has found a good way to expand the market to World Wide by using the e-Commerce Web site to advertise products and product branding and also reach new customers.

The market trend of e-Commerce is growing pretty well as I present above so Fascinate Perfume Web site was created. The Web site has followed 4 elements of Successful, Profitable website. You can find out how our Web site can benefit from the Internet, our marketing strategy and long-term goal through this report.

The Web site will serve the convenient e-catalog for customers to search for products and services every time and every where. Furthermore, the Fascinate Perfume website always contact with the foreigners everyday, so the company will use the website to collect the customers' information company through Web board and also provide useful information related to the product, such as Easiest way to make perfume, etc.

The e-Commerce Web site was created and given the name of "Fascinate Perfume" Web site with the slogan "Taste Different, Feel Different !"

3.2 Why the name “Fascinate Perfume” was chosen?

The reasons to choose the name “Fascinate”

- (1) Corresponding to product.

Because the name of the website is essential since there are millions of web sites in the Internet, then an effective name must be helpful for ease to recognize. The characteristics of good name should be related to the product and pronounceable.

- (2) Meaningful.

Fascinate means : to influence in an uncontrollable manner; to operate on by some powerful or irresistible charm; to bewitch; to enchant. So, “Fascinate Perfume” clearly identifies what we are going to sell on the website.

- (3) Express about feeling.

Because the product is about perfume, fragrance, so this name can express feeling when you test our perfume.

3.3 Products

We divided our products into 9 categories :

- (a) CHANEL
- (b) CK
- (c) Clinique
- (d) Christian Dior
- (e) Estee
- (f) Fendi
- (g) Guy Laroche
- (h) Ralph
- (i) Tommy
- (j) Perfume for Mum Day

(k) New products

Each category has many kinds of products which are

(a) CHANEL

Table 2.1. Chanel products.



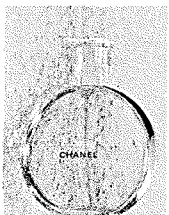

Allure	B 2,500
	<p>An imaginary bouquet of fresh flowers. Elegance is universal, but allure is unique to each individual, and of necessity both simple and natural. It was the allure of Mademoiselle, as described by those close to her - great writers and lifelong friends - which inspired Jacques Polge, the Nose of CHANEL. With his new fragrance everyone can express their own allure.</p>
Antaeus	B 1,800
	<p>The subtlety of a warm and powerful bouquet. In 1981, Jacques Polge created his first fragrance for men : ANTAEUS, the most physical of all the CHANEL masculine fragrances. With its black bottle and its dark red carton, it immediately caused a sensation. Like a man with a strong and magnetic personality.</p>
Chance	B 1,500
	<p>A sphere of fresh, floral and spicy scents, held together and kept in constant motion by the Unexpected Accord. It simply comes your way, it favours the brave, and you find it where you least expect it... When it comes your way you must grasp it, and not turn your back on it... This is chance, the chance which brings together a woman and her destiny, a woman and her fragrance : CHANCE from CHANEL. A remarkable similarity, is there not ?</p>
CoCo	B 1,800
	<p>An exuberant, sensual and gourmand top note. In March 1979, Jacques Polge visited the apartment of Coco Chanel in rue Cambon for the first time. He was both stunned and Amazing... How could a woman who loved such simple and restrained lines have liked living in an apartment where such an incredible profusion, such an eclectic mix of styles reigned supreme ? In order to understand, he decided to pay tribute to her by creating his first feminine fragrance for CHANEL.</p>

Table 2.1. Chanel products (continued).




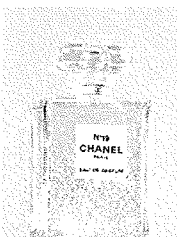

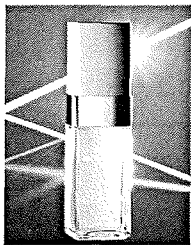

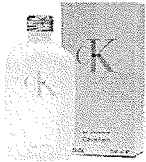
<p>Mademoiselle</p> <p>฿ 1,900</p>	 <p>A floral jasmine-rose accord, light as a petal. COCO MADEMOISELLE embodies all the modernity of the spirit of Mademoiselle CHANEL. Bold and resolute, she proved that elegance can be found in simplicity, and understated luxury. Fiercely independent, she nevertheless used her charm to great effect and fascinated men. These values are shared by women in the twenty-first century, and restated by CHANEL in COCO MADEMOISELLE.</p>
<p>Cristalle</p> <p>฿ 2,000</p>	 <p>A fantasy bouquet, fresh and invigorating, evocative of the morning dew. Two « noses », two generations, and a composition for two players. In 1974, Henri Robert composed the first melody with his CRISTALLE Eau de Toilette. 20 years later, Jacques Polge picked up the theme with the Eau de Parfum. Lemon sparkles in the first one, as fresh as the morning dew, while the second is sweeter, with notes of Mandarin, Jasmine and Peach.</p>
<p>No. 5</p> <p>฿ 2,000</p>	 <p>A bouquet of abstract flowers with an indefinable femininity. May 1921. When the perfume creator Ernest Beaux presented her with a choice of fragrances, Gabrielle Chanel barely hesitated before choosing the fifth one, which was to become CHANEL N°5.</p>
<p>No. 19</p> <p>฿ 1,800</p>	 <p>A bold bouquet, a harmony of white and green flowers. 19th August, number 19. A birthday - Mademoiselle Chanel's - and the birth of a fragrance, both under the sign of Leo. Although no one thought that another Number could meet with the same success as its illustrious predecessor, Gabrielle Chanel held out against pressure from those around her. She stood by the launch of No19, which was destined to achieve its own timelessness.</p>
<p>Platinum</p> <p>฿ 1,500</p>	 <p>An invigorating bouquet with the warmth of exotic woods. Three years have passed since the acclaimed launch of GOSTE and Jacques Polge, its creator, has retained the spirit of provocation behind its success, but toned down its character a little. With PLATINUM «GO»STE he has put his name to a more composed and restrained fragrance.</p>

Table 2.1. Chanel products (continued).

PourMonsieur	฿ 2,200
	<p>A refined and subtle freshness.</p> <p>Throughout her lifetime, Mademoiselle Chanel devoted herself to women, but there were also many men in her life : Picasso, Stravinsky Cocteau, the Duke of Westminster, to name just a few. Artists and aristocrats, designers and entrepreneurs, she paid tribute to all of them with one fragrance : POUR MONSIEUR.</p>




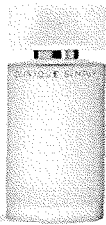
(b) CK

Table 2.2. CK products.

CK-BE	฿ 1,800
	<p>CK - BE WOMEN AND MEN BY CALVIN KLEIN 1.7 OZ: Eau de Toilette Spray 1.7 oz CALVIN KLEIN created CK - BE in 1996. It is the result of the following top fragrance Notes: bergamot mandarin and mint. The middle notes are: lavender juniper and sandalwood and the base of the fragrance is: magnolia peach and amber. CK - BE is recommended for casual use.</p>
CK-ONE	฿ 1,900
	<p>CK - ONE WOMEN AND MEN BY CALVIN KLEIN 1.7 OZ: Eau de Toilette Spray 1.7 oz CALVIN KLEIN designed CK - ONE in 1994. It's fragrant nature explores essences of orange lemon and jasmine. Blended with notes of rose sandalwood and patchouli CK - ONE is a casual type of fragrance.</p>

(c) Clinique

Table 2.3. Clinique products.

Aromatic	฿ 1,800
	<p>Aromatics Elixir</p> <p>Goes far beyond the role of perfume. Its ingredients include rose, jasmine, Ylang Ylang and vetiver.</p>
Clinique Happy	฿ 1,950
	<p>Clinique Happy</p> <p>A chic, modern, multilayered floral with sparkling, lingering fragrance of Ruby Red Grapefruit, Boysenberry Bush Flower and Hawaiian Wedding Flower.</p>
Happy Heart	฿ 2,000
	<p>Clinique Happy Heart Perfume Spray</p> <p>Clinique Happy Heart. A wealth of flowers. A hint of warmth. A deepening of emotions. With a heart of water hyacinth, brightened with Mandarin and blond woods. Wear it and have a happy heart.</p>
Clinique Simply	฿ 1,700
	<p>Clinique Simply Perfume Spray</p> <p>A sheer, vibrant fragrance that surrounds you with unexpected warmth, surprising depth. With the velvety impression of wet, white flower petals, the creamy, comfort of soymilk and the intimacy of soy nut and smoked woods. A nice place to be.</p>

(d) Christian Dior

Table 2.4. Christian Dior products.

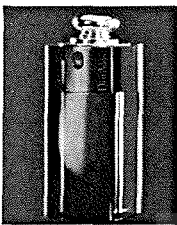
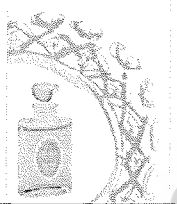


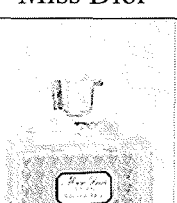

Addict ฿ 2,100	
	<p>An ode to the senses, the revelation fo total femininity. Extreme sensuality. A fragrance that becomes irreplaceable, indispensable. A modern bottle, combining simplicity and sophistication. A floral oriental .</p>
Diorissimo ฿ 2,000	
	<p>A romantic, tender and carefree bouquet composed around lily of the valley - Christian Dior's lucky flower and the emblem of Dior Counture. Floral bouquet</p>
Dolice ฿ 2,500	
	<p>A perfume that radiates happiness and joie-de-vivre yet remains sophisticated, soft and sensual. It symbolizes eternal femininity. Floral, woody, fruity</p>
Dune ฿ 1,900	
	<p>Totally at one with nature in a garden by the sea. A fragrance of precious flowers caressed by an ocean breeze. Oceanic, floral</p>
Miss Dior ฿ 2,000	
	<p>This timeless fragrance remains a classic symbol ot the New Look and captures the effortless refinement of haute couture. Floral, green, chypre</p>

Table 2.4. Christian Dior products (continued).

Poison	฿ 1,400
	<p>Poison is a perfume with much to say. Dazzling with its spicy heart notes, Poison's message is seductive and perhaps even troubling. Spicy, fruitily, amber</p>

(e) Estee

Table 2.5. Estee products.








DazzlingGold	฿ 2,000
	<p>Dazzling Gold Eau De Parfum Spray Soft and luminous, sensuously feminine. Dazzling Gold blossoms on the skin like an exotic flower warmed by the sun.</p>
DazzlingSilver	฿ 2,500
	<p>Dazzling Silver Eau De Parfum Spray Clear and shimmering, radiantly romantic. Dazzling Silver excites the senses with fresh flowers and effervescence.</p>
Intuition	฿ 1,200
	<p>Intuition Eau de Parfum Spray The essence of a woman. A luminous new fragrance with warmth and sensuality.</p>

Table 2.5. Estee products (continued).

Knowing	฿ 1,400
	Knowing Eau De Parfum Spray Sophisticated, provocative and distinctive.
Paradise	฿ 1,300
	Estée Lauder Beyond Paradise EDP Spray An intoxication of the senses. Lose yourself in its fascinating blend of tropical wetness, zesty freshness and a burst of floralecy.
Pleasure	฿ 1,500
	pleasures intense EDP Spray New flowers. New depth. Now, a magnificent new pleasures fragrance in a concentrated eau de perfume. Velvety, voluptuous and intensely feminine.
Beautiful	฿ 1,500
	BEAUTIFUL Eau De Parfum Spray Beautiful, like a thousand flowers in a single bouquet, brightened with citrus and warmed with woods and spices.

(f) Fendi

Table 2.6. Fendi products.







Diptyque	฿ 2,500
	DIPTYQUE Uniquely French scents inspired by exotic travels

Table 2.6. Fendi products (continued).

Marc Jacobs ฿ 2,000	
	MARC JACOBS A signature scent as modern and feminine as Marc's runways.
Miller Harris ฿ 1,800	
	Miller Harris A quintessentially British collection of fine fragrances.
Santa ฿ 2,000	
	Santa Moria Novella Timeless formulas, deeply rooted in Tuscan tradition.
TrishMcEvny ฿ 1,900	
	Trish McEvoy Sophisticated pairings of fresh fruits and romantic florals




(g) Guy Laroche

Table 2.7. Guy Laroche products.

