



Chinese Handicrafts Online

by

Mr. Hongbin Dong

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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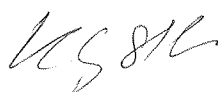
Project Title Chinese Handicrafts Online
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Academic Year November 2004

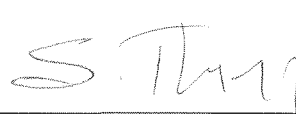
The Graduate School of Assumption University has approved this final report of the three-credit course, IC 6997 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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ABSTRACT

This project is concerned with setting up electronic Chinese handicrafts store to be a complement channel of traditional Chinese handicrafts store. Website is built to handle the online selling and ordering system by allowing customers to place orders and to directly buy, track their orders and view the statistic information of sales, and also introduced an overview of Chinese handicraft products. The report studies the evolution and effect of Internet on business-to-business distribution.

SWOT analysis and competitor analysis is conducted to identify strong points and weak points of the existing system. Marketing analysis was conducted to identify the market target and derive the marketing strategy. The design, development and implementation of front end of web prototype, which consists of registration, login, ordering, product and price checking, history viewing, order tracking and e-mail contact functions, is also mentioned and demonstrated in the report.

Chinese Handicrafts Online, want to sell goods and give information about the products on the Internet. Our products such as Chinese Paintings, Chinese Calligraphy, Chinese paper cuts, Chinese fans, Chinese knots, Chinese home&décor and some accessories are produced by the Chinese folk people. The purposes are promoted and introduce our products to the domestic and international market and to generate revenue from selling goods. Our target groups are every market.

We set up our mission, goals, business plan, marketing mix, market target, market segment, market positioning, and product strategies. We want to find a best way to manage our online shop, design and create our website.

ACKNOWLEDGEMENTS

I am indebted to the following people. Without them, this project would not have been possible.

I am extremely grateful to Rear Admiral Prasart Sribhadung, Dean of Graduate School of Internet and E-Commerce, my advisor who advised me and gave me the needed directions to accomplish this project.

Special appreciation is due to my friends who come from China and other countries for their fervent and continuous encouragement. Above all, I am forever grateful to my family members whose willingness to invest in my future has enabled me to achieve my educational goal.



TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
LIST OF FIGURES	vi
LIST OF TABLES	ix
I. INTRODUCTION	
1.1 Background of the Project	1
1.2 Objectives of the Project	2
1.3 Scope of the Project	3
1.4 Project Plan	3
1.5 Deliverables	4
II. LITERATURE REVIEW	
2.1 What are Internet and Internet Benefits?	5
2.2 What are E-Commerce and E-Business?	7
2.3 The Proposed E-commerce Web Site	11
2.4 The Reasons of Opening Online Marketing	14
2.5 Handicraft Product in China	15
III. CURRENT SYSTEM	
3.1 Why Do We Choose Chinese Handicraft Products?	21
3.2 Why Do Chinese Handicraft Products Go to The Internet?	21
3.3 SWOT Analysis	21
3.4 Business Plan	25
3.5 Advertising Strategy	27
3.6 Competitor Analysis	29

<u>Chapter</u>	<u>Page</u>
IV. MARKETING ANALYSIS	
4.1 Marketing Mix (4 P's)	33
4.2 Marketing Analysis	34
4.3 Market Targeting, Market Segment, and Market Positioning	36
4.4 Product Strategies and Market & Sales Strategies	37
4.5 Customer Delivered Value	38
4.6 Competitive Advantage	40
V. PROJECT IMPLEMENTATION	
5.1 Hardware and Software Requirements	41
5.2 Website Design	42
5.3 Site Structure	44
5.4 ClassicCnCraft.Com Web Content	48
5.5 Database Design	51
5.6 Back Office System	56
5.7 Security and Controls	56
VI. THE PROPOSED SYSTEM	
6.1 Mission and Goal	59
6.2 How to keep audience coming back	59
6.3 Payment System	62
6.4 Delivery Management	65
6.5 Finance Analysis	67
VII. CONCLUSIONS AND RECOMMENDATIONS	
7.1 Conclusions	73
7.2 Recommendations	74

<u>Chapter</u>	<u>Page</u>
APPENDIX A WEB INTERFACE DESIGN	76
APPENDIX B WEB DATABASE DESIGN	96
APPENDIX C BACK OFFICE SYSTEM DESIGN	102
BIBLIOGRAPHY	116



LIST OF FIGURE

<u>Figure</u>	<u>Page</u>
2.1 The Growth of the Internet, measure by the number of Internet hosts	6
3.1 SWOT Diagram	22
3.2 Website of Our Competitor 1	29
3.3 Website of Our Competitor 1	30
3.4 Website of Our Competitor 2	31
5.1 Website Structure	44
5.2 Index-Mainpage Structure	44
5.3 Log On Structure	45
5.4 Search Product Structure	45
5.5 View Cart Structure	45
5.6 Check Out Structure	46
5.7 Privacy Structure	46
5.8 About Us Structure	46
5.9 Products Category Structure	47
5.10 Daily On Sale Structure	47
5.11 Add E-mail & Links Structure	48
5.12 Feedback Structure	48
5.13 Entity Relationship Diagram	55
6.1 BOC Online Payment Service	64
6.2 Website of DHL Uses to Tracking the Delivery Status	65
6.3 Website of FedEx Uses to Tracking the Delivery Status	66
6.4 Website of UPS Uses to Tracking the Delivery Status	67
6.5 Show Breakeven Point	72

<u>Figure</u>	<u>Page</u>
A.1 Mainpage of Website	76
A.2 Navigation of Website (Products Sort)	77
A.3 Special Services Link of Website	78
A.4 About Us of Website	79
A.5 Products List Page of Website	80
A.6 Details of Products List Page	81
A.7 Shopping Cart Page of Website	82
A.8 Payment Webpage of Website	83
A.9 Help Center of Website	84
A.10 Our Statement of Website	85
A.11 Buy Steps Webpage of Website	86
A.12 Register Process Step 1	87
A.13 Register Process Step 2	88
A.14 Register Process Step 3	89
A.15 Register Process Step 4	90
A.16 Use Accounts Process Step 1	91
A.17 Use Accounts Process Step 2	92
A.18 Use Accounts Process Step 3	93
A.19 Use Accounts Process Step 4	94
A.20 Private Order Status Webpage	95
B.1 Database of Website	96
B.2 Database of Products Sort	97
B.3 Database of Details of Products	98
B.4 Database of Order and Payment	99

<u>Figure</u>	<u>Page</u>
B.5 Database of Users	100
B.6 Database of Webmaster Power Limit	101
C.1 Login Page for Access to Back Office System	102
C.2 Menu of Back Office System	103
C.3 Products Publish Center	104
C.4 Order Management Center	105
C.5 Client Management Center	106
C.6 AD Management Center	107
C.7 Info Management Center	108
C.8 FAQ Management Center	109
C.9 Website Setup Center	110
C.10 Payment Management Center	111
C.11 Comment Management Center	112
C.12 System Clear Center	113
C.13 Master Power Limit Management	114
C.14 Modify Password Management	115

LIST OF TABLES

<u>Table</u>	<u>Page</u>
5.1 Hardware Specification	41
5.2 Software Specification	42
6.1 Investment Cost (Initial Investment)	69
6.2 Investment Cost (Operating Expense)	70
6.3 Production Cost (Delivery Expense)	71
6.4 Income Statement for 5 Year Planning	71



I. INTRODUCTION

1.1 Background of the Project

Today, the Internet and E-commerce technology are very familiar to people all around the world. The Internet is becoming the choice of technology for E-commerce and E-business because it is an easy way to find, to search and to link with other businesses and it is a low cost investment. The Internet has become more appealing to the consumers. An outstanding increase in Internet users and changing in people lifestyles encourage E-commerce activities. World Wide Web has allowed more consumers to confidently use the Internet and has offered individuals and it has news to present the products and the information for the business.

E-commerce and e-business has made a lot of progress with more than a hundred million people worldwide having access to Internet communication. But the capabilities of interactive selling can only be anticipated and we are still at the beginning of explosive growth. The benefits of the Internet are broadly perceived and accepted. For consumers, convenient shopping is possible by a few mouse clicks. Business can cut back the time to market for the initial launch and for additional products and they can react quicker to market changes than in “brick and mortar” business. Those time saving are due to the no longer necessary creation of physical sales outlet and the adoption of best practice approaches. Now is a good time to start new ventures and to gain shares in the pretty successful growing markets.

Chinese Handicrafts (ClassicCnCraft.com) have main objective to sell handicraft products that are produced in China. Our products have many kinds of groups, such as Chinese Paintings, Chinese Calligraphy, Chinese paper cuts, Chinese fans, Chinese knots, Chinese home&décor, some accessories and so on. We will add the value to our

products by offering the reliable, the products information to raise the trust in the customers' trust. Our market positioning is Chinese Handicraft Products Center for Chinese and world wide visitors. We use Internet as a tool to create online shop to enable customers to visit our shop 24 hours. We use this web site to create the order generation from customers, order taking by electronic intermediary. And our web is continuously improving our service through marketing research because we can assure that our products will satisfy our customers through the Internet.

1.2 Objectives of the Project

The objective of this project is to develop a website for an existing Chinese Handicrafts Online named "ClassicCnCraft.com" with goals as follows:

- (1) To be an online shop for selling Chinese handicraft products.
- (2) To gain shares in the growing market.
- (3) To be trustful to the customers and the business partners.
- (4) To create new marketing channels to reach customers by expanding the marketplace to national and international market with minimal capital investment.
- (5) To promote Chinese handicraft products to the international market.
- (6) To make good profits from selling products to achieve the best return on investment.
- (7) To enable customers and the entire world to visit our online shop all the time, 24 hours service.
- (8) To decrease the cost of creating, processing, distributing, storing, and retrieving paper-based information.

1.3 Scope of the Project

- (1) To develop the web application to provide products list, product detail and shopping cart for customer to take an online order.
- (2) To apply all the knowledge learnt in class by using the technology to make this project to be a success.
- (3) To sell Chinese handicraft product on our online shop and deliver to customers as in the traditional shop.
- (4) To encourage an online payment for selling products.
- (5) To provide SWOT analysis, compare with our competitors and develop strategies to compete with them.
- (6) To analyze the possibilities of an online Chinese Handicrafts store in the international market.

To generate the appropriate strategy for an online Chinese Handicrafts store.

1.4 Project Plan

There are six steps to perform during a project period showed as follow:

- (1) Proposal submission
- (2) Research
- (3) Concept/Features, web development and design
- (4) Web/Report complete
- (5) Report submission
- (6) Defense

1.5 Deliverables

Deliverables for this project will be as follows:

- (1) A detailed report includes the scope mentioned as above.
- (2) A website is built to show online Chinese Handicrafts store.



II. LITERURE REVIEW

2.1 What Are Internet and Internet Benefits?

(1) What Is Internet?

The Internet is the world's biggest computer network, connecting millions of people and organizations in global information society. The Internet links hundreds of thousands of individual networks all over the world. The Internet has a range of capabilities that organizations are using to exchange information internally or to communicate externally with other organizations. This giant network of networks has become a major catalyst for both electronic commerce and electronic business.

While the Internet offers new ways to locate and access existing information, it is also contributing its own wealth of new knowledge, information, and opportunities.

(2) What Is Internet Benefits?

For organization, Internet is becoming the principal platforms for electronic commerce and electronic business because this technology provides so many benefits. The Internet's global connectivity, ease of use, low cost, and multimedia capabilities can be used to create interactive applications, services, and products. By using Internet technology, organizations can reduce communication and transaction costs, enhance coordination and collaboration, and accelerate the distribution of knowledge.

(3) Growth of the Internet and the Web

The technology juggernaut behind e-commerce is the Internet and the World Wide Web. Without both of these technologies, e-commerce as we

know will be impossible. The Internet is a worldwide network of computer networks built on common standards. Created in the 1960s to connect a small number of mainframe computers and their users, the Internet has since grown into the world's largest network, connecting about 350 million computers worldwide. The Internet like business, educational institutions, government agencies, and individuals together, and provides users with services such as e-mail, document transfer, newsgroups, shopping, research, instant messaging, music, videos, and news.

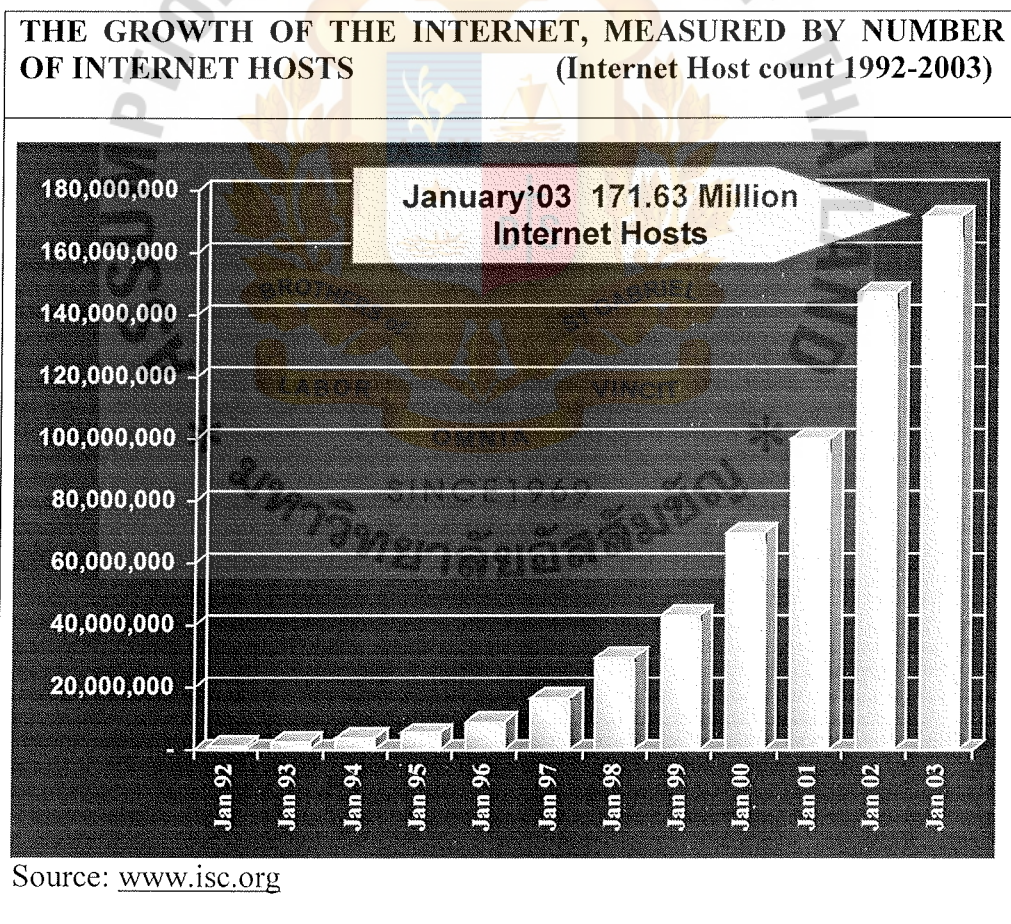


Figure 2.1. The Growth of the Internet, measured by the number of Internet hosts.

2.2 What Are E-commerce and E-business?

(1) E-commerce and E-business

E-Commerce is the process of buying and selling or exchanging of products service and information by computer networks. We focus on digitally enabled commercial transactions between and among organizations and individuals. Digitally enabled transactions include all transactions mediated by digital technology. This means transactions that occur over the Internet and the Web. Commercial transactions involve the exchange of value (e.g., money) across organizational or individual boundaries in return for products and services. Exchange of value is important for understanding the limits of e-commerce.

E-Business is not only a process of buying and selling products and services, but also includes servicing customers, collaborating with business partners and conducting electronic transaction within the organization.

(2) The difference between E-commerce and E-business

There is a debate among consultants and academics about the meaning and limitations of both e-commerce and e-business. Some argue that e-commerce encompasses the entire world of electronically based organizational activities that support a firm's market exchanges – including a firm's entire information system's infrastructure (Rayport and Jaworski, 2001). Others argue, on the other hand, that e-business encompasses the entire world of internal and external electronically based activities, including e-commerce (Kalakota and Robinson, 2001).

We think that it is important to make a distinction between e-commerce and e-business because we believe they refer to different

phenomena. The term e-business refers to the digital enablement of transactions and process within a firm, involving information systems under the control of the firm. For the most part, e-business does not include commercial transactions involving an exchange of value across organization boundaries. For example, a company's online inventory control mechanisms are a component of e-business, but such internal processes do not directly generate revenue for the firm from outside businesses or consumers, as e-commerce, by definition, does. It is true that a firm's e-business infrastructure can also support e-commerce exchanges. And e-commerce and e-business systems can and do blur together at the business firm boundary, at the point where internal business systems link up with suppliers, for instance. E-business applications turn into e-commerce precisely when an exchange of value occurs.

(3) Type of E-commerce

There are a variety of different types of e-commerce and many different ways to characterize these types. We distinguish different types of e-commerce by the nature of the market relationship – who is selling to whom. The exceptions are P2P and m-commerce, which are technology-base distinctions.

(a) B2C

The most commonly discussed type of e-commerce is Business-to-Commerce (B2C) e-commerce, in which online businesses attempt to reach Individual consumers. Even though B2C is comparatively small (about \$ 65 billion in 2001), it has grown exponentially since 1995, and is the type of e-commerce that most consumers are likely to encounter. Within the B2C

category there are many different types of business models such as portals, online retailers, content providers, transaction brokers, market creators, service providers, and community providers.

(b) B2B

Business-to-Business (B2B) e-commerce, in which business focus on selling to other businesses, is the largest form of e-commerce with about \$700 billion in transactions in 2001. In 2001, there was an estimated \$12 trillion in business-to-business exchanges of all kinds, online and offline, suggesting that B2B e-commerce could be huge. At first, B2B service providers, matchmakers, and infomediaries that are widening the use of B2B e-commerce.

(c) C2C

Consumer-to-Consumer (C2C) e-commerce provides a way for consumers to sell to each other, with the help of an online market maker such as the auction site eBay. The size of this market is estimated to be over \$5 billion and growing rapidly (eBay.com, 2001). In C2C e-commerce, the consumer prepares the product for market, places the product for auction or sale, and relies on the market maker to provide catalog, search engine, and transaction-clearing capabilities so that products can be easily displayed, discovered, and paid for.

(d) P2P

Peer-to-peer technology enables Internet users to share files and computer resources directly without having to go through a central Web server. In peer-to-peer's purest form, no intermediary is required. For instance, Gnutella is a peer-to-peer freeware software application that

permits users to directly exchange musical tracks, typically without any charge. Since 1999, entrepreneurs and venture capitalists have attempted to adapt various aspects of peer-to-peer technology into Peer-to-Peer (P2P) e-commerce. Napster.com, which was established to aid Internet users in finding and sharing online music files known as MP3 files, is perhaps the most well known example of peer-to-peer because it relies on a central database to show which users are sharing music files. In 2000, the Recording Industry of America, a trade organization of the largest recording companies, successfully sued Napster for violating copyright law by allowing Napster members to exchange copyrighted music tracks without compensation to the copyright holders.

(e) M-commerce

Mobile commerce, or m-commerce, refers to the use of wireless digital devices to enable transactions on the web. They utilize wireless networks to connect cell phones and handheld devices such as the PalmViiX to the Web. Once connected, mobile consumers can conduct many types of transactions, including stock trades, in-store price comparisons, banking, travel reservations, and more. Thus m-commerce is used most widely in Japan and Europe (especially Finland), where cell phones are more prevalent than in the United States, but it is expected to grow rapidly in the United States over the next five years.

2.3 The Proposed E-commerce Web Site

The Proposed online marketing web site creation will cover the following functions:

(1) Sell products

Online marketing is new way for selling and buying the products and services. And this way uses the low cost investment (promoting, advertising, etc.). The people who decide to become customers, want to know about the product (price, detail, information, service, etc.), what the products do and what the products can do for them. This way might turn people into customers.

(2) Open International Markets

Online marketing is easy to promote and present the products and services to the domestic and international marketing. The customers can find and search the products, the detail, the information, the price and compare the price of the products very easily. And you can sell the products to the customers from all over the world. It is the best way to add the benefits of the products.

(3) Create a 24 Hours Service

Online marketing can sell and buy the products and services 24 hours a day, 7 days a week. It can customize information to match needs and collect important information that will put you ahead of the competition, even before they get into the office.

(4) Make Business Information Available

This can be done in 24 hours a day, inexpensively and simply, on the WWW. The customers can find the information about the products and the business very easily and quickly because you can only click to find the data.

(5) Establish a Presence

By the end of 2003, there are approximately 180 million Internet Hosts in the world. Assuming 4-10 users per host, the 680-1,800 million people worldwide have access to the World Wide Web (WWW). No matter what a business is, no one can ignore 1,800 million people and should show interest in serving them.

(6) Make Changing Information Available Quickly

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

(7) Make Pictures and Sound Available

The pictures and the sound made the products more interesting because the customers can see the pictures of the products. It easily makes the customers decide to buy the products. It seems the customers can see it by themselves. A picture is worth a thousand words, but what if the space is not enough for a thousand words? The WWW can add sound, pictures and short movie files to a company's information if that serves their potential customers. No brochure will do that.

(8) Test Market New Services and Products

The cost of new product advertising is very expensive. Once this on the Web and business knows what to expect from those who are seeing those pages, they are the least expensive market to reach. This will also give a feedback about what customers think of the product faster, more easily and much less expensively than any other market.

(9) Answer Frequently Asked Questions

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

(10) Allow Feedback from Customers

After passing out the brochure, the catalogue, and the booklet, what if there is no sales, no calls, and no feedback? For example, Wrong color, Wrong price, and wrong market? With a Web page, owners can ask for feedback and get it instantaneously with no extra cost. An instant e-mail response can be built into Web pages and can get the answer while it is fresh in their customers' mind, without the cost and lack of the response of businesses reply mail.

