



Information Web Site of Kimac Co.,Ltd.

by

Ms. Apinare Kitapansungworn

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

November 2003

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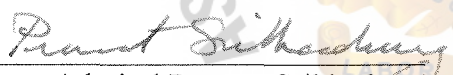
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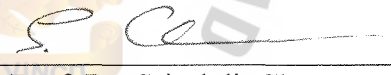
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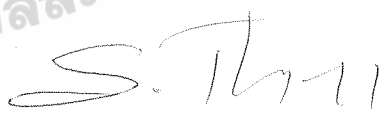
The Graduate School of Assumption University has approved this final report of the six-credit course, IC 6998 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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## ABSTRACT

This project contains to the Information web site of Kimac Ltd., Part. The objective of web site is to improve image of the company and improve company service specially to providing the product information so in web site will tread to be the electronic catalogue.

In part of introduce the project has the important of the electronic commerce nowadays and company background. Meanwhile part of marketing it has marketing objective, planning, target customer, product and also analysis the SWOT. Beside that's for the part of financial analysis which covers cost. These bring to conclude break even analysis and graph presentation of break even point.

For part of web designing, the project also include web analysis, and designing web prototype which it contains the step of web development, web site structure, map link, layout grids, and also web containment.

## ACKNOWLEDGEMENTS

This project improve my the knowledge effort to doing so many part such marketing analysis, finance analysis and also the important think to doing web sit.

And also this project cannot possible reach if I lack anyone of the following list below. And, no word can be said more than this “Thank you “

First tank is for my family, father, mother and my brothers who encourage me during I do this project.

Next my boss, Ms. Tanyaporn who give me the idea to do the information web site of company and also help to approve it.

My knowledge of web design will not be occurred if I don't have this person “Pee Ton” who teach me a program of dream waver and PhotoShop which I try to learn by myself but not successful in last 1 year.

Last one is my advisor, He is Rear Admiral Prasart Sribhadung. He provides guidance, consult and recommend me. He teaches me how to make this project successful step by step.

Thank you again for everything which all of you done for me.

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# **I. INTRODUCTION**

## **1.1 Introduction of the Project**

The growth of internationalization of business is one of the most significant economic development at present. Many leading firms around the world have moved their attention towards international business in order to enhance their business as well as maintain a competitive edge over other companies in the current economic tread. International business performance of the firms are determined by the technology and its application, which act as a major factor. Internet and Electronic is increasingly having an important role in the present business environment.

More and more people are using the Internet for purchasing products online and the number of online purchases is growing steadily. Every company has to understand, prioritize and manage the opportunity Internet can provide for their firm's product.

The world is small and technology has made it smaller. It is an Internet world where 'online' is the watchword. Business transactions, be it a million-dollar business or a mach insignificant purchase of household articles, web has become the universal market. Consumers are now shopping for an incredible array of products on the web.

According to the research done by the Forrester Research Inc, it is said that the Internet commerce worldwide, including B2B and B2C will reach US\$6,800 billion in 2004. It also says that the number of online shoppers to use the Internet effectively. Many suppliers in Thailand have come online, providing all their products online and customers in other countries like United States, Canada, Australia and so on can purchase the items that they are interested online via the supplier's online shop. Suppliers have to make their web site attractive by displaying fashionable designs at competitive price.

Many companies own Websites and there are many kinds of websites available. Some website are online store that sells their products and services online. Some just provide the company's information and other website are featured as promotional or advertising tool for their company.

Internet has increased its role in the current market situation and many companies in Thailand are turning towards the Internet and E-commerce to either start a business or extend their current market scope.

According to this project, a business transaction is selected and will be analyzed for the essential factors to implement the effectiveness of website in order to use as an online store.

## **1.2 Objective of the Project**

This project is one of a project of the credit course IC 6998 E-Commerce practicum and it is also submitted in Partial Fulfillment of the Requirements for the degree of Master of Science in Internet and E-Commerce Technology Assumption University.

There are 2 parts for my objective

- (a) One for myself
  - (1) To improve my knowledge to learning more about doing web site
  - (2) To use my Internet knowledge to apply to this project
  - (3) To achieve my aim to study IEC
- (b) Another for web site
  - (1) To be the company's product catalogue on line.
  - (2) To reduce the cost of mailing catalogues by post
  - (3) To be the company's information.
  - (4) To be the image of the company to the publish



(5) To be the one channel through which customer can contact the company easily

### 1.3 Scope of Project

There are 2 parts

(1) Report Part

This part we write the report to explain in 3 part

(i) Introduction Part

This part we will talk about the object, scope, deliverable of the project and then we will give the information basic of Internet and E-Commerce such as what is Internet and what is e-commerce. Beside that we will talk about the company background

(ii) Marketing Part

This part we will talk about the objective, planning of marketing. Then we will talk about the target of customer and the company's product. SWOT analysis, Promotion & Advertisement and Breakeven Analysis also is in this part.

(iii) Web Design Part

This part will have information including the project in web-site such as web site analysis and web development. Besides that it will show the structure inside the web site and feature in each page.

(2) Web site part

This part we will have the web site of Kimac company, The main feature in web site will include with

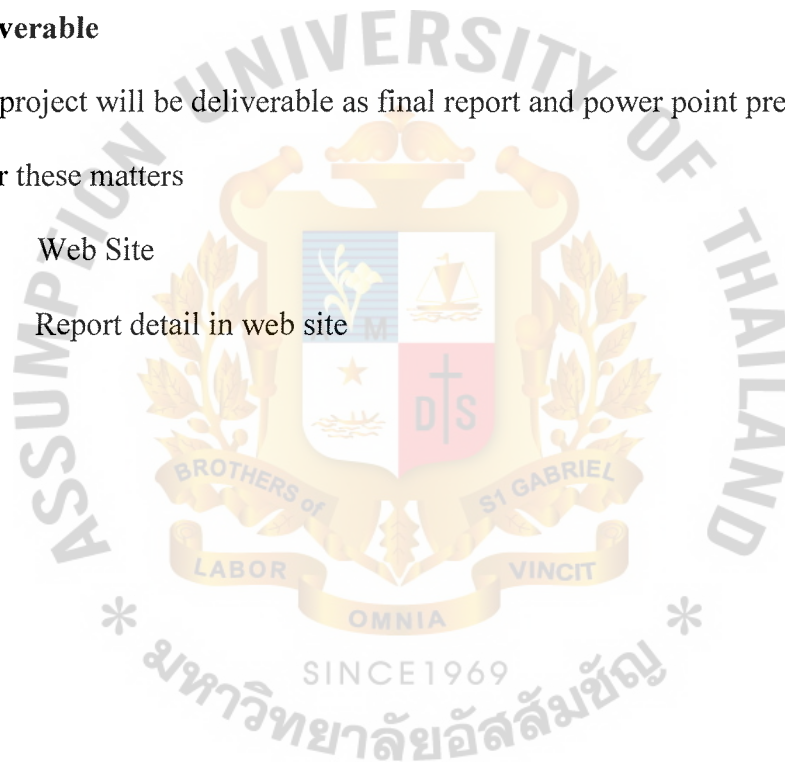
- (i) Home
- (ii) Contact us
- (iii) Product
- (iv) Service
- (v) FAQ

This web site is only the information of the products of the company in the web site. It is not for sale of products online.