Fiji ฿ 1,600	
	FIDJI for Women by Guy Laroche: Deodorant Spray 5 oz FIDJI for women by Guy Laroche was launched in 1966. It is a refreshing blend of flowery FIDJI is recommended for daytime wear.


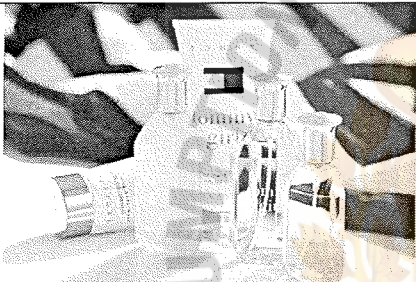
(h) Ralph Lauren

Table 2.8. Ralph Lauren products.

Ralph_Blue	฿ 1,500
	<p>RALPH</p> <p>Eau de Toilette Spray 3.4 oz</p> <p>Chill Out. A wet fruity wave of sparkling florals iced with a spray of smooth sensuality.</p> <p>Capture the COOL.</p>
Ralph_Red	฿ 1,500
	<p>RALPH</p> <p>Eau de Toilette Spray 1.7 oz</p> <p>RALPH captures the energy, spirit and personality of today's young woman with a colorful, floral fragrance: sparkling green apple leaves, zesty orange mandarin, charismatic pink magnolia, seductive purple freesia and soft blue musk. Made in the USA.</p>
Ralph_spray	฿ 1,900
	<p>RALPH</p> <p>Spritz Blitz Body Spray</p> <p>The colorful, floral fragrance of RALPH is now in a body spray. Containing good-for-your skin vitamin E, this scented spray moisturizes your whole body. Made in the USA.</p>

(i) Tommy

Table 2.9. Tommy products.

TommyGiftSet	฿ 5,500
	1.7 oz Tommy Cologne Spray 3.4 oz Tommy Cologne Spray 3.4 oz Tommy After Shave 3.4 oz Tommy After Shave Balm 6.7 oz All Weather Body Moisturizer 6.7 oz Tommy Body Wash 2.6 oz Tommy Deodorant Stick 200 gr Tommy Soap on a Rope
TommyGirlSet	฿ 5,000
	1.7 oz Tommy Girl Cologne Spray 3.4 oz Tommy Girl Cologne Spray 6.7 oz Smoothing Body Lotion 6.7 oz Energizing Body Wash 2.6 oz Anti-Perspirant Deodorant Stick

(j) Perfume for Mum Day

Table 2.10. Perfume for Mum products.




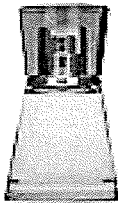
Amani	฿ 1,800
	Emporio Armani Night by Armani for Women Year Introduced: 2003 Top Notes: Blackcurrant, Cranberries, Bergamot, Hawthorn Petals, Ambrette, Purple Peony, Lily of the Valley, Magnolia, Freesia, Violet , Heliotrope, Iris, Sandalwood, Myrrh, Patchouli, White Musk Emporio Armani Night is one of many fragrances by Armani. Don't forget to browse through Armani's other fragrances listed just to the right for your reference.

Table 2.10. Perfume for Mum products (continued).

Kingdom	฿ 1,500
	<p>Kingdom by Alexander McQueen for Women Year Introduced: 2004</p> <p>Top Notes: Neroli, Ginger, Rose, Jasmine, Cumin, Sandalwood, Copahu Wood, Myrrh. Kingdom is one of many fragrances by Alexander McQueen. Don't forget to browse through Alexander McQueen's other fragrances listed just to the right for your reference.</p>
Sicily	฿ 2,000
	<p>Sicily by Dolce n Gabbana for Women</p> <p>Year Introduced: 2003</p> <p>Top Notes: Sicilian Bergamot, Honeysuckle, Jasmine, Black Pearl Rose, Hibiscus, Heliotrope, Sandalwood, Musk.</p> <p>"The sunny warmth of Mediterranean shores served as inspiration for Sicily, a provides a sensual, adult theme. Sicily seduces the senses with a distinct Italian accent</p>
Burberry	฿ 2,000
	<p>Burberry Tender Touch by Burberrys for Women</p> <p>Year Introduced: 2003 Scent Type: Fruity Floral</p> <p>Top Notes: Green Tangerine Leaves, Violet Leaves, Rose Oil, Lychee, Peach, Peony, Freesia, Syringa, Iris, Sandalwood, Musk, Ambrette Seeds, Amber. "From Burberry of London comes Burberry Tender Touch, a light fruity floral bouquet for women. Luminous and tactile, the fragrance is a bouquet of whisper soft florals and ripe summer fruits. Burberry Tender Touch is packaged in pretty rose petal pink and silver-toned accents.</p>

(k) New Arrival products

Table 2.11. New Arrival products.


Blue	฿ 1,800
	<p>BLUE by Ralph Lauren</p> <p>Cool and fresh, this soft floral melts into the skin with soft notes of lotus flower, gardenia, and pink peony, exotic blossoms such as tuberose, rose de mai, and orange flower enriched with musk, ambrette, and sandalwood.</p>

Table 2.11. New Arrival products (continued).


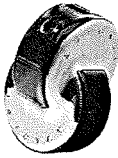





BurberryBrit ₪ 2,000	
	<p>BURBERRY BRIT Eau de Toilette Spray</p> <p>The Brit girl embodies the playful British spirit of individuality. She's outrageous, but always charming and unpredictably sexy. Fresh and playful, the fragrance is a classic, green-oriental blend of lush fruits, sweet nutty essences, and soothing amber, vanilla, and Tonka bean.</p>
Omnia ₪ 1,800	
	<p>OMNIA by Bvlgari</p> <p>Bvlgari's newest, light, modern oriental fragrance is a sexy blend of mandarin, saffron, Masala tea, and white chocolate. This scent smells truly good enough to eat.</p>
Cabaret ₪ 1,900	
	<p>CABARET by Gres</p> <p>Seduction was the inspiration for Cabaret. This truly exceptional woody-floral fragrance is comprised of vibrant floral accords such as rose, lily of the valley, peony, and pink bay layered over middle notes of incense and blue orris, and finished with sensual sandalwood, amber, and musk.</p>
Gucci II ₪ 2,000	
	<p>GUCCI II</p> <p>Eau de Parfum II is a soft, fruity floral that sparkles with notes of mandarin, blackcurrant, violet, and blackberry, smoothed with jasmine, heliotrope, and cedarwood. Playful, yet elegant.</p>
Island Kiss ₪ 1,800	
	<p>ISLAND KISS by Escada</p> <p>Drift away to paradise with this lively fragrance that's rich with ripe fruits, transparent floral notes, and a kiss of sunshine.</p>

Table 2.11. New Arrival products (continued).

Night He	฿ 1,700
	EMPORIO NIGHT HE by Giorgio Armani Night He is a vibrant oriental scent bursting with bergamot, tangerine, Cayenne pepper, Absolute of Violet Leaves, white pepper, amber, and patchouli. An enigmatic, aphrodisiac like scent that is the embodiment of virility and refinement.
Night She	฿ 2,000
	EMPORIO NIGHT SHE by Giorgio Armani This precious, spellbinding fragrance is a balanced blend of strength and softness, brilliance, and darkness a floral woody amber that's instantly captivating, and the absolute essence of femininity.

3.4 Security

The Fascinate Perfume website provides security by using SSL or Secure Sockets Layer.

Processing transactions securely on the web means that we need to be able to transmit information between the web site and the customer in a manner that makes it difficult for other people to intercept and read. SSL, or Secure Sockets Layer, takes care of this for us and it works through a combination of programs and encryption or decryption routines that exist on the web hosting computer and in browser programs (like Netscape and Internet Explorer) used by the internet public.

Shared secure certificates work as follows :

- (1) Browser checks the certificate to make sure that the site you are connecting to is the real site and not someone intercepting.
- (2) Determine encryption types that the browser and web site server can both use to understand each other.

(3) Browser and Server send each other unique codes to use when scrambling (or encrypting) the information that will be sent.

(4) The browser and Server start talking using the encryption, the web browser shows the encrypting icon, and web pages are processed secured.

3.5 Shipping

Ground

Exclusive only in Thailand

(1) ***Free Of Charge***

Non-Thailand

(1) \$9.99 for 1st item

(2) \$2.00 for each additional item

(3) Delivery : 5-8 business day

Express Saver 3 days

(1) \$13.95 for 1st item

(2) \$3.00 for each additional item

(3) Delivery : 3-7 business day

Second Day Air

(1) \$19.95 for 1st item

(2) \$3.00 for each additional item

(3) Delivery : 3-5 business days

Next Day Air

(1) \$32.95 for 1st item

(2) \$4.00 for each additional item

(3) Delivery : 1 business day

Overnight Saturday Delivery (Friday Only)

- (1) \$42.95
- (2) \$9.00 for each additional item

3.6 Why the products were selected ?

- (1) Most people can buy

First and foremost on the list of factor to choose the product to sell on the website that the product must not be too expensive and most of people can buy if they like.

- (2) Easy to import & export

Second factor the researcher would always consider is the ability to import and export various products. If you want to import quick time, we also can provide you as you desire.

- (3) For special occasion

Third point – the special occasion can influence the sale of the product. And most manufacturers of several brands always create the special packet for each special occasion, so the researcher finds this product can be represent as special gift for your special person.

- (4) For all ages

Another point is that I think if most of the people can use the product, it would be easier to sell through the website. The product that is chosen is perfume and it is not only male, female, children or adult, most people in the world like fragrance that is why perfume can be sold over the world. And most of them can use without any irritation.

Each Fascinate Perfume product brings a message of friendship and happiness. These products are for all parts of the day, from morning to night. Fascinate Perfume gifts are appropriate for virtually all gift-giving occasions, from Birthdays to Christmas, other holidays, graduation, good grades, visits with friends or relatives and more.

Fascinate Perfume's gifts are truly more than just a gift; it is an expression of love and friendship. "Taste different, feel different."

3.7 How to manage website ?

- (1) Promptly reply to customer queries by responding the customer quickly.
- (2) Offer quality products and services with reasonable price by providing products with value-added service.
- (3) Get feedback to improve the products and activities by the customers' considering and recommendations.
- (4) Always update storefront and change display to attract customers.
- (5) Monitor and check the competitors to obtain any fair ideas of which competitors have taken their online well, and new web sites in the market.
- (6) Ensure that the website is loaded easily and quickly because a website that takes too long to load can irritate customers.
- (7) Add more variety of products which is interesting for customers.

IV. BUSINESS ANALYSIS

4.1 Marketing Strategies (4Ps) book references[1][3]

(1) Product

Developing and managing products is critical to a company's survival and growth. Since the revenue of the company is derived from selling products, it is important to manage the products properly.

When the company introduces a product, there are many alternative ways which the customers will position the products. The customers create appropriate products concept by evaluating price, quality or service.

"Fascinate Perfume" company provides as quality leader with reasonable price of fashion characters, its attribute will attend the distinctive appeal needed.

Strategies

- (1) Create products guarantee by
 - (a) Ensuring the quality of products are high quality.
 - (b) Checking the quality of products before transferring to the customers.
 - (c) Improving the quality of products and services
 - (d) Ensuring that the genuine of products that must be guaranteed by the manufacturer.
- (2) Increase a variety of products by
 - (a) Developing and test-market for new products.
 - (b) Adding new products for each season change.
- (3) Eliminate products which do not satisfy the customers' desired by...
 - (a) Evaluating sales volume of products every month.
 - (b) Removing products that no longer satisfy a sufficient number of customers.

(2) Price

The pricing strategy for the product is a key element in the marketing plan because it relates to the generation of total revenue. Price of products must be acceptable to the target market. The cost of advertising, estimated demand, legal/ethical concerns and strategic concerns are our outline to determine price and estimate profits.

We also include possible tactics that will be used to allow the adjustments to the base price over time.

Strategies

- (1) Analyze the competitor's price
 - (a) A company needs to know the competitor's price in the same environment so that it can adjust its own prices accordingly.
 - (b) Due to internet economy, it is for the customers to compare the price of each product. Then, trying to get the competitive advantage is very important.
- (2) Formulate pricing policies and determine method.
 - (a) A markup method is used to determined price. The price must be acceptable with 15-30 percent markup from total unit cost.
 - (b) Determined the cost of insurance which includes the price for the customer's satisfaction.
- (3) Determine discounts for various types of the customers.
 - (a) Offer Price discounting to increase sales volume.
 - (b) Price should be low enough to encourage trial but not too low to impair the product image.

