



WWW.TrendyThai.com - A Modern Thai Web Portal

by

Mr. Kittipong Songsejtakij

A Final Report of the Six-Credit Course
IC 6998 E-Commerce Practicum

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

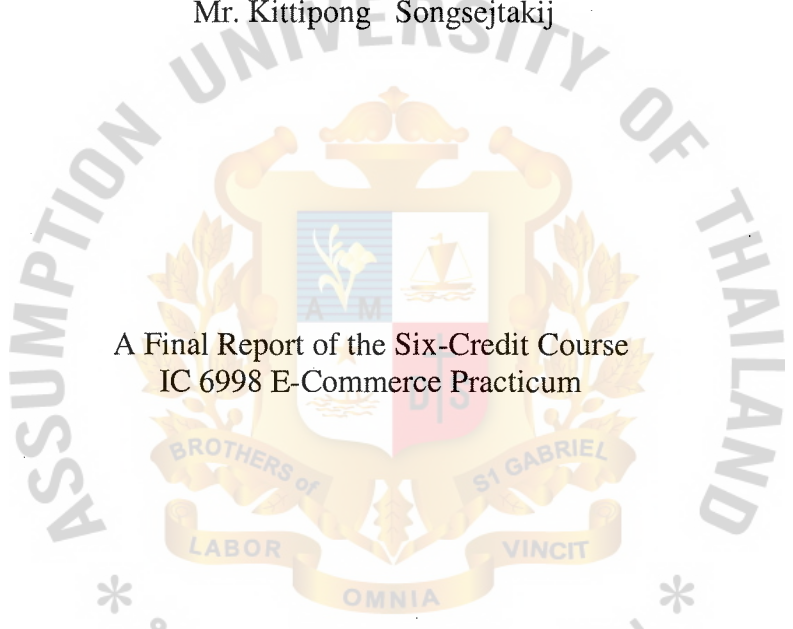
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The logo of Assumption University of Thailand is a circular emblem. It features a central shield with a blue field containing a white lily and a red field containing a white sailboat. The shield is flanked by golden laurel branches. Above the shield is a golden crown. Below the shield is a golden banner with the Latin motto "LABOR OMNIA VINCIT". The words "BROTHERS of" and "ST GABRIEL" are inscribed on the left and right sides of the shield respectively. The entire emblem is surrounded by a circular border containing the text "ASSUMPTION UNIVERSITY OF THAILAND".

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Project Title WWW.TrendyThai.com – A Modern Thai Web Portal

Name Mr. Kittipong Songsejtakij

Project Advisor Dr. Chaichachet Saivichit


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The Graduate School of Assumption University has approved this final report of the six-credit course, IC 6998 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

Approval Committee:

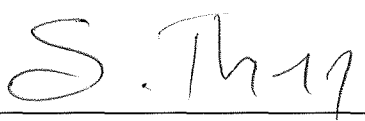



(Dr. Chaichachet Saivichit)
Advisor


(Prof. Dr. Srisakdi Charmonman)
Chairman


(Rear Admiral Prasart Sribhadung)
Member


(Dr. Ketchayong Skowratananont)
Member


(Assoc. Prof. Somchai Thayarnyong)
MUA Representative

November 2001

ABSTRACT

Since E-commerce has become one of the symbols which represent the modern life styles throughout the world, people are now eager to know how to get several benefits from the Internet. Web portal is also a kind of online benefits that people can easily experience. It contains useful information and links to the desired destination. So web portal could be like a central gateway for users when they start navigating each day.

Therefore, This report examines the involvement of several issues into the focus of how to create and manage a web site named 'TrendyThai.com'. It contains necessary information, factors, and strategies which are crucial indicators that lead to define a successful web portal.

It starts with the introduction of the project that contains background, objectives, and scope of the web site. The following section is the Literature Review which describes the overall definition and concept of E-commerce and web portal.

The section of Market Analysis is also included in this project. It explains several findings from research that lead to the decision of which group of people would be the target market of this web site. The major competitors are also defined in this part.

Furthermore, the content and outline of the web site, SWOT Analysis, Business Strategy, and Operations, are described in the later stages of this report. Upon completion of reading this report, the conclusion of how this web site is going to be successful will instantly come up.

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I. INTRODUCTION

1.1 Background of the Project

After spending some time to navigate several web sites on the Internet, I have found that the most successful web sites in Thailand are those who give content providing service and those who are web portals which provide interesting links to the customers. However, according to the research by the E-Commerce magazine, web sites that sell specific products such as secondhand goods are gaining more attention from Thai E-Shopper since they are starting to feel confident about the electronic payment system in Thailand.

So, in order to make my own web site to be successful in this highly competitive industry, I have to seek for innovative ideas to do online business. As a result, I came up with this proposal “TRENDYTHAI.COM”. This web site is planned to be a proper combination between trendy web portals, E-magazine, E-shop of trendy goods, and online- Auction service. It will provide several interesting and attractive features and topics such as business, career, community, travel, and sport. But the highlight of this web site is the image displays of the trendy goods (Such as a brand-new G-Shock watch) scattering all over the pages. These product images will be updated periodically based on the current trend of the target customers. These products are also for sale by our web site. Certainly, I have to invest money to stock these trendy products. However, instead of selling these goods only, I will add more services to those product showcases as well. The detail of this is described in the “Scope” section later on.

1.2 Objectives of the Project

To create a great combination of **trendy web portals, E-shop of trendy goods, and online- Auction service** in order to potentially attract the target market which leads to the completion of the mission of being a profitable web site.

1.3 Scope of the Project

According to the concept of combining **trendy web portals, E-shop of trendy goods, and online- Auction service** into one attractive web site, we have to carefully design the layout and contents.

This innovative web site will provide the information and services as mentioned earlier in the Introduction section. The features and services are almost the same in both sections. The differences are the content and product (for sale) in each section. For instance, the web board, Chat room, News, Sports, Community, Gossips sections will definitely be different in order to attract and suit the target customers of each section. The web graphic and the Product displays will be different as well.

The content and services which are planned to be included in this web site are roughly listed as follows:

- (1) Product displays for sale and auction
- (2) News
- (3) Web board
- (4) Chat room
- (5) Opinion board
- (6) Sports
- (7) Privilege for members
- (8) Specific content for each section

(9) Opinion vote for special events

(10) Interesting links

(11) Free E-mail

The target customers of this web site ranges from teenagers to young office workers. So the content, services, and useful links have to be attractive and interesting enough to make them visit the web site. Some contents and products have to attract teenage customers who have less purchasing power but still want to get themselves in trend while some parts of the web site will be designed to attract more mature customers such as young office workers who possess more purchasing power. So the product displays for this group of customers are more superior and more expensive.

TRENDYTHAI.COM employs Thai language to attract only Thai navigators who are considered as niche market for me. If this web site is successful, I will plan to create a web site to cater for English-language users later on.

II. LITERATURE REVIEW

2.1 Welcome to the “beyond-boundary features” of Electronic Commerce

Electronic commerce is the paperless exchange of business information using electronic data interchange (EDI), e-mail, electronic bulletin boards, fax transmissions, and electronic funds transfer. It refers to Internet shopping, online stock and bond transactions, the downloading and selling of “soft merchandise” (software, documents, graphics, music, etc.), and business-to-business transactions.

Electronic Commerce is also defined as the exchange of Information across electronic networks at any stage in the supply chain, whether within an organisation, between business and consumers or between the public and private sectors, whether paid or unpaid.

The concept of e-commerce is all about using the Internet to do business better and faster. It is about giving customers controlled access to merchant's computer systems and letting people serve themselves. It is about committing any company to a serious online effort and integrating your Web site with the heart of business.

The Internet's role in business can be compared to that of the telephone. It is a way for people to communicate with each other. It is also a way for a consumer to communicate with a company's computer systems without human intervention. In fact, the Internet is a communication medium like the many others we use in business every day.

For every single trading transaction over the Internet network, there are six entities involved in order to make the transaction completed. The followings are those entities; (1) Shopper (2) seller (3) seller's bank (4) shopper's bank (5) transaction handler's Bank and of course (6) The Electronic Market (Transaction Handler) which is almost

abstract and the most important entity of the framework of E-commerce.

Figure 2.1 below describes the framework of E-commerce transaction.

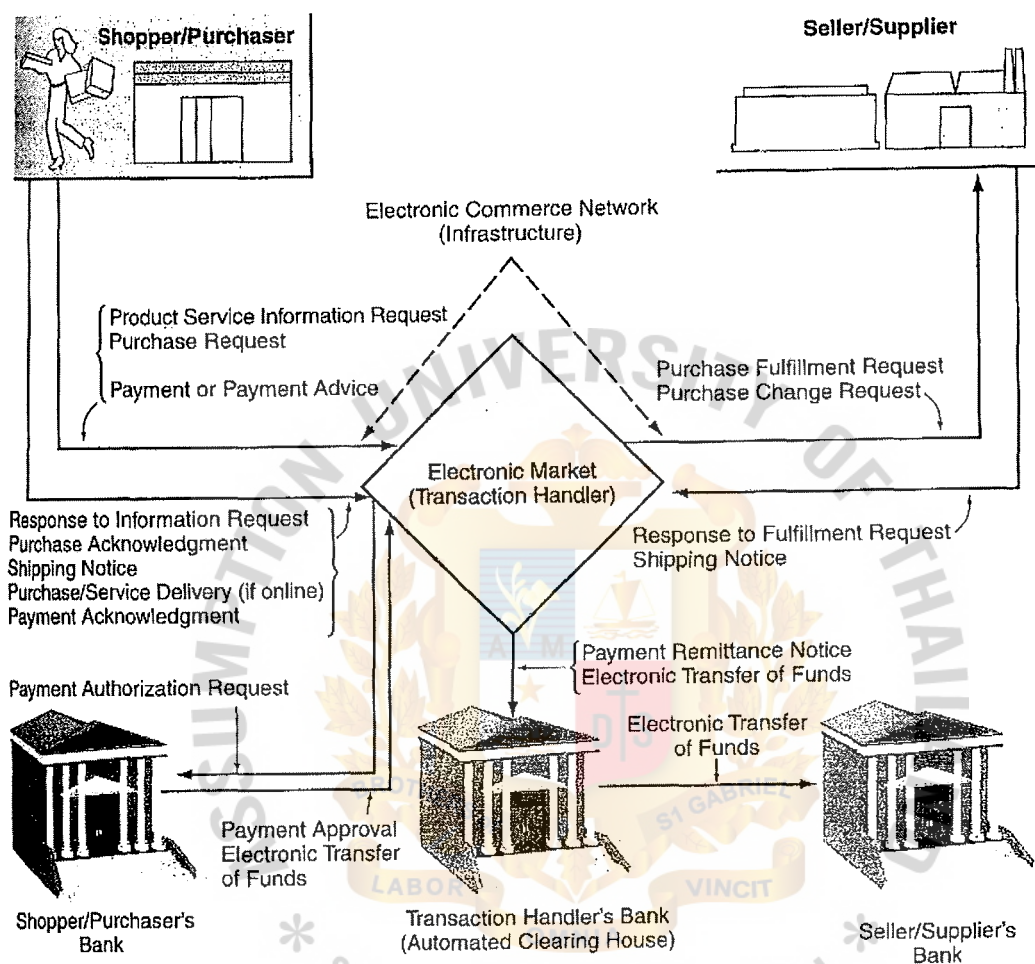


Figure 2.1. The E-commerce Framework.

2.2 Components of an Internet-based Business

Every era of business yields new strategies and new ways of doing business. With the advent of radio and television came the first mass-market advertising. Now, the Internet has so radically changed business that the rules for corporate strategy that held for the last 50 years (since the dawn of television) have begun to crumble.

There are some literal elements of commerce that are necessary for any transactions to take place, which are as true for regular bricks-and-mortar commerce as they are for e-commerce. First, whether one is doing business online or in the real world, he has to have a product to sell or a service to offer. Then, he must have a place from which to do business. In the traditional world of commerce this can be a physical store or, in a more figurative sense, a catalog or phone number. In the world of e-commerce the place from which one does business is via the Internet channel.

Most businesses already exist in the bricks-and-mortar world of commerce. Adding a Web site is a means to enhance their business. For Internet startups, the Web site is the only place where they do business.