2.4 The Reasons of Opening Online Marketing

Development online marketing in electronic network, companies and organizations want to sell and promote their products immediately. This way can help them to reach their full potential.

Online marketing can help the companies and the organization to reduce the cost of investment, the cost of advertising, the cost of promoting the products, etc.

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

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

(1) Accesses to limited markets

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

(2) Instant updates to the information

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

(3) More convenient customer service capabilities

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

- (4) The ability to provide up to the minute information

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

- (5) Information customized to customer's needs

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

- (6) Improved operating efficiencies and reduced overhead

Create a “store” online. No need for overhead related to having a building, displaying inventory and hiring sales personnel to watch the store, and no less related to inventory “walking out door”.

These are a few of the reasons why companies and organizations are making use of the Internet. And, that is why so many individuals are finding ways to start up their own businesses from home.

2.5 Handicraft Product in China

- (1) Chinese Handicraft Product Overview

China is one of the earliest civilized countries in the world with a recorded history of over 4,000 years. China is a country with 56 nationalities, including the Han, the Manchu, the Mongol, the Uygur, the Zhuang, the Tibetan and so on. These nationalities are distributed all over China and form diversified folk cultures due to the varying natural and social environment they live in. These diligent people have created useful and colorful folk handicrafts by their hardworking and skillful hands in their

life, and have created the special orient cultures and arts for China and the whole world.

However China is a very good and very strong combination country of these people. Chinese handicraft product is the result of work of Chinese villager to create for the using benefit, decoration, and so on. The benefit is important to Chinese community life style. As their main culture and geography, China can be divided into regions namely; the DongBei (northeast), the HuaBei (north), the HuaDong (east), the XiBei (northwest), the ZhongYuan (central plains), and the XiNan (south&southwest). Chinese people in those regions used to have many things different from each other such as their houses, their language, their living style, arts and culture, and etc. Chinese handicrafts products from different regions can let us know about their life style, thinking, dreaming, or impressing of the villager specifically. The products itself can tell Chinese people to know the source of production, region where it is produced. These mean that Chinese handicrafts product have their identity. The product identity will present the culture, social status, and the brilliance of economy in the era. And also it includes thinking, life style in the era too.

China has many kinds of handicraft products since a long time ago. We can see a lot of evidence about the handicraft product such as Chinese paper cuts, Chinese fans, Chinese silk products, Chinese calligraphy, Chinese painting products and so on. There are a lot of handicraft products, which are produced in China. We may be familiar with the handicraft product in the way of life such as basketwork. And also we can see the

handicraft product in the market such as bamboo basketwork, fabric artificial flowers, and handicraft from article of material products.

(2) Chinese Handicraft Industry

The first of intention to produce handicraft product is to produce for using in daily life. They produced for using in their household. When the production is over demand of using in household, they will give to their family in the village or sell to other group of people in their village. Later, people in village developed production to barter with the different group around their village. When the product is popular and exceed supply, they will sell this product to other market. For Chinese handicraft product, we can develop and sell to export market. Chinese handicraft product can create high income to China. Later, handicraft product becomes a kind of important productions in Chinese folk industry, which effect to Chinese economic and life.

There are several kinds of Chinese handicraft products. The products are different in appearance and using benefit according to culture and local resource. We can divide handicraft product into regions as following:

- (a) The DongBei Region (northeast).
- (b) The HuaBei Region (north).
- (c) The HuaDong Region (east).
- (d) The XiBei Region (northwest).
- (e) The XiNan Region (south&southwest).
- (f) The ZhongYuan Region (central plains).

(3) Chinese Handicraft Market

Chinese handicraft market can be divided into two markets. These are domestic and exported markets.

(a) Domestic Market

Chinese handicraft product can be found and sold to Chinese customer and tourist at all souvenir shops or tourist place.

(b) Exported Market

There are several handicraft products which were exported such as Chinese Calligraphy and Painting series products (includes Chinese ink, Chinese rice paper and tools), Chinese paper cuts, Chinese jade article , Chinese seal and stone carving, Chinese silk fabric, pottery ware and china, bronze ware, and so on. The most significant of Chinese handicraft market are America, European countries, and Japan. Chinese handicraft marketing trend are growing stronger every year. The reason is that Chinese handicraft exporter studies their customer. They always develop their products, quality and design, to meet the customer's need and want. Then, Chinese handicraft products can be expanded market to sell more and more every year.

(4) Current Situation of Handicraft in Domestic Market

There are no complications about domestic market of Chinese handicraft product. To sell product in our own country is easy. There are no barriers. We just sell at the best price. It will be the best practice in this market. We can classify the domestic marketing channel into many groups as follows:

First, general home users are the buyers who buy handicraft product for using in their household.

Second, handicraft collectors are the buyer who buy handicraft product to decorate their home.

Third, tourists are the buyers who buy handicraft product as souvenir. The handicraft product has the difference in quality and price.

The group of customer will buy product to be different from their qualification's need. The collector group will buy products upon style, design, quality, and fine's product. The general customer group will buy product on durable and using benefit of the product. The tourist group, especially foreigner tourist group, will not stress the quality. They intend to buy handicraft product as souvenir. They buy products to remind their impression of the place and culture of the visit.

(5) Current Situation of Handicraft in Export Market

To sell handicraft product, exporter must provide all resources to manage their business such as investment, staff, time, knowledge, and so on. Then, they must know how to create the trust to their customer. And the important thing is the readiness in exporting to foreign market. The exporter must use experience and time to run business to be success. For the new exporter, they always enter to handicraft market. The reason is easy to enter to business. Handicraft product has high profit margin. And the developed countries always give the tariff benefit to handicraft product category. The new exporter thinks that they can find the product from many sources in urban area. Most of them will think that to export handicraft product will use low capital investment. And the producer has no foreign language knowledge. They use this benefit investment. And the producer has no

foreign language knowledge. They use this benefit to create the opportunity in doing business. In this market, there are many barriers existing. The important thing is to be careful about product quality and production's time.

Most exporters always buy handicraft product from folk villager to repackaging. Then, they export product to customer. When exporters receive order in large volume, they will face the problem of production's time. There are differences in production quality, if exporters receive the product from different sources. This is the barrier of large volume. And exporters may lose their customer because they face the problem to control of quality, production lead time, and delivery time.



III. CURRENT SYSTEM

3.1 Why Do We Choose Chinese Handicraft Products?

The reasons that we choose these products are the following.

- (1) Varieties of products.
- (2) Handmade Products
- (3) Many models or styles of the products.
- (4) Easy to find raw material in China.
- (5) Use high quality wood.
- (6) Worldwide use, and easy to export.
- (7) Reasonable Price.
- (8) Product life cycle is not short.

3.2 Why do Chinese Handicraft Products Go to The Internet?

- (1) Can send E-catalog to customers.
- (2) Reduce cost of investment.
- (3) Create Interactive Application, Services and Products.
- (4) Reduce Communication and Transaction cost.
- (5) Available to Consumers 24 hours a day.
- (6) Make a new market channel for selling Chinese Handicraft Products.

3.3 SWOT Analysis

Analysis of SWOT

Internal Factors External Factors	Strengths(S)	Weaknesses(W)
Opportunities(O)	SO Strategies Generate strategies here that use strengths to take advantage of opportunities	WO Strategies Generate strategies here that take advantage of opportunities by overcoming weaknesses
Threats(T)	WO Strategies Generate strategies here that use strengths to avoid threats	WT Strategies Generate strategies here that minimize weaknesses and avoid threats

Figure 3.1. SWOT Diagram.

List all strengths, weakness, opportunities, and threats.

- (1) Strengths
 - (a) Handmade products with best and high quality.
 - (b) Beautiful and modern designs.
 - (c) Hand made by skilled folk craftsman.
 - (d) Low cost products and low management cost.
 - (e) Exclusive design for each customer satisfaction.
 - (f) Variety of Products.
 - (g) Fewer competitors.
 - (h) Made to order availability, store front available 24 hr.

- (i) E-catalog available.
- (j) The Information will be updated frequently.
- (2) Weaknesses
 - (a) Quality control is difficult (large volume)
 - (b) The price of the products vary from one area to another.
 - (c) High delivery cost.
 - (d) No payment gateway support at the beginning stage.
 - (e) Time consuming products, takes time to produce the large volume of products.
 - (f) Low profile in the market.
 - (g) Lack of international management skill.
 - (h) Limited capital and fund.
- (3) Opportunities
 - (a) The Chinese government encourage to export.
 - (b) Launch Chinese products.
 - (c) Use technology to produce our products.
 - (d) Generate income for the folk handicraftsman.
 - (e) Build brand awareness.
 - (f) Depend on the economy.
 - (g) Be able to expand to the global market.
 - (h) E-marketplace expansion.
 - (i) Build international brand image.
 - (j) Increase market share.
 - (k) Join International Exhibitions.
- (4) Threats

- (a) Fast changing in technology and business environment.
- (b) New market channel establishment.
- (c) Having some barrier on taxation and no regulation support.
- (d) Competitors can easily duplicate the products.
- (e) The number of current Internet users in China is still low compared with other developing countries.
- (f) Payment method, Internet payment security.
- (g) It can be a very competitive business.

Strengths vs. Opportunities (SO)

Use the strengths to take advantage of the opportunities.

- (1) Expand our products to Government and Private individual.
- (2) Support Government and Private individual to use our products.
- (3) Give and develop the knowledge and skills to the producers.
- (4) Provide product knowledge training, develop producing and designing skills to the folk craftsman.
- (5) Give good compensation to the producers.
- (6) Maintain a good relationship with the customers.
- (7) Sales promotion.
- (8) E-catalog available.
- (9) “Push” technology.
- (10) Nice packaging for gifts and souvenirs.

Strengths vs. Threats (ST)

Use the strengths to avoid the treats.

- (1) All product designs must have copyright or have patents, protection from imitation.

- (2) Use low margin policy, to get high profit by saving cost.
- (3) Good management.
- (4) Build brand awareness and brand loyalty.
- (5) Exclusive design for each customer satisfaction.
- (6) Get more market share by using 'push' technology, sales promotions.

Weaknesses vs. Opportunity (WO)

Take advantage of the opportunities by over-coming the weaknesses.

- (1) To create a standard of our products.
- (2) To create motivation for producers to produce high quality products.
- (3) To create motivation for the authorities to increase the grand total.
- (4) To control and improve the production skills of producers.
- (5) Good plan for production planning, scheduling.
- (6) To support tools and technology to make more productivity.

Weaknesses vs. Threats (WT)

Minimize the weaknesses and avoid the threats.

- (1) Create the various products to attract customers.
- (2) Create various styles and designs.
- (3) Separate production line into sections.
- (4) Create more skills to increase productivity.

3.4 Business Plan

- (1) Short Term Business Plan (1-2 years)
 - (a) Create a simple web site
 - ① Determine what products will be sold on web.
 - ② Set up a domain name.
 - ③ Find the web hosting.

- ④ Find information.
 - ⑤ Create a simple web site.
 - ⑥ Prepare the details, the pictures and the price of the products.
 - (b) Find customers and sell products
 - ① Create a product catalog online
 - ② Exhibition
 - ③ Advertising by e-mail
 - ④ Advertising by banner
 - ⑤ Contact business via mail or phone
 - (c) Collect all information and review the plan
- (2) Long Term Business Plan
- (a) Analyze information and revise the first business plan
 - ① Create the attractive online marketing web site
 - ② Create more product categories
 - ③ Create more online catalogs
 - ④ Online payment
 - (b) Add more useful information on the web
 - (c) Advertising
 - ① In Search Engine
 - ② In Well known related web sites
 - ③ Promotion by e-mail
 - (d) Add more marketing activities

3.5 Advertising Strategy

Advertising is the most common and familiar marketing communications tool. Advertising has an advantage to our company by using to promote sales by encouraging the consumer to buy products. There are many different forms of online marketing communication tools to use for advertising with our company advertising strategies such as online advertising, e-mail marketing and public relations.

(1) Online Advertising

In America, Companies spend an estimated \$ 185 billion on advertising in 2001, and an estimated & 5.7 billion of that amount on online advertising. We can see how important the online advertising is.

Online advertising has both advantages and disadvantages when compared to advertising in traditional media, such as television radio, and print (magazines). The biggest advantages are ability to target advertise to narrow segments and to track performance of advertisements in most real time. Online advertisements also provide greater opportunities for interactivity (two way communication between advertiser and the potential customer). The primary disadvantages of online advertising are concerns about its cost versus its benefits as well as how to adequately measure its results.

We see the advantage and disadvantage so we try to select methods of an online advertising to advertise to give the most benefit as follows such as banner, paid search engine inclusion and placement.

(a) Banner

Our company selects the banner swapping and banner exchanges method to use in those strategies. Banner swapping can be advertised by

arrangement among firms allowing each firm to have its banner display on other affiliate sites at no cost. And we try to exchange the banner among the firms with no cost.

(b) Paid search engine inclusion and placement

Paid search engine inclusion and placement is arguably one of the most effective marketing communication tools on the Web, given the large percentage of shoppers who use search engines to find products (43%). We think that this method is helpful to our business to find new customer. Because shoppers are looking for a specific product or service when they use search engines, they are what marketers call “hot prospects” – people who are looking for information and often intending to buy.

(2) Direct e-mail marketing

E-mail marketing can help our company to send message directly to interested users. This method (direct e-mail marketing) has proven to be one of the most effective forms of marketing communications. And the key to effective direct e-mail marketing is “interested users”. We will pay for the list of names who are interested in handicraft product and send e-mail to all list names. This method will have the primary cost for buying the list of names. But there are a lot of advantages such as cost savings from sending with e-mail, the short time to market, and high response rates. We expected to increasingly sell by using e-mail to communicate directly with consumers and our old customers.

(3) Public relation

We use the method of public relation to increase awareness our site, and potentially boost traffic. These methods involve communicating with

our target customer, or publics, using methods other than advertising. We use these methods including publicity (media coverage); special events, such as a grand opening celebration; and newsletters to our old customers.

3.6 Competitor Analysis

In handicraft product industry, there are a lot of competitors to come into this industry everyday. The reason is that this business has high value added to the product (high profit margin). And China is the land of art and smile. Then, there are a lot of handicraft products that are produced. We will analyze 2 sample websites, which sell handicraft product.

- (1) <http://www.chinesehandicrafts.com/index.htm> is one of the competitors that will be mentioned in this project. The web site is selling Chinese handicraft products. See Figure 3.2 and Figure 3.3.



Figure 3.2. Website of our competitor 1.

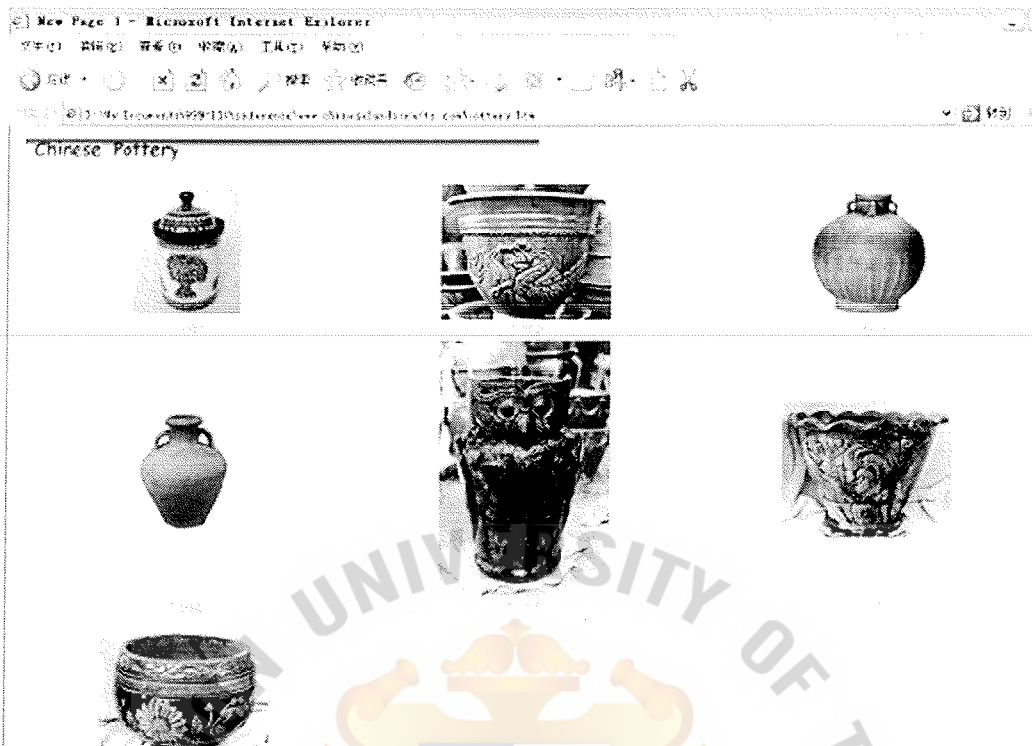


Figure 3.3. Website of our competitor 1.

Advantages:

- (a) The home page used an introduction as resume with simple pictures and list a reasonable catalog
- (b) There are many categories of handicrafts products selling on the web.
- (c) It is simple to view and easy to use.

Disadvantages:

- (a) The web site is too simple which is less attractive to viewer to get along into it.
- (b) There is no company profile which helps buyers have more confidence to buy products from the web.
- (c) There is no price of product on web page.

(d) Most of the web pages are static and less attractive to viewer therefore, it is difficult to keep viewer to come back in the future.

- (2) www.hand-knit.com/english/products.asp is another competitor that will be mentioned. This website is well-organized with a Chinese appearance. The pictures are clear and beautiful, good loading speed with a user friendly interface. See Figure 3.4.

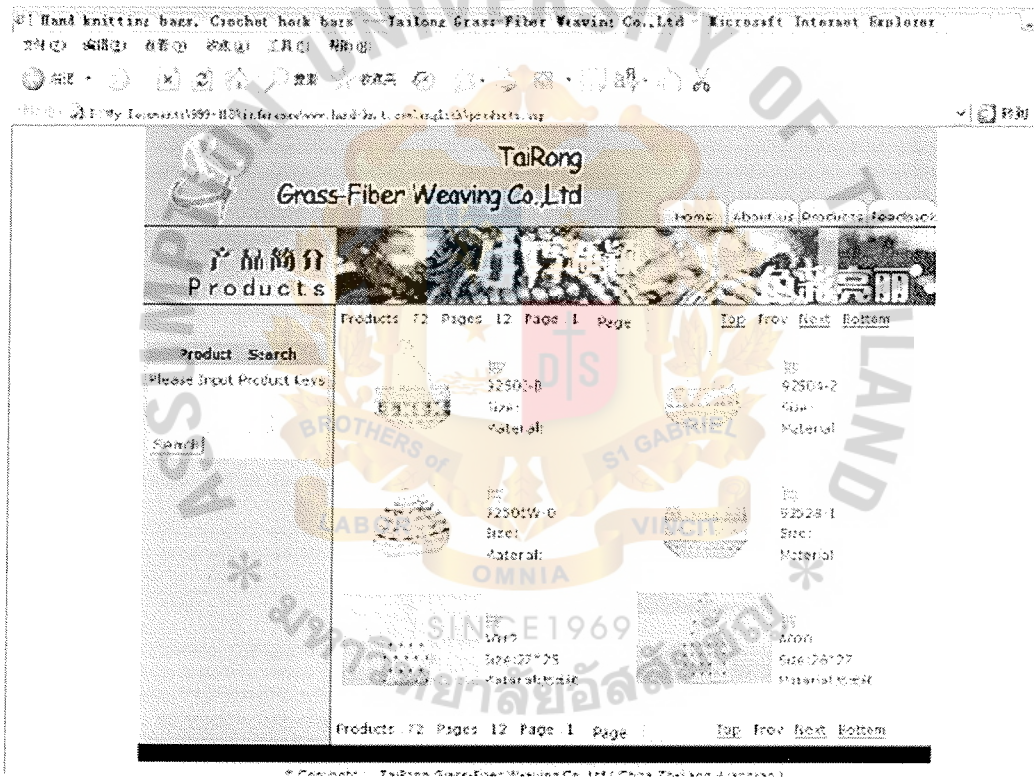


Figure 3.4. Website of our competitor 2.

Advantages:

- (a) Beautiful pictures with typical Chinese feelings when looking at the web pages.

- (b) User friendly interface, there is no hard selling feeling while browsing the web site.
- (c) Feedback items are separated clearly to facilitate buyers in contacting to webmaster and make a good relationship.

Disadvantages:

- (a) Too many products pictures on one page cause long loading time.
- (b) Less product varieties.
- (c) There is no description about the product on the webpage.



IV. MARKETING ANALYSIS

4.1 Marketing Mix (4 P's)

(1) Product

- ① Beautiful.
- ② Durable.
- ③ Varieties of models and styles.
- ④ Handmade products.
- ⑤ The products made from several wood.
- ⑥ New Design Service.
- ⑦ Engrave Design Service.
- ⑧ Exclusive Design.
- ⑨ Many styles to choose from our catalogue.
- ⑩ We have all variety in different shapes and unique in styles such as Chinese Traditional Style and modern style.

(2) Price

The price of our products are very low when the customer compares them with the quality and design.

(3) Place

- ① ClassicCnCraft.com web site.
- ② Exhibition and Fair.
- ③ Products in each province of China.

(4) Promotion

- ① Information Support; Brochures, Leaflets, Posters.

- ② Put Dealers' banner on our Web site.
- ③ Special discount 5% more for first 100 registered in the Website.
- ④ Promotion Goods for High Volume Customers.
- (5) Advertising
 - ① ClassicCnCraft.com web site.
 - ② Banner in another Web sites.
 - ③ Magazines, newspaper, radio.
 - ④ Exhibition directories.