(4) Establish conditions and terms of sales

- (a) The importance of price will vary across the different product categories.
- (b) The customers' perceptions of product relate to the competing products may allow or encourage the shop to set a price that differs significantly from the prices of competing products.

(3) Place

Providing the customers with satisfying products is important but not enough for successful marketing strategies. These products must also be available in adequate quantities in accessible locations at the times when the customer desires them.

A company distributes products internationally by using the service from FedEx service, depending on which carrier was used to ship the order. For the local distribution, using services from local firms can help to save cost.

Strategies

- (1) Have products insurance
 - (a) In order to protect damage occurred during transportation.
 - (b) Insurance cost is included in products price.
- (2) Provide delivery information for each geographic zone
 - (a) Estimate delivery date for each geographic zone
- (3) On time delivery
 - (a) Products should be delivered to the customers not more than the number of days customer has selected from the FedEx policy after making transaction.
- (4) Track products to ensure that delivery is made completely
 - (a) Get confirmation from customers that receive products already.

- (b) Get the feedback from the customers to evaluate the services of carrier firms.

(4) Promotion

In the Internet, there are millions of web sites then promotion is extremely important. In order to be known by public, Fascinate Perfume website uses various communicating with the target groups such as :

- (a) Use Banner swapping with the prospect sites that sell similar or complementary products and can bring a reasonable traffic to the website.
- (b) Use Banner exchange by registering a website's banner with the banner exchange companies that will manage a banner advertising for the website.
- (c) Otherwise, registering the URL with the various search engines because search engine is a popular tool that customers use to find a particular product. This service is offered for free and can bring a lot of traffic to the website.
- (d) Traditional way is advertising on the radio and magazine for the target group.

Strategies

- (a) Determine types of promotion approach to be used
 - (1) The combination of both online and traditional approaches should be used to reach maximum effectiveness.
- (b) Measure the effectiveness of each method
 - (1) Establish criteria for evaluation such as number of visiting, purchasing etc.
 - (2) Set appropriate time frame for evaluation.

- (c) Plan and implement sales promotion efforts
 - (1) Launch a promotion in a shop to attract visitors.
 - (2) Develop advertising messages.

4.2 SWOT Analysis website reference[11]

SWOT analysis is a very effective way to identify the Strengths, Weakness, Opportunities and Threats of the shop. SWOT focuses the shop's position, the competitor's activity, the environment trends and resources. And also the opportunity and threat identify to make recommendation about the marketing strategy.

Strengths

- (1) Genuine product guaranteed by manufacturer.
- (2) Reasonable price by the marketing promotion up to the season or special event.
- (3) Good customer service guarantee by FedEx that the product will be delivered in time.
- (4) Safe & secure transaction under the trusty website.
- (5) Suitable for all ages.

Weakness

- (1) Unknown Web site

Opportunity

- (1) Internet Trend is increasing continuously; therefore, more online transaction is expected in the future.
- (2) Government Support, therefore to participate with government can reduce the advertising expense and gain the professional advice.
- (3) Value-added services to encourage consumers and related parties more satisfaction than conventional ways.

- (4) Update Information can be done frequently at lower cost.

Threats

- (1) Lack of E-commerce Law support
- (2) Entry of foreign investments into this market
- (3) Reluctant to Buy

4.3 Financial Analysis website references[5][6]

(1) Start up expenses (one-time costs)	
(a) Hardware	฿ 200,000
(b) Development Cost	฿ 45,000
Total Investment Cost	฿ <u>245,000</u>
(2) Operate expenses per month	
(a) Web hosting (900*12)	฿ 10,800
(b) Domain Name	฿ 500
(c) Salaries (30,000*12)	฿ 360,000
(d) Advertising (10,000*12)	฿ 120,000
(e) KSC Internet (500*12)	฿ 6,000
Total Operation Expenses per month	฿ <u>497,300</u>
Total Expenses	฿ <u>742,300</u>

Commonly Used Economic Cost-Benefit Analysis Technology

Net Present Value (NPV)

NPV uses a discount rate determined from the company's cost of capital to establish the present value of a project. The discount rate is used to determine the present value of both cash receipts and outlays.

Return on Investment (ROI)

ROI is the ratio of the net cash receipts of the project divided by the cash outlays of the project. Tradeoff analysis can be made among projects competing for investment by comparing their representative ROI ratios.

Break-Even Analysis (BEA)

BEA finds the amount of time required for the cumulative cash flow from a project to equal its initial and ongoing investment.

4.4 Break-Even Analysis

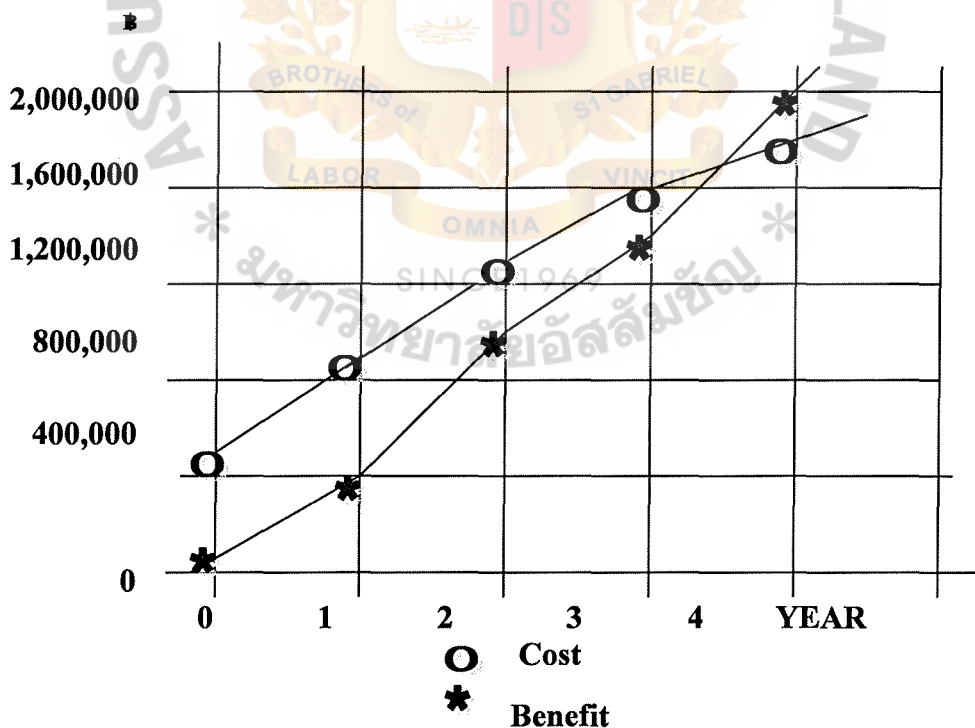


Table 4.1. Break-Even Analysis.

Table 4.2. Cost Benefit Analysis.

Economic Feasibility Analysis	Year 0	Year 1	Year 2	Year 3	Year 4
Net Economic benefit	0	425,000	525,000	650,000	750,000
Discount (10%)	1.000	0.9091	0.8264	0.7513	0.6830
PV of benefit	0	386,367	433,860	488,345	512,250
NPV OF ALL BENEFITS	0	386,367	820,227	1,308,572	1,820,822
One-Time Costs	245,000				
Operating Costs	0	497,300	497,300	497,300	497,300
Discount (10%)	1.000	0.9091	0.8264	0.7513	0.6830
PV of operating cost	0	452,095	410,968	373,621	308,773
NPV OF ALL COSTS	245,000	697,095	1,108,063	1,481,684	1,790,457
OVERALL NPV					30,365
Overall ROI (Overall NPV / NPV of all cost)					
	Year 0	Year 1	Year 2	Year 3	Year 4
BREAK-EVEN ANALYSIS					
Yearly NPV Cash Flow		65,728	22,892	114,724	203,477
Overall NPV Cash Flow	245,000	179,272	156,380	41,656	161,821

Project Break-Even occurs during 3rd year and 4th year
 Use first year of positive cash flow to calculate break-even fraction

$$= ((203,477 - 161,821) / 203,477) = 0.2$$

 Actual Break-Even occurred at 3.2 years

V. WEBDESIGN

5.1 Principles of Web Design

The road to creating a successful online store can be a difficult and confusing one if you are not aware of concepts and principles behind the e-commerce. To achieve a long-term goal and be in customer's mind, these are some recommendations to keep in mind about the online website as follows : website reference[10]

- (1) Brand : The brand should be easy-to-remember, compelling graphics.
- (2) Effective navigation : In order for online buying to be accepted, it needs to be as easy or easier than ordering by mail, phone, or at a store. Currently, many online customers are frequently confused by site performance, time-consuming order form and online-purchasing process.
- (3) Fulfillment : Online customers expect fast shipments and anything they order can be conveniently returned without a hassle.
- (4) Design : Like catalog or store, your e-commerce site needs to be well-designed to highlight your products' unique benefits
- (5) Up-to-date technology : Your e-commerce site needs to stay current with the latest technology, more up-to-date site offering faster ordering, more personalized service, and more attractive graphics.
- (6) Seals of approval from security-guaranteeing firms : such as VeriSign, BBB Online, TRUSTe and other Web-based encryption and security providers.

5.2 Index Page

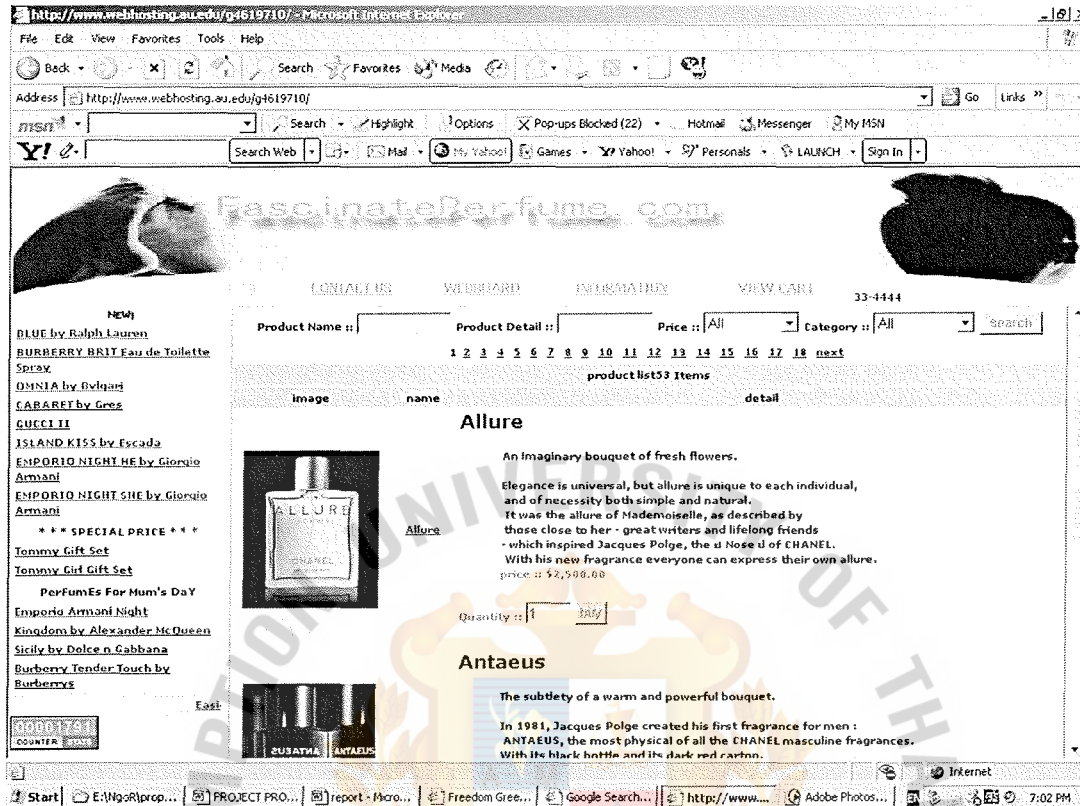


Figure 5.1. Index Page Design.

This Index page, it is designed in frame because it is easy to use. Product's names, prices, details, and categories would be shown in this page also. Moreover, shoppers can add selected product in to cart within this page. It is easy to use and find the product since there is search engine tool. There are four way to search the product which are product name search, product detail search, price search, and category search.