In both regular commerce and e-commerce, everyone needs to find a way to attract customers to your place of business. This is embodied by marketing strategy, and everything from advertising to word of mouth fits into this category.

In order to do business, we also need a way to take orders and process payment. In a retail store there are no orders. Customers simply find the products they want, get in a line at the register, and pay the cashier. In e-commerce, orders have to be placed and items shipped. Orders are usually handled through interactive, online forms. Money is another issue easily handled in traditional commerce. Customers in a retail store pay by check, cash, or credit or debit cards. Online customers cannot pay by cash or check, only through electronic means. Also, there are issues of security that surround online payment that do not come into play in the traditional bricks-and-mortar world. E-commerce transactions have to take place through secure electronic connections and special merchant accounts for accepting payment. Nowadays, the credit card payment is the most preferable payment system over the Internet. It is worth understanding its processes.

The figure 2.2 describes the credit card payment system.

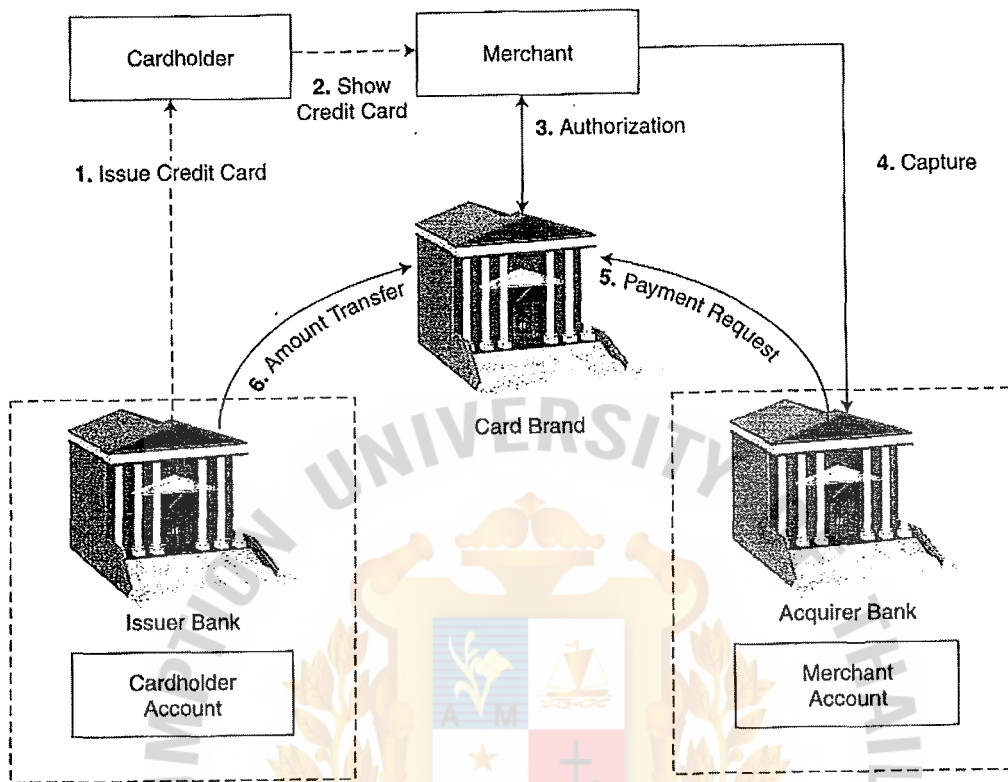


Figure 2.2. The Credit Card Payment System.

Once payment is collected, delivery of the product must take place. Fulfillment in traditional stores is as easy as putting the item in a bag and handing it over to the customer. Fulfillment in the world of e-commerce is more difficult, requiring shipping and transportation similar to catalog and mail order businesses. For businesses that integrate e-commerce into their existing business plan, fulfillment is as easy as hiring an extra employee to ship online orders. In Internet startup businesses, fulfillment must often be outsourced to a facility that can handle order processing and shipping in a more timely and professional manner.

According to the different nature of transaction of E-commerce, it can be

classified and distinguished into the following types:

- (a) Business-to-Business (B2B). Most of EC today is of this type. . It includes the IOS transactions described earlier and electronic market transactions between organizations.
- (b) Business-to-Consumer (B2C). These are retailing transactions with individual shoppers. The typical shopper at Amazon.com is a consumer, or customer.
- (c) Consumer-to-consumer (C2C). In this category consumer sells directly to consumers. Examples are individuals selling in classified ads and selling residential property, cars, and so on. Advertising personal services on the Internet and selling knowledge and expertise is another example of C2C. Several auction sites allow individuals to put items up for auctions. Finally, many individuals put up items for sale or services.
- (d) Consumer-to-business (C2B). This category includes individuals who sell products or services to organizations, as well as individuals who seek sellers, interact with them, and conclude a transaction.
- (e) Nonbusiness EC. There are increasing number of nonbusiness institutions such as academic institutions, not-for-profit organizations, religious organizations. Social organizations, and government agencies are using various types of EC to reduce their expenses or to improve their operations and customer service.
- (f) Intrabusiness EC. In this category we include all internal organizational activities, usually performed on intranets, that involve exchange of goods, services, or information, Activities can range from selling corporate products to employees to online training and cost-reduction activities.

This project, “TrendyThai.com”, is categorized into the B2C type of E-commerce which focuses on doing business with individual customer.

2.3 New Media and New Marketing through the Internet

The Internet does not just represent a new technology, it also opens up a whole new way of marketing the products and services we have to offer. The secret to succeeding on the Internet is therefore to understand how e-marketing differs from traditional marketing practice. By appreciating what these differences are, we will be able to disregard the old marketing rulebook and start thinking from an e-marketing perspective. Here are some of the key characteristics of this new media marketing.

(1) Pull over push

The Internet is a ‘pull’ rather than ‘push’ medium. This means Internet users pull the information they want towards them. There is no effective way to push your business message in front of people who haven’t asked to hear it. That is why ‘spamming’ (the act of sending unsolicited junk e-mail) is considered to be the ultimate e-marketing faux pas.

(2) Disintermediation

One of the most radical effects of the Internet is what e-marketers refer to as disintermediation. This basically means the end of the intermediary, or middleman. For instance, a business can now get its message across directly, without relying on journalists or editors.

(3) Audiences of one

Whereas traditional media broadcast the same message to a mass audience, the Internet narrowcasts messages to individuals. By using powerful search engine technology net surfers can pick out exactly the material they want from millions of web pages. In a world of niche markets

and even smaller population segments, the Internet therefore has the potential to become the ultimate communication tool enabling us to target 'audiences of one'.

(4) Speed marketing

The Internet is reckoned to travel at seven times the speed of normal time. People often visit the same web site many times in one week. Companies therefore need to make every effort to make sure that their web site content is fresh and up to date. Another consequence of the Internet's fast pace is that people expect e-mail messages to be responded to within 24 hours.

(5) The word of web

Related to speed marketing is the fast moving 'word of web'. Whereas in the real world word of mouth publicity (whether good or bad) can take time to build, on the Internet word of web spreads almost instantaneously across networked markets.

(6) Polarization

The Internet has a tendency to polarize markets. A few years ago, it was thought that niche marketing was more suited to the Internet than mass marketing. The success of companies such as Yahoo.com, AOL.com and Amazon, however, has shown this is not the case. On the Internet niche and mass markets can thrive, albeit at the expense of the middle market. To succeed online, companies therefore either have to fine-tune their product range to cater for a strong but narrow market, or broaden it to offer a complete 'one stop shop'. This has led to the new marketing motto, 'diversify or die'.

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(7) Intimacy

Although the Internet is often viewed as an impersonal medium, it actually allows businesses to get closer to their customers than ever before. As Kevin Roberts, CEO for Saatchi and Saatchi Worldwide, said, 'People open up and share how they feel on the net –something they just don't do in more classical research formats such as focus groups.'

(8) Market knowledge

The Internet enables us to figure out more information on our customers and competition than ever before. By the same token, they can also figure out more about our businesses. The convenience of e-mail and the accessibility of web sites mean that everyone is less likely to be kept in the dark.

(9) Marketing from the outside in

E-marketing experts generally agree that the secret to online success is marketing from the outside in. This means that instead of starting with what we do and how we do it, we have to start with what the customer wants.

2.4 Definition of Web Portal

During the booming era of the Internet and E-Commerce, there is a category of web sites that provide a specific type of services which possess the same nature and characteristics. These web sites are named "Web portal". And this project is also considered one of those web portals.

However, it is hard to determine one set definition of a Web portal. The field is so new that all companies involved in e-commerce still are struggling with the definition and attempting to determine what kinds of business plans even would work in an Internet environment. It can be considered as an Internet site which acts as a 'hub'

directing user 'traffic' to other Internet sites or by providing further (contact) information.

Nevertheless, web portals are defined by a few key characteristics. They seem to be web sites on the Internet that serve as "search engines or robotic Web tracers" that categorize information into directories making sense of the vast information confusion. It assists a user searching for a particular item through the endless sources of information. Today's most popular portals started as search engines, but they have extended their offerings to include e-mail, chat functions, instant messaging, and even personalized service.

An ideal example of a web portal is Yahoo! Yahoo! is a search engine that has more than 35 million registered users and hosts over 2,200 advertisers. These companies operate from a strategy that they will continue to capture the Internet's biggest audience-the so-called "traffic." Nevertheless, as is explained in the site, since the audience isn't predictable, a web site's traffic cannot be guaranteed. The main reason for the problem is that web surfers aren't loyal to any one-search engine. Web users utilize different search engines for different tasks. The majority of the major web portals serve the same audience. There is no clear distinction between web portals users.

The intended functions or services of web portals can be roughly categorized into 4 sections as follows:

2.4.1 Channels

Channels: Making it easy to locate the information that interests customer by categorizing everything into channels is one of the key functions of Web portals. AOL was a pioneer here, and other Web portals have learned from this and basically followed suit, putting their content into 14 to 18 easy-to-recognize subcategories.

2.4.2 E-mail

E-Mail: The most popular online activity has become a standard addition to Web portal sites, as another way to get users to frequent the site and feel a connection to it. LycosMail--like many other mail clients, both Web-based and standalone--can view HTML mail, create folders, and set up address books.

2.4.3 Chat

Chat: Being able to have a forum to share ideas and meet people should be a staple of any Web portal. Most Web portals have integrated chat across their services, with a range of discussions, both moderated and open.

2.4.4 Shopping

Shopping The Web has become a giant bazaar for goods and services, and Web portals take advantage of that by aggregating links to Web commerce sites and giving users tools to find what they want. Yahoo!'s Shopping Guide, for example, includes a low-price finder that lets you search across the Web for the best prices on items such as books.

2.5 The Characteristics of Good Web Portals

Web portals all seem to be adding a similar mix of content and services. The differences come in how well the sites integrate their offerings; the quality of the technology providers selected to deliver Web-based email, chat, instant messaging and Web page communities; the ease with which customers can use and customize the service to their needs; and whether they can find people who they want to spend time with online.

This explains why AOL, Excite, Yahoo! and the others move at a fast pace to add content partners and new features before their competitors do. Today's unique new feature is tomorrow's commodity item in the Web portals market.

This frantic pace produces unfortunate side effects. Customer may often feel they are using a different service from one day to the next. New content and features are prominently showcased upon launch only to be later moved and marginalized once they become yesterday's news. Other features sometimes quietly disappear. At Infoseek, we had chat services changed in midstream with no notice; at Yahoo!, we saw features get moved so that we could no longer easily find them on the site.

For instance, Excite was the one that succeeded both as a literal start page. Many customers loved being able to create their own home page for Excite, and because it is literally www.excite.com that they can customize, the experience is better than other sites that do not integrate personalized pages into their service thoroughly.

Excite stands out with its chat and message boards, both lively and packed with great software to improve customer's experience. Its anticipatory search helps steer customer to information more quickly, and its navigation rarely left us at a dead-end even deep into the site.

III. LAYOUT DESIGN AND CONTENT OF WEB SITE'S PROTOTYPE

The design of the web site is also a very important factor to define how good a particular web site is, especially for a web portal like TrendyThai.com. If the design is good and beautiful, it will attract more targeted customers to visit the site.