4.2 Market Analysis

As we know that marketing is the strategies and actions firms take to establish a relationship with a consumer and encourage purchases of its products or services. The key objectives of Internet Marketing is to use the web- as well as traditional channels-to develop a positive, long-term relationship with customers (who maybe online or offline) and thereby create a competitive advantage for our company by allowing to charge a higher price for products or services than our competitor can charge. To begin, we must first be familiar with some basic marketing concepts. The profitability of our website depends on:

- (1) The ease with which substitute products or services can enter the market.

We think that handicraft product is hard to find the substitute product. Handicraft product has its own identity. And handicraft product must use skilled workers to produce.

- (2) The ease with which new entrants can enter the industry.

Our online business is a trading commerce and our products come from outside sources, suppliers; so it is easy for the new entrants to come

into this business. But the other way, the new entrance is hard to find the same product to sell to our customer.

- (3) The power of customers and suppliers to influence pricing.

Handicraft product is unique in production design and production process. And handicraft product is more value added. The price is hard to compare. Thus, handicraft products have the strength in the product itself (core benefit). The selling of handicraft product depends on the customer satisfaction so customer has less power to influence on pricing. Our supplier is the same like customer, because the skilled worker (supplier) has low education. They must sell their product by using intermediate agent.

- (4) The nature of competition with in the industry.

Competitive markets are ones that have lots of substitutes, easy entry, and customers and suppliers who possess strong bargaining power.

In handicraft industries, there are various kinds of handicraft products and a lot of competition in the market. Our online selling will use the marketing to directly address the competitive situation of industries. We can use marketing to seek to create unique, highly differentiated products by creating the feature set of our products and services such as product package, our service, delivery, product design and so on. If we succeed on creating these features set, these will help us reduce the bargaining power of customers.

What makes our online selling to be truly unique and differentiable in the minds of consumers from competition are product quality, reliability, consistency, trust, affection, loyalty, and ultimately reputation. The thing that we would like to do can be created to be concrete object by creating our

brand finally. But these things must take time and high intention to create which we believe we can do.

4.3 Market Targeting, Market Segment, and Market Positioning

(1) Market Targeting

Chinese Handicrafts Online wants to promote its products to the world wide market. Our products are made by hand and produced by the folk handmade workers. The products are classic Chinese handicrafts. The customers who want to buy the classic Chinese handicraft products, we want the customers to think of ClassicCnCraft.Com's (Classic Chinese Handicraft) Products first. Chinese Handicrafts Online wants to introduce and give the information about Classic Chinese Handicraft Products to the customers. The Chinese economy is still in a basic developing period. Most of the people have low and middle-income and buying power is not so high. The best way is to sell products to world wide market that wants to use or order handmade craft products. They need to get the information from the Internet & e-commerce.

(2) Market Segment

(a) Size and growth

Chinese Handicraft Products stay in every province in China. Then our markets are everywhere in China. In each folk craftsman there is one famous product.

There is an increase in Wholesales Distributors such as Direct Mail, TV home shopping.

(b) Structure

(i) Fewer competitors for the luxury and handmade furniture.

- (ii) Purchasing power is from moderate to high.
- (iii) Not much difficultly in entering furniture business.

The Chinese government supports exporting. Our objective is also to earn money in the country and from abroad. It is easy to get raw materials and the labor of folk resource.

(3) Market Positioning

- ① Our products are made by folk handmade workers.
- ② Handmade products.
- ③ Focus on Middle to High Market.
- ④ Beautiful styles and designs.
- ⑤ Varieties of styles and designs are variety.
- ⑥ Those who use the products can increase image value.
- ⑦ Our products are of high quality.

4.4 Product Strategies and Market & Sales Strategies.

(1) Product Strategies

- ① Wholesale and retail: we provide the superior quality of various hand made craft products in Chinese traditional style.
- ② Aside from our attractive collections, buyer's designs and specifications are also welcome.
- ③ Exclusive designed
- ④ Hand made products with durable, high quality, materials.
- ⑤ Household usage.
- ⑥ Decorate usage

- ⑦ Price competitive
- (2) Market & Sales Strategies
 - ① Consistency maintained in our current market channel and maintains growth.
 - ② To focus on Internet sales as a new market channel to B2B.
 - ③ New design and new packaging on various occasions on Internet sales.
 - ④ Actively participating in major exhibition events.

4.5 Customer Delivered Value

- (1) Total Customer Value & Total Customer Cost

Total Customer Value

- (a) Product Value

- ① Product value & Product Differentiation.
- ② Varieties of beautiful styles and designs.
- ③ Use high quality wood.
- ④ Handmade products.
- ⑤ Made to order according to customers styles and designs.
- ⑥ Provide reliability of service and information.

- (b) Service Value

- ① Created by customer's design (Customer design the products by themselves.)
- ② Provide new products information and detail specification.
- ③ Provide reliability of service and information.
- ④ Useful detail and information of the products.

⑤ We provide FAQ (frequently asked questions) for the customer who have problems to find the information and solution.

⑥ Product life-cycle is long.

⑦ Customer care: handles your questions, comments and problems.

(c) Image Value

① Awards/Certificates

② Show on the first page to inform our visitors.

(d) Personal Value

① Training and development producers and website staffs every time.

② High skilled workers.

③ Designed by experts who have the experience in design.

Total Customer Cost

(a) Monetary Cost

Monetary cost is low because Chinese Handicraft Products use folk labor and raw materials which cost low in China. Customers will get special price and promotion through our web site. They can get a lot of information, connection via Internet that save cost of communication.

(b) Time Cost

The Internet could reduce time cost with real time interaction. The prospects visit the site both to find the required information and to have online order and saving when compared with the traditional transaction. To have alternative service, buyer will not face some

physical annoyances. E-mail system and E-newsletter on the Internet has also a lower time cost than physical mail, fax and distance call.

(c) Energy Cost

Energy for searching products information of purchasing the products is very low cost as customers are not having to call many companies to find the variety of product information. Customers can access information on catalog online and information services. Customers can quickly search varieties of products via Internet when compared to the physical stores.

(d) Psychic Cost

Advantage of multimedia channel as web site can expose the perspective that is familiar to customers such as products view or graphics related to decision making of our customers. The customers will be attracted and admire the web site that represents or is involved in the products that they are marketing. The psychic cost depend on the attitude, service and quality of products.

4.6 Competitive Advantage

- (1) Competitive price
- (2) Varieties of models and styles to choose
- (3) Durable
- (4) Artistic Design
- (5) Beautiful
- (6) Value added to the user's image

V. PROJECT IMPLEMENTATION

5.1 Hardware and Software Requirements

The requirements of this system are as follows:

- (1) Hardware specification

Table 5.1. Hardware Specification.

Hardware	Specification
CPU	Intel Pentium IV 515 (2.93GHz)
RAM	512MB DDR
Hard disk	80GB
CD-RW drive	48x32x48x max speed
Floppy disk	1.44MB
Monitor	17 inch
Modem	56 k
Printer	Inkjet
Scanner	1200X2400
Network Adapter	Ethernet 10/100

Source: <http://www.shop4thai.com>

(2) Software specification

Table 5.2. Software Specification.

Software	Specification
Operating System	Windows XP
Web & Mail server	Exchange 2000
Database server	SQL 2000
Fire Wall server	Check Point Fire Wall
Application Software	HTML Editor
Application Software	Photo Shop
Application Software	Dream Weaver
Application Software	Cute FTP

5.2 Website Design

For website design section, one of the important rules need to bear in mind is that they must not ignore the needs of users. Most of the time, the common mistake is made because sites are built more for designers and their needs than for the site's actual users. It is worth nothing that what designers understand is not what a user will understand. Many users will not necessarily have the same knowledge of the sites or even the interests as designers do. Most users often have unrealistic requirements and expectations for sites. Some users will not think carefully about the individual components of a website. Therefore, the key to successful, usable website design is always trying to think from the user's point of view. In addition, we must remember that while users may have similar basic characteristics, they are also individuals. What may seem easy to one user may be hard for another. Sites that are created for a common user may not meet the needs of all users. Experienced users may find the site restrictive

while novice users find it too difficult. Users are individuals with certain shared capacities and characteristics.

Our website will take account of the relevant differences while focusing on the shared common features. In summary, the web should be designed for the common user, but account for differences. Our website will be created as a combination of utility and usability. Utility describes the site's functionality that hopes to fully meet a user's need. Usability describes the user's ability to manipulate the site's features in order to accomplish a particular goal. We try to make a usable site that is efficient, easy to use and help users accomplish their goals in a satisfactory and error-free manner. We try to keep the users in mind at all times, so many of the most serious design errors can be avoided.

We try to design our website by using the above idea. We design our site structure first. Our site structure tries to create an interesting and understanding resource to users. It provides a clear sense of our website how one section of the site relates to other areas. The site structure will give an idea of where each page is located and what link or graphic navigation is required. It provides a road map of the site, making it easier to manage the site.

The site structure of our website starts with a home page, serving as a clear entrance to other pages. The home page is linked with other pages: Home, Member, Product, Bestseller, New product, Web board, Customer service, Ordering, Contact Us, and Search.

5.3 Site Structure

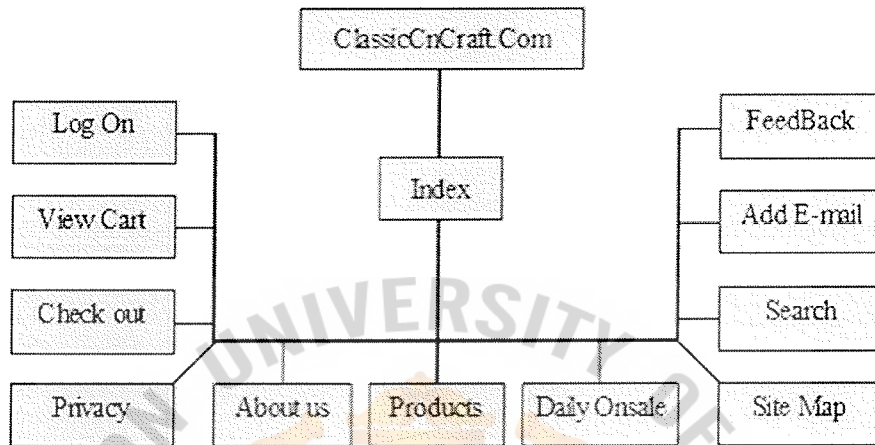


Figure 5.1. Website Structure.

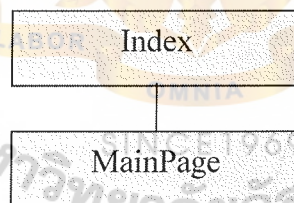


Figure 5.2. Index-Mainpage Structure.

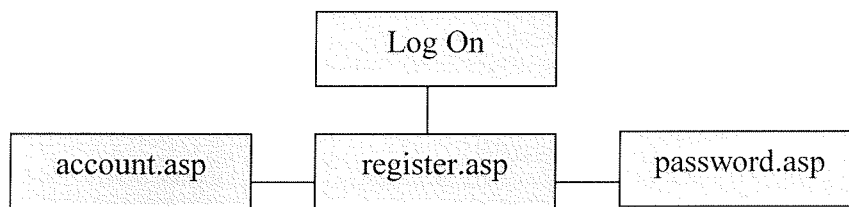


Figure 5.3. Log On Structure.

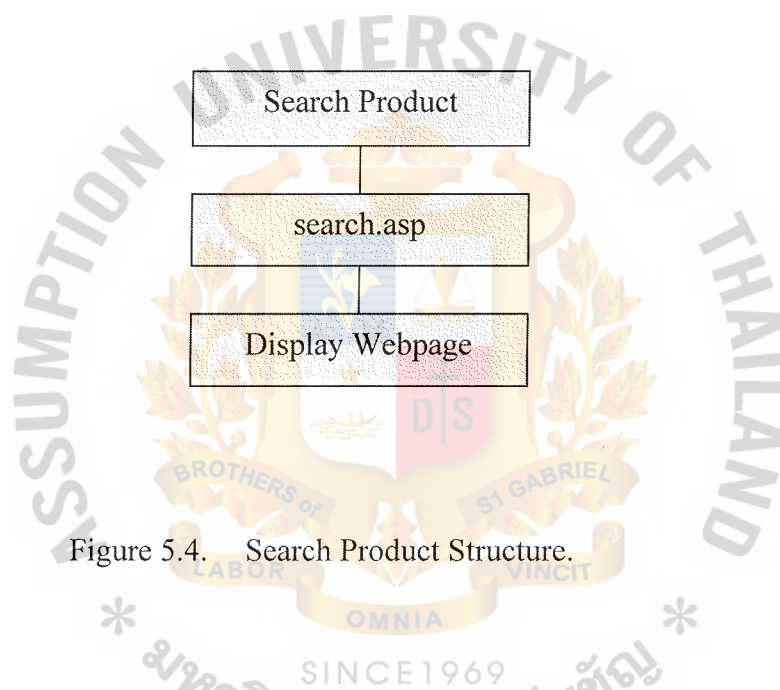


Figure 5.4. Search Product Structure.

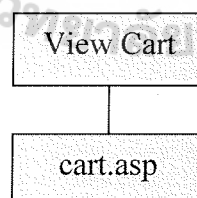


Figure 5.5. View Cart Structure.

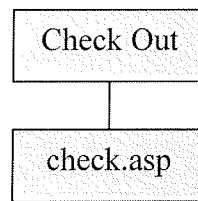


Figure 5.6 Check Out Structure.

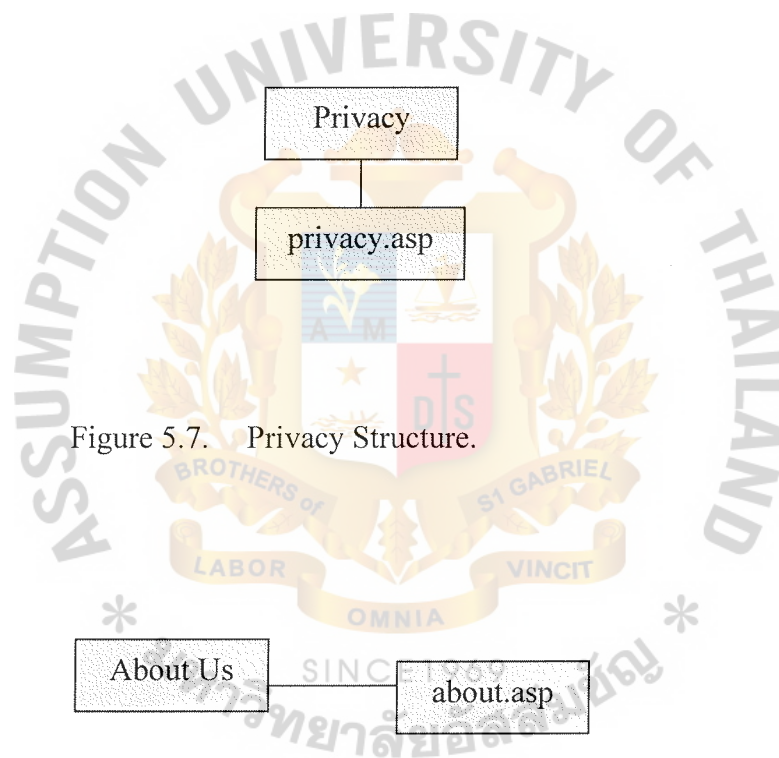


Figure 5.7. Privacy Structure.



Figure 5.8. About Us Structure.

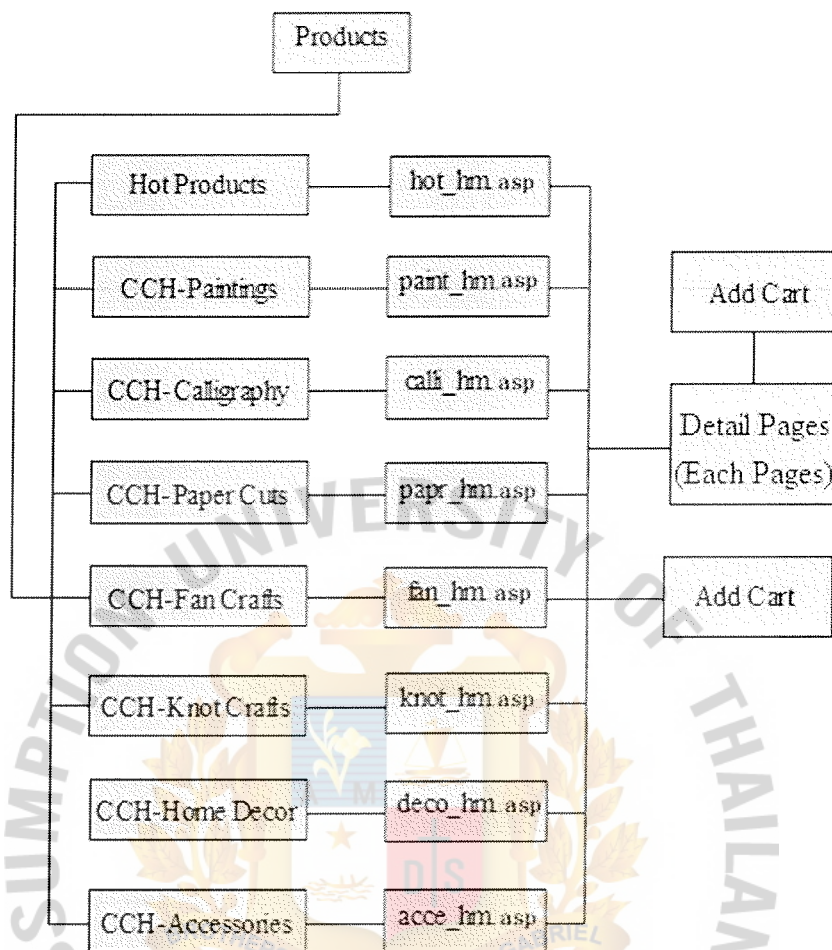


Figure 5.9. Products Category Structure.

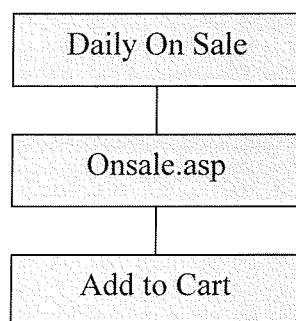


Figure 5.10. Daily On Sale Structure.

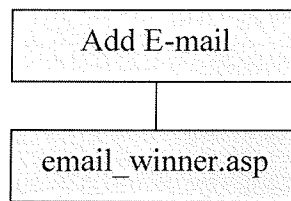


Figure 5.11. Add E-mail&Links Structure.

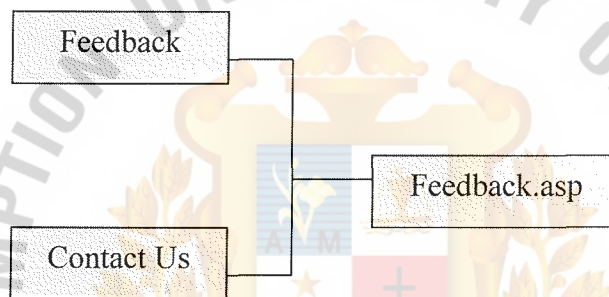


Figure 5.12. Feedback Structure.

5.4 ClassicCnCraft.Com (ClassicCnCraft: Classic Chinese Handicrafts Online)

Web Content

Before creating and coding web pages, we must design and create web contents that we want it to appear in each web page. The following are web contents of each web page.

- (1) The Content of Home Web Page

Home

The main menu, the designs and the styles of this page are for presenting the news of the products and services of Chinese Handicraft Products Online. These products are made by the Chinese folk handmade workers. They produce the best and high quality products in several categories for the customers' need. We believe our products will meet your individual requirements.

(2) The Content of about our Web Page

About Us

Chinese Handicraft Products

Chinese Handicraft Products Online, the online shop is to sell the products produced by the folk craftsman. The products come in several categories such as Chinese Painting, Chinese paper cuts, Chinese knots, Chinese fans, Chinese calligraphy, Chinese home décor and handicraft accessories, etc. Our products are made and the best quality.

Chinese Handicrafts Online

Assumption University of Thailand. Huamark Campus, 10240

Tel: (662) 719-1515 Ext.138-10, Fax: (662) 7191521

E-mail: dhbin999@hotmail.com; dhbin999@yahoo.com.cn

Home Page: www.classiccncraft.allhere.com

(3) The Content of the Products Web Page

Product

This part of our web site shows the news of the products and the other products.

(4) Content of the Search Web Page

Search

Customers can search our products by region and categories. It is very easy and convenient to search about the detail, the products, the price.

(5) Content of the View Cart Web Page

View Cart

The cart shows the detail of the products that you add to the cart and want to buy via our web site. It tells the customer about the quality, the price of each product.

(6) Content of the Check Out Web Page

Check Out

This check web page shows the detail of which way of payment you want to use and which way of shipment you want, and more information of guarantee about shipment and online payment. We also put the order and delivery steps and our process of online services on this web page.

(7) Content of the Add E-mail&E-mail Winner Web Page.

Add E-mail

We request our visitors of website let us catch their name, email address and advices via clicking “Join Us-Free Gift Monthly” button, we will give them a chance for winning our monthly gift.

E-mail winner webpage

We list some people who get a chance to catch our monthly gift, this result is made through using the scientific method to make a random number that belongs to our visitor. We put a sequence number in each email address as an anchor via random way that computer program does, while a visitor submit his/her email address to us.

We also publish some rule of this game for getting the monthly free gift on this webpage.