#### **1.4 Deliverable**

The project will be deliverable as final report and power point presentation in the detail for these matters

- (1) Web Site
- (2) Report detail in web site



## II. INTRODUCTION TO E-COMMERCE

### 2.1 The Network Revolution and the Internet

One reason information systems play such a large role in organizations and affect so many people is the soaring power and declining of computer technology. Computing power, which has been doubling every 18 months, has improved the performance of microprocessors 25,000 times since their invention more than 25 years ago. With powerful, easy-to-use software, the computer can crunch numbers, analyze vast pools of data, or simulate complex physical and logical processes with animated drawings, sounds, and even tactile feedback

The soaring power of computer technology has spawned powerful communication networks that organizations can use to access vast storehouses of information from around the world and to coordinate activities across space and time. These networks are transforming the shape and form of business enterprises and even our society.

The world's largest and most widely used network is the INTERNET. The Internet is an international network of networks that are both commercial and publicly owned. The Internet connects hundreds of thousands of different networks from over 200 countries around the world. More that 150 million people working in science, education, government, and business use the Internet to exchange information of perform business transactions with other organizations around the globe. The number of Internet users is expected to surpass 300 million by the year 2000

The Internet is extremely elastic. If networks are added or removed failures occur in parts of the system, the rest of the Internet continues to operate. Through special communication and technology standards, and computer can communicate with virtually any other computer linked to the Internet using ordinary telephone lines.

Companies and private individual can use the Internet to exchange business transactions, text messages, graphic image, and even video and sound, whether they are located next door or on the other side of the globe.

Internet is creating a new “universal” technology platform on which to build all sorts of new products, services, strategies, and organizations. It is reshaping the way information systems are being used in business and daily life. By eliminating many technical, geographic, and cost barriers obstructing the global flow on information, the Internet is accelerating the information revolution, inspiring new uses of information systems and new business models. The Window on Management provides some examples.

Of special interest to organizations and managers is the Internet capability known as the **World Wide Web** because it offers so many new possibilities for doing business. The World Wide Web is a system with universally accepted standards for storing, retrieving, formatting and displaying information in a networked environment. Information is stored and displayed as electronic “pages” that can contain text, graphics, animations, sound, and video. These Web pages can be linked electronically to other Web pages, regardless of where they are located and viewed by any type of computer. By clicking on highlighted words or buttons on a Web page, one can link to related pages to find additional information, software programs, or still more links to other points on the Web. The Web can serve as the foundation for new kinds of information system.

All of the Web pages maintained by an organization or individual are called a Web Site. Business are creating Web Sites with stylish typography, colorful graphics, push-button interactivity, and often sound and video to disseminate product information widely, to “broadcast” advertising and messages to customer to collect



electronic order and customer data, and increasingly to coordinate far-flung sales forces and organizations on a global scale.

## **2.2 Internet**

The Internet is a large network formed by the interconnection of computer networks and individual computers all over the world, via phone lines, satellites, and other telecommunication systems. While you don't need a history course on its development to use the Internet, a brief overview of how the Internet works, and why it is the way it is now, can definitely help in making your business a power house.

Historically, the Internet has its roots in ARPAnet, established by the Advanced Research Projects Agency. It was a research and defense network created by the U.S. Department of Defense in the early 1970s to research network systems and to allow scientists and researchers better communication and data exchange for other projects. One of the early outcomes of this initiative was the development of new ways of routing data via multiple paths using units of data called packets; the destination address of each packet was built into its structure. These methods became the standards known today as Transmission Control Protocol/Internet Protocol (TCP/IP), and form the common language of the Internet allowing different types of computers and different types of networks to interact.

The National Science Foundation (NSF) expanded upon ARPAnet with the NSFnet, which was initially designed primarily to connect universities and research centers. Increasingly these connections were also used for maintaining communication among individuals in these institutions through e-mail, data file transfer, discussion groups, and other uses. As this network of networks grew, it became what we now call the Internet.

As the growth continued, new understandings about the purposes of the network and its potential were being forged, particularly as NSF needed its involvement. Broader access was created through regional networks that linked to the Internet. Policy changes by the government, NSFnet, and privatization later allowed commercial Internet service providers (ISPs) to offer Internet access to those who were not part of an institution or educational organization. These changes opened the floodgates to the current very rapid commercialization of much of the Internet.

What is the World Wide Web (the “Web”)?

The Web is a system that makes the exchange of data on the Internet easy and efficient. It consists of the two basic components:

- (1) The Web **server**: a computer and software (“server” can refer to either) that stores and distributes data to other computers throughout the Internet that request the information.
- (2) The Web **Browser**: software running on an individual’s (“Client”) computer that requests information from the Web server and displays it in a manner directed in the data file itself.

To use the Web, an individual needs a computer with Web Browser software and a modem installed (the modem is a hardware device that converts computer signals to sounds and vice versa to enable the computer to communicate via normal phone lines). After the Web Browser is launched (Started), the computer is directed to dial an Internet service provider (with which an account has been arranged). The browser is then given the address of a Web “site” where a Web server will respond by sending a “page” of information. This “page” may have text of various sizes and styles, with pictures and other graphics intermixed. Certain pictures and text will have special highlights or underlines. These special highlights indicate that further

information is available. All the individual needs to do is to move the mouse indicator over the highlighted item and click, and the remote Web server will respond with the appropriate information.

- (i) More that text and pictures can be offered:
- (ii) Movies and animation
- (iii) Moving graphics
- (iv) Sound files and real-time sound
- (v) Databases and catalogs
- (vi) Programs that run directly on your computer
- (vii) Opportunities to send information to the owner of the Web site

How big is the Internet?

The Internet is experiencing incredible growth in terms of the number of users, the number of computers, and the number of net works connected to it. This growth over the last three years and the increasing commercialization have created extreme changes is the Internet.

Depending upon whose data you use and how you interpret it, there are anywhere from 30 to 60 million people worldwide who have some kind of Internet connectivity.

Here are some interesting recent trends and statistics:

- (i) Growth in number of people on the Internet is estimated to be over 10 percent a month.
- (ii) Growth of the commercial sectors has been increasing by over 60% per quarter.
- (iii) The World Wide Web, the multimedia portion, is growing faster than any other part of the Internet.

The growth of the Internet has been dramatic in the last three years, and phenomenal in the last year. Figure 1.1 The graph which is in below shows that growth in hosts from the end of 1985 to end of 1995

Vinton Cref, one of the early creators of the Internet, testified to the U.S. House of Representatives “there is reason to expect that the user population will exceed 100 million by 1998.”

Media attention has both followed Internet growth and encouraged it. Four years ago U.S. newspapers carried about three articles per month mentioning the Internet; two years ago there were about 300 articles per month. Currently, the two of us review about 300 articles a day, and that’s just a small portion of those available. There is a flood of individual magazine articles and radio and TV show and magazines dedicated to covering the Internet phenomena. You see URLs everywhere-mort about those below.

The media are contributing to the growth of the Internet in another way-not by just observing and reporting, but by participating. Several thousand newspapers, as well as magazines such as Time and Newsweek, offer their articles as well as other content specifically written for online use. Individual TV stations and networks have also become part of the Internet story they are covering.