Besides the beauty of the design, some other factors are also important to increase the number of visitors of the site. The following are 2 factors to which Trendythai.com paid a lot of careful attention:

(1) User-friendly

In order to build up the repetitive customer base, the easy-to-use interfaces have to be well designed and created. The buttons and symbolic metaphors located on the main page of the web site have to be clear for what meanings they stand for. The extremely fancy design of the homepage may catch the attention of the visitors for the first time but it is useless if the links and functional buttons are hard to use and to understand. This may discourage the visitors not to come back for the second time. TrendyThai.com realized this factor. So it will use a simple design layout with user-friendly interface.

(2) Short download time

Lots of big or intricate images will be avoided as much as possible because they take time for visitors to download. The spot graphics or images with minimal detail will be added as they download quicker. Since the majority of Thai Internet users do not connect to the Internet **with high-speed** rate of connection (at most with 56kbps modem), the download time is an important factor in which TrendyThai.com do not overlook.

Then, this section will explain the layout design of the sample pages together with their content.

3.1 Layout Design of the Main Page

The Figure 3.1 below displays the main page of TrendyThai.com.



Figure 3.1. The Main Page of TrendyThai.

In order to have clearer understanding about the concept of the design of TrendyThai.com, the Layout grid is used to allow the reader see the big picture of TrendyThai's main page. By looking at the layout grid, the reader will understand the

format of the page.

Logo	Long Banner	
Highlighted Horizontal Menu Bar		
Vertical Menu Bar	Search Engine	E-mail Check
	Highlights and Links	Banner #1
Highlighted Topic #1		Banner #2
Highlighted Topic #2		Banner #3
.		.
.		.
.		.
Highlighted Topic #n		Banner #n
Bottom Menu Bar and link to Web master for Suggestions		

Figure 3.2. The Layout Grid of TrendyThai's Main page.

The main page of TrendyThai.com was designed according to our targeted customers. By employing the concept of user-friendly interface, the layout and functional buttons are carefully located in the nice-formatted position which are easy to use and to understand.

The use of white color for the background of the page eases the eyes of the visitors and make them feel comfortable. However, we use the combination of light green, light yellow, and blue to set color theme of the web site. This combination of colors creates the refreshing feeling when the visitors look at the screen. Some fancy graphics raise the feeling of excitement to the visitors. So we believe this is the best combination for the concept of 'Get your self in trend'. And this color theme is used for the rest of the web pages of TrendyThai in order to create consistency of the format of the web site.

3.2 Details and Navigation of the Main Page

The Logo of TrendyThai was also designed as a symbolic representation of the web site's concept.



Figure 3.3. The logo of TrendyThai.com.

We also use the theme colors of the web site (light green, yellow, and blue) to design the logo. The font color of the name 'TrendyThai' is brown which is more attractive to the eyes than the background. The circular target area at the left, represent the focus on the current trend of modern lifestyles. And the curved borders between the background colors represent the speed movement. So the overall meaning of the web

site is 'we do not stop at the current trend but we are always one step further'.

Now the menu bar of navigation button needs to be mentioned as one of the highlight of the web site.

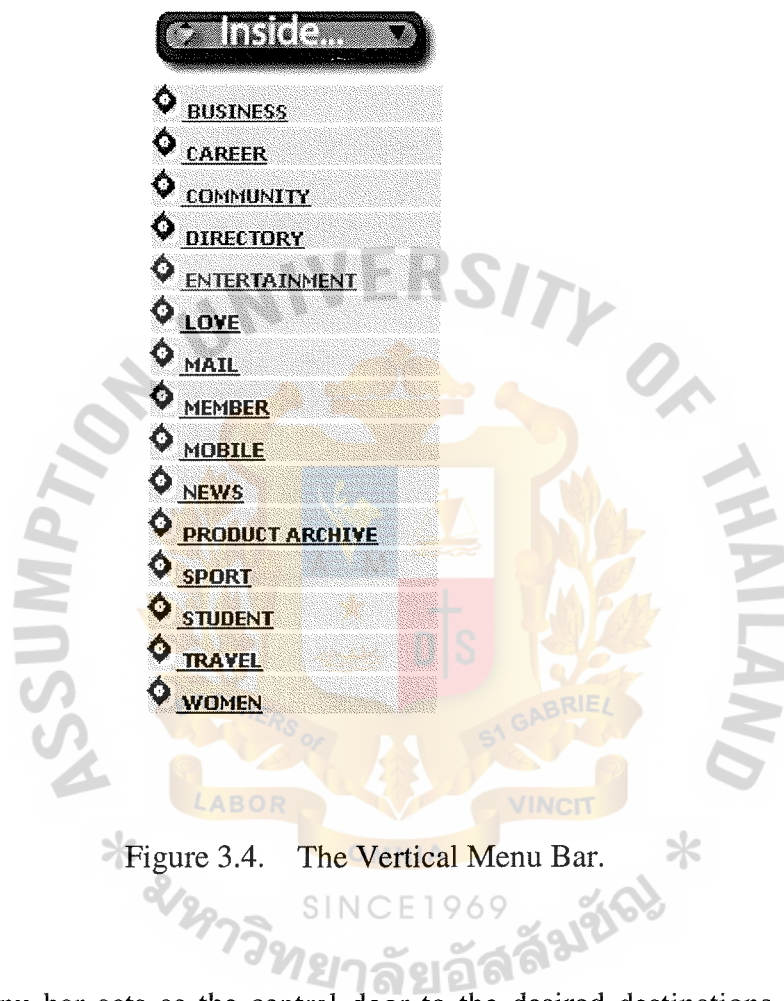


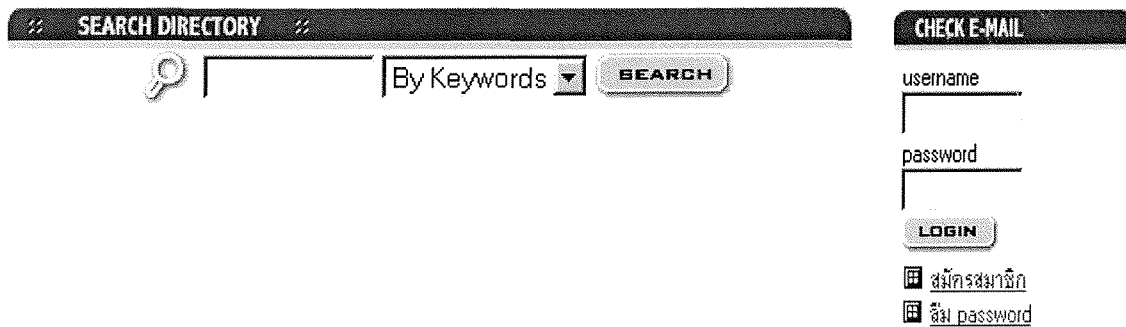
Figure 3.4. The Vertical Menu Bar.

This menu bar acts as the central door to the desired destinations. The linked buttons are well designed and divided into topics of interests. Each topic contains the useful and interesting contents and links. This is like the table of content in the physical magazine. Instead, this is an E-magazine without member fee.

Some contents of each topic will be selected to be displayed on the main page as well. This will attract more visitors to each Individual topic. Here are the list of topics:

- (1) Business (2) Career (3) Community (4) Directory (5) Entertainment (6) Love (7) Mail (8) Member (9) Mobile (10) News (11) Product Archive (12) Sport

(13) student (14) Travel (15) Women

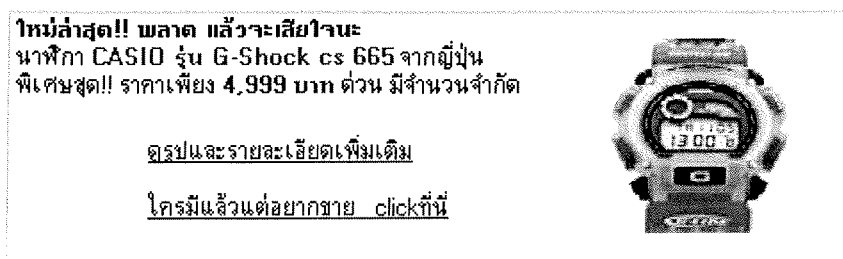


The screenshot shows the top navigation bar of the TrendyThai.com website. On the left, there is a 'SEARCH DIRECTORY' section with a magnifying glass icon, a search input field, a dropdown menu set to 'By Keywords', and a 'SEARCH' button. On the right, there is a 'CHECK E-MAIL' section with input fields for 'username' and 'password', a 'LOGIN' button, and two links: 'สมัครสมาชิก' (Register) and 'ลืม password' (Forgot password).

Figure 3.5. The Search Directory and Free E-mail.

The Search engine and free e-mail are two major services which are the highlight of TrendyThai.com. The visitors can search their desired web sites by just typing the keywords or URL. And once they register with TrendyThai.com, they will receive their own E-mail account free of charge. E-mail checking service is also provided on the main page as well.

Another important section included on the main page of TrendyThai is the Product showcase. See the Figure 3.5 below:



โปรโมชั่นสุด!! แพลด แล้วจะเสียใจนะ
นาฬิกา CASIO รุ่น G-Shock cs 665 จากญี่ปุ่น
พิเศษสุด!! ราคาเพียง 4,999 บาท ตัวนี้ มีจำนวนจำกัด

ดูรูปและรายละเอียดเพิ่มเติม
ใครมีแล้วแต่อยากขาย clickที่นี่




Figure 3.6. The Product Showcase.

Sales of product are one of the sources of income for TrendyThai. So the Product showcases also have to be placed on the main page to show the image and sales promotion of the product such as discount. This section will link to the detailed description page of the product items. We also provide the auction service for the product items. That means if someone has already had the particular product shown in the showcase, and wants to sell it, we also create the auction service page for them.

3.3 Samples of the Topical Pages

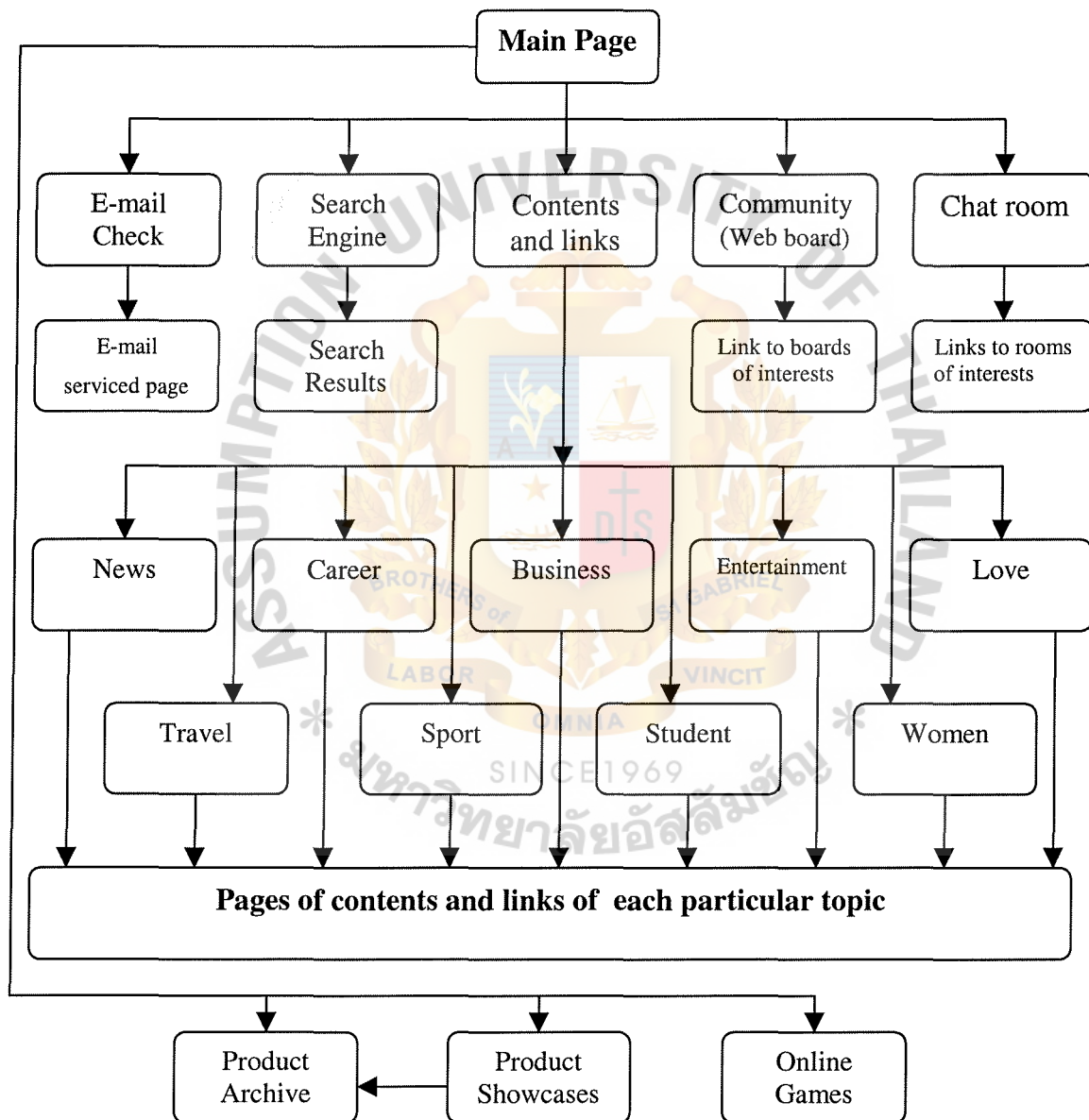
There are several links to the topical pages of interests. We pick up the Entertainment page as a sample of how we design the layout of the following pages other than main page. Below is the prototype page of entertainment.