(8) Content of the Contact Us and Feedback Web Page

Contact Us

Our information:

Chinese Handicrafts Online

Assumption University of Thailand. Huamark Campus,10240

Tel: (662) 719-1515 Ext.138-10,

Fax: (662)7191521

E-mail: dhbin999@hotmail.com; dhbin999@yahoo.com.cn

Home Page: www.classicncraft.allhere.com

5.5 Database Design

Database design is concerned with the related and important data used in the system. The proposed system uses the concept of Relational Database Management System (“RDBMS”) to create database structure.

The objectives of the database design are as follows:

- (1) To reduce data duplication and redundancy.
- (2) To efficiently store, update and retrieve the required data.
- (3) To improve data quality, shareable data so that anyone is able to access the data at the same time.
- (4) To improve data security and prevent unauthorized access to data.
- (5) The information obtained from the stored data must be in a useful form for managing, planning, controlling and decision making.
- (6) To increase data accessibility for users to extract required information from the data resources.

When we use the concept of RDBMS to design the database, we must consider the data and find out the relationship. We will keep the data in a series of tables that are related to each other via the key. The popular model to design database is called an Entity Relationship Diagram ("ER-Diagram"). This diagram depicts the data in terms of the entities and relationship described by the data.

The good database design must be normalized to minimum redundancy. The normalization is a technique which organizes data, attributes such as they are grouped to form stable, flexible, and adaptive entities.

The details of database of website are shown in Appendix B, which includes:

(1) Database of FAQ.

The content of title includes Id, Class, Query, Answer, Online, Addtime.

(2) Database of Feedback.

The content of title includes ID, UserId, UserName, UserMail, Comments, Postdate, Replay, ReplayDate, Replayer, Del, Online.

(3) Database of FileOther: a database of huge pictures of products.

The content of title includes Id, ProdId, Num, FileType, FilePath.

(4) Database of News: the news about website and online selling trends.

The content of title includes NewsId, NewsTitle, NewsContain, NewsClass, PubData, OffDate, Source, Author, Publisher, Online.

(5) Database of OrderDetail.

The content of title includes ID, OrderNum, UserId, ProdId, ProdName, ProdUnit, BuyPrice, OrderTime.

(6) Database of Orderlist.

The content of title includes ID, OrderNum, UserId, OrderTime, Discount, OrderSum, PayType, RecName, RecAddress, RecPhone, RecMail, RecTime, ZipCode, Notes.

- (7) Database of OrderStatustype.

The content of title includes Status, StatusDefine.

- (8) Database of Paydefault.

The content of title includes ID, Paytype, Paymentmessage, Paymark, Payurl, Other1.

- (9) Database of ProdClass: the primary and middle sorts of products.

The content of title includes ClassId, LarSeq, LarCode, MidSeq, MidCode.

- (10) Database of ProdMain: the details of products.

The content of title includes ProdNum, ProdId, ProdName, Model, PriceList, PriceOrigin, ImgPrev, ImgPrevWidth, ImgPrevHeight, ImgFull, ImgFullWidth, ImgFullHeight, FileOther, ProdDisc, Memo Spec, LarCode, MidCode, ProduceArea, ProdLong, ProdWidth, ProdHeight, SearchType, Online, AddDate, ClickTimes, Remark, Quantity, Other1.

- (11) Database of SearchType.

The content of title includes ID, LarCode, SearchName, TypeNo, SearchContain, Other1.

- (12) Database of UserMain: the details of users.

The content of title includes UserNum, UserId, UserName, UserPassword, UserQuestion, UserAnswer, UserMail, UserQQ, TotalAmount, TotalDiscount, TotalWithdraw, TotalLogin, Address, City, Province, Country, ZipCode, Birthday, Sex, IncomeRange, MaritalStatus, Occupation,

CompPhone, HomePhone, CompanyName, Memo, SignDate, LastLogin, WantMessage, UserType, Status, Other2.

- (13) Database of Win: the details of Add-Mail and Winners who win our free gift monthly.

The content of title includes ID, UserId, UserName, UserMail, Comments, address, Postdate, Replay, ReplayDate, Replayer, Del, Online.

- (14) Database of Admin: the database of back office system, which main function works for webmaster.

The content of title includes ID, Username, Password, Flag.



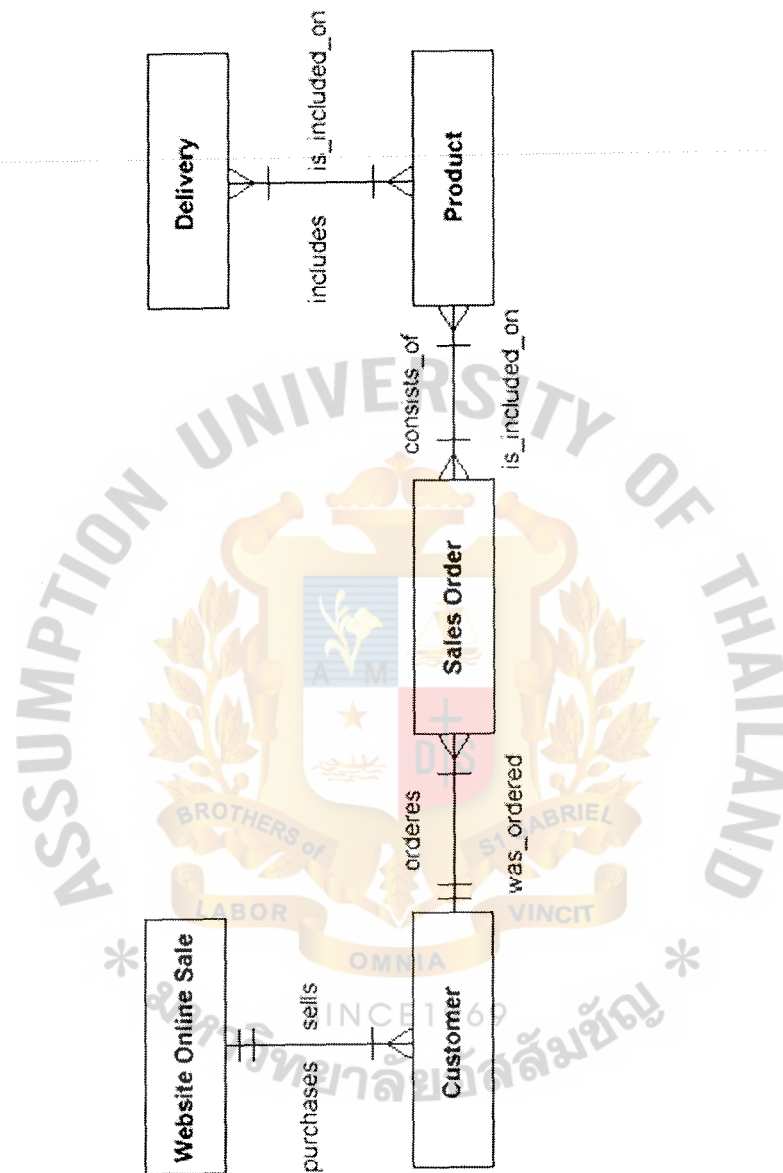


Figure 5.13. Entity Relationship Diagram (“ER-Diagram”).

5.6 Back Office System

The Back Office System of ClassicCnCrafts.com has the capacity for viewing, updating, and deleting information in database. The details of the back office system are shown in Appendix C.

Back Office Main Menu:

- (1) Product Publish: Product/Sort/Search.
- (2) Order management: View and manage orders.
- (3) Client management: Our customers' information.
- (4) AD management: The placard of Website.
- (5) Info management: publish news of our online selling about recommended products, special products, and some news of E-Commerce & E-Bussiness.
- (6) FAQ Management: Manage and upload FAQ about our product and service.
- (7) Website setup: Set up some functions of website.
- (8) Payment management: Manage online and offline payment mode.
- (9) Comment management: View and respond customers' comments.
- (10) System clear: Clear some contents of website that need to renew.
- (11) Master power limit: limit some powers depended on the level of different masters.
- (12) Modify password: Modify the master password.
- (13) Master quit: quit the back office.

5.7 Security and Controls

One of the most important considerations in the online selling system development is security and controls. Security in computing is a very vital issue. The online selling that has full and complete security and controls will have advantage over the competitors.

Considering the information consists of the customers, the prices and other information are very important to protect and examine the risk and threats involved.

The risk and threat to the computer system are unexpected or unfortunate situation that would interrupt the operations or cause a loss of opportunity in business. These risks and threats might include of loss of data, incorrect input of data, unauthorized access, damage the data fraud, disaster or disruption to system, etc.

(1) Security Objective

The goal of computer security is to design the system to ensure that they are under control to maintain confidentiality, integrity, and availability. Confidentiality means that the data or information of system such as product information is accessible only by the authorized users. The type of access is read-type access: reading, viewing or printing the information from the system.

Integrity means that the data or information can be modified only by the authorized users or only in authorized way. Modifications include entering, changing, deleting and updating the system. Availability means that assets are accessible to authorized users. The authorized users should not have been prevented from accessing objects to which the users have legitimate access. The only users who have a password and are given authorized username and password can operate the system.

The user authentication and manipulation should have been implemented so that the security, integrity and availability of the assets of the computing system are accessible modified and available only to the authorized users.

(2) Controls used in Computer Security

Controls are implemented to preserve confidentiality, integrity and availability. The controls are in place to prevent attacks and exploitation of the vulnerability of the Chinese Handicrafts Online Selling System.

Chinese Handicrafts Online Selling System in security and controls is managed by the following proposed methods that are recommended as follows:

- (a) Data entry must follow the procedure and format.
- (b) The formats for reports should include a proper heading, the data prepared and the date printed for easy reference.
- (c) The distribution of reports should be controlled to ensure that they are sent to the proper destination or right person.
- (d) To review the operating procedures to ensure that these are being followed for data entry.
- (e) All applications programs should have a backup process in a periodically.
- (f) Authorized persons only have the right to access the system. A password is provided by the users and kept in the program to ensure that the only authorized persons have access to the system.
- (g) To prevent loss of data during a power failure, an UPS (Uninterrupted Power Supply) is recommended.

VI. THE PROPOSED SYSTEM

6.1 Mission and Goal

Our website intends to do business about Chinese handicraft products by selling products online. Intention cannot be a success if we don't set our mission and goal to do in our business. Mission and Goal can measure the success or failure and help us to adapt plan to do on business.

(1) Mission

- (a) Using website to be marketing channel to give product information, receiving ordering, and giving customer support in order to increase in sales.
- (b) To create a feature set of our product by creating our brand (for business success in long run).

(2) Goals

- (a) To be able to increase the sales value of Chinese handicrafts.
- (b) To make ClassicCnCraft.com, our website, to be well known with 2 years.
- (c) To create our own brand, brand awareness, and make the brand to be well known within 3 years.

6.2 How to keep audience coming back

The way to make our online selling to be a fast success in business is to increase in sale volume. To keep audience coming back (old customer and old visitor) to our website is the best tactic to do because we have high opportunity to sell products to older customers than the new comers for visiting our website. Therefore, we need to attract consumers, keep them coming back and motivate them to tell friends to visit our

web site. The technique to do the strategy to be a success must compose of many elements such as web design, customer trust, advertising strategy, price, and promotion strategy and so on. Here are several techniques:

(1) Web design technique

- (a) Our home pages should look clean, neat and professionally designed.

Therefore, customers will be attracted to go on our Web home pages.

- (b) Our home pages design should give audience feel in Chinese classic design (make feeling).

- (c) Our website logo should tell customer whose online store they are in.

- (d) Welcoming message should tell the prospect what the website does and what information is located on the page.

- (e) Our indexes can be text only or picture icons or a combination. The index message lets reader know quickly what information is available.

- (f) Present a professional image and add to the “wow” factor. However, they are not too small pictures, or too large with take long timer to appear on the screen.

- (g) Our web page should be easy access to ordering. We should create an icon or link to an order form so the consumer can place the order when he/she is hot.

- (h) We should find the way to combine text and graphics to communicate and tell our story. Pictures of screens can help translate complicated concepts. With these pictures, words might tell the story best.

- (i) We should design file size of our web pages to be small. People can become frustrated if our page sends a large file because it is slow to appear on the screen. So we should avoid that.

- (j) We should design the web to be easy access to information. The reason is the same as the previous.
 - (k) Hot product: Our home page should have a “Hot Products” icon leading to a page that tells consumers about new and hot product information and features.
 - (l) Test the page with different browsers: Each software browser displays text, color and spacing slightly differently. We must test our page against the leading programs to ensure that the browser doesn't frustrate our artist's scheme by pushing text off the screen, bumping pieces of artwork into one another, or other unforeseen problems.
 - (m) Ordering information: placing the order must be easy. Our home page should contain an icon that links to an ordering form or displays a phone number in case the customers are worried about online ordering.
 - (n) Register and comments: Capturing names and addresses of readers is of paramount importance to create relationships. Inviting strategies to gather this information include asking the reader to sign a register and add comments about the home pages.
- (2) Customer trusting technique
- (a) We guarantee the quality of product.
 - (b) We use the good payment methods in our gateway that will make customers do not worry about their credit card number.
- (3) Advertising strategies technique
- (a) Put URL in search engine and pay for the name to be easy to search in search engine.
 - (b) Banner exchange with well known web site.

(c) Public relation strategies to give the news such as road shows news, promotion news to attract and keep old customer or audience to keep coming back.

(4) Price and promotion strategies

(a) In this technique, we will pass along a company's marketing message to traditional customers, old customers (on Internet) to give them money – 5% if they suggest new customer and buy something.

(b) Our online selling will use the price discrimination strategy to sell our products to sell to different groups of people. Customer buys a few pieces. We will give him retail pricing. Customer buys in volume. We will sell with wholesale price.

6.3 Payment System

Our payment method is composed of 2 ways

(1) Electronic Payment (Use for Retailing Method)

We use the payment gateways solution for e-commerce of Bank of China (BOC) and Paypal online payment service. That Payment Gateway service is an online Internet payment solution which BOC and Paypal online payment provide for the E-Commerce customers.

BOC - "**The Best Bank in China**" is the first and leader for both B2B (Business-to-Business) and B2C (Business-to-Consumer) online payment gateway solution provider in China. The solution supports e-merchants to acquire online local and international credit card payment transactions and direct account debit payment transactions. The security module applied are SSL (Secure Socket Layer) 128 bits, Firewall, and 3DES. The settlement

will be automatically processed in real time and the settled fund will be credited into the e-merchants' accounts with BOC securely.

(2) Benefit of BOC payment gateways

- (a) Convenient Transaction – The online credit card payment transaction is available for VISA, MasterCard, JCB, and Great Wall credit card and acceptable 24 hours. In addition, the direct account debit payment transaction is available from 06.00 a.m. to 11.00 p.m.
- (b) Real Time Settlement – A result of payment is reported to merchants on real time basis.
- (c) Easy Installation – Installation can be done easily with the common shopping cart.
- (d) Reliable Security – Level of encryption in web browsers is Secure Socket Layer (SSL) 128-bit encryption. The 128-bit SSL offers the highest level of encryption generally available to the famous financial institutions and provides the best protection when transmitting confidential data over the Internet. The other securities provided in the system are Firewall, Triple DES Encryption and Decryption module.
- (e) Credit card payment can be settled in 5 currencies: USD, EUR, GBP, JPY, and BHT, while direct account debit payment is available in CNY only.

(3) Steps of purchasing and buying of BOC payment gateways

- (a) Customer electronically orders goods or services or services from the online merchant.
- (b) The online merchant informs the amount of payment to BOC via the internet or private leased line.

- (c) Customer makes a payment instruction for goods or services by filling up the information that bank requires such as credit card's information or password for direct account debit on BOC's secured website directly.
- (d) Bank responds a result of payment instruction to the merchant and the customer.



Figure 6.1. BOC Online Payment Services.

- (4) Traditional Payment (use for wholesaling method)

Our online selling uses traditional payment for the wholesale basic.

The traditional way is to pay the product by letter of credit (L/C) and electronic fund transfer by transferring to our account as follow.

Bank of China

Hongbin Dong

A/C 4448703-0188-005663-0

6.4 Delivery Management

We are able to ship products to most counties outside China. However, our customers will check via online service form our logistics providers and pay with the International credit card. Most orders are Express Service shipped via DHL, Fed-ex, and UPS. Customers may be required to pay custom duties and/ or taxes when they receive their order. Customers can check the delivery status by using the tracking number of the logistic company. The detail of DHL, FedEx and UPS are shown in Figure 6.2—6.4.

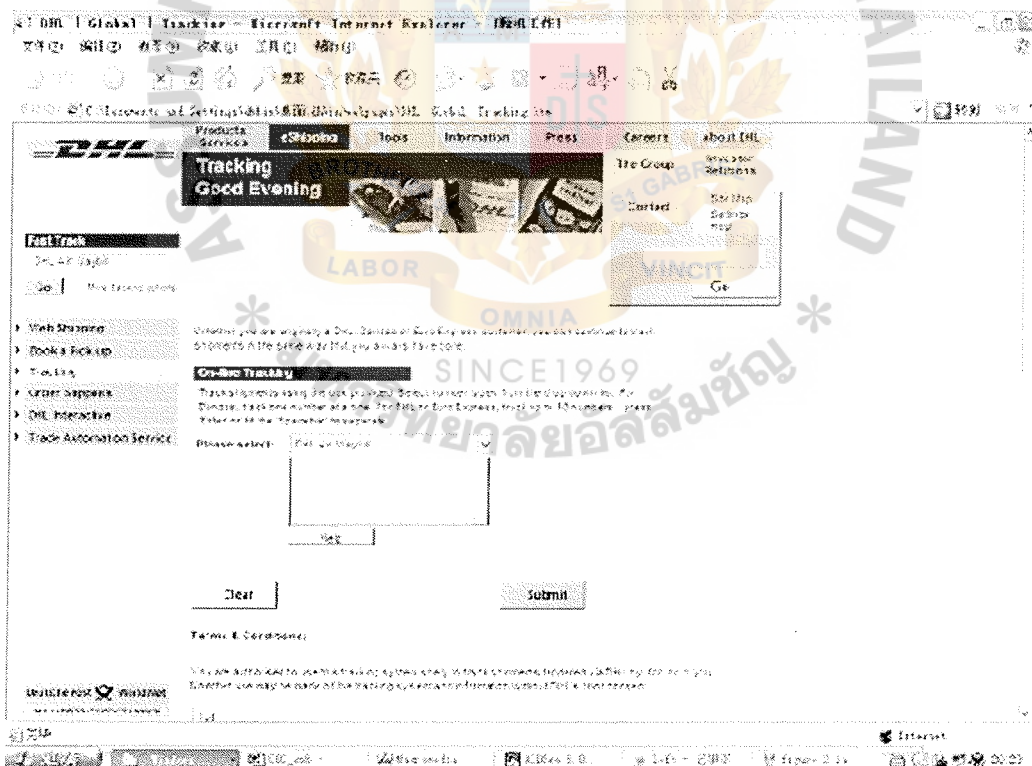


Figure 6.2. Website of DHL uses to track for checking the delivery status.

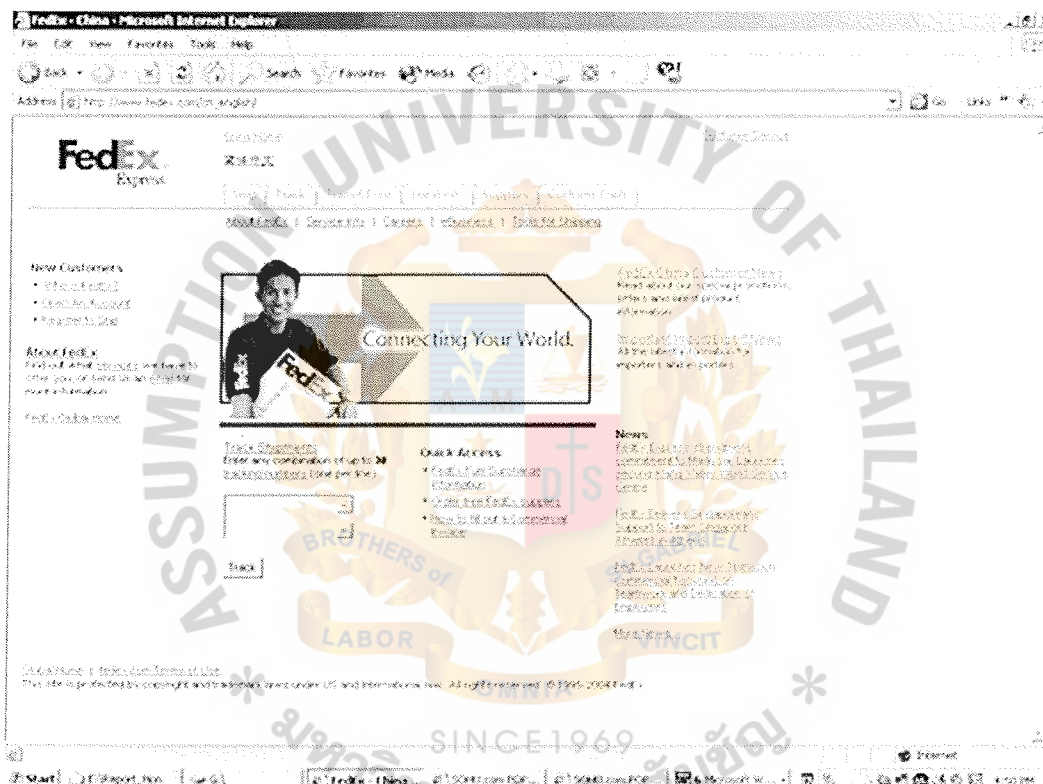


Figure 6.3. Website of Fedex uses to track for checking the delivery status.