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Dollar

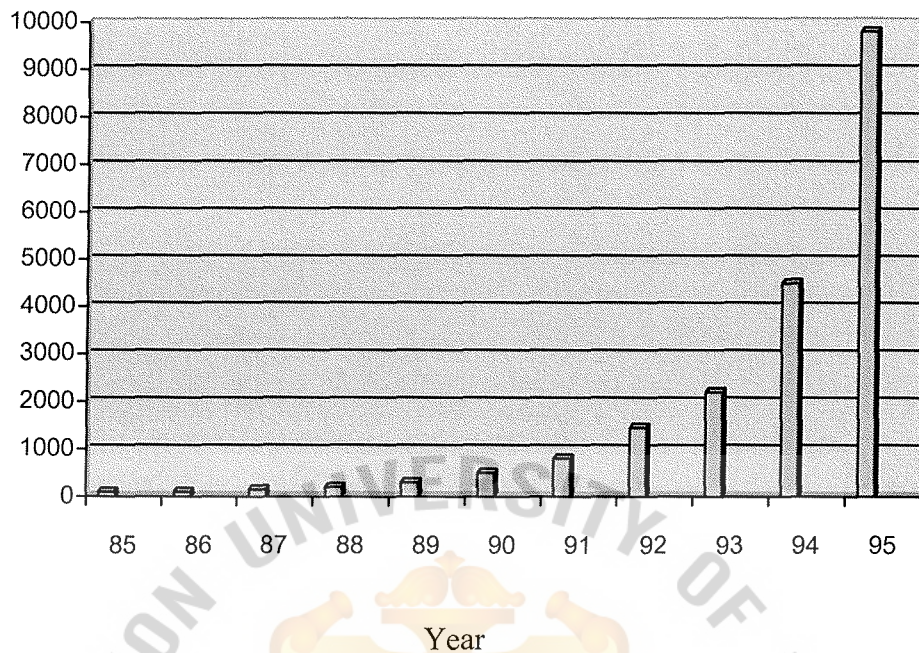


Figure 1.1. Graph show the growth in hosts from the end of 1985 to end of 1995.

### 2.3 Electronic Commerce (EC)

Electronic commerce could become a significant global economic element in the next century (Clinton and Gore 1997). The infrastructure for EC is networked computing, which is emerging as the standard computing environment in business, home and government. Net worked computing connects several computers and other electronic devices by telecommunication networks. This allows user to access information stored in several places and to communicate and collaborate with others from their desktop computers. Although some people still use a stand-alone computer exclusively, the vast majority of people use computers connected to a global networked environment knows as the Internet, or its counterpart with in organizations, called and intranet. An intranet is a corporate network that functions with Internet technologies, such as browsers, using Internet protocols. Another computer

environment is an extranet, a network that links the intranets of business partners over the Internet. Electronic commerce is also a catalyst of fundamental changes in the structure operations, and management of organization (Dertouzos 1997).

Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet. (Kalakota and Whinston (1997) define EC from these perspectives:

- (a) From a **communications perspective**, EC is the delivery of information, products/services, or payments over telephone lines, computer networks, or any other electronic means.
- (b) From a **business process perspective**, EC is the application of technology toward the automation of business transactions and work flow.
- (c) From a **Service perspective**, EC is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.
- (d) From an **online perspective**, EC provides the capability of buying and selling products and information on the Internet and other online services.

The term commerce is viewed by some as transaction conducted between business partners. Therefore, the term electronic commerce seems to be fairly narrow to some people. Thus, many use the term e-business. It refers to a broader definition of EC, not just buying and selling but also servicing customers and collaborating with business partners, and conducting electronic transactions within an organization.

According to Lou Gerstner, IBM's CEO: "E-business is all about cycle time, speed, globalization, enhanced productivity, reaching new customers and sharing knowledge across institutions for competitive advantage."

#### Interdisciplinary Nature of EC

Electronic commerce, being a new field, is just developing its theoretical or scientific foundations. It is clear that EC is based on several disciplines. The major disciplines of EC with some samples of the issues with which they are concerned follow:

(1) Marketing

Many issues of marketing offline are relevant to online EC for example, cost benefits of advertisements and advertisement strategies. Other issues are unique to EC, ranging from online marketing strategy to interactive kiosks.

(2) Computer sciences

Many of the issues listed in the infrastructure such as languages, multimedia, and networks, fall into the discipline of computer sciences. Intelligent agents play a major role in EC as well.

(3) Consumer behavior and psychology

Consumer behavior is the key to the success of B2C trade, but so is the behavior of the sellers. The relationship between cultures and consumer attitude in electronic markets is an example of a research issue in the field.

(4) Finance

The financial markets and banks are one of the major participants in EC. Also, financing arrangements are part of many

online transactions. Issues such as using the Internet as a substitute for a stock exchange and fraud in online stock transactions are a sample of the many topics of the field.

(5) Economics

Electronic commerce is influenced by economic forces and has a major impact on world and country economic. Also, theories of micro and macronomic need to be considered in EC planning, as well as the economic impacts of EC on firms.

(6) Management information system (MIS)

The information systems department is usually responsible for the deployment of EC. This discipline covers issues ranging from systems analysis to system integration, not to mention planning, implementation, security, and payment systems, among others.

(7) Accounting and auditing

The back-office operations of electronic transactions are similar to other transactions in some respects, but different in others. For example, auditing electronic transaction presents a challenge for the accounting profession; so does the development of methodologies for cost-benefit justification.

(8) Management

Electronic commerce efforts need to be managed properly and because of the interdisciplinary nature of EC, its management may require new approaches and theories.

(9) Business law and ethics



Legal and ethical issues are extremely important in EC, especially in a global market. A large number of legislative bills are pending, and many ethical issues are interrelated with legal ones, such as privacy and intellectual property.

(10) Others

Several other disciplines are involved in various aspects of EC to a lesser extent-for example, linguistics (translation in international trades), robotics and sensory systems, operations research/management science, statistics, and public policy and administration. Also, EC is of interest to engineering, health care, communication, and entertainment publishing.

Classification of the EC Field by the nature of the transactions

A common classification of EC is by the nature of transactions. The following types are distinguished:

(1) 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.

(2) Business-to-consumer (B2C)

These are retailing transactions with individual shoppers. The typical shopper at Amazon.com is a consumer, or customer.

(3) Consumer-to-consumer (C2C)

In this category consumer sells directly to consumer. Examples are individuals selling in classified ads (e.g., [www.classified2000.com](http://www.classified2000.com)) 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 are using intranets and other organizational internal networks to advertise item for sale or service

(4) 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.

(5) Nonbusiness EC

An increased number of nonbusiness institutions such as academic institutions, no-for-profit organization, religious organizations social organizations, and government agencies are using various types of EC to reduce their expenses (e.g., improve purchasing) or to improve their operations and customer service. (Note that in the previous categories one can usually replace the word business with organization.)

(6) Intrabusiness (organizational) 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.

Notice that what we described as IOSs is a part of B2B. Electronic markets, on the other hand, can be associated with either B2B or with B2C.

The Electronic Marking Process

For trade to occur between a buyer and seller, a certain process must occur. This process may involve the step shown in figure. Obviously, if the buyer is an

organization or a repeat customer, some of the steps may be changed or eliminated. Later we deal with the major steps of this process, as well as with the specific products and services of electronic markets.

### The future of EC

In 1996, Forrester Research institute ([www.forrester.com](http://www.forrester.com)) predicted that B2C would be a \$6.6 billion business in 2000, up from \$518 million in 1996. Then they revised the figure to \$20 billion, and the prediction keeps growing. In 1997 about \$10 billion worth of B2B transactions were conducted over the Internet. Predictions on the total size of EC vary. For 2002, total online shopping and B2B transactions are estimated to be in the range of \$500 billion to \$3 Trillion. Some EC applications, such as auctions and online stock trading, are growing at a rate of 15 percent to 25 percent per month, and the number of Internet users worldwide is predicted to reach 750 million by 2008. As many as 50 percent of Internet users are predicted to be online shoppers. One indication of the prospect of EC is the price of EC-related stocks on the Internet. For example, on November 12, 1998, the price of share of AcTel surged from \$2 to \$31 in one day (more than 1,250 percent) after AcTel developed a high-speed Internet connection. A day later, the shares of the Internet community Theglobe.com soared on their first day of trade by 606 percent.