Figure 3.7. The Prototype of Entertainment Page.

In the Entertainment section, we provide the updated news of music and movies. The Billboard chart and the Box office result are also provided on this page. We consider this page as one of the most important page that can attract more visitors to the web site as majority of people tend to be entertainment lovers.

3.4 Site Map of the Web Site



** Each web page can link back to the Main page

Figure 3.8. Site Map of TrendyThai.com.

Lastly, we believe that our beautiful and simple design and the well-positioned format of the web site will work well in harmony in order to effectively attract more customers to our web site. Moreover, with the easy navigation menu bars (both horizontal menu bars and vertical menu bar) and tools, the users can easily navigate the web site. And the end-of-page menu bar is not considered redundant but it protects the users from being lost instead. It is certain that the easy navigation guide will increase the number of frequent customers to TrendyThai.com.



IV. MARKET ANALYSIS

Before going further in details about the identification of target market of TrendyThai.com, it is worthy to look at general information of status and statistics of the whole E-commerce market in Thailand. Because it helps the strategic planning team to know how to do the market targeting and positioning process according to the demographic (consumer behavior), geographic, and other externally environmental information derived from those stated in the general information report. The following parts will begin with population of Internet users in Thailand. Then, it is followed by the critical economic features as market size, market growth, key success factors of Electronic commerce in Thailand.

After that, this report will define the target market of TrendyThai.com. And the trend of fashionable merchandises in Thailand will be described along with the Target Market in order to show the clear standpoint of how this web site operates upon the demand of customers.

4.1 Statistical Information of Internet Users in Thailand

*** The statistical information of the following sections are derived from the report of the research team of www.Ecommerce.or.th and the research was conducted during April – June 2001 by employing the questionnaire of 500 sampling as research methodology. ***

The necessary information which are considered crucial for the planning process of marketing strategy of TrendyThai.com are described in the figures on the following pages:

(a) The amount of Internet users in Thailand

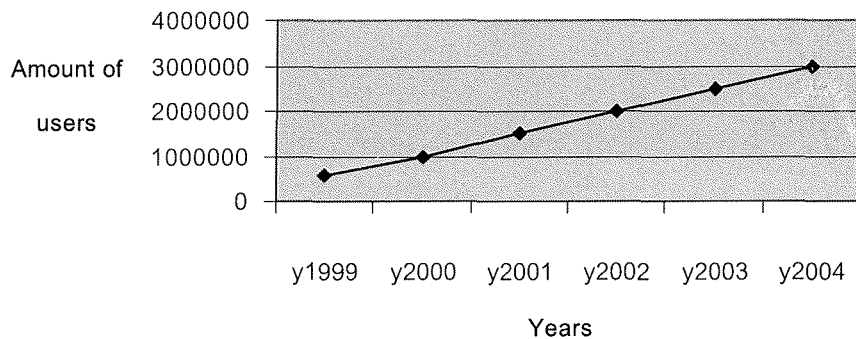


Figure 4.1. The amount of Internet users in Thailand.

As explained in the chart above, presently (year 2000) there are approximately 1,000,000 users over the Internet network in Thailand. This amount equals 1.67% of the overall Thai population. Nevertheless, the amount of users is believed to reach 3,000,000 persons before the year 2005. Therefore, this chart indicates the whole number of people dealing with market of E-commerce in Thailand.

However, considering only this chart above is not sufficient to estimate and to know the nature of the target market of TrendyThai.com. Other information and factors should be added in order to be able to predict the trend of the market more precisely. The following charts will explain more about the statistics of Internet users. And, at the end of this section, the conclusion of how the target market is defined will be the answer of the effectiveness of the combination of every chart.

(b) The range of ages of the Internet users in Thailand

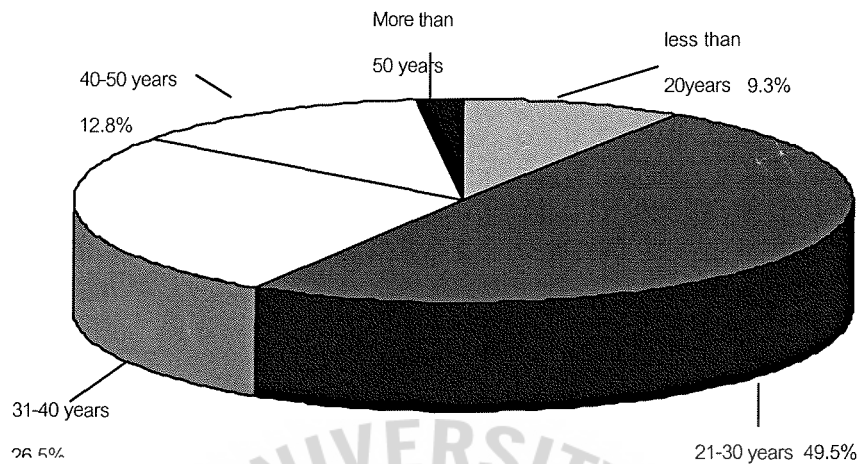


Figure 4.2. The Range of Ages of the Internet Users in Thailand.

From the Chart above, it indicates that the majority of Internet surfers in Thailand are between the ages of 21-30 years old (49.5%). This group is believed to be the new-generation office workers who are the major prospect customers of TrendyThai.com. And, even though the group of teenagers (less than 20 years old) possesses only 9.3% in the chart, it is also marked as target group of customers together with the group of office workers. For more details, these two groups will be clearly explained in the Target market section later on in order to enable the reader to see the big picture of how the web site plans the product and service positioning process.

Now the attention will turn to comparison between the amount of users in Bangkok metropolitan area and the amount of users in the rest of the country.

- (c) Comparison of the amount of Internet users in metropolitan area with the rest of the country.

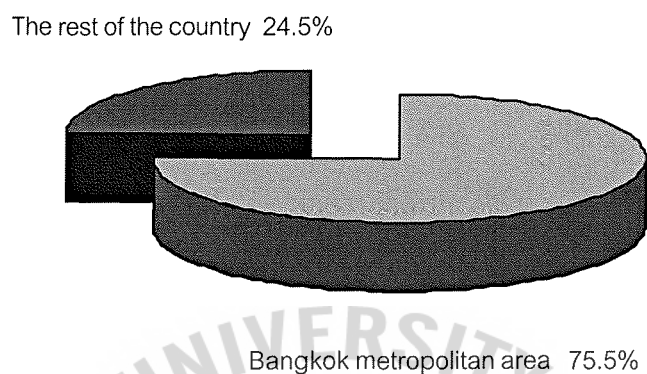


Figure 4.3. Comparison of the Amount of Internet Users in Metropolitan Area with the Rest of the Country.

This chart shows the very high amount of Internet users (75.5%) who live in Bangkok metropolitan area. This is quite high comparing to the amount of users who live in the remaining areas of the country (24.5%).

This information indicates that people in metropolitan area are more eager to get access to the Internet. And, of course, there are many more Access points to the Internet (computer terminals and Internet networks) in the Bangkok area comparing to the rest of the country.

So this may roughly indicates that if we can know the trend of the Bangkok metropolitan people's way of lives, we will be able to dominate the majority of the market. It is also worthy to analyze the data in the following charts on the next page.

(d) Proportion of users who ever and never made purchase via Internet

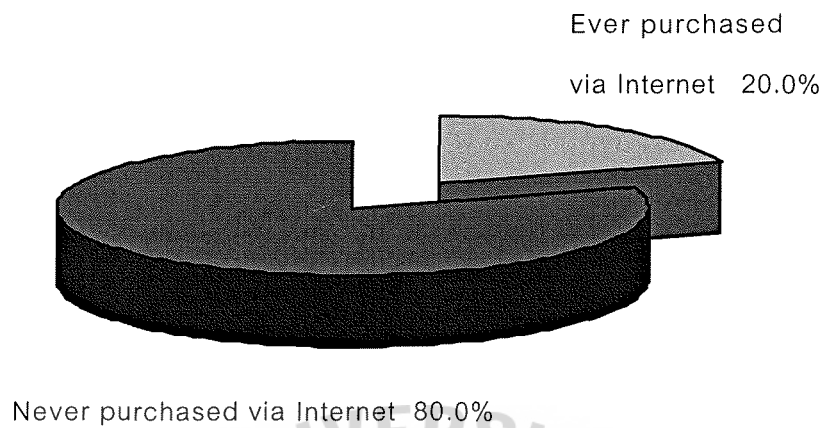


Figure 4.4. Proportion of Users Who Ever and Never Made Purchase via Internet.

(e) Payment methods

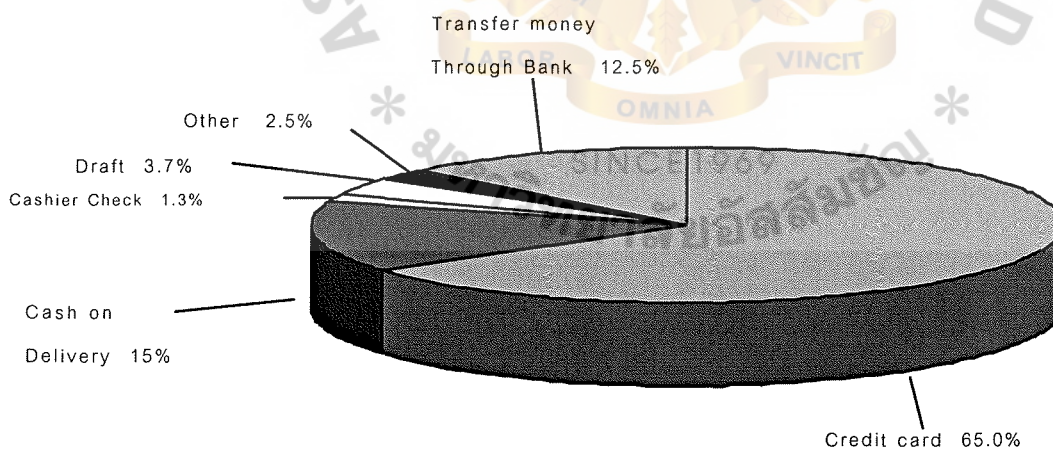


Figure 4.5. Payment Methods.

Those two charts on the previous page are also considered as very useful indicators for person who wants to invest in an online business via the Internet. Figure 4.4 states that there are only 20% of the entire Internet users population who have ever made purchase through the Internet while the other 80% of the population have not.

As a result, the data of this chart could be very useful to the marketing planning process of TrendyThai.com. Because the nature of web portal can certainly attract people to visit this web site whether they want to buy things or not since it provides free and frequently updated information they need. Moreover, TrendyThai.com also tries to cover the rest of the proportion by selling trendy products. This will certainly enlarge the extent of the target market because more customers means more hit rates and sales as well. More details about the strategy to define target market will be described later.