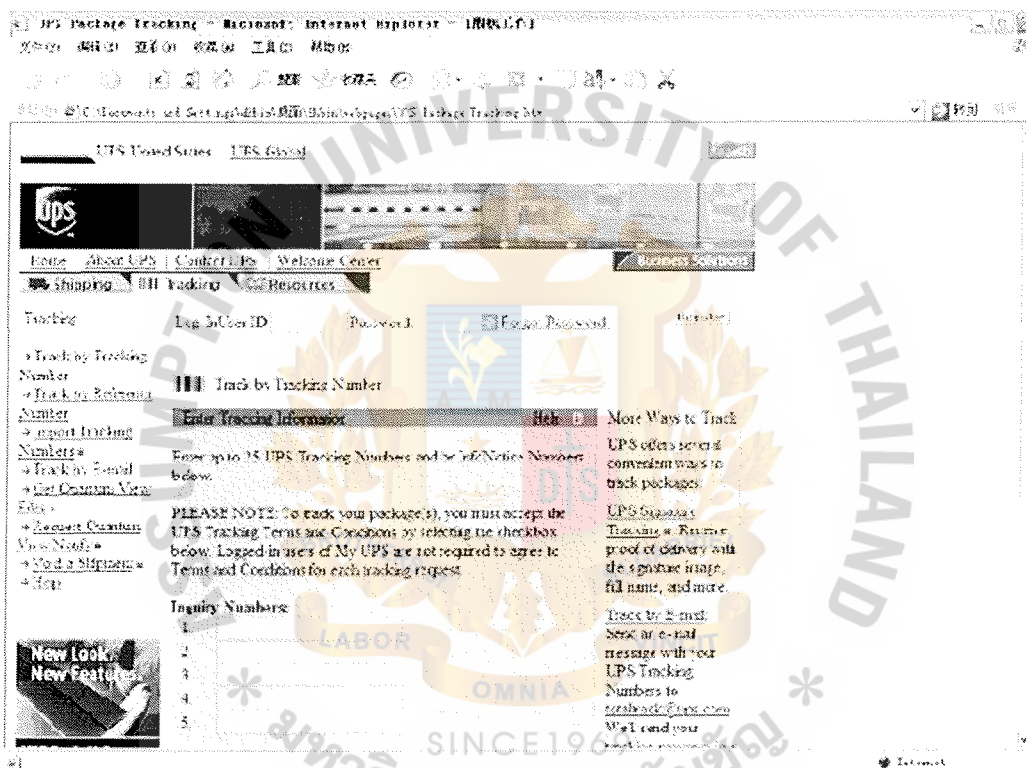


Figure 6.4. Website of UPS uses to track for checking the delivery status.

6.5 Finance Analysis

To analyses our online selling, we must use the financial tools to analyze. We use financial analysis to make the Return-On-Investment (ROI) and breakeven analysis. It can be used to determine whether this project is economically feasible or not. To use these tools, we must know 2 things; income, and expense. We use the estimates of income and expense to create the financial statement. After that we use this financial statement to analyze. The following are the details of the financial analysis we have.

- (1) Estimate major income.
 - (a) First year
 - (i) Retail sale (per year) 500 sets X 100CNY (average price of product)
 - (ii) Wholesale (per year) 1,900 sets X 85CNY (average price of product)
 - (iii) Total Income = 211,500CNY
 - (b) Second year
 - (i) Retail sale (per year) 725 sets X 100CNY (average price of product)
 - (ii) Wholesale (per year) 3,040 sets X 85CNY (average price of product)
 - (iii) Total Income = 330,900CNY
 - (c) Third year
 - (i) Retail sale (per year) 1,160 sets X 95CNY (average price of product)
 - (ii) Wholesale (per year) 5,168 sets X 80CNY (average price of product)

- (iii) Total Income = 523,640CNY
- (d) Fourth year
- (i) Retail sale (per year) 1,856 sets X 95CNY (average price of product)
- (ii) Wholesale (per year) 8,786 sets X 80CNY (average price of product)
- (iii) Total Income = 879,200CNY
- (e) Fifth year
- (i) Retail sale (per year) 2,970 sets X 95CNY (average price of product)
- (ii) Wholesale (per year) 14,936 sets X 80CNY (average price of product)
- (iii) Total Income = 1,477,030CNY
- (2) Initial Investment
- (a) Investment cost (website)

Table 6.1. Investment cost (Initial Investment).

Initial Investment Cost	CNY
Hardware (computer 2 sets & Hardware specification)	30,000
Software	20,000
Office Equipment	15,000
Leased line & hosting installation	9,000
Miscellaneous	8,000
Total investment	82,000

(b) Operating cost

Table 6.2. Investment Cost (Operating Expense).

Operating Expense	1st Y	2nd Y	3rd Y	4th Y	5th Y
Office Room Rent	20000	24000	24000	30000	36000
Webhosting Fee	20000	24000	28800	34560	41472
Domain names	800	800	800	800	800
Management Expense	40000	40000	70000	60000	60000
Maintain Fee	10000	10000	20000	25000	30000
Overhead	15000	12000	20000	10000	10000
Salary Expense	20000	32000	48000	60000	66000
Advertising Expense	40000	35000	60000	70000	70000
Depreciation Expense	1200	1200	1200	1200	1200
Total operating cost	125800	142800	211600	220360	244272

(3) Production cost (delivery cost)

We do not produce our online products directly, we have to stock our online products from some folk individuals and some bigger merchants, and we sometimes need to order and custom some special products from the folk handmade workers. So our online selling has the delivery cost as production cost, there are about 8% of average delivery cost for per retail sale set and 6% of average delivery cost for per wholesale set. The details are shown in the following table.

Table 6.3. Production Cost (Delivery Expense).

Subject	Year 1	Year 2	Year 3	Year 4	Year 5
Retail sale Income	50,000	72,500	110,200	176,320	282,150
Wholesale Income	161,500	258,400	413,440	702,880	1194880
Total Income	211,500	330,900	523,640	879,200	1477030
Retail sale Delivery Expense	4,000	5,800	8,816	14,106	22,572
Wholesale Delivery Expense	9,690	15,504	24,806	42,173	71,693
Total Delivery Expense	13,690	21,304	33,622	56,279	94,265

(4) Estimate income statement (3 year)

Our online selling plans to sell product by setting sale target as follows; the increase rates are 50%, 60% for retail sale and 60%, 100% for wholesale based on per year sale volume in the first 3 years.

Table 6.4. Income Statement for 5 Years Planning.

Income statement	Years 1	Year 2	Year 3	Year 4	Year 5
Sale Target (sets)	2,300	3,765	6,328	10,642	17,906
Total Income	211,500	330,900	523,640	879,200	1477030
Total Expense	221,490	164,104	245,222	276,639	338,537
Net Profit Before Tax	-9,990	166,796	278,418	602,561	1138493

From the information above, we can make profits from this new marketing channel at the second year plan. We use this website as a communication media to create awareness, our online business image, and trust to our customer. We believe that this project can be a success and acceptable to proceed further.

(5) Break-Event Point

Our online selling has to sell product 2,180 sets to meet break-event point. In 2,180 sets, we must sell in retail basis about 20%(436 sets). And we must sell in whole sale basis about 80%(1,744 sets). This break-event point is the minimum volume to sell. The graph below will show about break-event point.

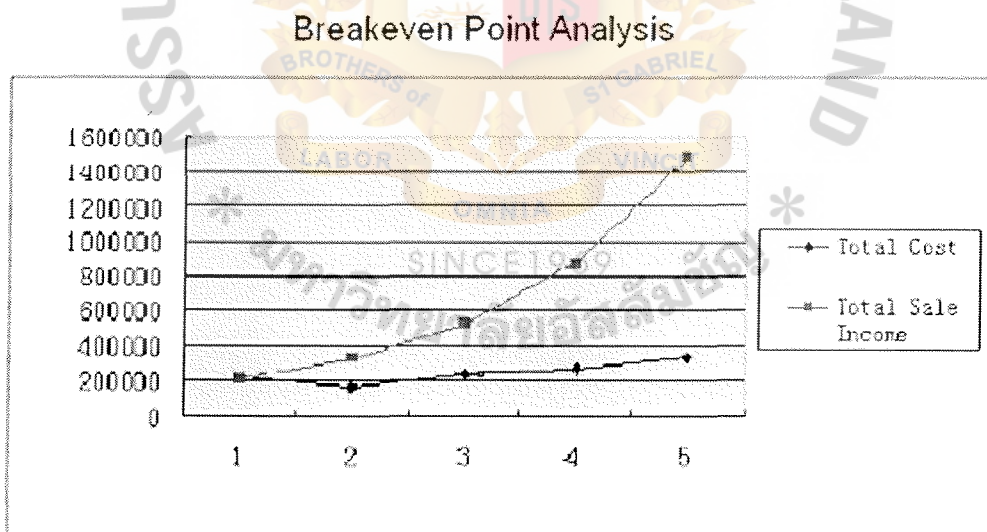


Figure 6.5. Show breakeven point.

VII. CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

The Internet is almost nearly everywhere in the developed information eras. It can reach mass customers and niche market at a time since the capability of customization. So the business would like to offer an efficient channel via Internet for information service and another way to reach more customers, but it must be handled with care. The Internet will not work alone, but when it is used in combination with good business fundamentals and an existing offline infrastructure, it is an incredibly powerful tool to interact with both consumers and sellers.

ClassicCnCraft.com is developed to support selling classic Chinese handicraft products. This website provides the new marketing channel for our business. This new marketing channel can create the sale volume to our online selling. Our online selling will achieve our goal by using marketing concepts to create awareness and trust in our business. To create awareness and trust, we must consider the needs and wants of buyers and deliver the desired satisfaction more effectively and efficiently than competitors.

Thus, we create our website by applying some ways in which we manage our proposed web site as follows:

- (1) To use and apply the knowledge that you learnt such as Internet marketing, web programming, web design, Marketing Management, and the subject to develop the web site.
- (2) Make the web site attractive to the customers.
- (3) Make the customers revisit our site again and again.

- (4) To conduct a SWOT analysis, customer delivered value (CDV), Marketing mix (4 P's).
- (5) Show how implementation has to be done.
- (6) To set a mission and goals.
- (7) To provide the marketing plan by setting target market, market positioning and promotional mix.
- (8) To sell physical goods online as one of the sales channels and delivery of goods to take place through traditional means.
- (9) To update the web site products frequently.
- (10) To use the web site as a tool to support the traditional storefront.

We need to attract consumers, keep them coming back and motivate them to tell their friends to visit our site such as improve our web site to be more attractive, an easy access to information, to tell consumers about new information and features, an access for easy ordering, put our URL in a well-known search engine, banner exchange with well-known web sites and so on. Every document that is delivered to the audiences will have our URL name and our e-mail address. We contact them by e-mail that will reduce the cost of investment.

7.2 Recommendations

E-commerce is a marketing tool to help business to expand market easier. We should use this opportunity to develop and expand our business growth. Especially, in the beginning our online business is an evolutionary process and the developing phase. If we ignore our site and its possibilities, we will miss out an opportunity to develop our business in the future. Managing and developing for the future are very important to be successful in the future:

- (1) Review and improve our web site at least twice a year and to use SWOT analysis to improve our marketing strategies every 6 months.
- (2) To develop our online web site into an attractive site and to use the pull technology that make visitors revisit our web site again and again.
- (3) Set up sale promotion to all occasion's sale seasons such as Christmas, Valentine, and New Year by offering a special price.
- (4) Catch up the newest IT technology and new marketing technique to improve our online business.
- (5) Collect customers' information and e-mail addresses.
- (6) Send the news or useful information and the detail of the products to the customers, and send greeting messages to old customers to create the public relationship or remind the customers to visit our website.
- (7) To change or add new products in our website every month and increase product categories with more attractive designs.
- (8) Exchange our banners more with other sites.



APPENDIX A

WEB INTERFACE DESIGN



Figure A.1. Mainpage of Website.

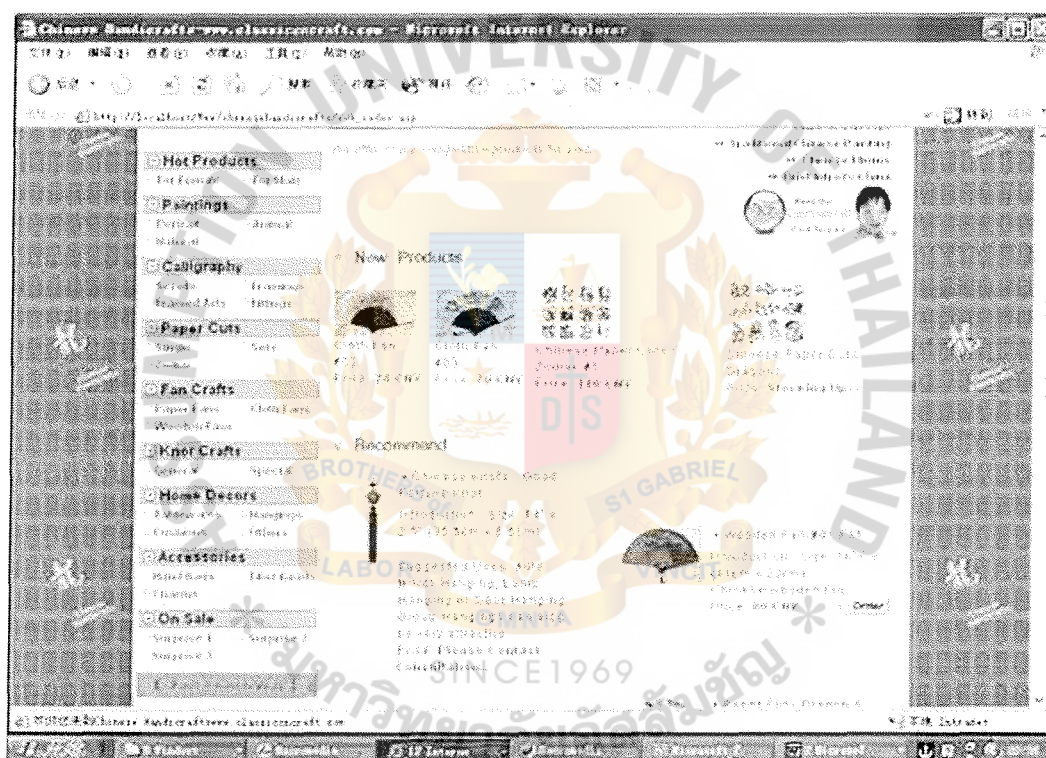


Figure A.2. Navigation of Website(Products Sort).

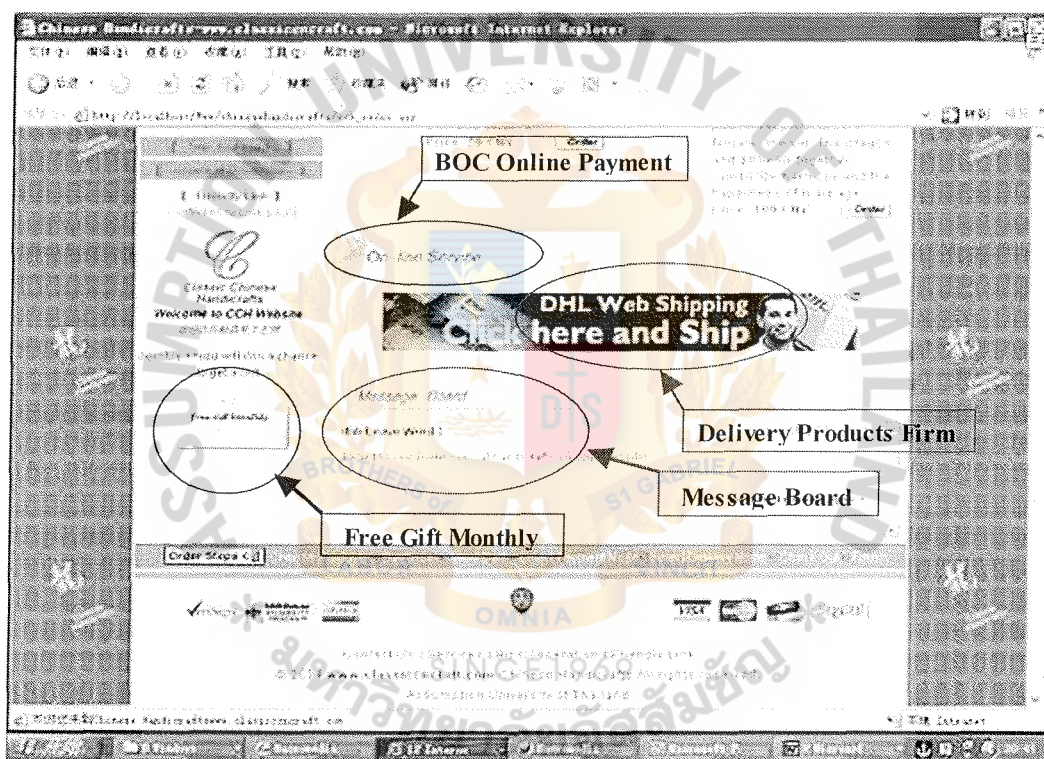


Figure A.3. Special Services link of Website.

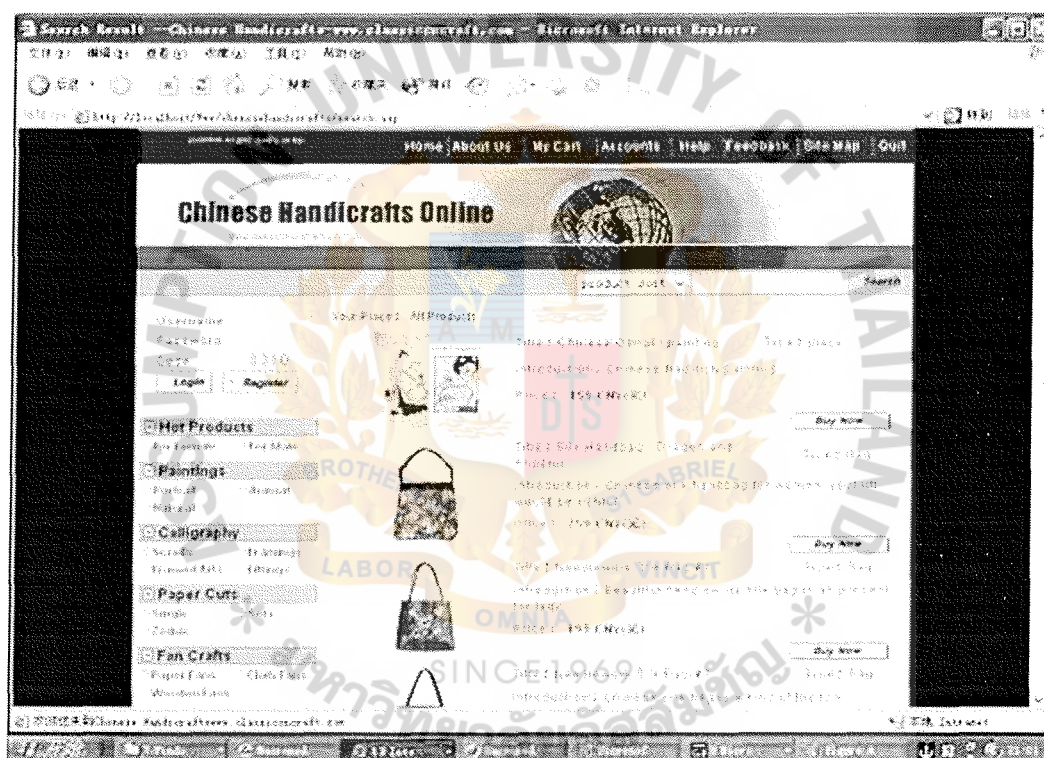


Figure A.5. Products List Page of Website.

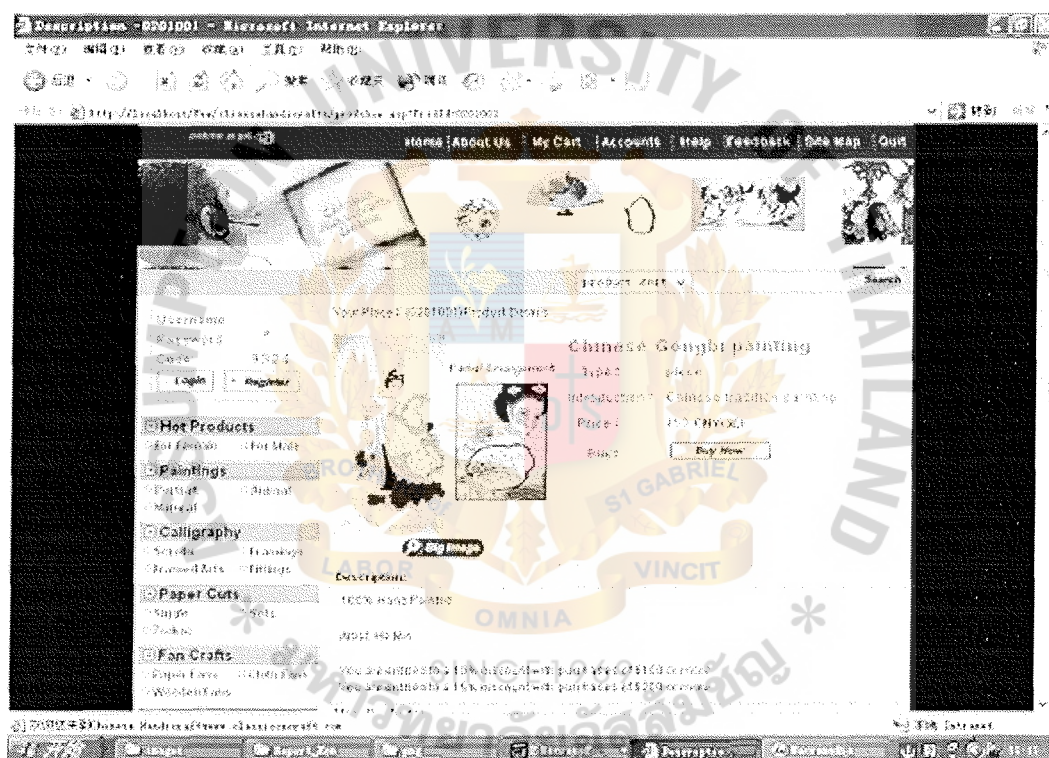


Figure A.6. Details of Products List Page.