5.3 View Cart Page

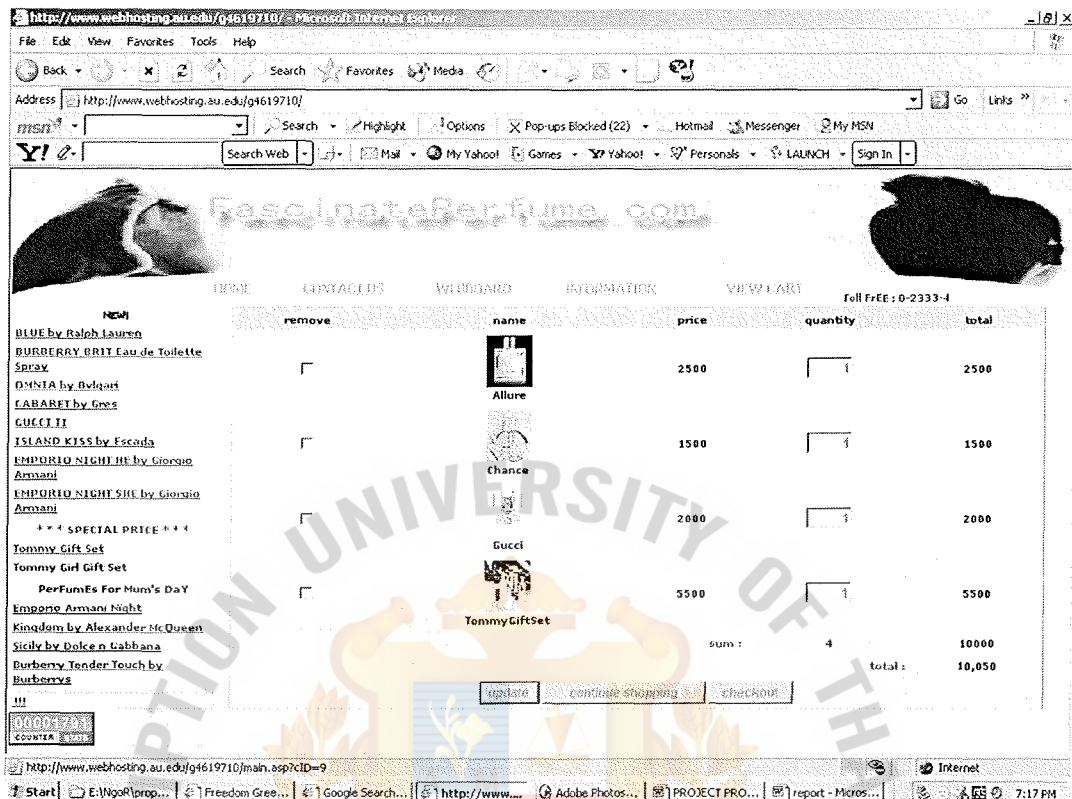


Figure 5.2. View Cart Design.

This View Cart page, it is designed to show all selected products the shoppers would like to buy. There is check box to select if shoppers change their mind do not to buy that product. Shoppers also can change the quantity as they want. But both remove check box and quantity they have to click update button once after have changed then the price and total price or remove product will automatically update. And if shoppers want to continue shopping, they also can do it just click on continue button then it will back to Index page to continue shopping. But if shoppers finished their shopping, they can check out on check out button.

5.4 Billing Information Page

http://www.webhosting-au.edu/g4619710/ - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.webhosting-au.edu/g4619710/

Search Web Mail My Yahoo! Games Yahoo! Personals LAUNCH Sign In

FascinatePerfume.com

HOME CATALOG WEBCARD INFORMATION VIEW CART Toll Free

Billing Information

First Name :
Sur Name :
Address :
City :
State : Thailand
Zip :
E-mail :
☐ Copy Data

Credit Card Information

Credit Card No. :
Card Type : VISA
Expiration Date : month May year 2004
Owner Name :

Shipping Information

☐ Thailand (5-8 business day - Free Of Charge)
☐ Non-Thailand (5-8 business day - \$9.99)
☐ Express Saver 3 days (3-7 business day - \$13.95)
☐ Second Day Air (3-5 business day - \$19.95)
☐ Next Day Air (1 business day - \$32.95)
☐ OverNight Delivery (\$42.95)

Ground
Exclusive only in Thailand
Free Of Charge

Non-Thailand
- \$9.99 for 1st item
- \$2.00 for each additional item
- Delivery : 5-8 business day

Express Saver 3 days

Done Start Adobe Photoshop E:\WgR\proposal report - Microsoft Word PROJECT PROPOSAL http://www.webhost... 12:32 PM

Figure 5.3. Billing Information Design.

This Billing Information page, it is designed to fulfill necessary information about the sender. The method of Deliver products, the shopper also has to select here by radio button and the shipping charges will follow the selected one.

5.5 Shipping Information Page

Figure 5.4. Shipping Information Design.

This Shipping Information page, it is designed to fulfill necessary receiver information and credit card information. The credit card information included credit card number, credit card types(VISA, American Express , Master card only), Expire Date and Owner Name. After have completed require information, the shopper can submit this form by SUBMIT button. But if they want to change all of this information, they can click on CLEAR button.

5.6 Invoice Page

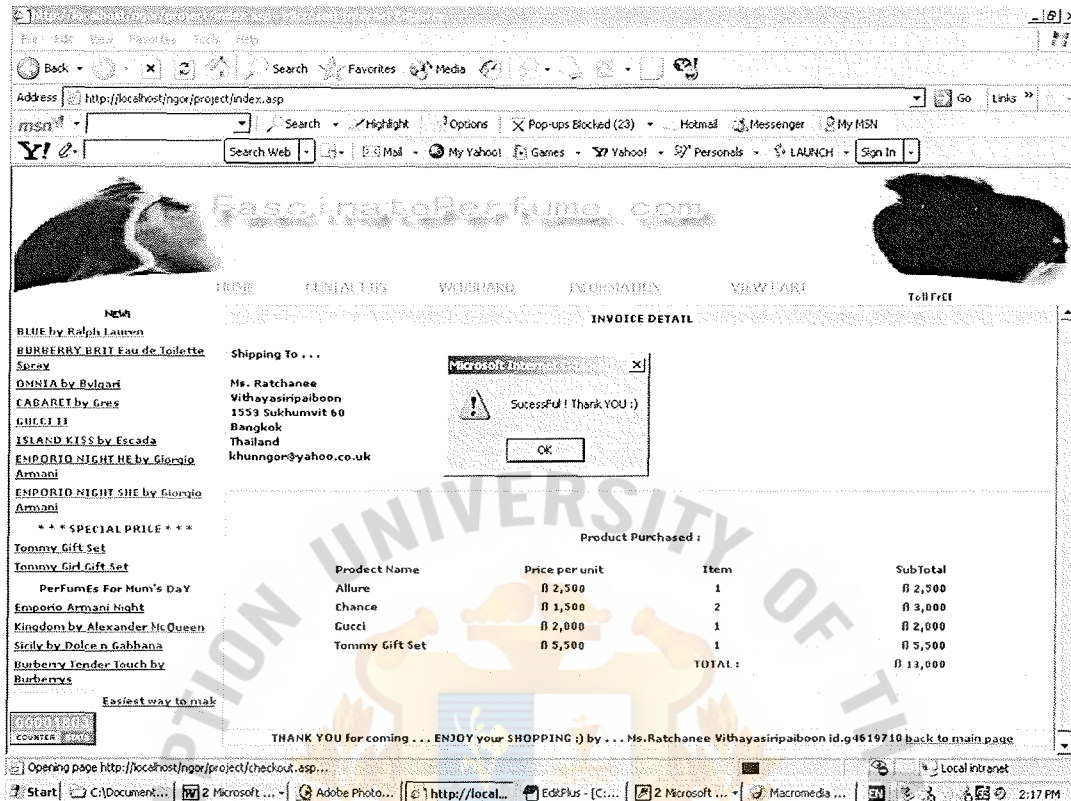


Figure 5.5. Invoice Page Design.

This Invoice Page, it is designed to show all of information that shopper have fulfilled in Shipping Information Page. They include Billing Information, Product Purchased, and Shipping Information.

5.7 Web Board Page

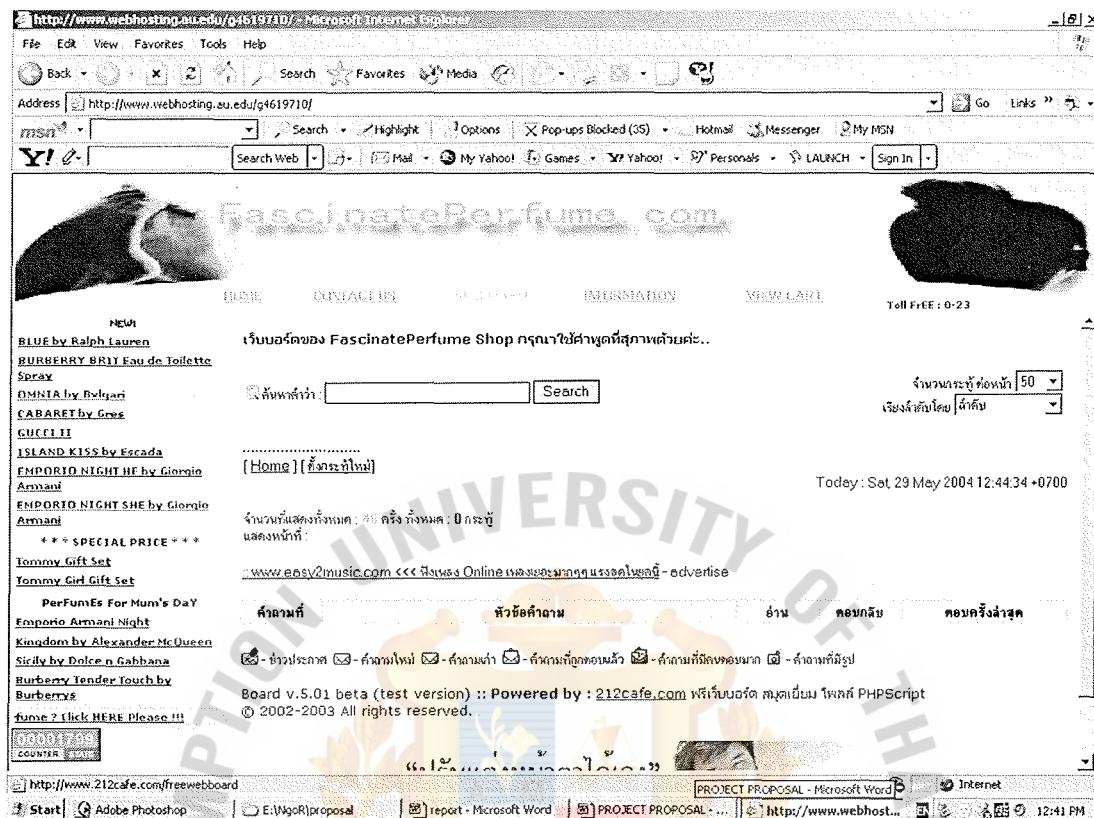


Figure 5.6. Web Board Design.

This Web Board page, the researcher have registered for free Web Board account provided by 212cafe.com. The name of the Web Board is “Fascinate Perfume” as same as the name of the website. This Web Board provides convenience for customer to ask any questions. Moreover, other customers also gain advantage from other’s questions. This is another way to prove that our organization is professional so that customers will thrust and come to visit the website again.