Figure 4.5 indicates the behavior of users' payment methods. The credit card payment is the most favorite method (65.0%) followed by cash on delivery (15.0%) and transferring money through Bank account (12.5%). This information is very crucial for the planning process of the payment methods of TrendyThai.com. According to this survey, even though the credit card payment is the most favorite method, it will not be selected as one of the payment options for customers of TrendyThai.com. The reason of not selecting Credit card payment method will be explained later in the Operations section. Instead, the method of transferring money through bank account will be used as one of the payment methods of TrendyThai.com because of its convenient nature.

The combination of information from all of the charts in this section together could be an important factor that influences the marketing planning process of this project. In order to be able to define the target market of this web site more effectively, the trend of fashionable goods in Thailand should also be described.

4.2 Trend of Fashionable Goods and Life Style of Thai People.

To define the right target market, the analysis of Statistical Information of Internet users in Thailand, which is explained in the previous subsection, alone is still not sufficient. Thus, other supporting factors should be taken into consideration as well. So the following topics are worth looking at as the indicator to set the target market.

4.2.1 Trend of Fashionable Goods in Thailand

After spending time to conduct a research on trend of fashionable merchandises in many modern shopping arcades in Bangkok (e.g. Siam square, The Mall, Central), the result from the informal interviews with several business owners who sell fashionable items for teenagers and office workers was clear that we have acquired the useful information of consumer behavior on non hi-tech fashionable goods (e.g. clothing, shoes). Furthermore, The secondary data from many web sites (Ebay.com, Sanook.com, Thaisecondhand.com) helped indicate the trend of consumer behavior on hi-tech fashionable goods. The summarized data are shown in the Table 4.1 below

Table 4.1. Estimated Trend of Consumer Behavior on Fashionable Goods.

Type of goods Imported from	low price & Non hi-tech	High price & Non hi-tech	low price & Hi-tech	High price & Hi-tech
Japan	✦			✦
Hong Kong	✦		✦	
Taiwan	✦		✦	
USA		✦		✦
Europe		✦		✦

As shown in the Table 4.1, the low priced and non hi-tech merchandises (cloths, shoes and other accessories) are mostly imported from Japan, Hong Kong and Taiwan. The shop owners also disclosed that whatever fashionable clothes which Japanese and Hong Kong people wear, those clothes will be imported, sold, and considered “trendy” in Thailand 2-3 months later. However, there are also clothes and other accessories that were designed and sold by Thai independent designers which dominate some portion of the market as well. For the low priced and hi-tech merchandises (e.g. Computer, Palm, Electronic game), it is certain that they are imported from Taiwan and Hong Kong because of the low cost of merchandise and low-tax reason. In contrast, these hi-tech merchandises with higher quality and higher prices are imported from USA, Japan, and Europe. These merchandises certainly attract the higher-income people such as office workers. At last, the high priced and non hi-tech merchandises such as brand name clothes and accessories are imported from USA and Europe. Again only high-income people can afford these items.

4.2.2 Life Style of Thai People

It is also necessary to find out the life style of teenagers and office workers in Thailand in order to adjust the marketing strategy to suit their needs and requirements. Nowadays, teenagers in Thailand are quite sensitive to the fashion from abroad (e.g. USA, Japan, Europe) and follow the trends and ways of thinking of the influencing foreign countries as well. As a result, they are more open-minded and dare to express their opinions quite extensively. That also means they are more eager to search more information via the Internet than they did in the past. Because the more information they have gained, the more likely that they will be accepted by their friends. So it is certain that they try to seek the most suitable middleman in the Internet environment to satisfy their needs. In this case, a good web portal is essential for them.

The life style of teenagers in Thailand is somewhat similar to the new generation office workers. Because they just passed the adolescent ages and have more purchasing powers; they are also hungry for new trendy things and hi-tech products as well as the updated information of world's trend and situation. For the same reason, a good web portal is needed to satisfy their needs.

4.3 Target Market

At this point, the analysis of all the information in the section 4 which were presented previously can be concluded and summarized to define the right target market of TrendyThai.com which is considered as niche market.

As market targeting is the process of determining which segments to serve, this can be done on several grounds depending on circumstances and business models in use. The general approach is to evaluate market/segment attractiveness and business strengths, looking for combinations where these match. The following are the detailed factors and summarized explanation of the target market of TrendyThai.com based on the research.

(1) Targeted range of ages

According to Figure 4.2, the majority of Internet surfers in Thailand are between the ages of 21-30 years old (49.5%). So this group of the Internet population in Thailand is aimed to be our targeted customers along with the group of teenagers (less than 20 years old). Even though this group of young users is only a small portion in terms of population comparing with other groups such as 30-40 year-old group shown in the chart, it is believed that the teenagers get access to the Internet more frequently and consume more time than any other group because it is their nature (according to the teenage psychology) which makes them have a very strong

need to find new things and alternatives in order to successfully socialize with their friends.

(2) Targeted area

As we can see in the Figure 4.3, the group of Internet users who live in Bangkok metropolitan area possess a large portion in the chart (75.5%) comparing with the other group (who live in the rest of the country's area). So TrendyThai.com reasonably aim at providing information and useful links along with selling products based on the trend and life style of people who live in Bangkok metropolitan area.

(3) Targeted customers based on purchasing power

We realize that the targeted customers of TrendyThai.com also have to obtain quite high income that reflects strong purchasing power because the goods and services that are planned to be sold in this web site are high-priced item. Furthermore, several contents provided in the E-magazine section are suitable for those who seek modern and interesting things (e.g. office worker of the new generation). Certainly, they are believed to have high purchasing power. Thus, we offer the products with the pricing strategy based on the purchasing power of the targeted group for the above reason.

(4) Targeted customers based on trend and life style

It is believed that teenagers in Thailand are quite sensitive to the fashion from abroad (e.g. USA, Japan, Europe) and follow the trends and ways of thinking of the influencing foreign countries as well. As a result, they are more open-minded and dare to express their opinions quite extensively. That also means they are more eager to search more information via the Internet than they did in the past. It is also believed that

office workers just passed the adolescent ages and have more purchasing powers, They are also hungry for new trendy things and hi-tech products as well as the updated information of world's trend and situation. So we need to provide the right sort of information and products according to this trend and life style.

(5) Priority setting of products and services

Figure 4.4 indicates that there are only 20% of the entire Internet users population in Thailand who have ever made purchase through the Internet. Therefore, TrendyThai.com considers information providing service which is assumed to attract as many hits rate as possible as the first priority rather than sales from the trendy merchandises.

4.4 Potential Competitors and Competitive Force

Considering the competitors in the market, nowadays, there are many web portals that provide many types of information in Thailand. Some aim at large target market and some aim at smaller market. Some well-known and believed to be successful web portals in Thailand are listed as follows:

- (1) www.Sanook.com
- (2) www.Mthai.com
- (3) www.Pantip.com
- (4) www.Siam2you.com
- (5) www.jorjae.com
- (6) www.lemononline.com

The above web sites are the major web portals in Thailand which have a very large target market. For example, Sanook.com, Pantip.com and Mthai.com try to create their own cyber community which aims at attracting as many visitors or members as

possible. So they are trying to dominate the whole market. Such as, Sanook.com is trying to claim itself as the absolute web portal in Thailand with the slogan of 'you can search everything in This world by Sanook'. Furthermore, Sanook and Mthai are also alliances under the management team of Mweb company which is the international company that has been trying its best to seek opportunities of Thai E-business industry. So it is certain that These two web sites have a lot of financial back up to promote their business from Mweb company. By the end of year 2001, Sanook.com in association with other allied web sites under the management of Mweb group will have launched the E-shopping mall project which is believed to attract more customers in Thailand. Certainly, if this project is successfully done, it will steal a lot of customers from other web portals.

For Siam2you, Jorjae, and Lemononline, they aim at smaller target market. However, it is not the niche market as they claim. It is true that each one has their own target market based on the range of ages. For instance , Siam2you and Lemononline probably aim at attracting the customers between the range of 21-30 years of age according to the contents and links. And Jorjae.com aims at attracting customers between the range of less than 20 years of age. But, in our opinion the information they provide are so scattering that the targeted customers may be confused and somewhat tired to search for the information they need.

These web sites have good points and weak points. The major contradiction of them is the money they have invested to promote their sites. Since they have a lot of financial back up, They spent a lot of money to create brand awareness of the web sites. This strategy worked well. They got a lot of public attention. But it is not certain that they will get sufficient income in return although they claimed that it was a long-term investment. However, these web portals are major competitors of TrendyThai.com.

Now, let's take a look at Table 4.2 on the next page which shows some characteristics of these competitors from my self-analysis which may somehow enable the readers to see the big picture of these web sites.

Table 4.2. Characteristics of Competitors.

	Creating community	Personalization	Web-based e-mail	Directory search
Sanook.com	Excellent	good	N/A	Good
Siam2you.com	Fair	Fair	Good	Fair
Mthai.com	Good	Good	Good	Fair
Pantip.com	Good	Excellent	N/A	Good
Jorjae.com	Good	Good	Poor	Poor

N/A--Not applicable: The service does not have this feature.

The Table 4.2 shows how well they provide services to members or visitors. For example, Sanook and Pantip are good at creating community and personalized services. But they do not provide web-based e-mail service. And, in my opinion, Siam2you is still one step behind other web sites .

V. SWOT ANALYSIS

The SWOT Analysis is also important for a complete business plan in order to know the pros and cons of the web site. The explanation of strengths, weaknesses, opportunities, and threats of TrendyThai will be described point by point as follows:

5.1 Strength

- (1) Innovative in terms of combining web portal with the trendy E-shop and E-magazine. This innovative idea will make the web site more attractive.
- (2) Low cost because of the minimum investment. TrendyThai.com emphasizes the minimum initial investment, we will hire only a small amount of competent staffs who are very skillful and can be responsible in many tasks which require different fields of knowledge. Moreover, the cost of advertising will be reduced to the minimum level as well. TrendyThai.com will not employ high-priced media (e.g. Television, radio) to obtain mass advertising but we will employ specific online advertising techniques to cut the cost .
- (3) Full option of extreme value-added services for customers and its community. TrendyThai.com does not only provide basic services such as web board, Chat room, useful links, and interesting news and content, it also provides extra services which some Thai web portals do not provide. For example, it provides free E-mail for members, Search engine for Thai web sites, and online games.
- (4) Only Competent staffs are hired. The staffs of TrendyThai.com are very competent. They are able to handle multitask responsibilities. And They are guaranteed to work as a very good team because all of them are familiar to

each other.

5.2 Weaknesses

- (1) The language used in This web site is Thai. So it attracts only Thai people to visit the site. Even the amount of Thai Internet users will increase in the future, but it is not still beyond the boundary of Thailand which is considered as limited market area.
- (2) New to the industry and market. It is hard for a new web site, especially a web portal, to be known by the public. So it is not easy to attract visitors to the web site in order to survive in this highly competitive industry. Therefore a good marketing strategy has to be practised.
- (3) Small financial back up. TrendyThai.com will be started with minimum initial investment because there is only a group of inspired founders with small financial backup. So it is necessary to wait for a period of time until we receive income from advertisement and sale in return to obtain good cash flow condition and to consider further investment.

5.3 Opportunities

- (1) 24-hour service. This is the benefit of E-commerce. Online business can serve people around the clock. Especially web portal is the place where customers or visitors want to spend time to benefit from the interesting content, useful links, and other value-added services.
- (2) Targeted customers (teenagers and young office workers) are the group that is believed to get access to the Internet more often than other groups.
- (3) Better customer service. Compared to traditional way of doing business, Online businesses are easily able to interact with customers via their web sites. For example, TrendyThai.com is able to provide customer with

specific information, technical support, after-sale service, newsletters, product updates, and e-mails to respond to the customers' questions and doubts immediately. This helps strengthen long term relationship with the customers.

- (4) Lower cost compared to the traditional business. Online business can lower the costs of many business processes, ranging from the advertising and marketing cost to logistics cost. If we look at TrendyThai.com as an E-magazine in which its content is updated periodically, it needs not pay for the cost of buying paper and printing cost. And obviously, it also does not have to pay the cost of distributing physical magazines to the marketplaces.
- (5) Greater amount of Internet users in Thailand. It is predicted by the NECTEC that the Internet population in Thailand will reach 3,000,000 people (3 times larger than now) by the end of the year 2004. So it means the size of target market will increase as well.
- (6) The tax is still free for people doing business online. There is still no clear legal term of tax collection for Electronic commerce. So people doing online business can take this as an advantage.