Most EC companies, such as Amazon.com are not making a profit. They are expanding operations and generating sales growth. It is believed that by 2002 most of the major EC companies will start to generate sizable profits. Is EC just another buzzword or is it real? We believe that it is real because of its potential benefits.

### Benefits and Limitations

- (a) The benefits of EC

Few innovations in human history encompass as many potential benefits as EC does. The global nature of the technology, low cost, opportunity to reach hundreds of millions of people projected within 10 years), interactive nature, variety of possibilities, and resourcefulness and rapid growth of the supporting infrastructures (especially the Web) result in many potential benefits to organizations, individuals, and society. These benefits are just starting to materialize, but they will increase significantly as EC expands. It is not surprising that some maintain that EC revolution is just “as profound as the change that come with the industrial revolution” (Clinton and Gore 1997).

(b) Benefits to Organizations

The benefits to organizations are as follows:

- (1) The Electronic commerce expands the marketplace to national and international markets. With minimal capital outlay, companies can easily and quickly locate more customers, the best suppliers, and the most suitable business partners worldwide. For example, in 1997, Boeing Corporation reported a savings of 20 percent after a request for a proposal to manufacture a subsystem was posted on the Internet. A small vendor in Hungary answered the request and won the electronic bid. Not only was the subsystem cheaper, but also it was delivered quickly.
- (2) Electronic commerce decreased the cost of creating, processing, distribution, storing, and retrieving paper-based information. For example, by introducing an electronic procurement system,

companies can cut the purchasing administrative costs by as much as 85 percent. Another example is benefit payment. For the U.S. federal government the cost of issuing a paper check is 43c. The cost of electronic payment is 2c.

- (3) Ability for creating highly specialized businesses. For example, dog toys, which can be purchased only in pet shops or department and discount stores in the physical world, are sold now in a specialized [www.dogtoys.com](http://www.dogtoys.com) ( see [www.catty.com](http://www.catty.com))
- (4) Electronic commerce allows reduced inventories and overhead by facilitating “pull”-type supply chain management. In a pull-type system the process starts from customer orders and uses just-in-time manufacturing.
- (5) The pull-type processing enables extensive customization of products and services, which provides competitive advantage to its implementers. A classic example is Dell Computer Corp. whose case will be described later.
- (6) Electronic commerce reduces the time between the outlay of capital and the receipt of products and services.
- (7) Electronic commerce initiates business processes reengineering projects. By changing processes, productivity of salespeople, knowledge workers, and administrators can increase by 100 percent or more.
- (8) Electronic commerce lowers telecommunications cost-the Internet is much cheaper than VANs.



- (9) Other benefits include improved image, improved customer service, now found business partners, simplified processes, compressed cycle and delivery time, increased productivity, eliminating paper, expediting access to information, reduced transportation cost, and increase flexibility.

(c) Benefits to Consumers

The benefits of EC to consumers are as follows:

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

- (8) Electronic commerce facilitated competition, which results in substantial discounts.

### The Limitations of EC

The limitations of EC can be grouped into technical and no technical categories.

#### (a) Technical Limitations of EC

The technical limitations of EC are as follows:

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

As time passes, these limitations will lessen or be overcome; appropriate planning can minimize their impact.

#### (b) No technical Limitations

Of the many nontechnical limitations that show the spread of EC, the following are the major ones, according to a survey conducted by Internet Week (1998).

- (1) Cost and justification (34.8 percent of the respondents)

The cost of developing EC in-house can be very high, and mistakes due to lack of experience may result in delays. There are many opportunities for outsourcing, but where and how to do it is not a simple issue. Furthermore, to justify the system one must deal with some intangible benefits (such as improved customer service and the value of advertisement), which are difficult to quantify.

(2) Security and privacy (17.2 percent)

These issues are especially important in the B2C area, especially security issues that are perceived to be more serious than they are when appropriate encryption is used. Privacy measures are constantly improved. Yet, the customers perceive these issues as very important, and the EC industry has a very long and difficult task of convincing customers that online transactions and privacy are, in fact, very secure.

(3) \* Lack of trust and user resistance (4.4 percent)

Customers do not trust and unknown faceless seller (sometimes they do not trust even known ones), paperless transactions, and electronic money. So switching from physical to virtual stores may be difficult.

(4) Other limiting factors

Lack of touch and feel online. Some customers like to touch items such as clothes and like to know exactly what they are buying

- (i) Many legal issues are as yet unresolved, and government regulations stands are not refined enough for many circumstance.
- (ii) Electronic commerce, as a discipline, is still evolving and changing rapidly. Many people are looking for a stable area before they enter into it.
- (iii) There are not enough support services. For example, copyright clearance centers for EC transactions do not exist, and high-quality evaluators, or qualified EC tax experts, are rare.
- (iv) In most applications there are not yet enough sellers and buyers for profitable EC operations.
- (v) Electronic commerce could result in a breakdown for human relationships.
- (vi) Accessibility to the Internet is still expensive and/or inconvenient for many potential customers. (With Web TV, cell telephone access, kiosks, and constant media attention, the critical mass will eventually develop.)

Despite these limitations, rapid progress in EC is taking place. For example, the number of people in the United States who buy and sell stocks electronically increased from 300,000 at the beginning of 1996 to about 10 million in fall 1999. As experience accumulates and technology improves, the ratio of EC benefits to costs will increase, resulting in greater rate of EC adoption.

The potential benefit may not be convincing enough reasons to start EC activities. Much more compelling are the business drivers that may force companies to engage in EC, such as the case of Egghead Software.

## **2.4 Company's Background**

Kimac Ltd. Part are trading company to OEM, concentrate in coding and marking field which being established with proven record in Thailand since 1979. Throughout the year we are officially appointed form European and U.S. manufacturer to be an agent in Thailand. Thus, we're a leading company in this industry, gaining more market share in Thailand especially on Ink and marking machines.



Figure 2.1. Company Logo

There are many product in Kimac Ltd.,Part that we sell as follows

- (1) Ink and solvent
- (2) Rubber “ Lock Type”
- (3) Hot ink Rolls
- (4) Hot stamping foil
- (5) Fiber Rolls
- (6) Plastic Ink Rolls



- (7) Hand Stamp
- (8) Easiprint machine
- (9) Easipack machine
- (10) Easimark machine
- (11) Ink Jet Machine “ Codajet 6000”
- (12) Etc.,

With the explosive growth reliance on E-Commerce, we have decided to take the Internet Web Site with the primary objective for promotion of the company and for product's information and advertisement



### **III. EXISTING SITUATION ANALYSIS**

#### **3.1 Marketing Objectives**

- (1) To achieve sales volume increase 20% when company with sale volume last year.
- (2) To be the leader company of coding and marking equipment

#### **3.2 Marketing Planning**

##### **(a) Short Term Planning**

- (1) To get the market share of related product of 5% within the first four months
- (2) To make the net income 10%
- (3) To make our target customer know our shop
- (4) To make the confidence of suppliers who join with us

##### **(b) Long Term Planning**

- (1) To get more market share of related product of 20% with in two years
- (2) To make the net income 30%
- (3) To increase cover all full products plan in field of coding

#### **3.3 Target Customers**

- (1) The primary target is the food and pharmaceutical manufacture.
- (2) The industries which have stamping or marking in their product or process
- (3) The stationary centers such as Makro, Makro Office and stationary shop.