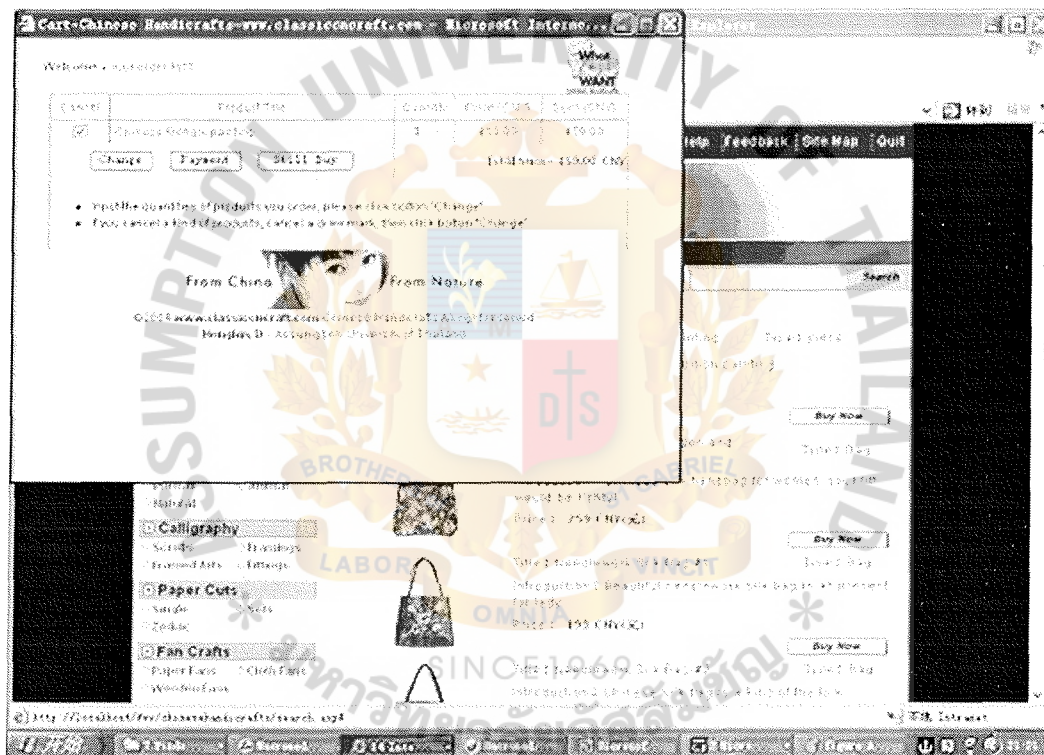


Figure A.7. Shopping Cart Page of Website.

Fill in details of order list - Microsoft Internet Explorer

Welcome to payment webpage, please input your related info...

Order Your order list:

Product Title	Quantity	Price	Sum
Paper Cut- Dragon & Phoenix	1	160.00	160.00
Wooden Fan #01	1	80.00	80.00
Chinese Photo - Good Fortune	1	.00	.00
			Total Sum=240.00

Receiver Name	polat	Receiver Phone	0899265718
Receiver E-mail	polarnen177@hotmail	Payment Mode	Please choose a payment mode v
Zip Code	100120		
Receiver Address	assumption		
Notes			
<input data-bbox="520 1353 649 1384" type="button" value=" << Modify "/> <input data-bbox="680 1353 810 1384" type="button" value=" Submit >> "/> <input data-bbox="834 1353 896 1384" type="button" value=" Reset "/>			

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 Hongbin D - Assumption University of Thailand
 Hongbin D - Assumption University of Thailand

Figure A.8. Payment Webpage of Website.

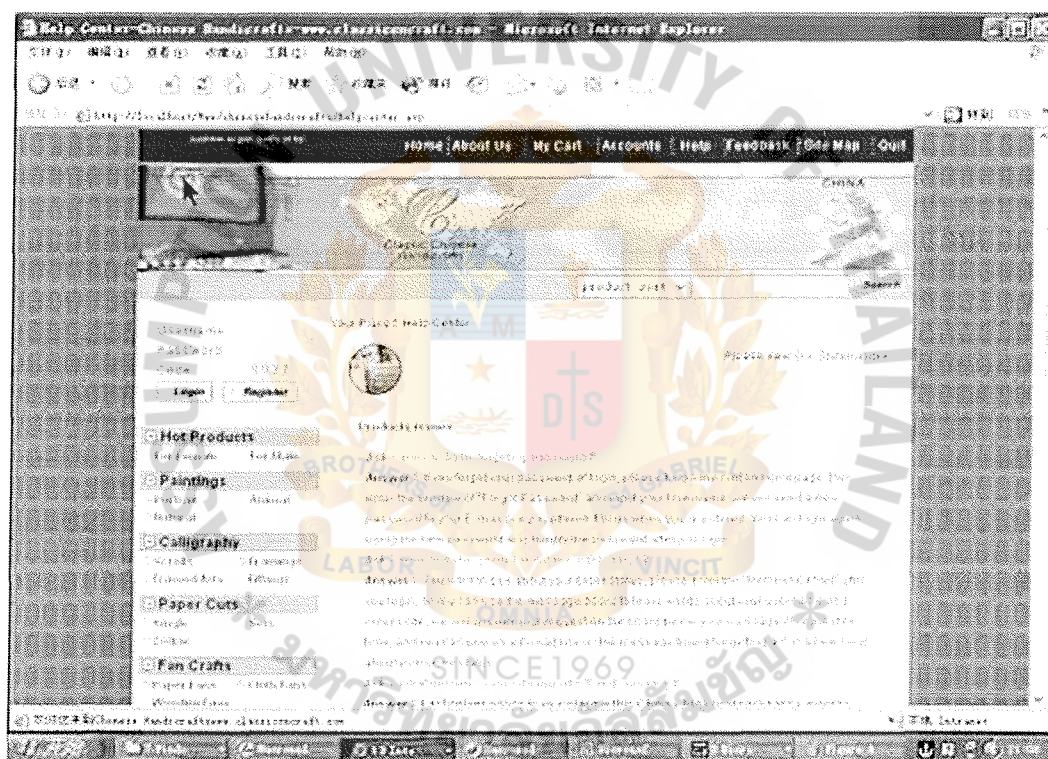


Figure A.9. Help Center of Website.

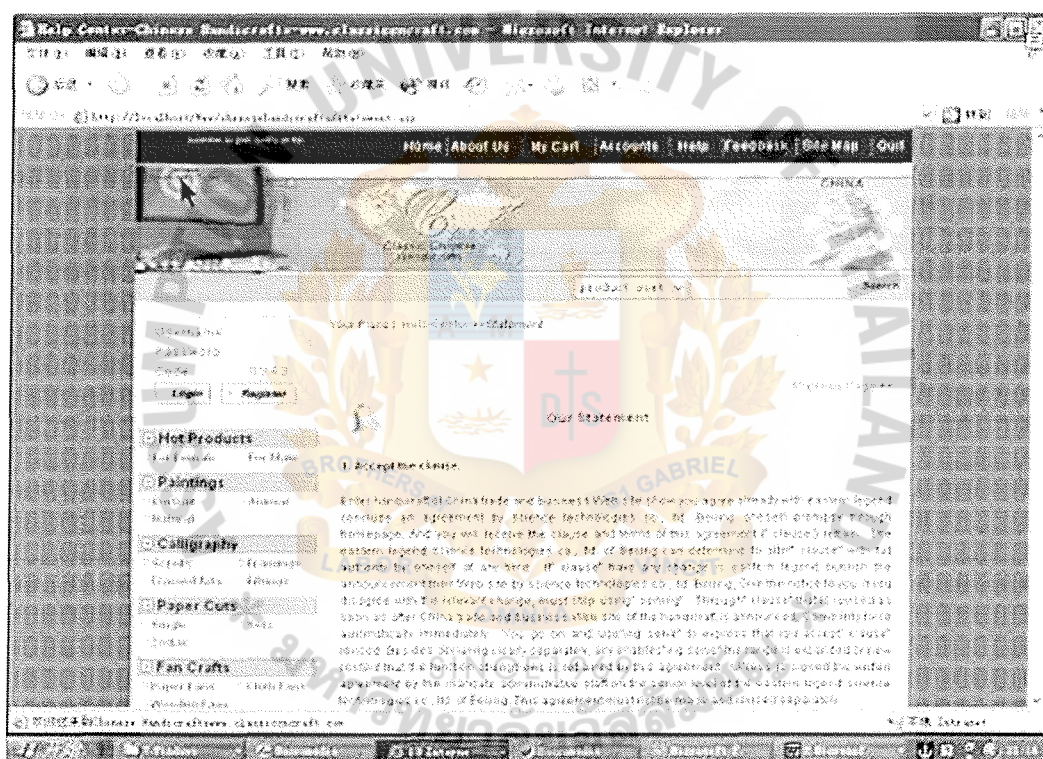


Figure A.10. Our Statement of Webpage.

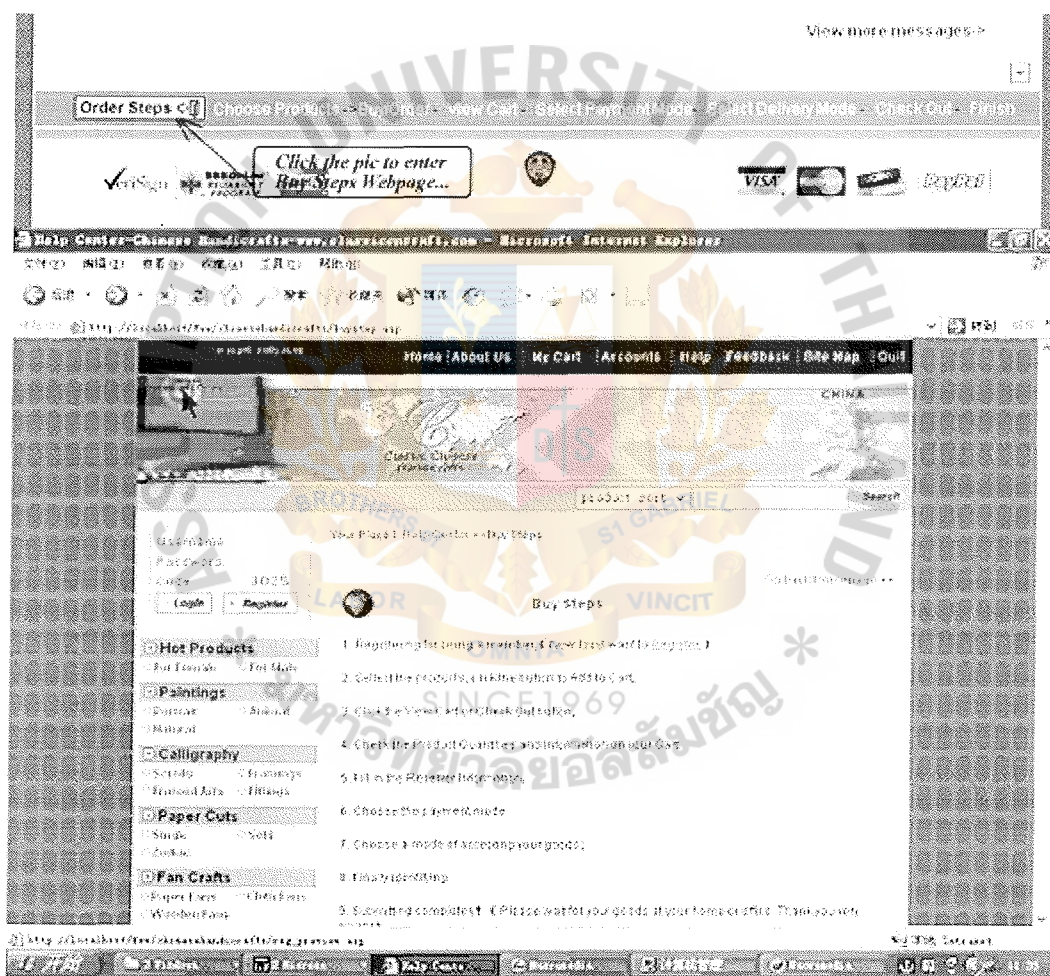


Figure A.11. Buy Steps Webpage of Website.

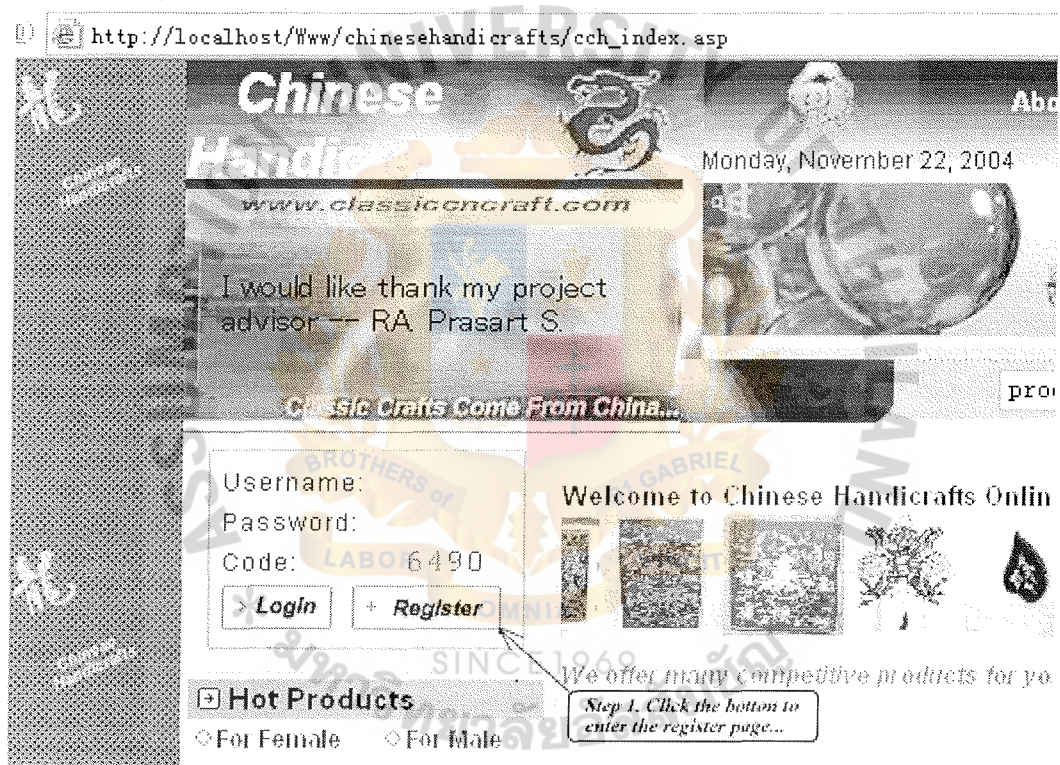


Figure A.12. Register Process Step 1.

localhost/www/chinesehandicrafts/reg_preview.asp

Home About Us My Cart Accounts Help Feedback Site Map Quit

CHINA

Classic Chinese Handicrafts

product sort ▼ Search

The first step - Fill in your basic info

Accounts* 4-10 letters or numbers

Real Name* 2-4 letters

Password* 6-10 digits

Repeat PW* Check your password.

Email* Input a valid e-mail

* 00

Province: -select- ▼

City: -select- ▼

Figure A.13. Register Process Step 2.

ASSUMPTION UNIVERSITY OF THAILAND

Input Details

Sex: ☐ Male ☐ Female

Marital Status: ☐ Married ☐ Single

Birth Date: 0000-00-00

Income: 00000-00000

Occupation:

Company Title:

Company Phone:

Home Phone:

Country: China

Address:

Zip Code:

Memo:

Accept our e-mail: ☒ Yes ☐ No

Submit Reset

LABOR OMNIA VINCIT

ST GABRIEL

OTHERS OF

มหาวิทยาลัยอัสสัมชัญ

Figure A.14. Register Process Step 3.

localhost/www/chinesehandicrafts/reg_save.asp

Home | About Us | My Cart | Accounts | Help | Feedback | Site Map | Out

Success! Please go to "My Private World" for modifying.



Contact Us | Services | Biz Cooperation | Friendly Link

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Assumption University of Thailand

Figure A.15. Register Process Step 4.



Figure A.16. Use Accounts Process Step 1.



Figure A.17. Use Accounts Process Step 2.

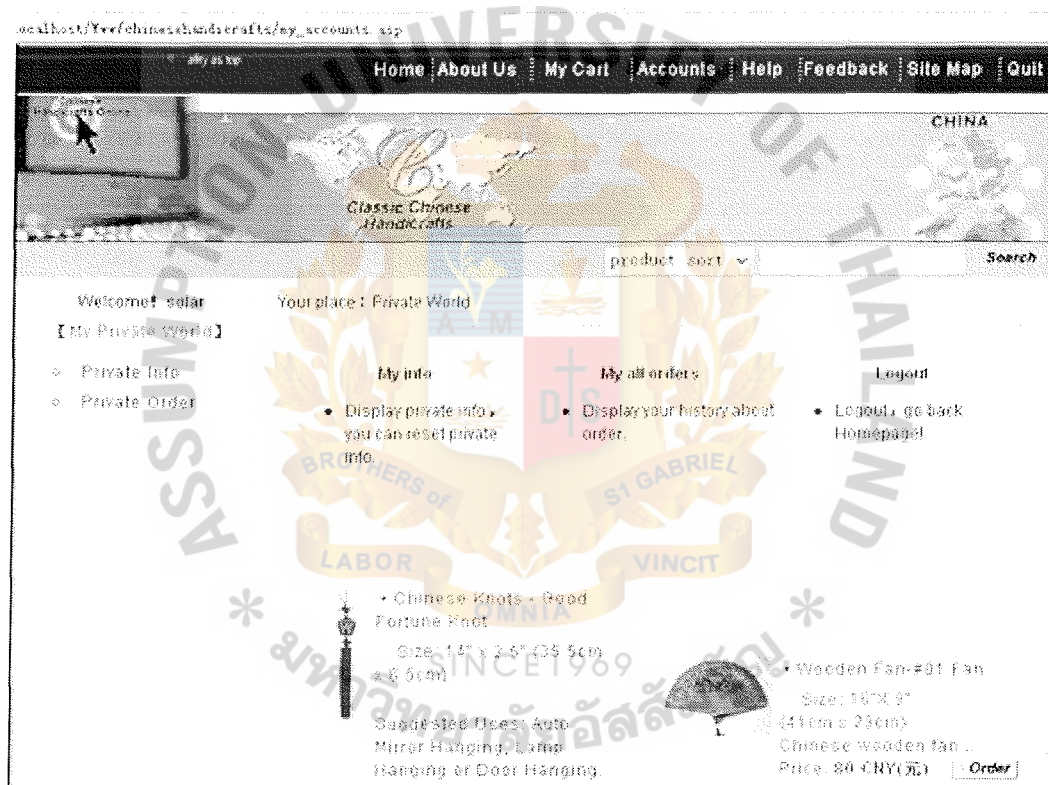


Figure A.18. Use Accounts Process Step 3.

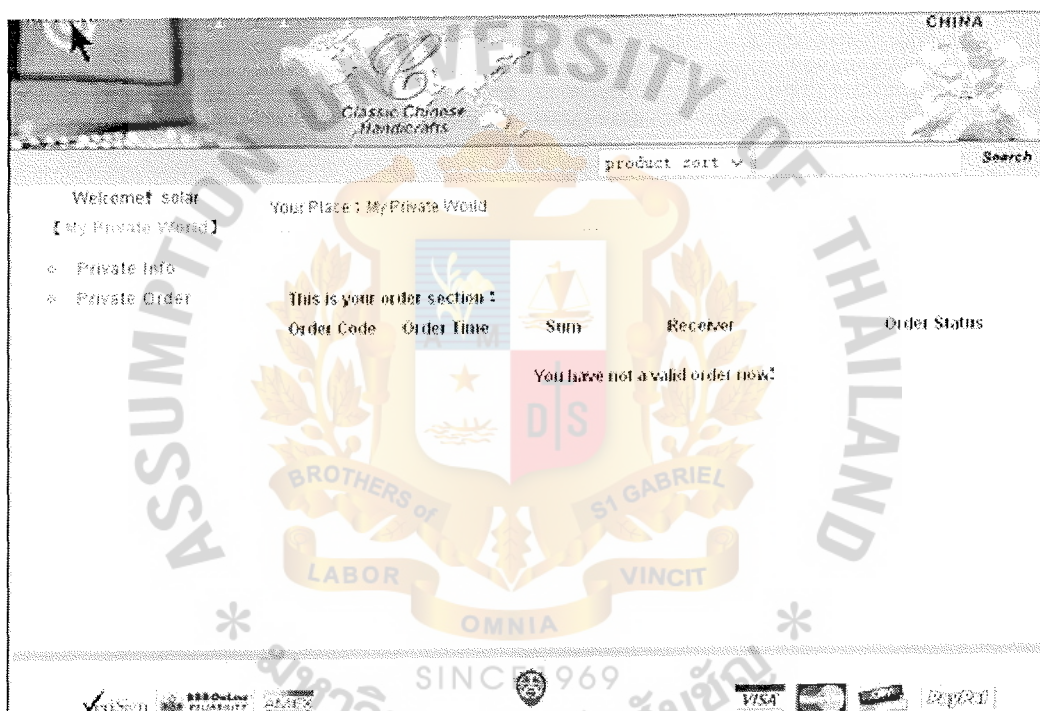


Figure A.20. Private Order Status Webpage.