5.8 Security Information Page

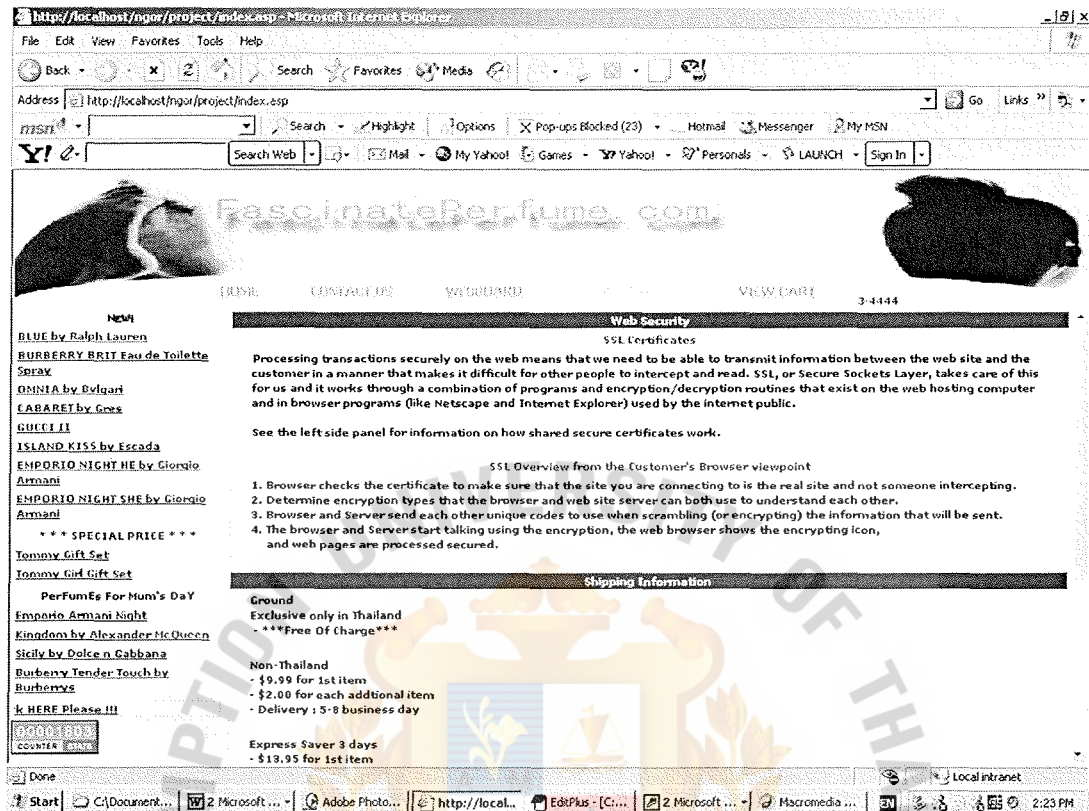


Figure 5.7. Security Information Design.

This Security Information page is provides Security information of the website which is used SSL or Secure Sockets Layer. SSL takes care of processing transactions securely on the web means that it works through a combination of programs and encryption/decryption routines that exist on the web hosting computer and in browser programs, Netscape and Internet explorer used the internet public.

5.9 Delivery Information Page

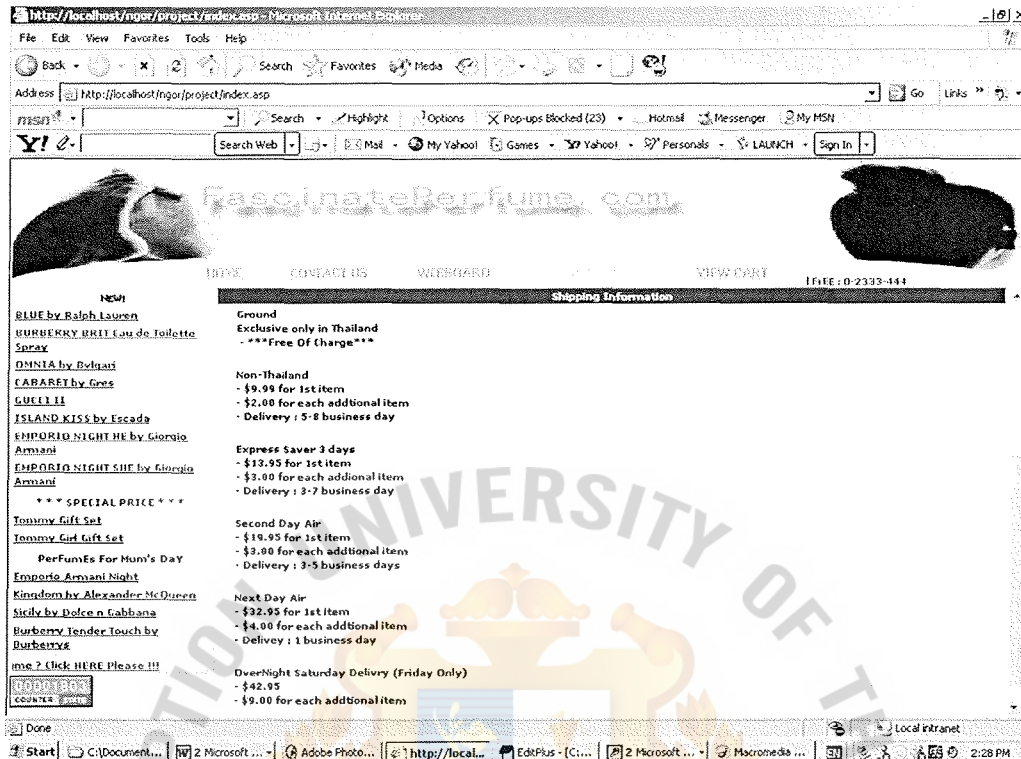


Figure 5.8. Delivery Information Design.

There are several methods as follows : Within Thailand, it takes 5-8 business days with Free Of Charge. For non-Thailand, if it takes 5-8 business days, the charge will be \$9.99 for the first item and \$2.00 for each additional item. If it takes 3-7 business days, the charge will be \$13.95 for the first item and \$3.00 for the each additional item. If it takes 3-5 business day, the charge will be \$19.95 for the first item and \$3.00 for each additional item. If it takes one business day, the charge will be \$32.95 for the first item and \$4.00 for each additional item. And if it takes overnight transmission, the charge will be \$42.95 for the first item and \$9.00 for each additional item. But at this method, the order will be sent on Friday and the Deliver will be placed on Saturday.

5.10 Perfume Making Page

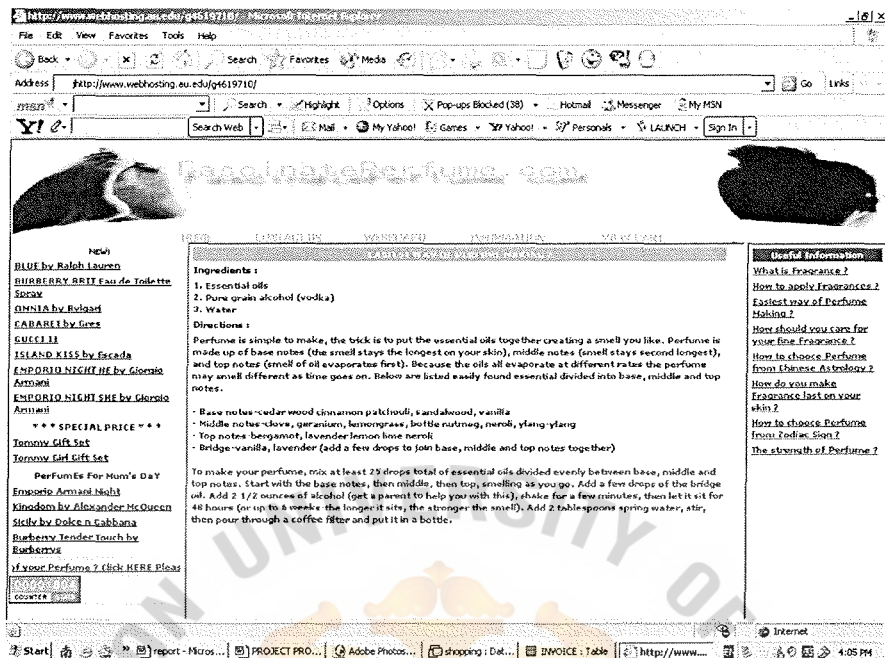


Figure 5.9. Perfume Making Page.

This Perfume Making page is provided useful information about perfume making including ingredient of making perfume which are Essential oils, Pure alcohol or Vodka and Water. Moreover, the trick to make your perfume also provided in this page.

5.11 Fragrance Definition Page

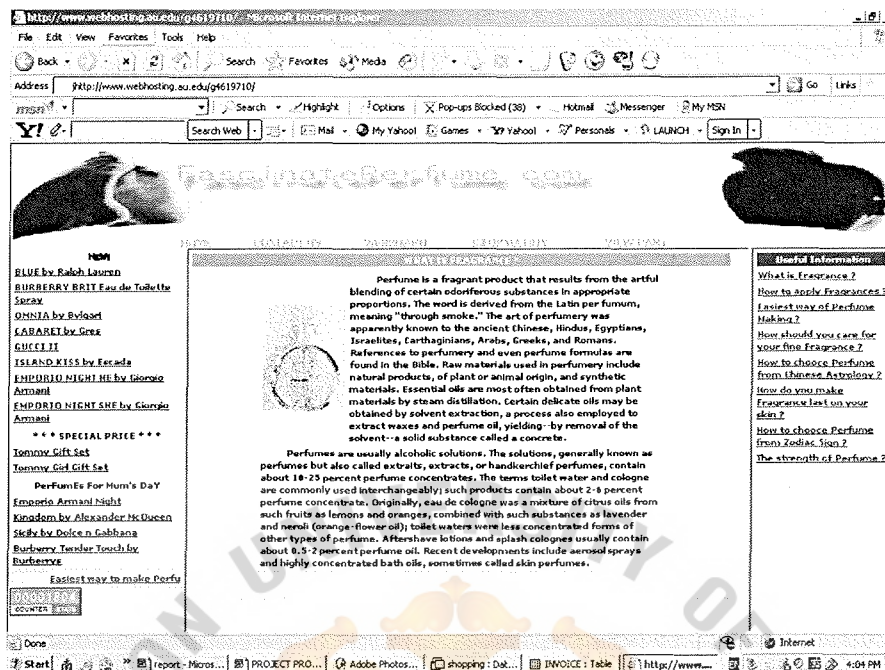


Figure 5.10. Fragrance Definition Page.

This Fragrance Definition Page provides the information about the history of perfume. Perfume is a fragrant product that results from the artful blending of certain odoriferous substances in appropriate proportions. The word is derived from the Latin per fumum, meaning “through smoke.” The art of perfumery was apparently known to the ancient Chinese, Hindus, Egyptians, Israelites, Carthaginians, Arabs, Greeks, and Romans.

5.12 How to apply Perfume Page

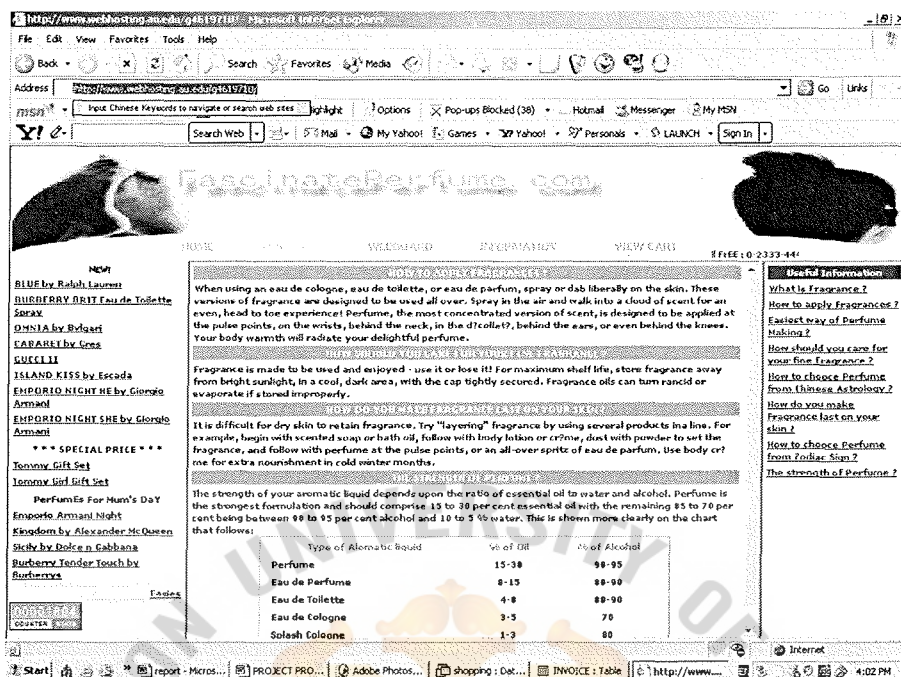


Figure 5.11. How to apply Perfume.