As the products are coding and marking equipment including machines, which can be used in sell almost industrial, product which use stamping code

in their product or line processing. Especially in food or consumer products which focus more in these group. For some products such as ink refill in pen, we focus in the stationary group such as Model trade.

### 3.4 Kimac's Product

There are many products, which company sole as below

#### (1) Ink and Solvent

Kimac marking inks are used for every application. Our products cover a large range of special inks for; paper cardboard, wood metal, plastics, ceramics, glass, concrete stone, rubber, leather, textiles ,etc. The specific application to be selected: quick drying, weatherproof, non-fading or seawater resistant qualities.



Figure 2.2. Ink and Solvent.

#### (2) Rubber Type “ Lock Type”

“ Locktype” is designed to be compatible with major brands of any type of manufacture. Any size of type can be used together. No

slipping or moving out of line while in printing operation, quick and easy change of types. Also it is available in any special type or logo designed

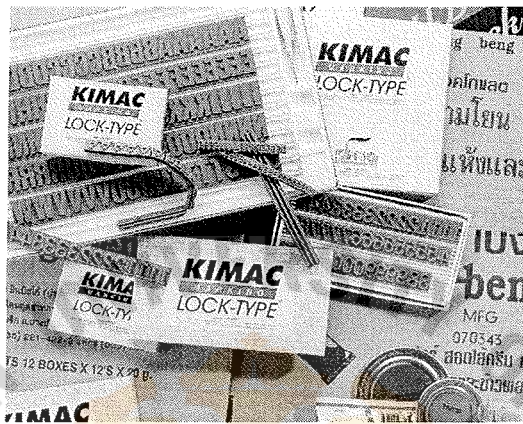


Figure 2.3. Rubber Type.

(3) Fiber Rolls and Plastic Ink Rolls

Kimac fiber rolls can be used with a oil base or solvent base inks to give a dense quality print on to porous and non-porous surface materials, giving a long life use.

Kimac plastic ink rolls are designed to print on porous materials (paper, cardboard, wood, etc.) which it dries instantaneously by absorption. It needs no handling of liquid inks and very long useful life.



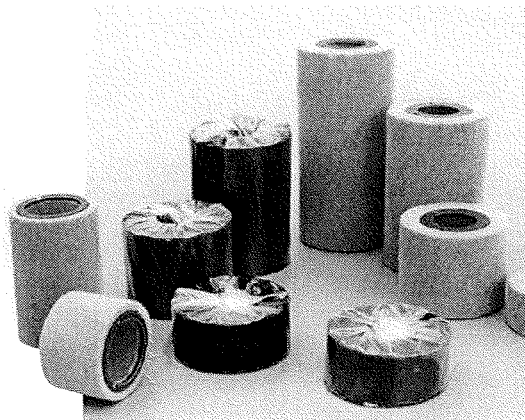


Figure 2.4. Fiber rolls and Plastic Ink rolls.

(4) Hot Ink Roll

Various formulation grades supplied to cover low, medium and high temperature setting, suiting various packaging materials, each giving superior scratch and smudge resistance, print density and roller life, in black white and colors. Various diameters and lengths to suit most orders

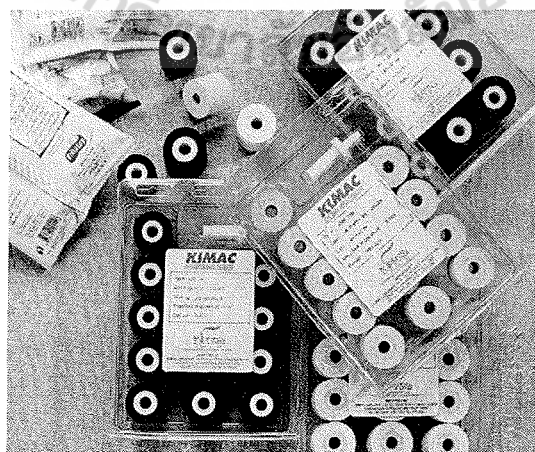


Figure 2.5. Hot Ink Rolls.



(5) Hot Stamping Foil

Many grades of types supplied for coding and printing on most packaging material, paper, wood, plastics etc. Matt, gloss, fabric and metallic foil available in wide range of colors, cut to your nearest mm. width, for all printers.



Figure 2.6. Hot Stamping Foil.

(6) Thermal Transfer Ribbon

Thermal ribbon suitable for most in-line and off-line thermal printers sizes and grades suitable for your use at sensible prices.

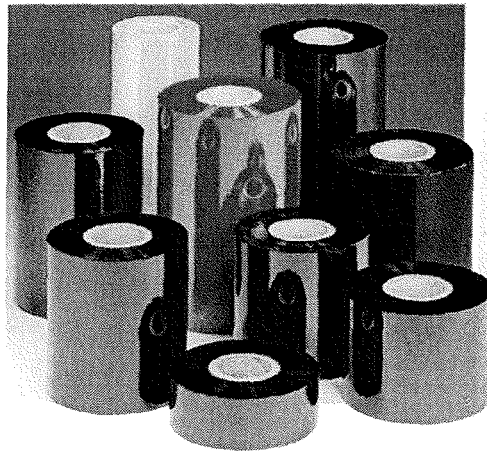


Figure 2.7. Thermal Transfer Ribbon.

(7) Hand Stamp

The hand stamp range consists of 3 types. It depends on desired

- (i) Rubber stamps with ink pads, size of stamping area available from 25x25 mm. - 40 x 60 mm.



Figure 2.8. Hand Stamp

- (ii) Self-Inking Stamps feature a heavy-duty frame and precision components for a smooth, quiet action and are an excellent

choice for high volume stamping needs. Sizes of stamping area available. 42 x 28mm, 57x40mm. , 78x33 mm.



Figure 2.9. self inking.

- (iii) Self Inking stamps with Ink feature a heavy duty frame and precision components for a smooth stamping, quiet action and are especially useful for marking on curve area. 2 size of stamping area available : \* 35 x 20 mm. , 60 x 20 mm.

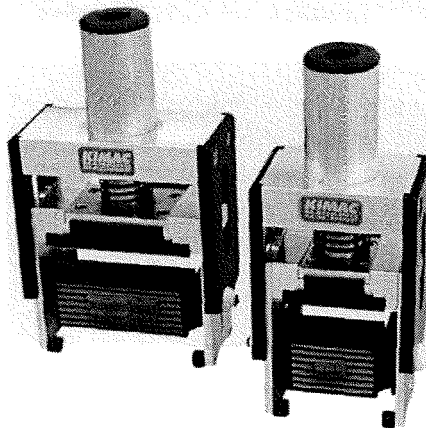


Figure 2.10. Heavy self inking.



(8) Easiroll

Easiroll is ideal for marking small lots and frequently wording changing. Clear legible codes on flat surfaces like corrugate box plastic board, etc.

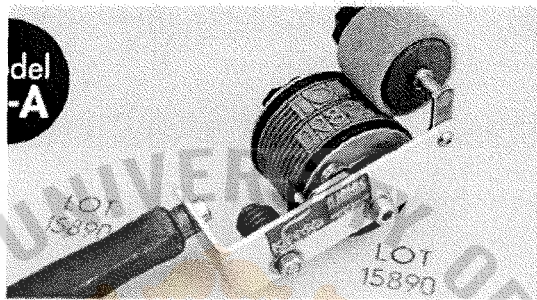


Figure 2.11. Easiroll Equipment.