5.4 Threats

- (1) Many existing competitors in the industry. TrendyThai.com has many major competitors such as Siam2you, Mthai, lemononline, and etc. Each one has already had its own customer base. TrendyThai still does not have the customer base. So it may be hard for a newcomer to survive in this aggressive competitive edge.
- (2) Low speed of Internet network media. Most of the Internet users in Thailand still connect to the Internet with 28.8kbps (or at most 56.6kbps) modem

which is considered very slow compared to USA and the European countries. So the page loading speed of the web site is still slow, especially web portal which may contain graphics and moving motion like TrendyThai. This may lead to the annoyance of customers.

- (3) The customers can not test and touch the product. This is considered one of the drawbacks of E-commerce. The customers can only see the products in the cyber world. They cannot test and touch the physical products. This may distract people to buy products online, especially secondhand products.
- (4) Economic slowdown. Thailand is still in the period of economic slowdown. And there is still no sign of recovery since the world's economy is also in downturn period since the recent tragedy of 'worldtrade center twin buildings' happened in USA. This will result in less purchasing power of prospect customers.

VI. BUSINESS STRATEGIC PLANS

After analyzing the market and defining the target market, it is important to draw the effective strategic plans and adapt them to suit the market. This section provides the Total customer Value which will inform you how TrendyThai.com defines its values of product and service to attract customers which will in turn lead to define the Competitive Advantages. And at last, the marketing plan will be described at the end of this section.

6.1 Total Customer Value

The total customer value is the analysis of the following values:

- (1) Product Value
- (2) Service Value
- (3) Image Value
- (4) Personnel Value

These four values together reflect the total value that customers perceive and gain from TrendyThai.com. And they are also considered a part of the competitive advantages of this site.

6.1.1 Product Value

- (1) Trendy and attention-grabbing

TrendyThai.com offers the wide varieties of modern and trendy merchandises to the customers. The research team of the web site will find out the trend and news of fashionable products both within and outside Thailand every certain period of time. Then the team will conclude result of analysis to the management in order to contact the supplier and launch new product to be included in the product list of the site. Every new

product is launched according to the current trend of the target market. So It is certain that it will grab high attention from visitors of the site.

(2) Well-designed showcases of the product

Some hot and new product items will be displayed at the trendy showcases on the main page of the web site. The showcase is well-designed and of attention grabbing nature. It displays the image of the selected items. Further more, it also helps customers(especially teenagers) know the current trend of the fashionable product.

(3) Various useful value-added options for each product items

The web site provides many options for each specific product item. For instance, at every single showcase, there is a brief explanation about the specification of the product and the price located below the product image. There are also links to view more image angles of the product and full description. Further more, there is the 'Auction Button' for anyone who has already owned this particular product and wants to sell it as secondhand merchandise.

(4) Collecting points when buying product from the site.

Every time the customers buy the product from TrendyThai.com, they will receive certain points. And If they collect the points up to the required level, they will receive a lot of privileges.

6.1.2 Service Value

(a) Content provider of trendy things in Thailand

TrendyThai.com provides the information of many trendy things. It also provides many selected useful content to the visitors as well. All information will be updated very quickly to catch up with the trend and life

style of Target market.

(b) Many value-added services for visitors and members

The web site provides many value-added services to the visitors or members. The followings are those services:

(1) Free E-mail

Every visitor who registers with TrendyThai.com will become a member of the site. Then he/she will receive an E-mail account which will be ended up with @TrendyThai.com. For example, Myself@TrendyThai.com. The interface for members to check E-mail is also very user-friendly and easy-to-use.

(2) Links to interesting web sites

TrendyThai.com also provides useful links to other selected web sites which are believed to provide the required information to the customers.

(3) Search engine

One of the interesting value-added services of this web site is the Search Engine. The customers can find any web site they want by just typing in the text box and click 'Go' Button, the list of web sites will be shown on the screen.

(4) Web board

The web board is also provided to the customers. Everyone can express his/her feelings or critics over everything they want in this Web board. It also acts as a huge database of information in which visitors can ask for questions or helps from the community of TrendyThai.com. This web board is categorized and divided to many

subsection according to the Group of interests.

(5) Chat room

The chat room enable visitors and members to have an online conversation with many friends in the community of TrendyThai.com.

It helps people to discuss with others who have the same interests.

(c) Exclusive privileges for members

Once the visitor registers to be our member, he will receive many privileges from TrendyThai.com such as discount for some restaurants and shopping stores or being able to create his own community in the web site as a means to communicate with friends.

(d) 24-hour online service

TrendyThai.com operates 24-hours a day, 7 days a week. The benefit of Internet and E-commerce enables this web site to do so. Even though it sounds a familiar service comparing to other web sites, it is still worthy to mention.

6.1.3 Image Value

- (1) The name 'TrendyThai' possesses attention grabbing nature which represents the image and concept of 'Get yourself in trend' as it states this slogan on top of the main page. The visitors might want to get themselves in trend and this causes them to visit this web site.
- (2) TrendyThai.com also plans to donate money to the public for charity (deducted from the profit of selling products). This can make visitors proud of entering this site. And this is an indirect way to promote this web site as well.

6.1.4 Personnel Value

- (1) The web master and staffs are ready to deal with customer's questions and doubts immediately to try to achieve as fast response rate as possible.
- (2) FAQs (Frequently Asked Questions) section is also provided to help the customers clear about their question more quickly.

6.2 Competitive Advantages

Up to this stage, we can conclude some of the values above that are considered superior to major competitors and define the competitive advantages of TrendyThai.com. The following are competitive advantages of this web site :

- (1) Innovative in terms of combining web portal with the trendy E-shop. By Providing useful links and trendy information to attract targeted customer to the web site, the eyes of the visitors will automatically get stuck with many showcases of trendy products in the main page. So, besides the high hits rate which results in more income from Sponsors' banners, the web site will certainly obtain more sales of products as well.
- (2) Aims at niche market rather than large target. Unlike other competitors (e.g. Sanook and Mthai), TrendyThai is a more specific web portal that has already defined the exact niche market as its target. So it is easier to emphasize the strong image and clear position of the site which will create customer's loyalty and will eventually increase the amount the frequent customers.
- (3) Low cost because of the minimum investment. TrendyThai.com emphasizes the minimum initial investment, because we realize that there are many web portals which successfully attracted customers to their web sites but they still do not get any profit in return since they initially invested a lot of

money (excessive staffs and advertising cost). On the other hand, fortunately, TrendyThai.com has only a small amount of competent staffs who are very skillful and can be responsible in many tasks which require different fields of knowledge. Furthermore, each of them are determined person who will work in harmony to increase the profit as they are all shareholders of the web site. Moreover the cost of advertising will be reduced to the minimum level as well. TrendyThai.com will not employ high-priced media (e.g. Television, radio) to obtain mass advertising but we will employ specific advertising techniques to cut the cost. These techniques will be explained in the Marketing Mix section later.

6.3 Marketing Plan

As we have already defined the Target market of TrendyThai.com, we are now up to the point that we have to adapt and combine all of the values and competitive advantages in order to set the marketing strategic plan which will be used to obtain the objective of having 400,000 visitors per month by the year 2003. And we also aim at gaining product sales of 600,000 Baht at the end of the first year of operation.

In this case, the **Marketing mix** is a viable tool to create clear understanding of the marketing plan. **Products, prices, places, and promotions** which are cores of Marketing management, will be described in the next section.

6.3.1 Product (In this case, both products and services)

As mentioned in the Product and service value above (section 5.1), TrendyThai.com has a clear product and service position that aims at attracting niche market (modern teenagers and early-aged office workers). This will lead this web site to a successful online business.

The following are the product and service strategies in details:

- (1) Conduct good research. The research team has to work hard in order to get the right information about the fashionable trend of that specific period of time. After receiving the information, the content manager will update the content and information according to the current trend. Certainly the product items shown in the showcases will be updated and changed if the new and more attractive ones arrive.
- (2) Increase Value-added options for each specific product items. At every single showcase, there is a brief explanation about the specification of the product and the price located below the product image. There are also links to view more image angles of the product and full description. Furthermore, There is the 'Auction Button' for anyone who has already owned this particular product and wants to sell it as secondhand merchandise.
- (3) Check the suggestion box every day. In order to be a successful business, we also need to hear the voices of customers and to know what customers think about our products and services. The link to suggestion box is posted on the main page of the web site. The suggestions in this box will be considered as the important information to improve the web site along with the research.
- (3) Every value-added services for visitors and members will be improved and updated periodically. For instance, the interfaces of E-mail checking page, web board, and chat room will be redesigned periodically according to the trend. These improved features will certainly increase the repetitive customers. Because the nature of our targeted customers is that they want to catch up with the current trend.

6.3.2 Price

As TrendyThai.com emphasizes more on the essence of being good web portal which provides useful information to the customers in order to obtain income from sponsor's advertisement, the sale of Product items is considered supporting income for the web site. However, we need to specify the pricing formula of those product items.

Price is currently very important on the Internet. Many of the Internet based businesses compete heavily on price. It becomes much harder, if not impossible, to charge prices much higher than the lowest price competitor, if the value as perceived by the customer is not considerably higher. This is a result of the increased price transparency on the Internet due to the ease of access to information and forums where buyers of specific products can meet. This increases the competitive pressure, and firms must strive to differentiate their products, and provide the best price at a given performance.

However, we need to specify the pricing formula of those product items. The Figure 6.1 below describes the formula.

$$\text{Price} = \text{product cost} + \text{delivery cost} + \text{insurance} + \text{mark up (30 to 40\%)}$$

Figure 6.1. The Formula of Price Setting.

The followings are the pricing strategy in details:

- (1) The pricing will be set based on the formula from Figure 6.1.
- (2) Try to negotiate with the suppliers in order to get reasonable price.
- (3) Pay attention on how to reduce of delivery cost.

However, the prices set for our advertising banners are considered more important than the product price because the sale of product is the minor source of income. More details of the pricing strategy for banners will be explained in the financial analysis section.

6.3.3 Place

What should be considered the place of purchase in electronic retailing? The room where the buyer sits in front of his computer, a location in the market space, or some other place? In any case, the URL of a firm takes on a central role in positioning the firm in the mind of customers. The brand name and its association to a business' URL, increases in importance for firms conducting electronic retailing. A close or perfect match between the brand name and URL of a firm (e.g. www.volvo.com or www.disney.com) is a prerequisite for visitors to find a home page . If not necessary, consumers are not willing to go through search engines to find the product they are looking for. Rather, potential customers will try the brand name combined with a .com, .se, .org, etc. address .

This convergence between place and brand name is a unique feature of electronic retailing. Smaller firms or web sites that cannot count on the high brand recognition like TrendyThai.com necessary to attract many customers to its site automatically, might consider to sign up with one or more search engine portals to increase traffic to their site. The process of signing up with the search engine portals will clearly be described in the section of advertising strategy later.

However, it will not be hard to increase the traffic of TrendyThai.com because the name 'TrendyThai' possesses attention grabbing nature which is very easy to remember and also sounds persuasive to visit.

6.3.4 Promotion

Promotion is considered one of the most critical components of marketing mix. In order to explain it more clearly, we will split up the term 'Promotion mix' as follows:

The promotion mix consists of:

- (1) Advertising
- (2) Sales promotion
- (3) Public relation

Each of them will be strategically described as follows:

Advertising

Advertising is a very important tool to attract people for any kind of business (both online and offline). If we do not advertise, people will not know the existence of our business.

As TrendyThai.com wants to save the cost by minimum initial investment, it will not employ the use of Conventional or traditional advertising (e.g. television, radio, newspaper, etc.) because the conventional media are known to be very expensive. For example, it would cost 300,000 Baht for just one minute of television advertising at prime time. Even though these media can reach masses of geographically dispersed customers, it is still not worthy since the majority of Internet users in Thailand live in Bangkok metropolitan area which is only considered as limited area. Thus, it is not worth using conventional media such as television. Although it can reach almost every household in this country, there are only almost 2% of those households that have computers and can get access to the Internet. So it is against the policy of minimum investment and effective advertising of TrendyThai.com.