This How to apply Perfume page provides the interesting information about how to use and apply Perfume, for example; Spray in the air and walk into a cloud for an even, and the most concentrated version of scent, applied at the pulse points, on the wrists, behind the neck, and behind the ears. You can find the way to take care of your perfume also, for example; store fragrance away from bright sunlight, in a cool and dark area. Moreover, the strength of perfume information also provide in this page, for example; for cologne, it contains 1-3% of oil with 80% of alcohol, and for perfume, it contains 15-30% of oil with 90-95% of alcohol.

5.13 How to apply Perfume from Chinese Astrology

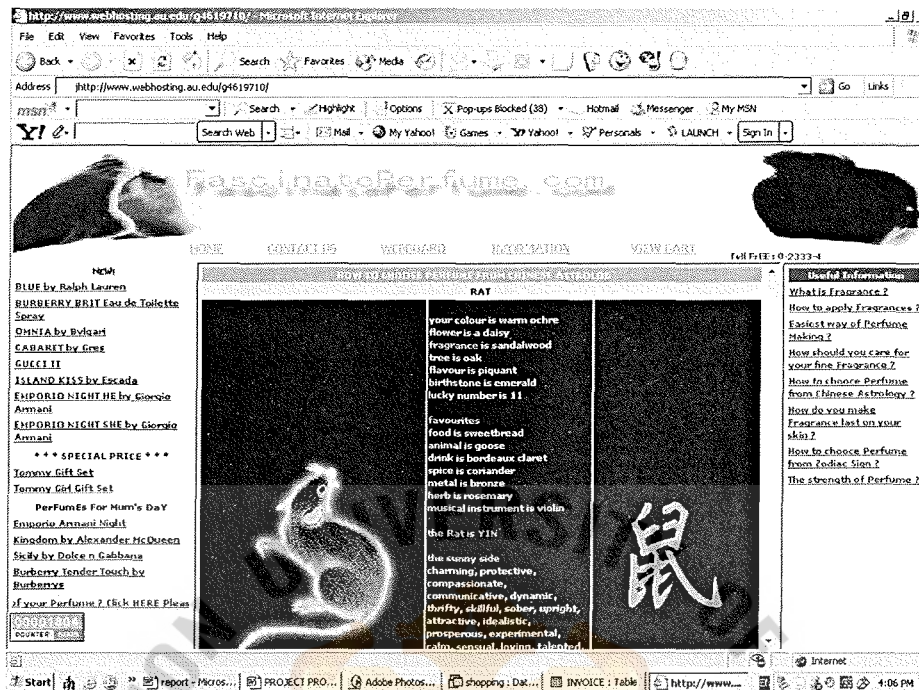


Figure 5.12. How to choose Perfume from Chinese Astrology.

This How to choose Perfume from Chinese Astrology page provides another way to choose perfume from your Chinese Astrology, for example, if you were born in Tiger year, your fragrance to use may be Jasmine fragrance.

5.14 How to apply Perfume form Zodiac Sign

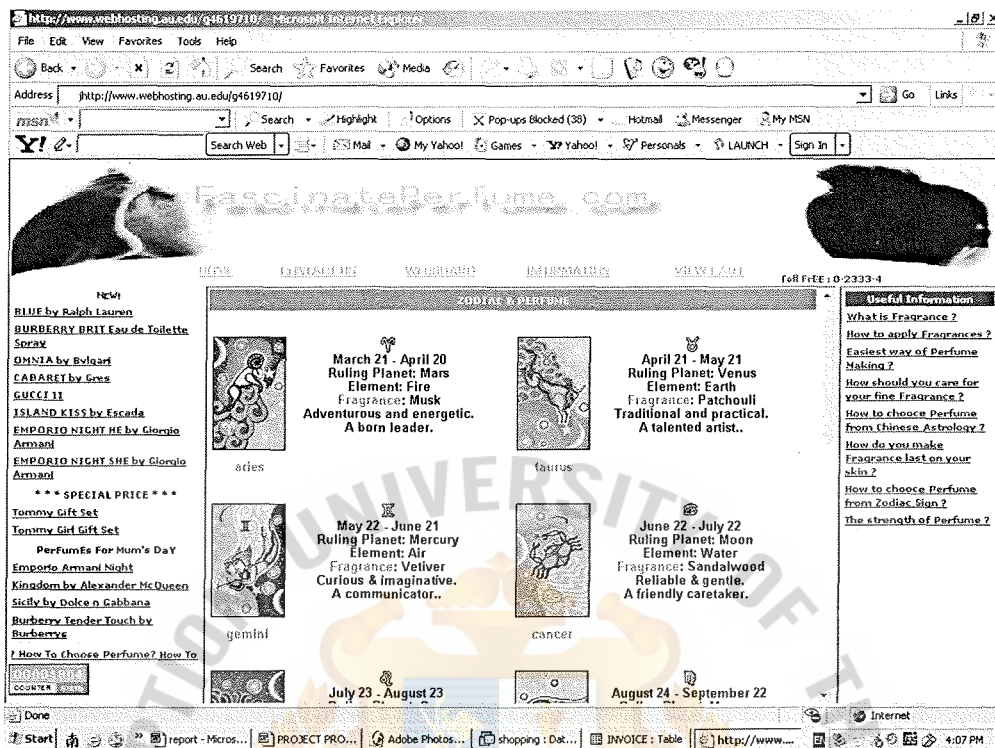


Figure 5.13. How to choose Perfume from Zodiac Sign.

This How to choose Perfume from Zodiac Sign page also provide another trick to choose perfume. For example; if you were born during July 23 – August 23, your fragrance to be used may be Rose fragrance.

These useful information pages are interesting because when the shoppers come to visit their target website, they can learn more knowledge related to their favorite products and the researcher found that most of people would like to know something related to their characters so the researcher tried to provide interesting information not only related to the products but also related to their personal characters.

VI. DATABASE DESIGN

6.1 Database Design

There are several tables in database as follow :

- (1) Category
- (2) Invoice
- (3) Invoice Detail
- (4) Products
- (5) Status

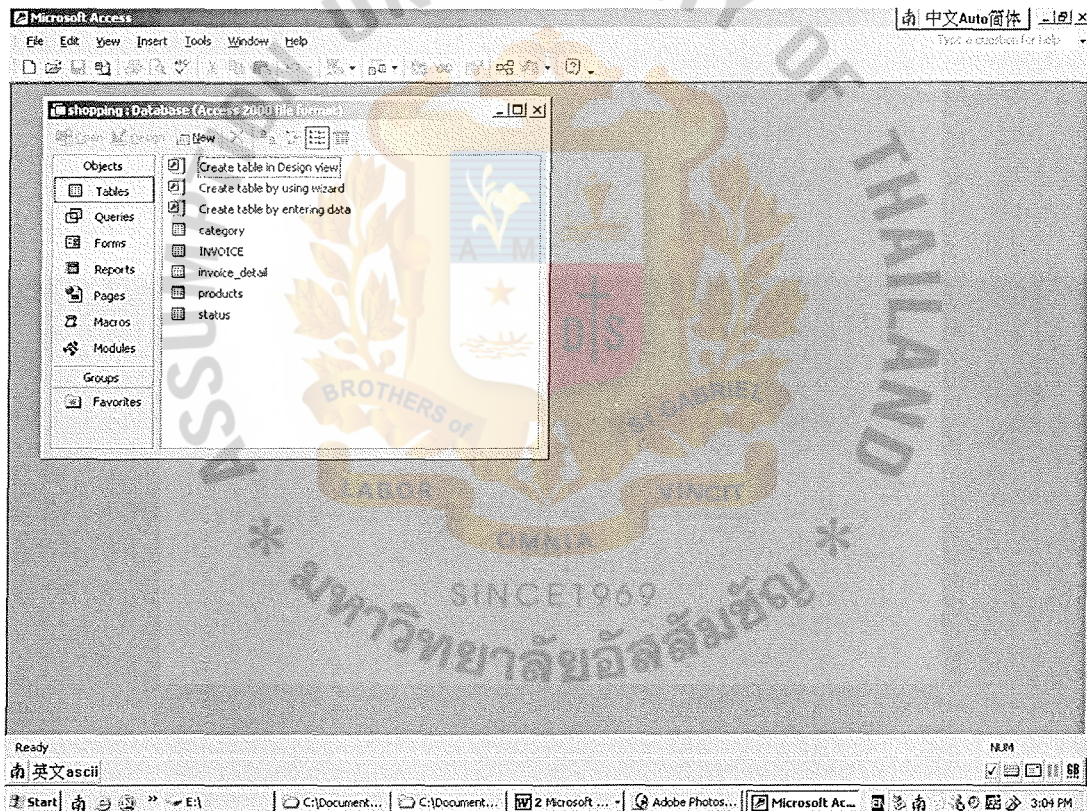


Figure 6.1. Database Table Design.

6.2 Product Table Design

Table 6.1. Database Structure of Products Table.

FIELD NAME	TYPE	DESCRIPTION
Pro_id	AutoNumber	Auto Number Product ID is increment
Pro_name	Memo	Name of the product
Pro_detail	Memo	Detail of the product
Pro_price	Currency	Price of the product
Cat_id	Number	Category id

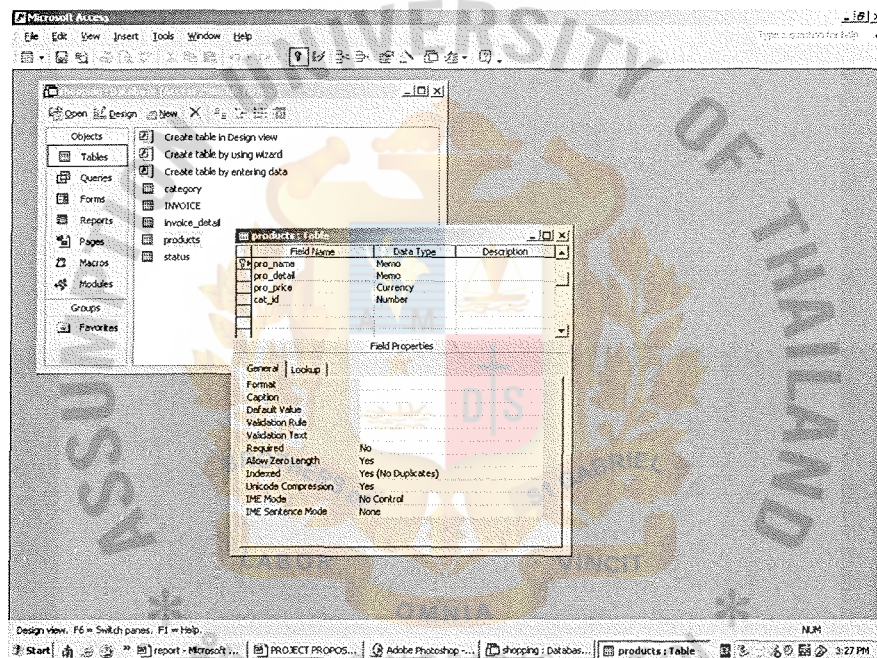


Figure 6.2. Products Design.

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Design New X

Objects: Create Table in Design view
Tables: Create table by using wizard
Queries: Create table by entering data
Forms: category
Reports: invoice_detail
Pages: products

products: Table

pro_id	pro_name	pro_detail	pro_price	cat_id
12	Addict	An ode to the senses, the revelation to total femininity.	\$2,100.00	4
1	Allure	An imaginary bouquet of fresh flowers.	\$2,600.00	1
13	Atomicals	Atomicals Elixir	\$1,800.00	3
43	Amani	Emporio Armani Night by Armani for Women	\$1,800.00	10
2	Antaeus	The subtlety of a warm and powerful bouquet.	\$1,800.00	1
31	Beautiful	BEAUTIFUL	\$1,500.00	5
47	Blue	BLUE by Ralph Lauren	\$1,800.00	11
46	Burberry	Burberry Tender Touch by Burberrys for Women	\$2,000.00	10
48	BurberryBrit	BURBERRY BRIT Eau de Toilette Spray	\$2,000.00	11
50	Cabaret	CABARET by Gres	\$1,800.00	11
3	Chance	A sphere of fresh, floral and spicy scents, held together and kept in constant	\$1,500.00	1
11	CK-BE	CK- BE WOMEN AND MEN BY CALVIN KLEIN 1.7 OZ. Eau de Toilette Spray 1.7 oz	\$1,800.00	2
12	CK-One	CK- ONE WOMEN AND MEN BY CALVIN KLEIN 1.7 OZ.	\$1,900.00	2
14	CliniqueHappy	Clinique Happy	\$1,950.00	3
15	CliniqueHappyH	Clinique Happy Heart Perfume Spray	\$2,000.00	3
16	CliniqueSimply	Clinique Simply Perfume Spray	\$1,700.00	3
4	Coco	An exuberant, sensual and gourmand top note.	\$1,800.00	1
5	CocoMademois	A floral jasmine-rose accord, light as a petal.	\$1,800.00	1
6	Cristalle	A fantasy bouquet, fresh and invigorating, evocative of the morning dew.	\$2,000.00	1
25	DazzlingGold	Dazzling Gold	\$2,000.00	5
26	DazzlingSilver	Dazzling Silver	\$2,400.00	5

Record: 14 of 26

Database View

Start report - Microsoft... PROJECT PROPOS... Adobe Photoshop... shopping : Databas... products : Table 3:29 PM

Figure 6.3. Product Table.