(9) Easimark Machine

- (i) Easimark is ideal for mounting on to packaging line and stand alone system machine with less expensive than other type of coding machine, delivery excellent print quality and accuracy

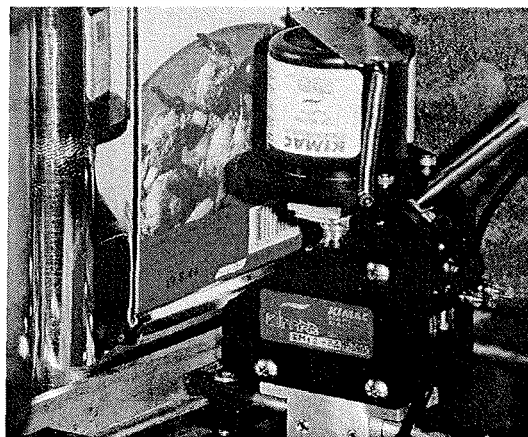


Figure 2.12. Easimark EM1 machine.

- (ii) EM 2 Model, it is a stand alone system which is useful for coding on can-top

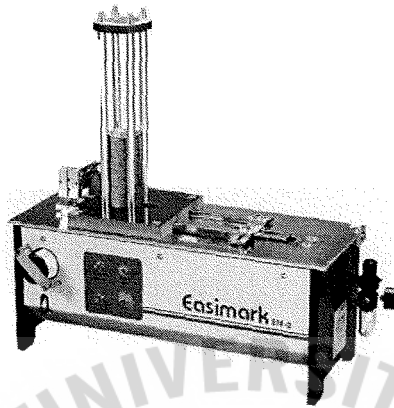


Figure 2.13. Easimark EM2 machine.

- (iii) EM 3 Model, it is a stand-alone system, which is useful for coding on container bottom.



Figure 2.14. Easimark EM3 machine.

- (iv) EM 4 Model, it is a stand-alone system, which is useful for



coding on top or bottle of container.

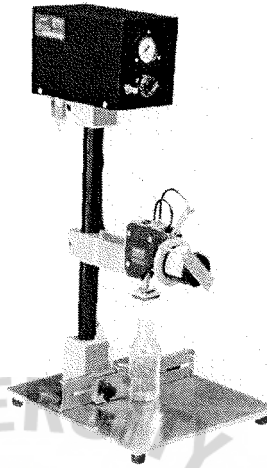


Figure 2.15. Easimark EM4 machine.

(10) Easipack

Easipack is ideal for coding on to carton box. Paper sack plastic sack and etc. Efficiency and accuracy for time to time coding on continuously moving material. Cost saving per unit and easy maintenance.



Figure 2.16. Easipack machine.

(11) Easiprint

It is designed for a continuous printing on packaging machines.

Good coder on to for example, foil rolls with a special fasten dry ink.



Figure 2.17. Easiprint machine.

(12) Codajet 6000

The codajet 6000 Remote uses NEW TECHNOLOGY HIGH SPEED PIEZO JETS to create any character, barcodes or graphics in an Ultra High Resolution format . Simply attach the codajet printer to your production line and start printing.

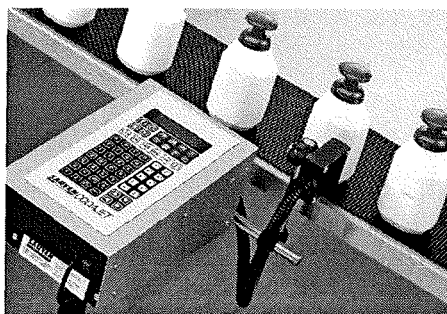


Figure 2.18. Ink Jet Codajet 6000 machine.

### 3.5 SWOT Analysis

#### (1) Strengths

- (i) We have many staff who have good knowledge and have more experience of coding and marking so we can present to make customer understand
- (ii) We provide the certificate and MSDS every time when customer purchases our product especially the chemical product.
- (iii) Our machine are guaranteed 1 year and free for consultant so it can make customer confident
- (iv) We have the technical team and service team to solve and answer the problems
- (v) We have the long and good relationship with our old customers.

#### (2) Weakness

- (i) Cannot get the price competitive in some kind of product such as Ink Jet experience in Ink Jet Machine that has new system.
- (ii) No experience about E-Commerce

#### (3) Opportunities

- (i) The consumer product such as pharmacy product, are forced by Food and Pharmacy law have the stamping of MFG. or MFD. and EXP. On the product so it makes the product are easy to sale.
- (ii) Using the Web Site can reduce the cost of advertisement so that we can make the competitive price.
- (iii) The products are necessary in every industry.

(4) Threats

- (i) More competitors in this field.
- (ii) Not all file of industries know Kimac



### 3.6 Promotion & Advertisement

(a) Promotion objective

- (1) The promotion makes customer know our company and products
- (2) The feedback from promotion can make the sales volume increase 10% from the old base volume.
- (3) Cost of promotion should not be over 30% of total of expenses

(b) Promotion Strategic

There are two plan for promotion & advertisement strategic which divide into 2 ways. One is outside method such as newspaper and other is use web site.

(1) The Outside

Which we decide to make the advertising by record our company name in the commercial directory such as food and beverage directory. These method will use the high cost. So we do the company newsletter and distribute to our old and new target customer. The newsletter will explain our product and our update of information about product and also inside will have the company's web site name web site. More information, customer can find out in web site.

(2) The Inside

It mean we will promotion and advertise our product in web site as it is easy to update information and can it make the good method to promote company both inside and outside country.



## Budgeting Planning

In 100% of the capital we plan to manage this as follows

50%	Out side promotion
30%	Web development expense
10%	Other overhead expense for promotion

### Out side promotion

50 % for the investment will use for physical promotion such as mail catalogue, join in exhibition, advertise in newspaper or doing a letter news. In the long run this budget should be increased.

### Web site development

30 % this budget serve for doing web site, development, adjust and other expense for company web site such as host expense or domain name fee.

### Other overhead expense buffer

20 % will be the buffer fund for the expense that we cannot predict in future.

### 3.7 Break Even Analysis

#### Breakeven Point

The breakeven point is the number of units sold (or dollars of sales that will guarantee a zero profit for the firm.

The following is general equitation

$$\text{Total sale} - \text{Total costs} = \text{net income}$$

In this case, as the company has many products so we will take only ink sale for calculator. The company expect that after launching the web site the sales volume of sale will by increase at least 10% which is 1265 bottle increases from 1,150 bottles.

Expected Sale	1265	units
Price/unit	260	baht
Variable cost such as label	10	baht
Fixed Cost expect for the first year.		
1. Computer	39,900	baht
2. Service & Maintenance	36,000	baht
2. Staff	78,500	baht/year
3. Domain Name	600	baht/year
4. Hosing	6,000	baht/year
5. Overhead expense	<u>10,000</u>	baht/year
Total budget cost	<u>171,100</u>	baht

#### Calculator Breakeven per unit sale

$$\text{Total sale} - \text{variable costs} - \text{fixed costs} = \text{net income}$$

$$260 (x) - 10 (x) - 171,100 = 0$$

$$260 (x) - 10 (x) = 171,100$$

$$250 (x) = 171,100$$

$$x = 171,100/250$$

$$x = 684.4$$

If the company can sell at least 684 bottles, it will not do worse than breakeven

#### Calculator timing for breakeven

1265 unit we sell with in 365 day, if we sale 684 unit we will sole with in

$$(365/1265) * 684 = 197.35$$

The company will sale at breakeven unit in 197 days

#### Breakeven Analysis Summary

Variable Cost per unit	10.00	baht
Fixed Cost	171,100.00	baht
Expected Sales units	1265	unit
Price	260.00	baht
Total Revenue	328,900.00	baht
Total Variable Cost	12,650	baht
Profit	145,150.00	baht