As the Internet is a 'pull' rather than 'push' medium, paid advertising is often not as effective as free marketing methods such as search engine submissions and

discussion group contributions.

However, some web portals in Thailand use conventional advertising. For example, Sanook and Lemononline extensively employ the use of Television , radio and magazine advertising to promote their web site. This can be done because they have financial backup from international firms and they also receive considerable income from banners ads of other web sites. But TrendyThai.com will be a very new web site in the industry without high financial backup. So only online advertising methods are more suitable.

As TrendyThai will not employ the conventional advertising method, it will use as many online advertising methods as possible to promote the web site and, of course, these methods must not be expensive to achieve the policy of minimum investment.

The following are the benefits and reasons of online advertising which will be used by TrendyThai.com.

- (1) Online advertisements are accessed on demand 24 hours a day, 365 days a year, and costs are the same regardless of audience location.
- (2) These advertisements are accessed primarily because of interests in the content, so market segmentation opportunity is large. In this case, each advertisement of TrendyThai will be exclusively planned and designed to grab the attention of the target customers (modern teenagers and young office workers).
- (3) There is also a good opportunity to create one-to-one direct marketing relationship with consumer. TrendyThai will also use the interactive web technology to attract the targeted customers.
- (4) Compared to the conventional advertising, the distribution costs are low (just technology costs), so a lot of customers reached cost the same as one.

- (5) Another benefit of the web-based advertising is that advertising and content can be updated, supplemented, or changed at any time, and are therefore always up-to-date.
- (6) The logical navigation is easy. A customer can click when and where he wants, and spend as much time as desired there.

After knowing the benefits of online advertisement, the following will be the strategies of each advertising method that TrendyThai uses:

(a) Banner advertising

Banner ads is certainly one of the method most widely used by almost commercial web sites. Here are some percentages related to online ad spending issued in a report from the Internet advertising Bureau in year 2000:

Banner ads	59%
Sponsorships	28%
Inter/superstitials	4%
E-mail	1%
Other	8%

TrendyThai.com will also use this method to advertise its web site.

We will look for a web sites in which we evaluate that they will have a good future and their business and content is related to our web site. For example, we may buy an advertising space on the main page of jorjae.com that is considered successful web site which has obtained high hits rate from the group of teenagers. And we may also buy an advertising space from other web sites which attract the group of office workers. However, we only select the cheap banner ads space. If some web site demand too expensive

space fee (e.g. Sanook.com), we will not choose to advertise our web site on their pages.

The other strategy of banner advertising is 'Banner swapping' method. This means we will seek for some allied web sites that have the same targeted group of customers but are not our direct competitors. Then we will set an agreement with them in order to post our banners on their web pages and allows them to post their banners on our web pages in return. This is the mutual benefit which will increase the hits rate among each others. Now we aim at negotiating with Pantip.com to do so.

We will also employ the Ads program from Thaiadclick.com which is considered the most successful web site that provides advertising service in Thailand (source: Ethailand.com). We will submit our banner to its Banner exchange program. Then our banner will then be displayed in rotation at other sites that have also signed up for the exchange program.

(b) Search engine registration

Search engine have a vital role to play in any Web site's marketing activity. There are over 1500 search engines on the Web, although the majority are quite small and some of the largest search engines share the same database.

However, TrendyThai.com has to be sure that it has a nature of search engine friendly format. Because it is not just about registering with a search engine and hoping for the best: the aim is to ensure that our site ranks high (ideally in the top 20) when a relevant keyword is typed. This is no mean feat as different search engines use different criteria to rank web sites and often try to keep their searching policies secret.

In order to achieve the search engine friendly nature TrendyThai will perform following tasks:

- (1) Avoid too many graphic. A graphics-heavy home page can put the search engine 'robots' off.
- (2) Keep frames to a minimum. We also have to avoid frames because search engine robots cannot read them.
- (3) Get the meta-tags right. Meta-tags are HTML instructions that contain the keywords and help search engines index the web site.

Due to the sheer number of sites on the web, search engines have to automate the process of indexing sites. To do this they send out their robots to trawl through the web on the lookout for new sites. Robots rely on the special meta instructions embedded into the head part of the web site's HTML code. There are two main types of meta-tags: the description tag and the keyword tag.

So TrendyThai.com will write the **meta instructions** to be search engine friendly as follows:

<Head>

<Title> TrendyThai home page </Title>

<META name = "description" CONTENT = "TrendyThai.com is a web portal that provides trendy information, useful links, search engine service as well as trendy products in Thailand. ">

<META name ="keywords" CONTENT = "Thai web portal, Trendy products, fashion, fashion trend, cool links, online games, TrendyThai, Trendy Thai, Thai search engine, free e-mail, e-mail, email, Chat room, free prize, prize, Thai life style">

</Head>

Then, TrendyThai.com will submit its URL to the search engines. In all likelihood 95 percent of Internet users will arrive via the top 10 search engines, so it is absolutely crucial to register with them. They are:

- (1) www.yahoo.com
- (2) www.altavista.com
- (3) www.infoseek.com
- (4) www.hotbot.com
- (5) www.ukindex.co.uk
- (6) www.excite.com
- (7) www.google.com
- (8) www.goto.com
- (9) www.looksmart.com
- (10) www.lycos.com

(Source: Haig 2001)

Furthermore, it is also necessary to register the URL with the relevant market-specific search engines in Thailand. In this case, TrendyThai chooses to register with the following web sites which are considered to be the most favorite search engines in Thailand:

- (1) www.Siamguru.com
- (2) www.Sanook.com
- (3) www.mweb.co.th

(c) E-mailing list

TrendyThai will also plan to use the mailing list which is the direct marketing tool along with the online advertising methods to attract more

customers to the site that are collected from web site that provide free web-based mailing list service such as Egroups.com and listbot.com in order to send e-mails to the prospect customers.

After setting all strategies of advertising methods, we also have to set a measure to evaluate the hits rate and the popularity of TrendyThai.com. The most straightforward rate systems are worked out on day or week rates. So the CPM and CPA rates will be used. Moreover, we will download free tracking software from Extremetracking.com which can provide information not only on how many people are visiting the web site but also on how those people get there (search engines, links from other sites, e-mails and so on). It even tells what keywords a visitor has typed in on a search engine to reach the web site. We will also register to be a member of [Http://truehits.net](http://truehits.net) which is the Governmental organization that provides free evaluation services by monitoring the fame of Thai web sites through the true number of visitors.

Sales Promotion

Sales promotion is used to create short-term incentives to encourage sales and number of hits rate and to strengthen the long-term customer relationships. The following are techniques that will be used by TrendyThai.com.

(a) Special Privileges for members

When the visitor registers to be our member, he will receive many privileges from TrendyThai.com such as free e-mail, discount for some restaurants and shopping stores (this can be done by our negotiating team who will go to contact those restaurants and stores and offer them some mutual benefits such as free advertising space on our main page in exchange

for their discount.) Moreover, members of TrendyThai are able to create their own community in the web site as a means to communicate with friends.

(b) E-mail

Once a visitor or member buys our product items, he will be asked to accept the e-mail of the new product information periodically. This method acts like an online catalog which creates the awareness of the products to the customers and will increase sales as a result.

(c) Giving away prizes for lucky members or winners of our game contest every specific period of time.

Online games and contests will be included as one of our promotional tools of TrendyThai.com. The winners of the games or contests will receive prizes from us. This will certainly increase the amount of repetitive customers.

(d) Discount for banners

In order to attract more businesses or sponsors to buy advertising spaces (banners) from our web site, the discounted price of banner spaces will be offered if they pay in advance on 3-months, 6-months, or even 1-year basis.

Public Relation

To help TrendyThai create an impression in the minds of the targeted customers, we will need to think of ways to boost its Public relations value. This means we will have to build up reciprocal relationships with the online and offline media by providing public with newsworthy information about TrendyThai.com. The followings are the inexpensive PR methods used by TrendyThai.com:

- (a) Post as many messages as possible in the Web board section of other related web sites.

As many famous web sites (some are web portals) for teenagers and office workers have web board to facilitate the exchange of information for their visitors and members, the staffs of TrendyThai will visit all those web boards that are believed to be centers of information exchange of our targeted customers. Then, we will post as many messages as possible in those web boards to announce the existence, benefits, and features of TrendyThai.com. The persuasive style of writing will be used to compose the message in order to effectively persuade people to visit the web site. The example of web sites that we will post the messages in their web boards are:

- (1) www.sanook.com
- (2) www.siamguru.com
- (3) www.mthai.com
- (4) www.jorjae.com

Some of these web sites are considered major competitors of TrendyThai but we still have to admit that they have already had the strong customer base while, as a newcomer to this industry, we have not. So we have to visit their web site to find the way to communicate with our prospected customers.

- (b) Announce in selected newsgroups

As there are hundreds of thousands of Internet-based newsgroups, it would be impossible to visit each one in turn. Instead, we will visit Deja News (www.dejanews.com), which provides a searchable index of all the

Usenet newsgroups (Usenet is the most popular system that distributes newsgroups). Then we will post the announcement of our existence to the selected newsgroups.

6.3.5 Relationship with Suppliers

TrendyThai analyze the current trend of fashion and style in order to decide which products we are going to sell, we can not exactly estimate the profit margin of our products because we do not sell one particular type of products. The products on the showcase will be updated and replaced upon the changes in trend and fashion at that moment. So it is certain that we will not have only a few long-lasting suppliers. The staffs of TrendyThai will use their good negotiative skill to make purchase of various products on the basis of minimum order from different suppliers.

However, it is fortunate that we still have one reliable supplier who can manage and respond our immediate and customized orders all the time. This supplier's shop is located at Siam center. He sells a lot of fashionable things to the teenagers who are also the targeted customers of our web site. The reason that the owner of the shop wants to do business with us is we offer free advertisement of his shop on one of our web pages and he is also a close relative of one of our management team.

VII. OPERATIONS

Thai section briefly describes how TrendyThai.com is managed and run on a day-to-day operation. The explanation of staffing, payment methods, and supplier will be described as follows:

7.1 Staffs and Their Operational Responsibilities

As explained in the previous section, TrendyThai.com emphasizes the minimum investment in the early period of operation. So, in order to cut the cost, we do not have a policy to recruit many staffs. Therefore, all of the staffs have to be really skillful and educated because they must be responsible for many jobs. One particular staff may be responsible for writing content, updating the links, and researching the trend at the same time. Almost all of the staffs are colleagues and friends from the university. So they really want to invest as a partnership for a great fortune in this web site together. Thus they are not worried much about the salary. Instead, they are ready to contribute themselves to work hard for the high return on investment as a driving force. As a result, we only have six persons running this web site as follows:

- (1) 2 positions of Marketing manager and web programmer

These 2 staffs are very important. They will analyze the future trend of the market derived from the research team and periodically adjust and set the marketing strategies. They also do PR and Sales of advertisement job. Sometimes, they help with programming jobs as well.

- (2) 2 positions of content managers and researcher

They will be responsible for researching the trend of fashion and products. Then they will write or update the new content according to the research. They also have to send the findings of the research to the

Marketing managers in order for them to evaluate the trend and launch new marketing strategies and promotion campaigns.

- (3) 1 position of transaction handler, customer service officer, and programmer

This staff will be responsible for handling the trading transaction of the product, dealing with customer database and answering customers' doubts and questions.

- (4) 1 position of accountant and programmer

This staff will be responsible for calculating and keeping the income and expense records of TrendyThai. And he must be the chief programmer of the web site as well.

7.2 Payment and Distribution Methods

Although the sale of trendy products are considered minor source of income for TrendyThai.com, we also have to clarify the payment method used by this web site. The following are the details of payment methods accepted by TrendyThai.com.

The research indicates that the credit card payment is the most favorite method chosen by e-buyers. However, we will not accept this payment system. The reason is it is not worth investing more money in buying security software such as SSL (Secure Socket Layer) to be implemented in TrendyThai.com. And, we can not exactly estimate the profit margin of our products because we do not sell one particular type of products. The products on the showcase will be updated and replaced upon the changes in Trend and fashion at that moment. So we will purchase the products on the basis of minimum order from the suppliers. Then we are not certain that the Profit margin from each type of products would be able to cover the 3% charge of the credit card party or not. Furthermore, some customers may not trust to reveal their credit card information via the Internet even the web site has installed SSL software.