APPENDIX B

WEB DATABASE DESIGN

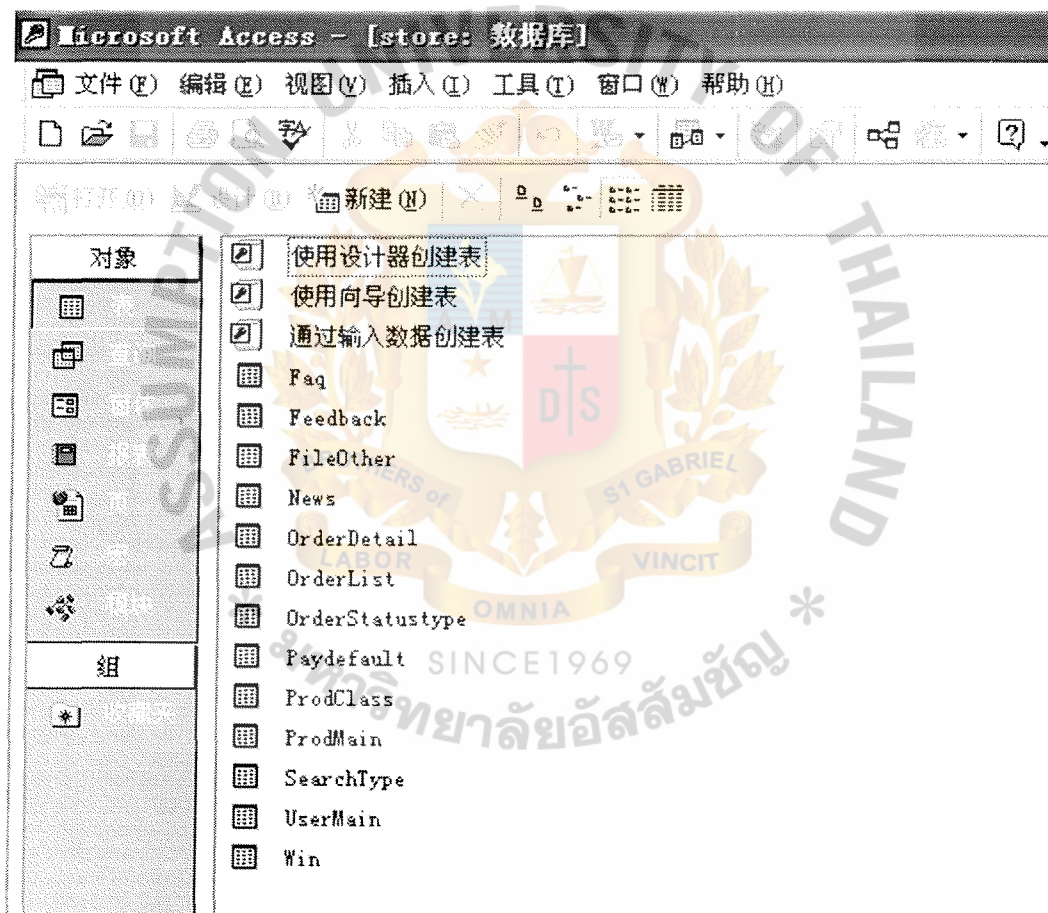


Figure B.1. Database of Website.

Microsoft Access

文件(F) 编辑(E) 视图(V) 插入(I) 格式(O) 记录(R) 工具(T) 窗口(W) 帮助(H)

设计(D) 新建(N)

使用设计器创建表
使用向导创建表
通过输入数据创建

FAQ
Feedback
FileOther
News
OrderDetail
OrderList
OrderStatustype
Paydefault
ProdClass

ProdClass: 表

Class	LarSe	LarCode	MidSe	MidCode
69	1	Hot Products	2	For Female
70	1	Hot Products	3	For Male
71	2	Paintings	1	Portrait
72	2	Paintings	2	Animal
73	2	Paintings	3	Natural
74	3	Calligraphy	1	Scrolls
75	3	Calligraphy	2	Framings
76	3	Calligraphy	3	Framed Arts
77	3	Calligraphy	4	Fittings
78	4	Paper Cuts	1	Single
79	4	Paper Cuts	2	Sets
80	4	Paper Cuts	3	Zodiac
81	5	Fan Crafts	1	Paper Fans
82	5	Fan Crafts	2	Cloth Fans
83	5	Fan Crafts	3	Wooden Fans
84	6	Knot Crafts	1	General
85	6	Knot Crafts	2	Special
86	7	Home Decors	1	Tablewares
87	7	Home Decors	2	Hangings
88	7	Home Decors	3	Cushions
89	7	Home Decors	4	Others
90	8	Accessories	1	Hand Bags
91	8	Accessories	2	Tibet Beads
92	8	Accessories	3	Charms
93	9	On Sale	1	Surprise 1
94	9	On Sale	2	Surprise 2
95	9	On Sale	3	Surprise 3
* 编号	0		0	

Figure B.2. Database of Products Sort.

[illegible]

Figure B.3. Database of Details of Products.

Microsoft Access

文件(F) 编辑(E) 视图(V) 插入(I) 格式(O) 记录(R) 工具(T) 窗口(W) 帮助(H)

OrderDetail: 表

ID	OrderNum	UserId	ProdId	ProdName
1	040329-220827	vistor	2	
2	040329-220841	vistor	2	

(自动编号)

OrderList: 表

ID	OrderNum	UserId	OrderTime	Discount
1	040329-220827	visitor	2004-3-29	
2	040329-220841	visitor	2004-3-29	
			2004-11-16	

(自动编号)

OrderStatustype: 表

Status	StatusDefine
0	New Order
11	Auto-Cancel
12	Canceled
2	Wait Checkout
3	Shipped
99	Ordered

Figure B.4. Database of Order and Payment.

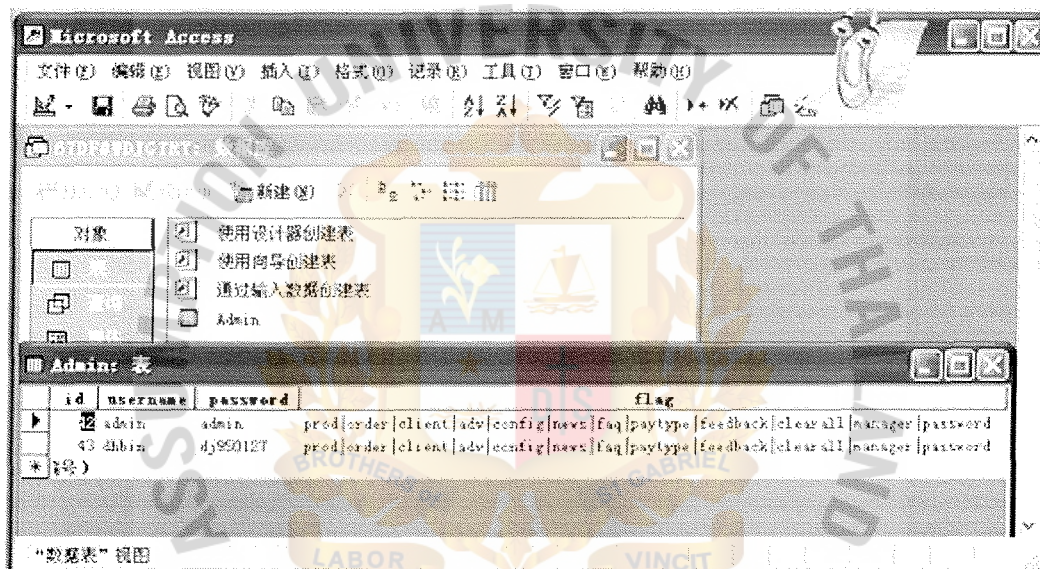


Figure B.6. Database of Webmaster Power Limit.



APPENDIX C
BACK OFFICE SYSTEM DESIGN

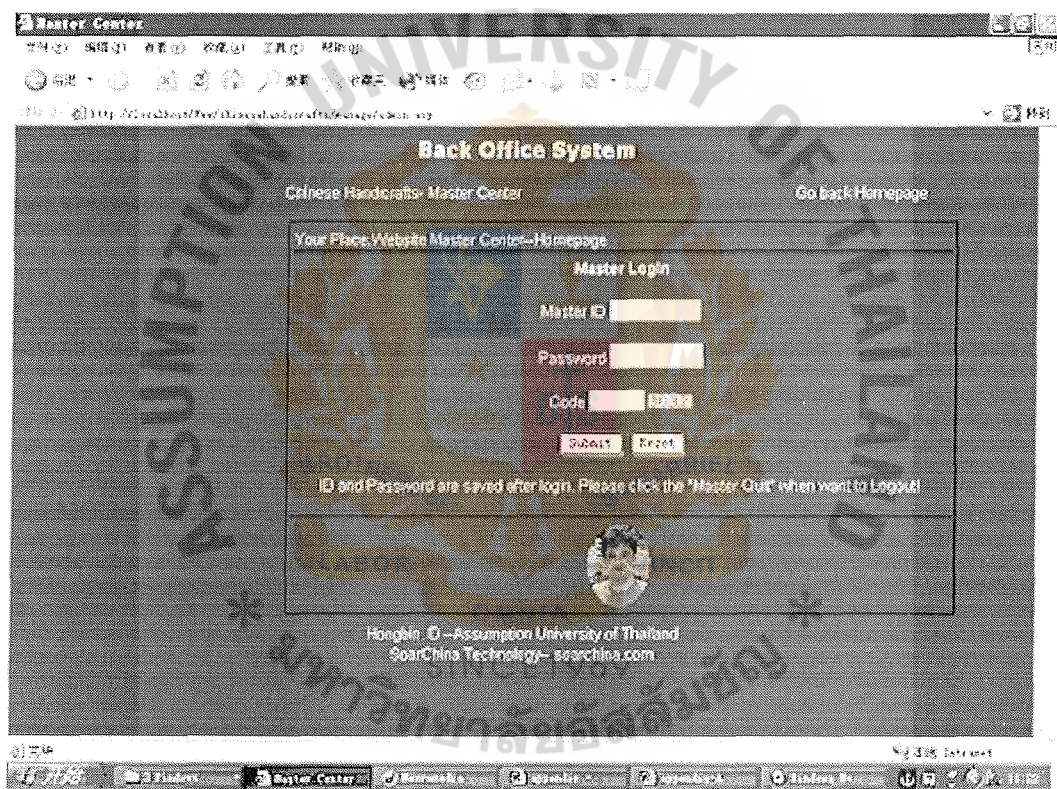


Figure C.1. Login Page for Access to Back Office System.

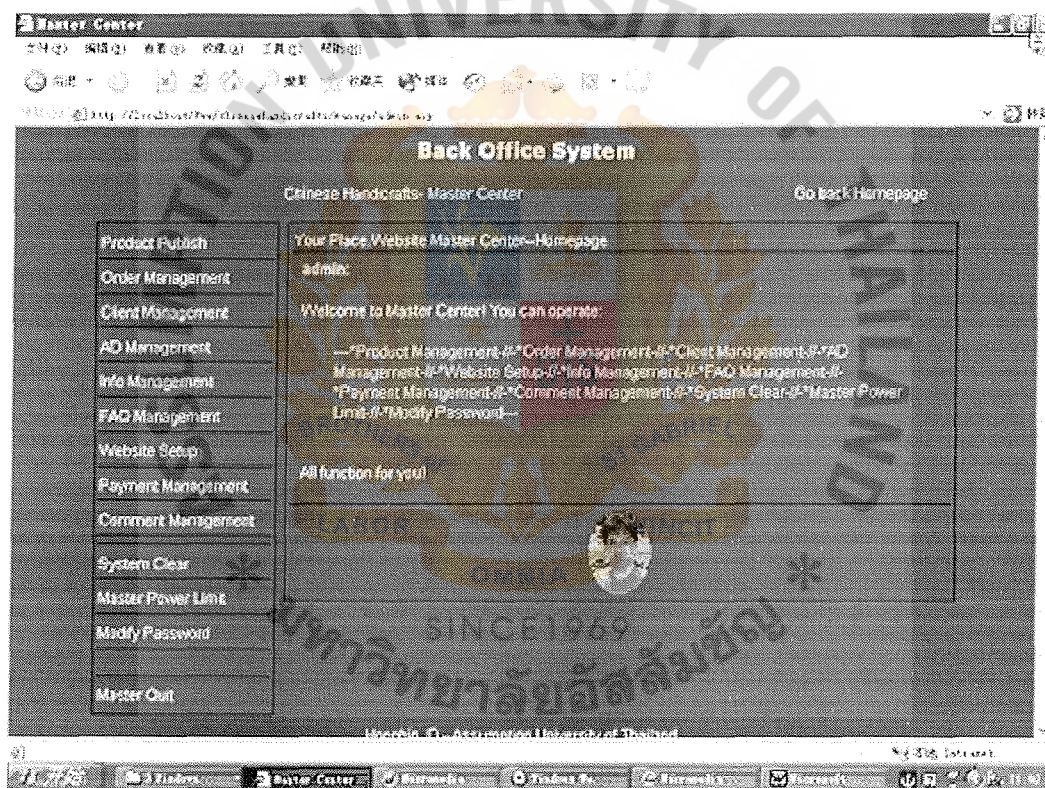


Figure C.2. Menu of Back Office System.

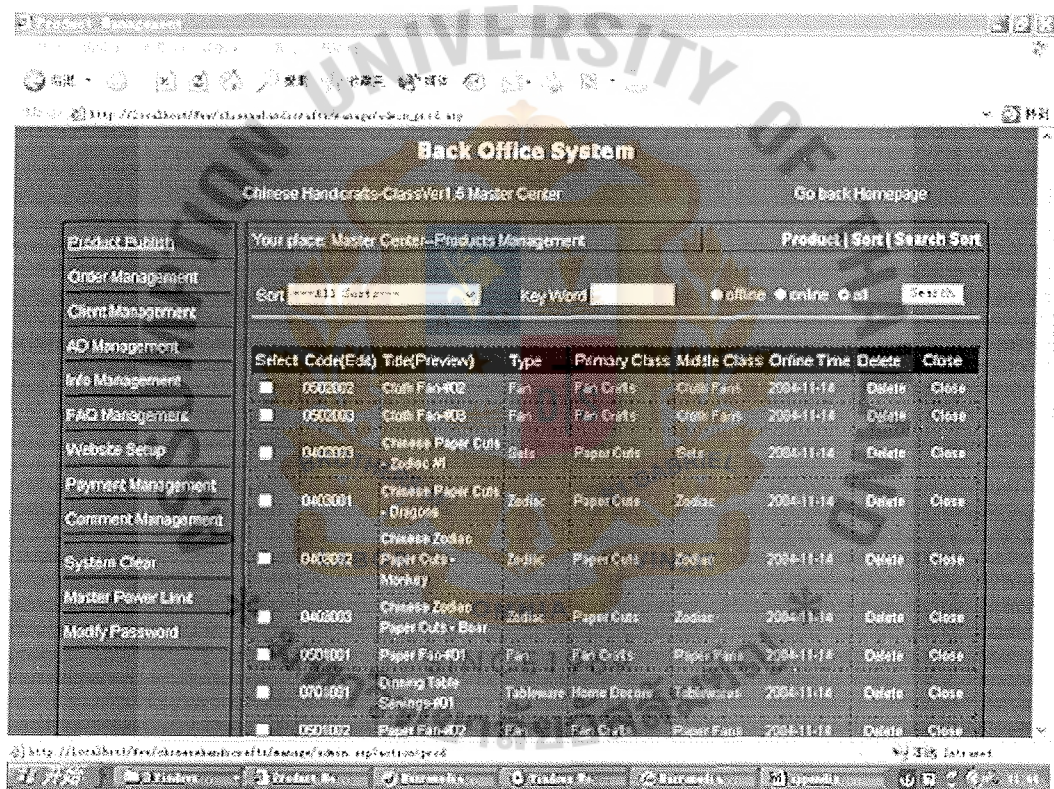


Figure C.3. Products Publish Center.

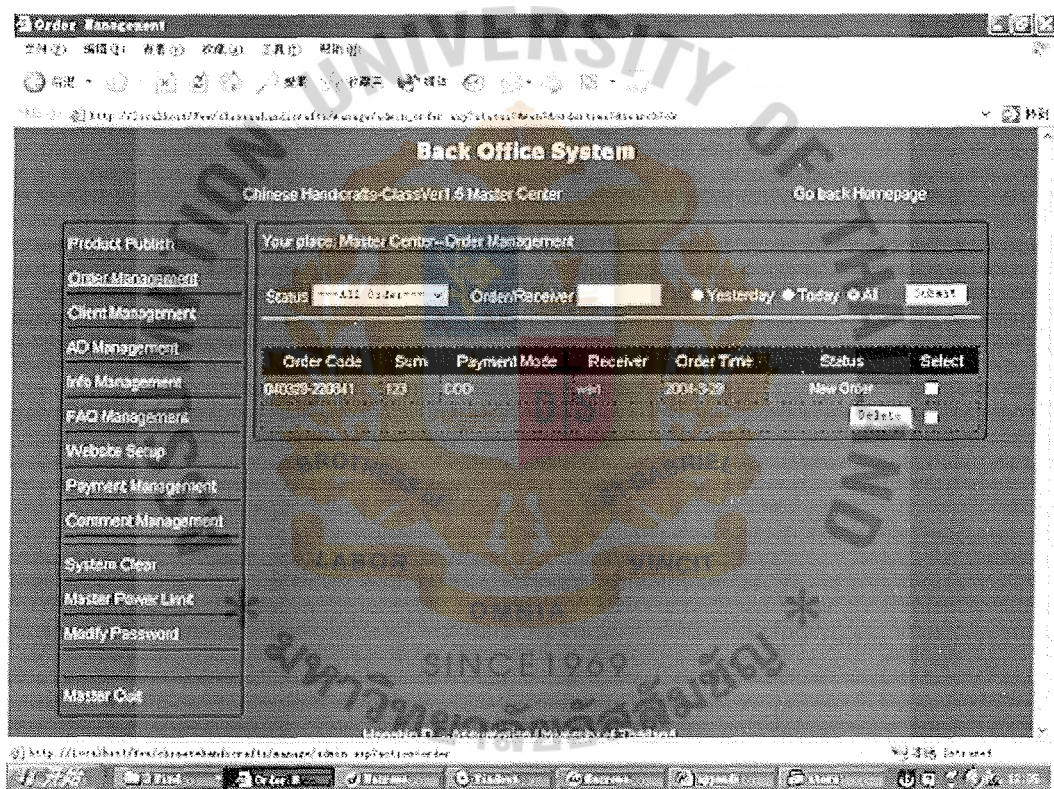


Figure C.4. Order Management Center.

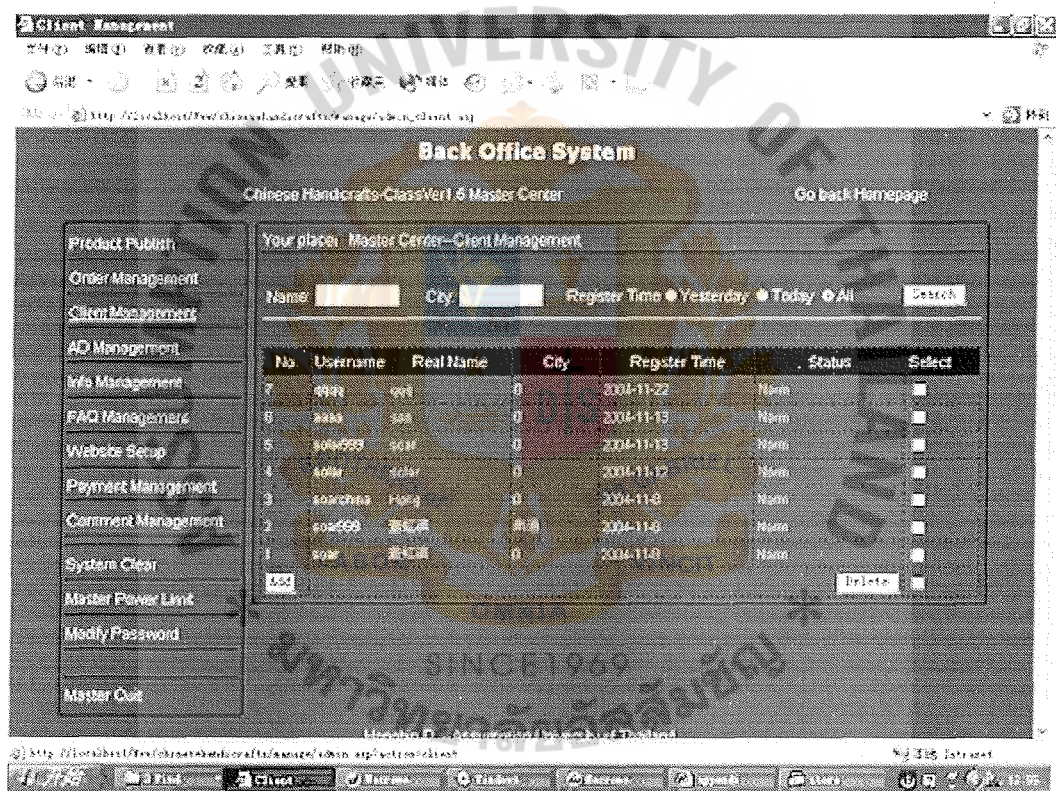


Figure C.5. Client Management Center.