#### Profit by Units sold

Unit	Fixed cost	Total Cost	Total Revenue	Profit
0	171.10	171.10	0.00	-171.10
100	171.10	172.10	26.00	-146.10
200	171.10	173.10	52.00	-121.10
300	171.10	174.10	78.00	-96.10
400	171.10	175.10	104.00	-71.10
500	171.10	176.10	130.00	-46.10
600	171.10	177.10	156.00	-21.10

700	171.10	178.10	182.00	3.90
800	171.10	179.10	208.00	28.90

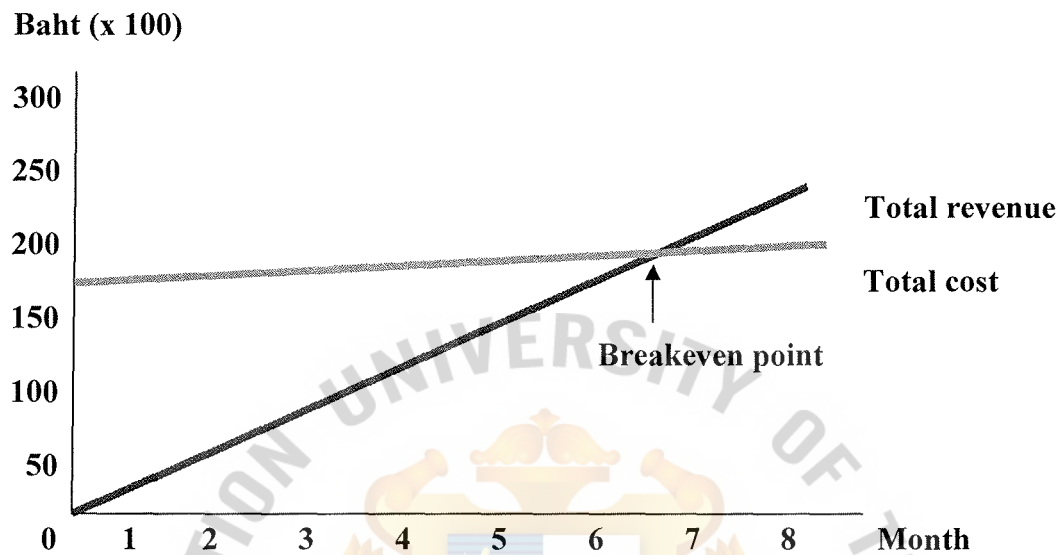


Figure 2.19. Graph of Breakeven Point.

## **IV. PROPOSED WEBSITE**

### **4.1 Web Analysis**

In this web site, mainly the company would like to have the product's information or the product catalogue for their customers who stay in and out site of the country. The product that company sale especial in part of the machine their will have more detail and meanwhile it also have more value so information to the customer is necessary is important to decide to purchasing. So that we won't put so much things which didn't involve with the product. This web will be the catalogue no sell online so it won't have payment online tool. The company would like to introduce the company so we put in part of company background inside. The web should have the part of contact us to provide the customer if they want to contact the company or mail the question if they not understand about the product.

### **4.2 Web Site goal**

- (1) To make the web site to be the one channel to promote our product
- (2) To make the web site to be the one channel for customer to get the product's information
- (3) Save cost to sent the catalogue to customer.
- (4) Save time to close sale.

### **4.3 Web Development**

First of all we design the web by the main objective that the company require. The company requires this web like the product's information online and has a little about the company's information.

#### First Step

We talk with manage to get the his requirement and the prepare these think



- (i) information from the company such as information of product , photo product for scanning
- (ii) Sample of company's catalogue to be the guide line
- (iii) Company's Logo

After that we generate this information to process the next step.

#### Second step

We decide to use the white color to be the background in web site as we can get the color from the product to make it colorful meanwhile all the headline text inside the web site we use the yellow color as yellow will make the visitor get feel exciting. We attend to make the web site to look clean and easy to read the information.

#### Third Step

We start to select program to do the web site and we decide to use dream weaver to do the web site and use the program of Photoshop to do the graphics.

In web site, we design to use link by opening the new page as to protect the customer lose in web and they can still open the old page while open the new page to compare the product. To protect lost, we still put the main menu link in every page. Beside that, we not use the database in web, as the company not allows the do this part. We have only part of contact us for the customer can mail for their requirement. (the detail of design such as map link , site structure, layout grids you can look in the next page)

#### Fourth Step

After the web site is finished, we will send to the company to approve the web site. When there is nothing to adjust then we will post the web to the Internet.

#### 4.4 Site Structure & Architecture

In web site, We totally have 21 page per language

Main menu

- (a) Home pate 2 pages
- (b) contract us 1 pages
- (c) Product
  - (i) Ink & inkjet Ink 2 page
  - (ii) Rubber Stamp 2 page
  - (iii) Hot Ink Roll 1 page
  - (iv) Fiber Roll 1 page
  - (v) Plastic Ink 1 page
  - (vi) Hot Stamping foil 1 page
  - (vii) Thermal Transfer 1 page
  - (viii) Hand Stamp 1 page
  - (ix) Coding Equipment 1 page
  - (x) Codajet 1 page
  - (xi) Easipint 1 page
  - (xii) Easimark 1 page
  - (xiii) Easipack 1 page
  - (xiv) Easiroll 1 page
- (d) Service 1 page
- (e) FAQ 1 page

## Colors in web site

We use the white color to be the page's background as want the web look clean and easy for reading text. The color in web site, we will use the color in the photo of product so this way it will make the product is the focus of page.

## Define navigation

Main idea to do the navigation

- (1) The menu bar we use the bottom word to be the definition
- (2) The main menu will be appear in every page.

As the every item, we use the “word” so the customer or visitor won't confuse to go to page in web site. Meanwhile, All the menu bar will constant in every page. “Easy and No loss”

## Example Architecture of page

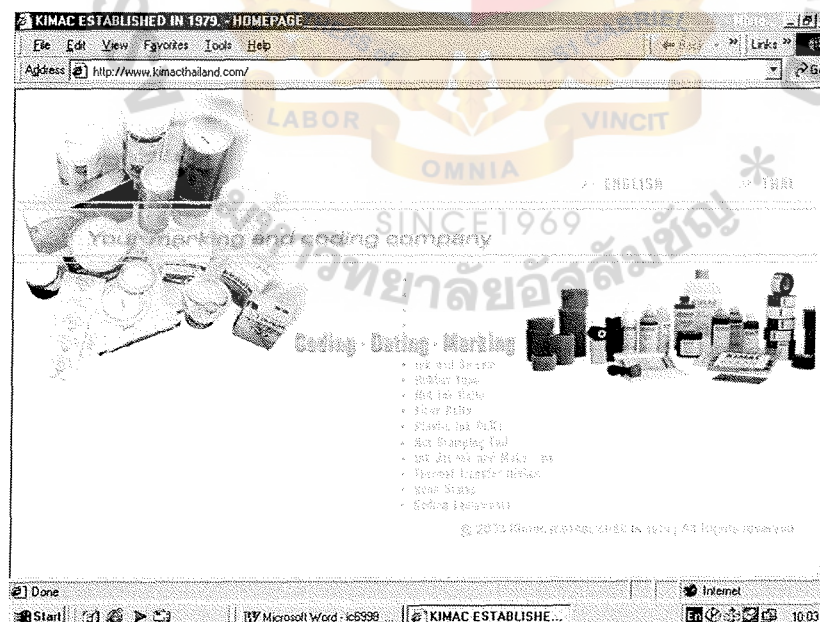


Figure 3.1. Homepage choose the language.