6.3 Category Table Design

Table 6.2. Database Structure of Category Table.

FIELD NAME	TYPE	DESCRIPTION
Cat_id	AutoNumber	Auto number of Category id
Cat_name	Text	Category name of the product

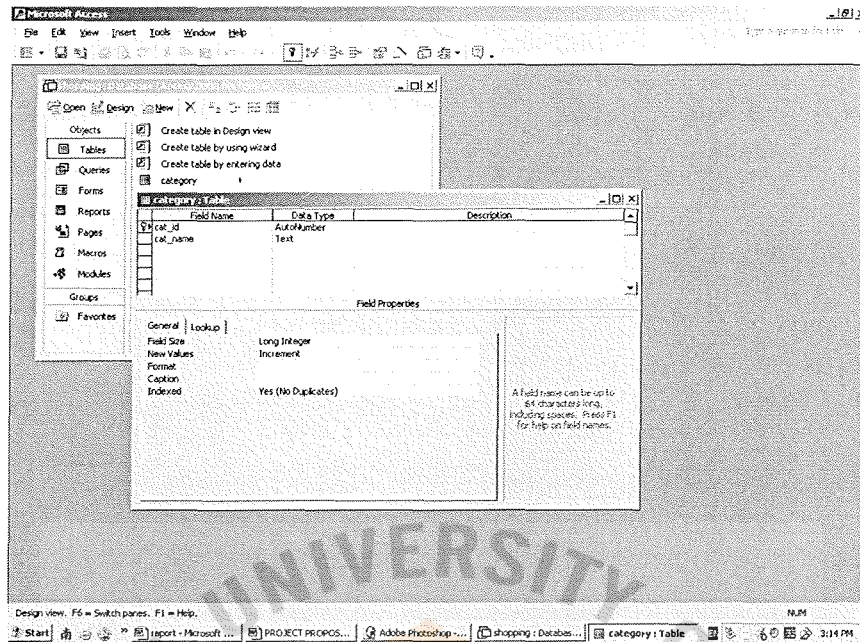


Figure 6.4. Category Design.

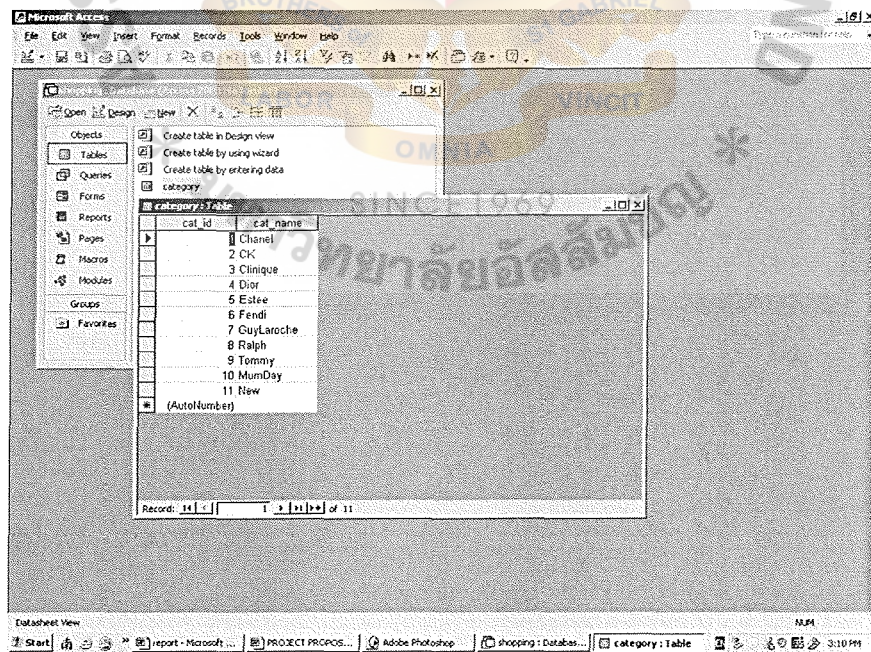


Figure 6.5. Category Table.

6.4 Invoice Table Design

Table 6.3. Database Structure of Invoice.

FIELD NAME	TYPE	DESCRIPTION
Inv_id	AutoNumber	Auto number of invoice id
Inv_bill_name	Text	Billing name
Inv_bill_surname	Text	Billing surname
Inv_bill_address	Text	Billing address
Inv_bill_city	Text	Billing city
Inv_bill_state	Text	Billing state
Inv_bill_zip	Number	Billing zip
Inv_bill_email	Text	Billing email
Inv_ship_name	Text	Shipping name
Inv_ship_surname	Text	Shipping surname
Inv_ship_address	Text	Shipping address
Inv_ship_city	Text	Shipping city
Inv_ship_state	Text	Shipping state
Inv_ship_zip	Number	Shipping zip
Inv_ship_email	Text	Shipping email
Inv_date	Data/Time	Billing date
Sta_id	Number	Status of transportation
Fedex	Text	Type of transportation

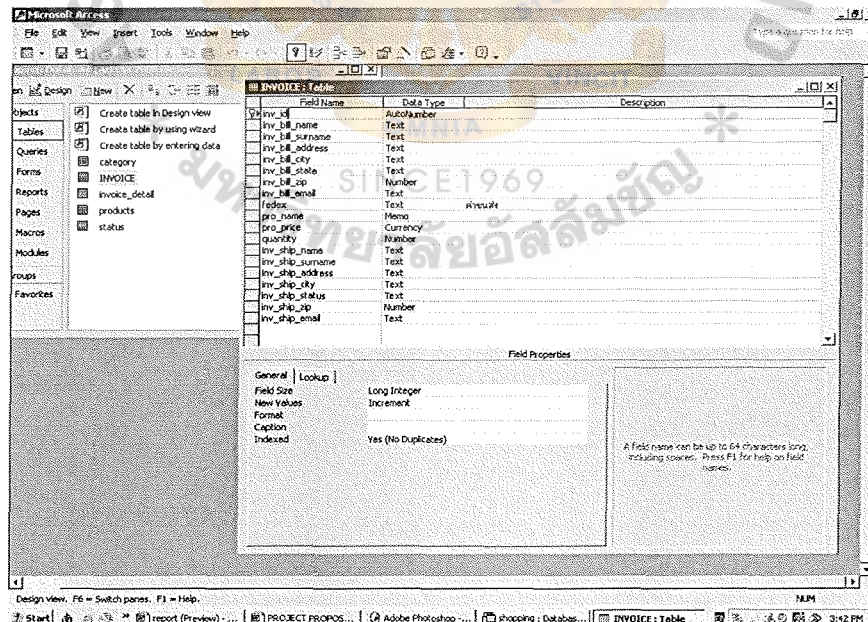


Figure 6.6. Invoice Design.

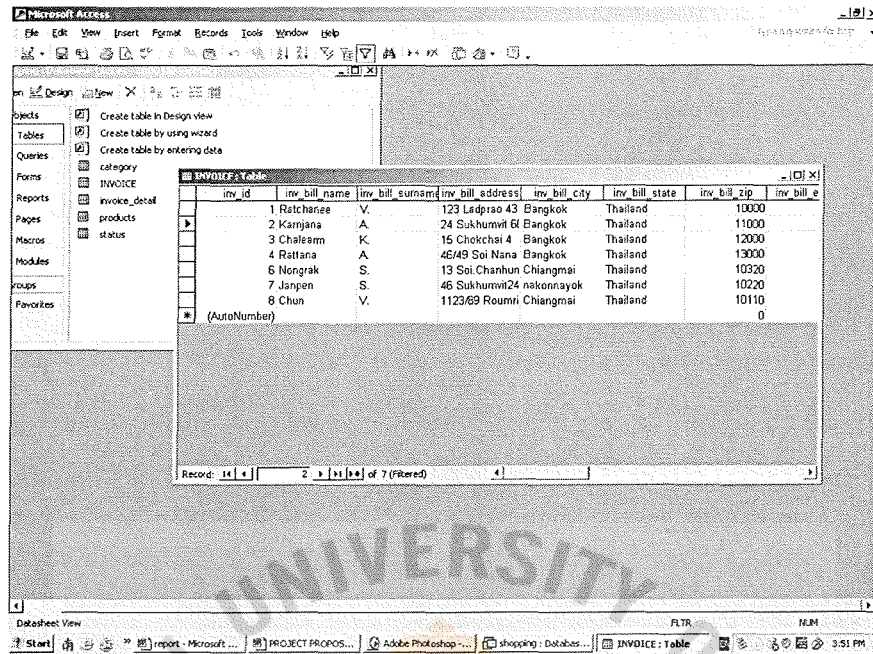


Figure 6.7. Invoice Table.

6.5 Invoice Detail Table Design

Table 6.4. Database Structure of Invoice Detail Table.

FIELD NAME	TYPE	DESCRIPTION
Inv_id	Number	Number of invoice id
Pro_id	Number	Product id
quantity	Number	Quantity of products

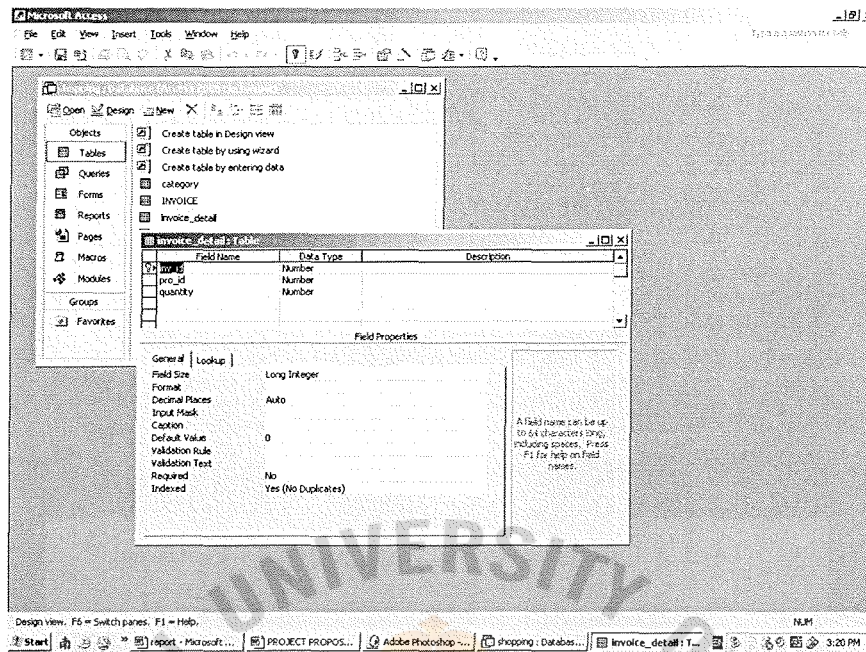


Figure 6.8. Invoice Detail Design.