Therefore, TrendyThai.com only accepts two payment methods mentioned underneath.

(1) Cash on delivery

This method allows customers to pick up the merchandise at our specified place and the money will be cashed in via our cashier directly. Or, the customers may inform us about their addresses and the post offices near their places. Then we will send the package of product through the sending post office specifying “money collected at destination”. When the package arrives at the informed post office, the officer will send a notified mail to the customer’s place. Afterwards, the customer will go to the post office and pay money to retrieve the product package. Then the receiving post office will notify the sending post office that the money has been paid. At last the sending post office will send a notified mail to TrendyThai’s staff to go to receive the money and to pay the fee.

(2) Money Transfer through bank’s account

This method seems to be simpler than the previous one. All the customer has to do is just orders the product items from our web site and transfers the money from his bank’s account to ours. After that, he has to visit the web site again to confirm the transfer of money. At last, after we are notified about the increased amount of money in our account, the product package will be sent to the customer’s address within 3 days.

For the auction section, we do not provide the feature of real-time auction service for the customer. The visitors who post his intended-to-sell product items will have to specify his preferred method of payment in the text box on the web page.

However, it will not be the ultimate method. The interested persons will have the right to negotiate with the seller about their required method as well.

7.3 Accounting System

TrendyThai has an accountant to handle all the tasks associated with financial records such as calculating and keeping the income and expense records. He is also responsible for the order-handling job. The efficient accounting software will be installed to help lower the effort of the accountant.



VIII. FINANCIAL ANALYSIS AND FORECASTING

8.1 Sources of Income

At the first period of operation, TrendyThai.com obtain income from 2 sources as follows:

- (1) Profit margin from each product item.

As for the income from this part, we expect 20- 30% markup from each product item. However, we can not predict the actual sale per month because we do not sell the same type of products for long. The products in the showcase will be replaced by the new products every period of time. So, all we can expect is trying to obtain the profit of 20,000 Baht (profit of 500-1,000 baht for each item) per month.

- (2) Charges of Advertising banners from sponsors.

This is considered the major source of income of TrendyThai.com. After this web site is well known and famous, there will be a lot of businesses that will be interested in posting their advertising banners in our web pages.

We will set the price of our advertising spaces differently according to the importance and traffic of that particular page. For example, the highest price that we charge is for the banners located on our main page. We also consider the size of the banner. The larger the size of the banner, the higher price we charge our sponsors.

Basically, the standard size of banner that we set is 156 x 60 pixels which is the size that is widely used by other web sites. The Table 8.1 on the next page will describe how we rate the price of the banners in details.

Table 8.1. Basic Agreement Conditions for Banners.

Period of Placement for Banner Advertising	1 month	3 months 10% discount	6 months 15% discount
(1) Long and rotated Banner Located at the Top of the main page beside the logo of TrendyThai.com (1 pos.)	8,000 Baht	21,600 Baht	40,800 Baht
(2) Inclusive Small Size of Static or animated Banner (156x60 pixles) located at the far right space on our TrendyThai "Home" Page.	3,000 Baht	8,100 Baht	15,300 Baht
(3) Text links located at the bottom space of the Home page.	1,500 Baht	4,050 Baht	7,650 Baht
(4) Long and rotated Banner Located at the Top of the topical pages beside the logo of TrendyThai.com.	4,500 Baht	12,150 Baht	22,950 Baht
(5) Inclusive Small Size of Static or animated Banner (156x60 pixles) located at the far right space on topical pages.	2,000 Baht	5,400 Baht	10,200 Baht

8.2 Sales Forecast

We expect the following amounts of income that are displayed below:

Table 8.2. Sales Forecast.

Type \ Year	Year 2002	Year 2003	Year 2004
1.) Sales of Product items	(50,000x12 months) 600,000 Baht	(70,000 x12 months) 840,000 Baht	(75,000 x12 months) 900,000 Baht
2.) Long & rotated Banner, small banners and text links (main page)	At 10% discount rate $\{7,200 + (2700 \times 7) + (1,350 \times 10)\} \times 11 =$ 435,600 Baht	At 10% discount rate $\{9,000 + (3,600 \times 7) + (1,800 \times 10)\} \times 12 =$ 626,400 Baht	At 10% discount rate $\{10,800 + (4,500 \times 7) + (2,250 \times 10)\} \times 12 =$ 777,600 Baht
3.) Long & rotated Banner, small banners (topical pages)	At 10% discount rate $\{(4,050 + (1,800 \times 7)) \times 11\} \times 10 =$ 1,831,500 Baht	At 10% discount rate $\{(5,400 + (2,700 \times 7)) \times 12\} \times 10 =$ 2,916,000 Baht	At 10% discount rate $\{(6,300 + (3,600 \times 7)) \times 12\} \times 10 =$ 3,780,000 Baht
Total sales	2,867,100 Baht	4,382,400 Baht	5,457,600 Baht

Some explanation of Table 8.2 are as follows:

- (1) The '11' multiplier is the number of months excluding the first month of operation that we expect not to obtain any sale of Ads. Banners in the first year. For the following years, the multiplier will be changed to '12'.
- (2) The '10' multiplier is the estimated number of topical pages that we will have Ads. Banners from sponsors. There is another '10' multiplier for the

text link. It equals the numbers of text links allowed on one page.

(3) The '7' multiplier is the estimated number of small banners on one page.

8.3 Start-up Cost and Source of Funds

As the initial minimum investment is the crucial policy of our web site in order to cut all possible costs, so The total start-up cost of TrendyThai is very low. The costs are listed as follows:

(1)	Hardware	
(a)	High-spec. Computer Server, Pentium 4 (1.5 Ghz), 2 Hard disk (40 G each)	Baht 50,000
(b)	Computer workstations: (30,000*4)	120,000
(c)	LAN system Installation (Hub + wiring)	12,000
(2)	Software	
(a)	Necessary graphic software applications for window NT OS	30,000
(3)	Web hosting service (with storage of 200 MB)	675
(4)	ISP Airtime (leased line, 128 kbps)	7,000
(5)	Product stocking (At least 20 items)	100,000
(6)	Salary cost (only 2 persons) 10,000 x 2=	20,000
Total start-up cost		<u>243,675</u> <u>339,675</u>

About the funding for initial investment, members of our informal partnership will invest 400,000 Baht for the first phase of operation as follows:

<u>Uses of fund</u>	Baht
Total start-up cost	339,675
Cash on hand	<u>60,325</u>
Total uses of Fund	<u>400,000</u>

8.4 Estimated Income Statement

Table 8.3. Estimated Income Statement from Year One to Three

Income statement	Year	Y 2002	Y 2003	Y 2004
Sales:				
Sales of Ads. Banners		2,267,100	3,542,400	4,557,600
Sales of Products		600,000	840,000	900,000
Net sales		2,867,100	43,82,400	5,457,600
Cost of goods sold		240,000	336,000	360,000
Total gross profit		2,627,100	4,046,400	5,097,600
Operating expenses:				
Advertising (Conventional methods after the first phase of operation):				
Newspaper&Magazine (12000*4)		48,000	48,000	48,000
Brochure (200*5*12)		12,000	12,000	12,000
Public Relation (Charity&Activity cost)		143,355	219,120	272,880
Salaries expense (10000*2*12)		240,000	240,000	240,000
Insurance expense		15,000	15,000	15,000
Maintenance expense		12,000	12,000	12,000
Utlities expense		30,000	30,000	30,000
ISP Airtime expense (7000*12)		84,000	84,000	84,000
Miscellaneouse expense		17,146	15,620	10,450
Total expenses		601,501	675,740	724,330
Income before tax from operations		2,025,599	3,370,660	4,373,270
Income taxes		708,960	1,179,731	1,530,645
Net Income after tax		1,316,639	2,190,929	2,842,626

8.5 Break-even Analysis

As we invest 400,000 Baht for the initial investment, and we expect to obtain the net income of approximate 660,000 (half of the Net income in year one from Table 8.3) in the first 6-months period of operation. So we expect this amount of money to cover all the cost associated with initial investment and other operating expenses for the 6-months period.



IX. CONCLUSIONS AND RECOMMENDATIONS

9.1 Conclusions

Nowadays, to do a successful online business in Thailand seems to be very difficult since there are several uncontrollable factors which are beyond the intuitive anticipation of the new investors in this industry. Moreover, the worldwide economic slowdown greatly affects the overall business sector in Thailand as well. Only experienced entrepreneurs with good business plans will be able to survive in current cruel competitive edge.

After studying the entire report of TrendyThai.com's business plan, the reader is going to understand why this online business will be a highly profitable one. Plenty of necessary details derived from researches and business models were analyzed and selected in order to create a proper combination of effective business strategies which lead this web portal to achieve its business objectives.

An important strategy which acts as a key factor to success is to begin operating this web site with initial minimum investment. We realize that there are many web portals which successfully attracted customers to their web sites but they still do not get any profit in return since they initially invested a lot of money (excessive staffs and advertising cost). On the other hand, TrendyThai.com plans to recruit only competent staffs who are very skillful and can be responsible for many tasks which require different fields of knowledge. This will greatly reduce the salary expense. Furthermore, each of them are determined person who will work in harmony to increase the profit as they are all shareholders of the web site.

Moreover, the cost of advertising will be reduced to the minimum level as well. TrendyThai.com will not employ high-priced media (e.g. Television, radio) but we will

employ specific online advertising techniques to reduce the cost which are believed to be able to achieve the objective of mass advertising as well.

Another important factor that will lead this web site to be a successful business is the differentiation of products and services from other competitors offered to the customers. The Innovative idea is that of combining web portal with the trendy E-shop. By Providing useful links and trendy information to attract targeted customer to the web site, the eyes of the visitors will automatically get stuck with many showcases of trendy products in the main page. So, besides the high hits rate which results in more income from Sponsors' banners, the web site will certainly obtain more sales of products as well.

Furthermore, unlike other competitors (e.g. Sanook and Mthai), TrendyThai is a more specific web portal that has already defined the exact niche market as its target. So it is easier to emphasize the strong image and clear position of the site which will create customer's loyalty and will eventually increase the amount of repetitive customers.

All the major strategies mentioned above will eventually guarantee that TrendyThai.com is going to be a successful and profitable web site. The writer hopes that this report will also be a useful resource for everyone who is looking for a great fortune in this online business industry.

9.2 Recommendations

In order to survive in this highly-competitive industry, TrendyThai.com also needs to have further plans that can effectively attract more and more customers in the future. The followings are those plans:

As advertising and Public Relation are very important factors for a new web portal that needs to be known by the public as much as possible, TrendyThai.com is planning to invest more in these promotion mixes. After the first period of operation

(4 –5 months). Eventually, the web site of TrendyThai.com is predicted to reach the eyes of approximately 1,000,000 unique visitors by the year 2003. The followings are the plans that will be implemented in the future:

(1) Invest more in advertising and Public Relation campaigns

After a certain period of operation, we will also employ more advertising media (some conventional methods may be used), if the evaluation result of the web site (in terms of number of visitors) is below the standard that we set. And we will also organize a press conference to promote our web site. Some exhibitions of the web site will be held at some leading shopping centers as well.

(2) Improve the efficiency of the services

In order to keep the customers constantly visit the web site , we also have to monitor and control to ensure the standard of services provided to the customers all the time. For instance, the size of the database of our search engine directory will be increased to raise the satisfaction of the customers. And the features and facilities of other section of TrendyThai will be improved as well.

(3) Add another source of Income

At the first period of operation, TrendyThai.com obtain income from 2 sources: (1) Profit margin from each product item (2) charges of Advertising banners from sponsors.

However, we are planning to create another source of income after the first phase of operation. That is the full package of web design and marketing service. We will act as a consultant that provides advises and solutions to improve the client's online business to raise their profit or even

design and program the entire web site for them. Of course, we will receive the high service charge in return.

(4) Negotiate for higher price of our advertising space

After the TrendyThai has proved that it could gain a lot of public attention by receiving number of hits rate, we will have more negotiative power to increase the price for our advertising spaces (banners).



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