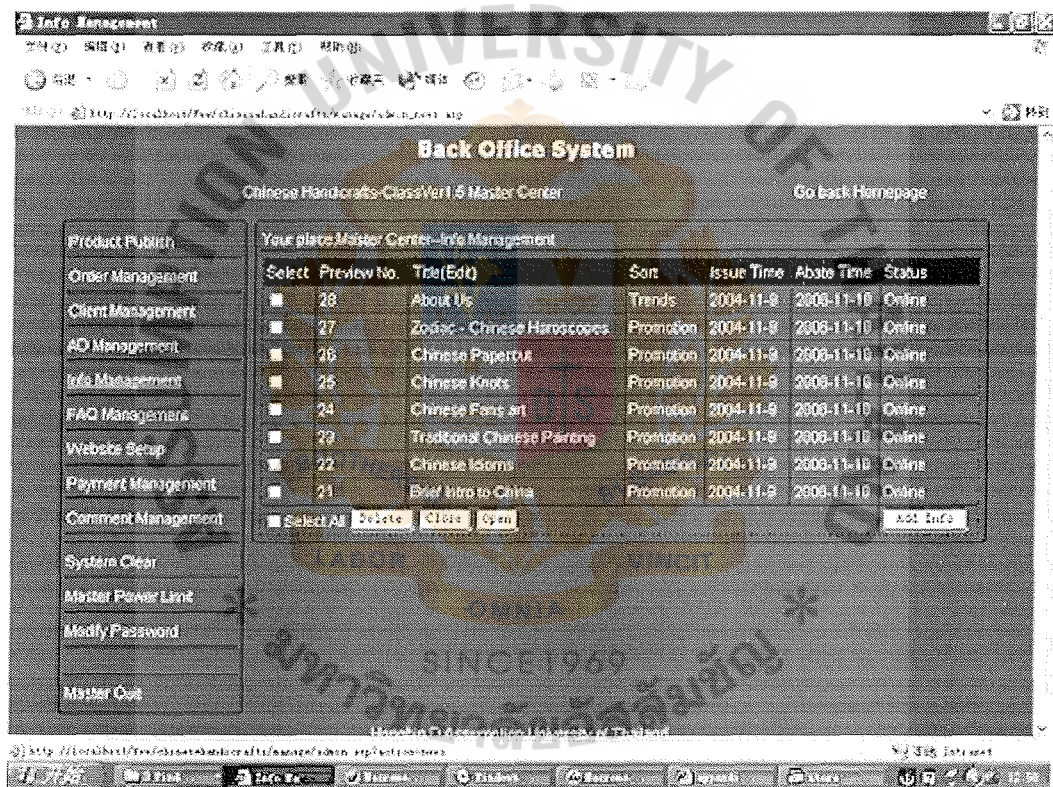


Figure C.7. Info Management Center.

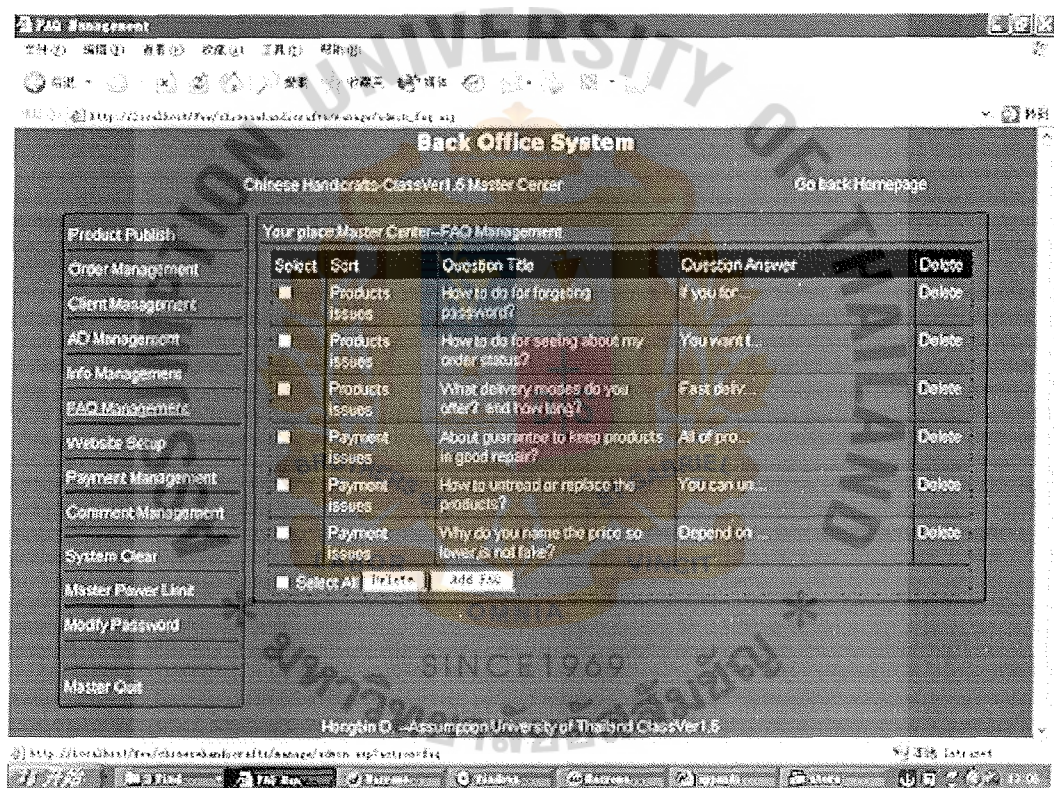


Figure C.8. FAQ Management Center.

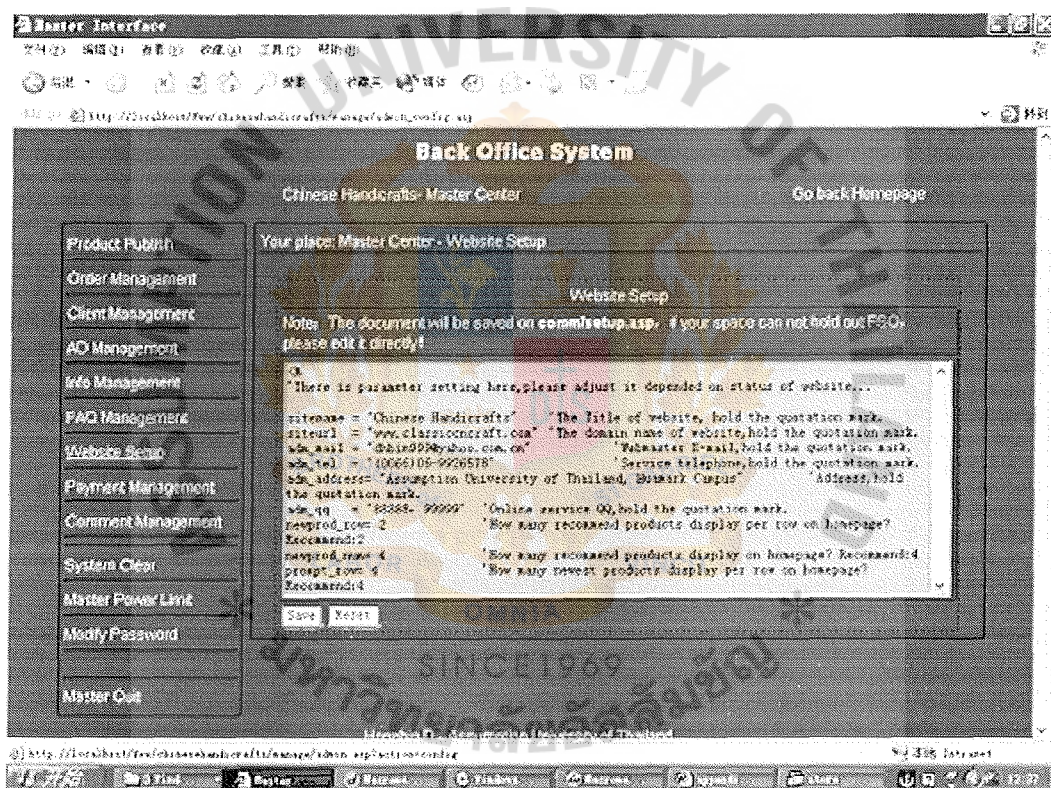


Figure C.9. Website Setup Center.

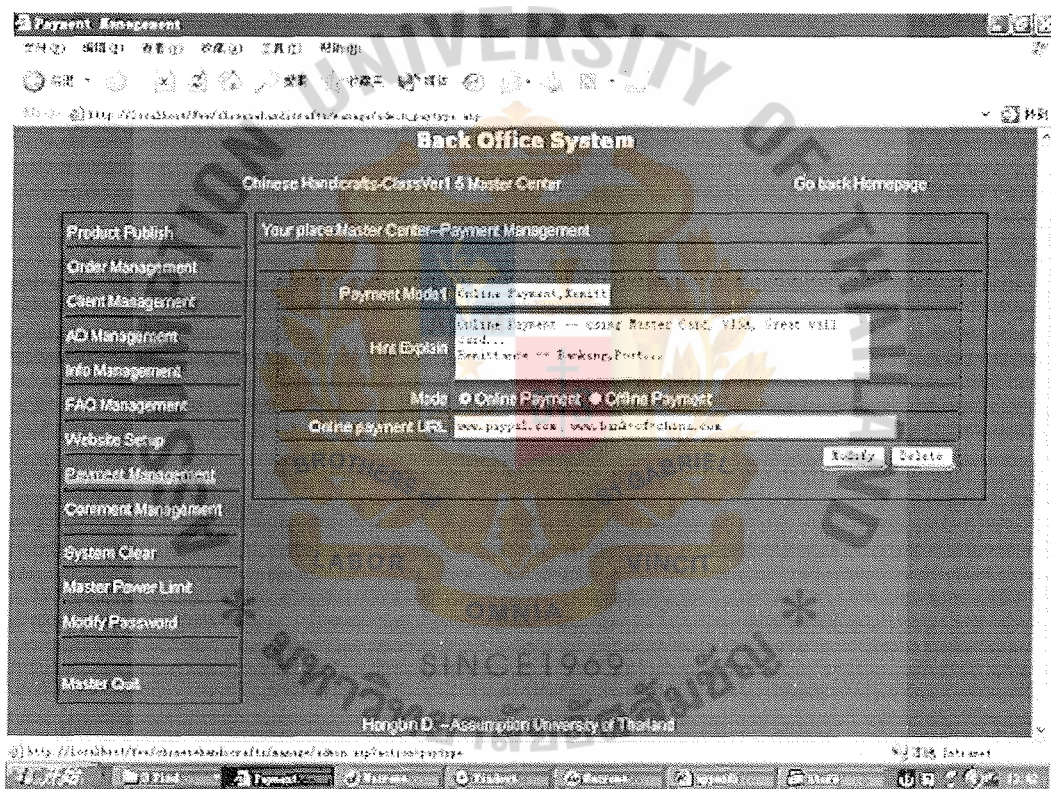


Figure C.10. Payment Management Center.

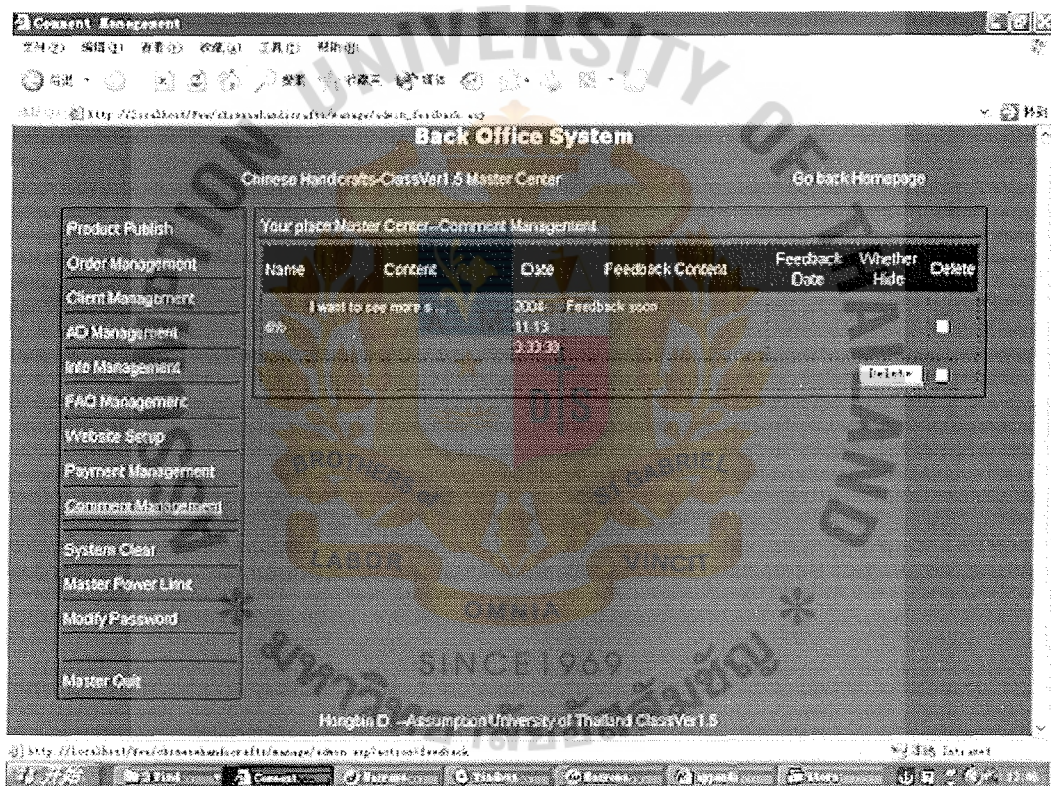


Figure C.11. Comment Management Center.

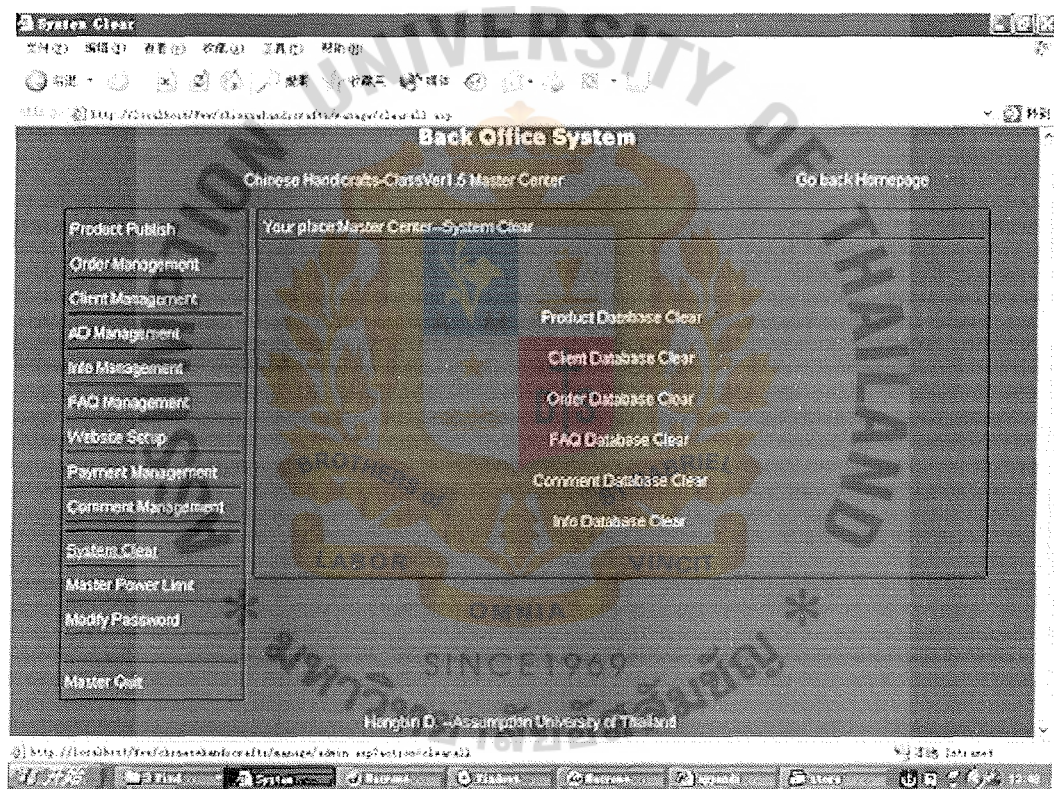


Figure C.12. System Clear Center.

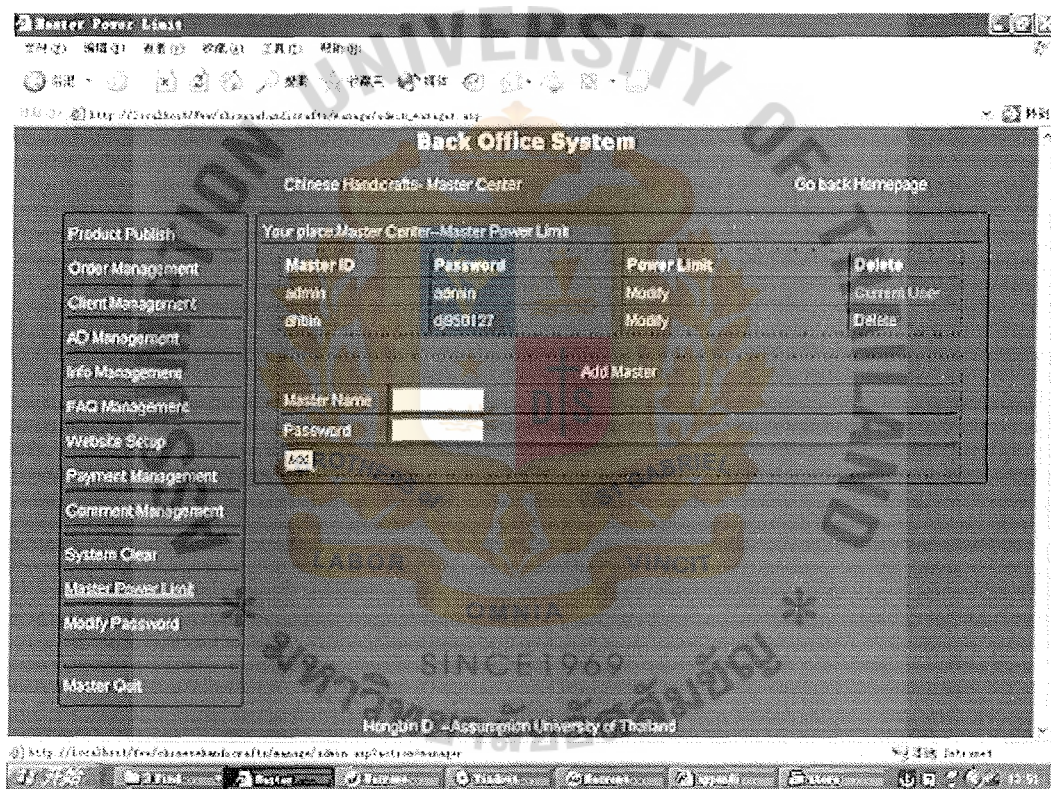


Figure C.13. Master Power Limit Management.

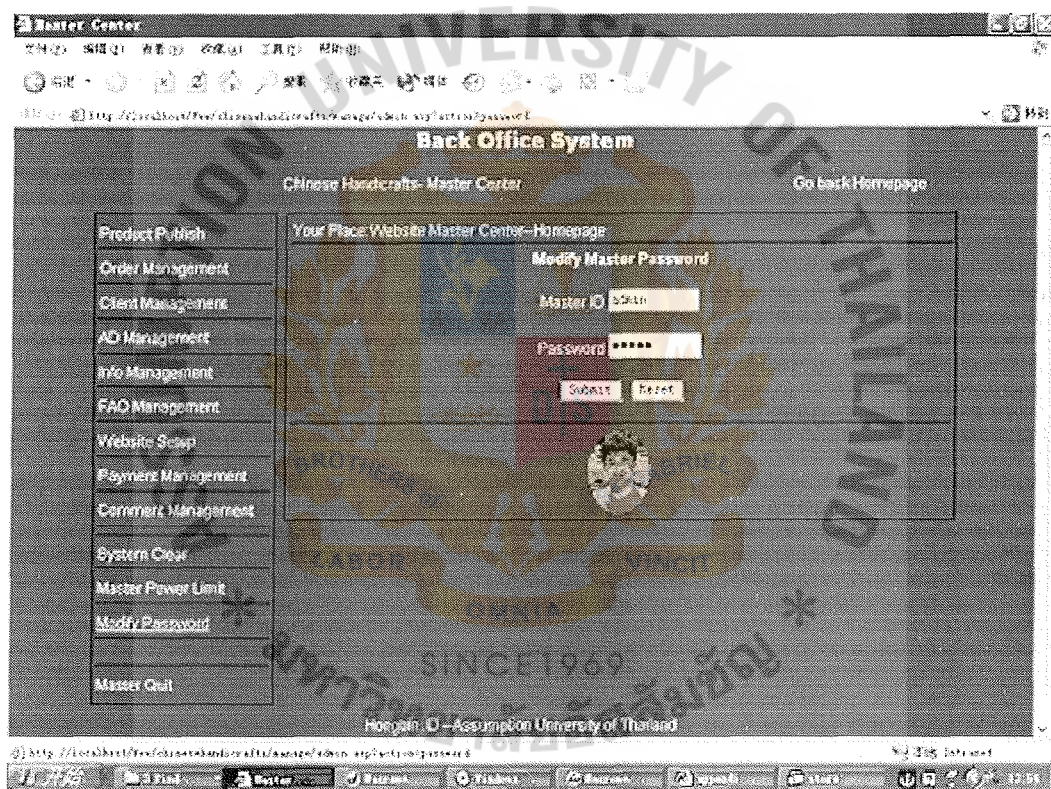


Figure C.14. Modify Password Management.

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