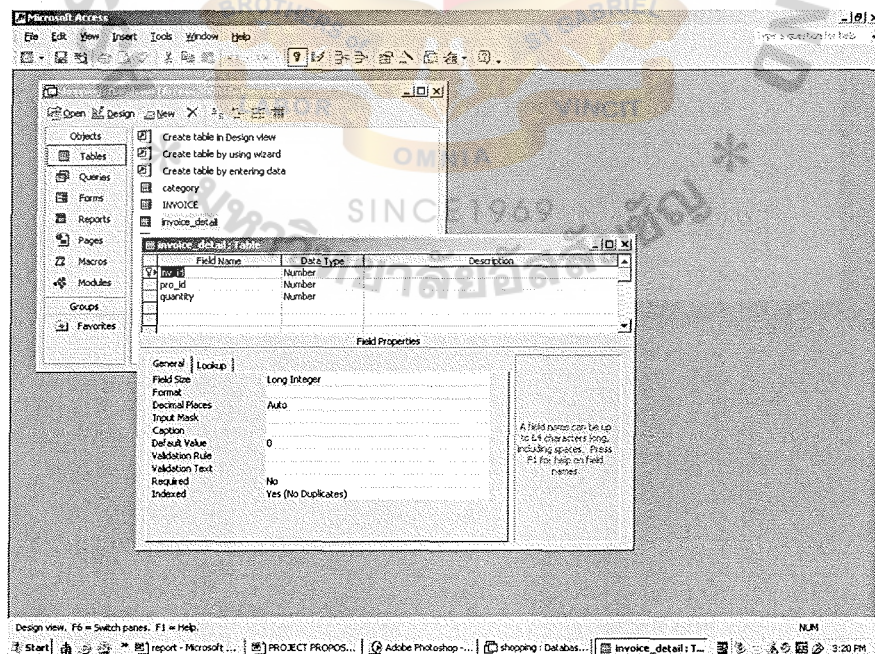


Figure 6.9. Invoice Detail Table.

6.6 Status Table Design

Table 6.5. Database Structure of Status Table.

FIELD NAME	TYPE	DESCRIPTION
Status_id	AutoNumber	Auto number of status id
Status_name	Text	Status condition

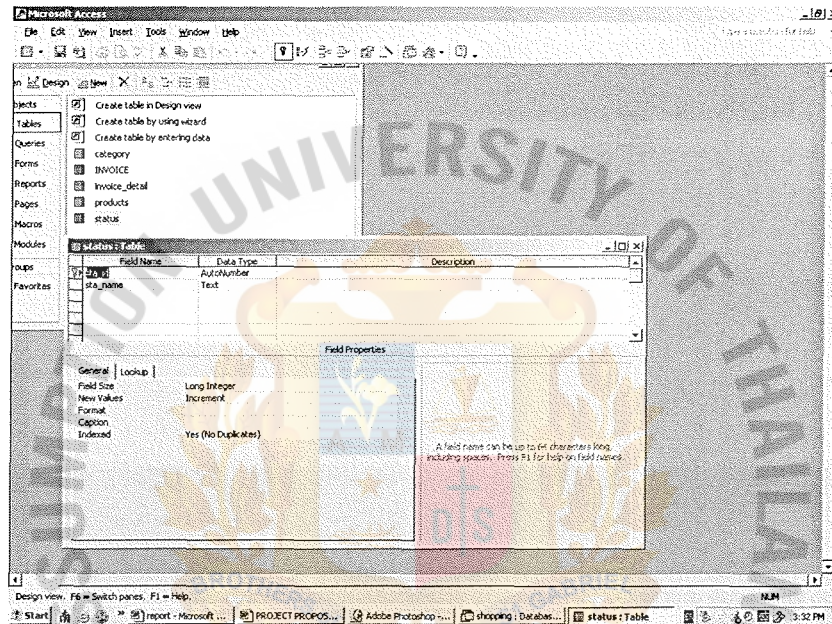


Figure 6.10. Status Table Design.

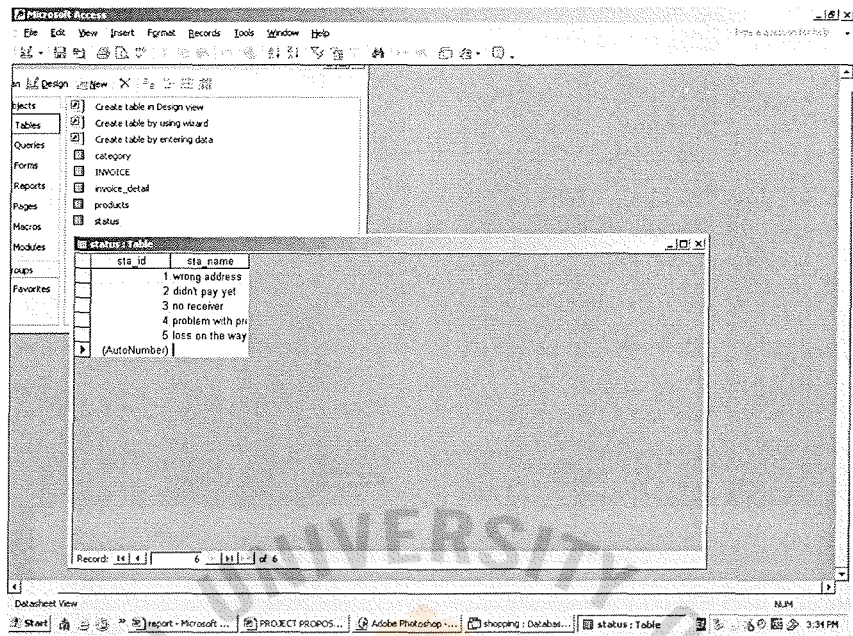


Figure 6.11. Status Table.

VII. CONCLUSION AND RECOMMENDATION

7.1 Conclusion

This report has covered the inspiration to create the e-commerce website for the company. The trend of e-commerce is growing rapidly together with those elements of successful and profitable website.

The e-commerce website is clearly defined as above that we would like to open market and be able to reach new customers worldwide, etc. Moreover, the website also provides useful information related to the product such as Easiest way of Perfume making, etc. The website's design is easy that shows product, price and add to cart at the first page, so that shopper can view and shop at the first time. The website targets at the customer in Thailand of the age from 15-60-year old. They should be educated or at least can read English since the website is created in English. The product can be used by both male and female. One of the main reasons to have a website is to capture the names and/or email addresses of the potential customers. When they would like to buy the product, they have to fulfill all required information; otherwise, they cannot complete the process of buying. Furthermore, we can build a relationship with them later and also provide a special offer at the next time or in some special occasion.

In addition, I know that it is hard to share in this market, So first of all the website has to define an organization itself and its environment by SWOT analysis. The company takes the opportunity of government support on the Internet and rapid growth of e-commerce trend to create e-commerce website for our existing high quality of products. But the website is an unknown website, so the website may use the Marketing Mix Strategy to marketing the website as following. And because the website is target in Thailand, the problem is that most Thai customers are reluctant to shop online so the

website also acknowledges the security uses in the web which is SSL or Secure Sockets Layer to take care of processing transactions securely on the web.

After that, the website also uses marketing Mix Strategies or 4Ps to help marketing product, price, place, and promotion. For example, Fascinate Perfume website is an unknown website so the website may use banner swapping as a term of advertising with the prospect sites that sell similar products and can reach target market. Moreover, the company may issue special discount as the term of sale promotion for future purchase of the product to the customer.

Furthermore, when we invest something, we should monitor the outcome and break-even analysis thus the further development significantly takes less time and cost and bring a potentially beneficial banner occurring to the website. The pay back period of this website is 3.2 years which is a very good sign to invest.

I thought I would spend a few weeks to think about how to design the E-commerce website to look attractive and which strategies should I look for. But now I am leaving the website full of products around the world. A lot of people have come to visit Fascinate Perfume website. I felt a bit tired to think that in a couple of months, I would be sitting in this project, my vocation over. But then I smiled to think that for at least a semester I become more professional in e-commerce website.

see: <http://www.webhosting.au.edu/g4619710>

7.2 Recommendation

The road to create a successful online store can be a difficult and confusing one if you are not aware of concepts and principles behind the e-commerce. To achieve a long-term goal and be in customer's mind, look forward to the future plan is very important :

- (1) Learn Something New Online : Find new products which are unique to gain competitive advantage.
- (2) Fulfillment : The shipping should be up-to-date as possible and fast response time of the webboard for customer's questions.
- (3) Design : Review and improve the website at least once a year to highlight your products' unique benefits and services.
- (4) Up-to-date technology : The website always adapts current with the latest technology, more up-to-date site offering faster ordering, more personalized service, and more attractive graphics.
- (5) Promotion : Offering special packages and special gifts for each occasion and special discount for loyal customers.
- (6) Advertising : The website will exchange more effective banner with other sites to promote website and reputation.
- (7) Seals of approval from security-guaranteeing firms : Provide more security to be trusted by customers such as VeriSign, BBB Online, TRUSTe and other Web-based encryption and security providers.

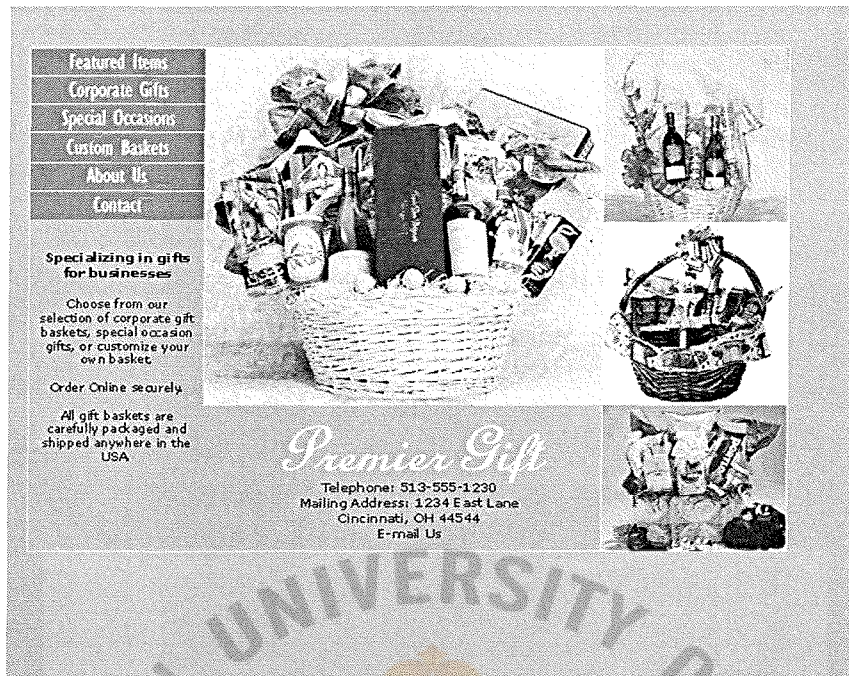


Figure A.1. Index Page of Premier Gift website.

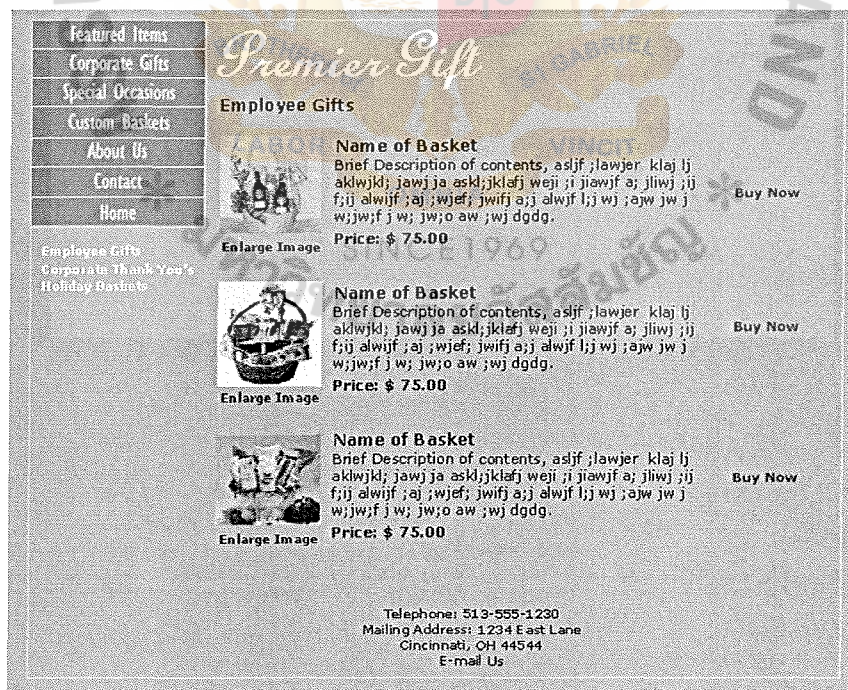


Figure A.2. Product Page of Premier Gift website.

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