Figure 3.2. Architecture of home page.

Homepage – show main menu and detail about company

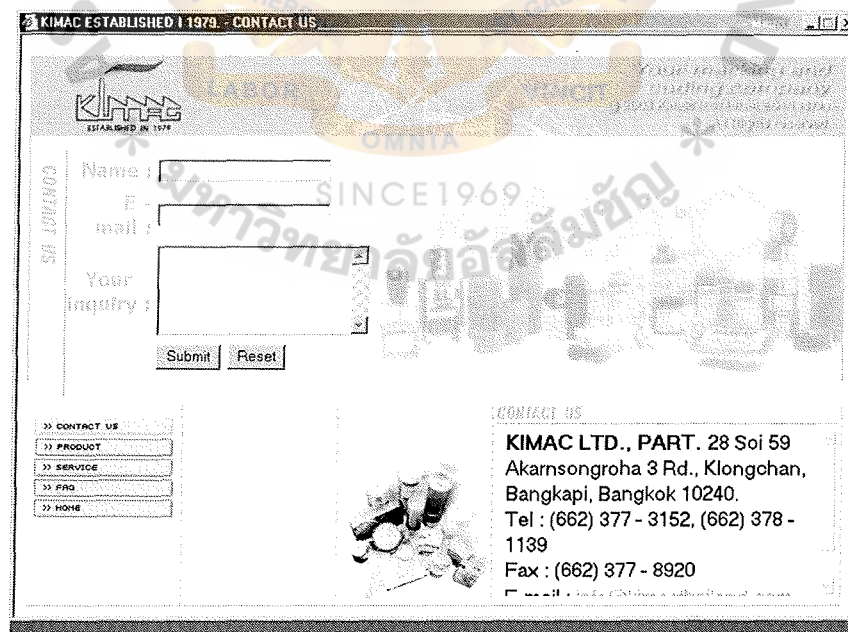


Figure 3.3. Architecture of contact us page.





Figure 3.4. Architecture show sub menu page of product.

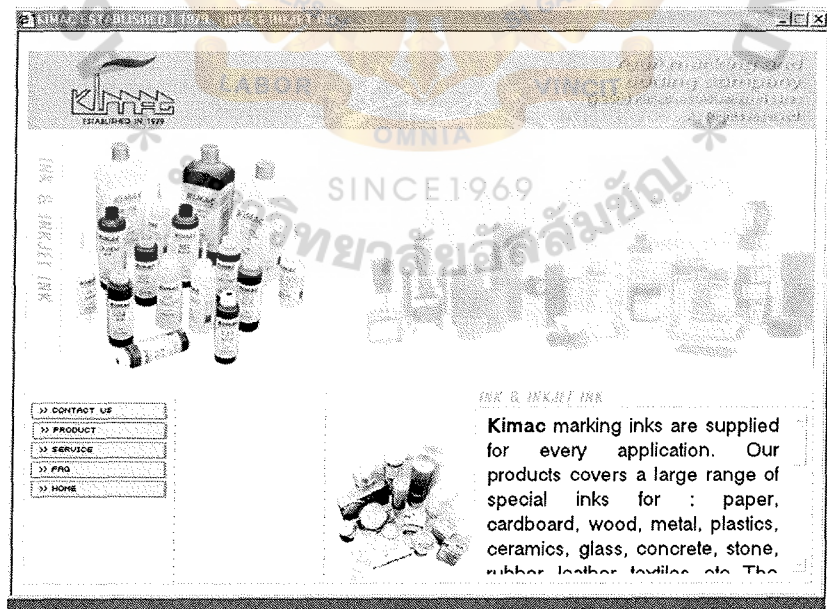


Figure 3.5. Architecture product detail page of Ink & Ink Jet.

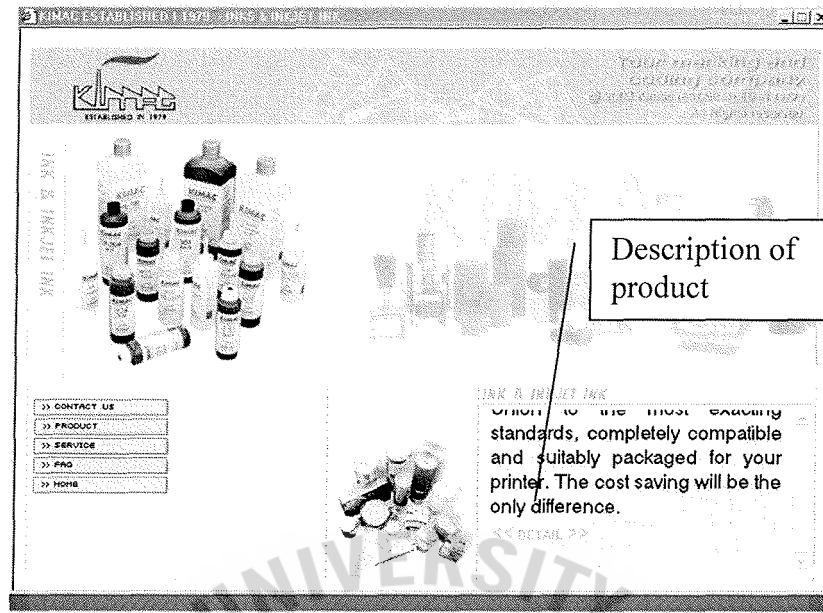
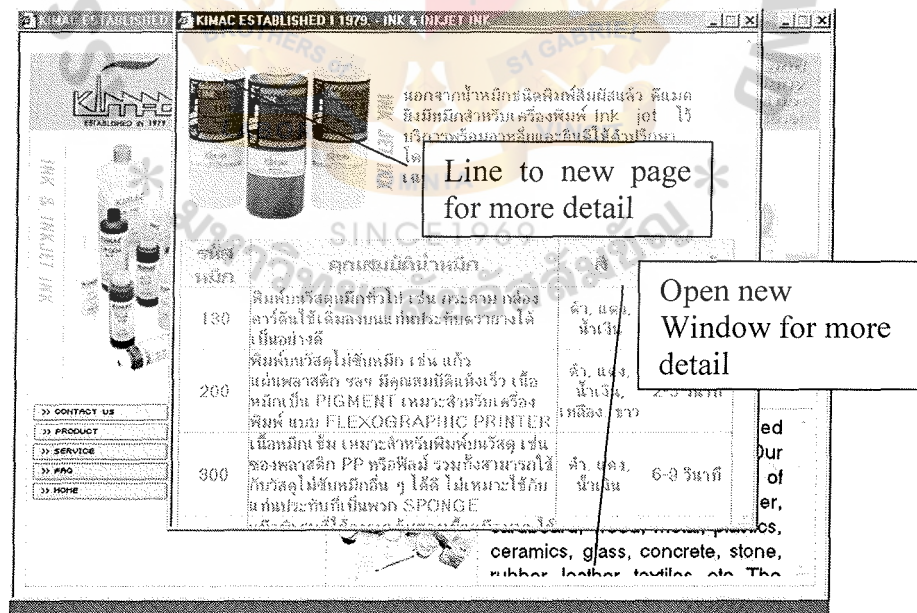


Figure 3.6. Architecture product detail page of ink .

At the end of product detail page , it will link to open the new window for more detail



Open new  
Window for more  
detail

Figure 3.7. Architecture product page which show new window.



Figure 3.8. Architecture product detail page of rubber stamp.

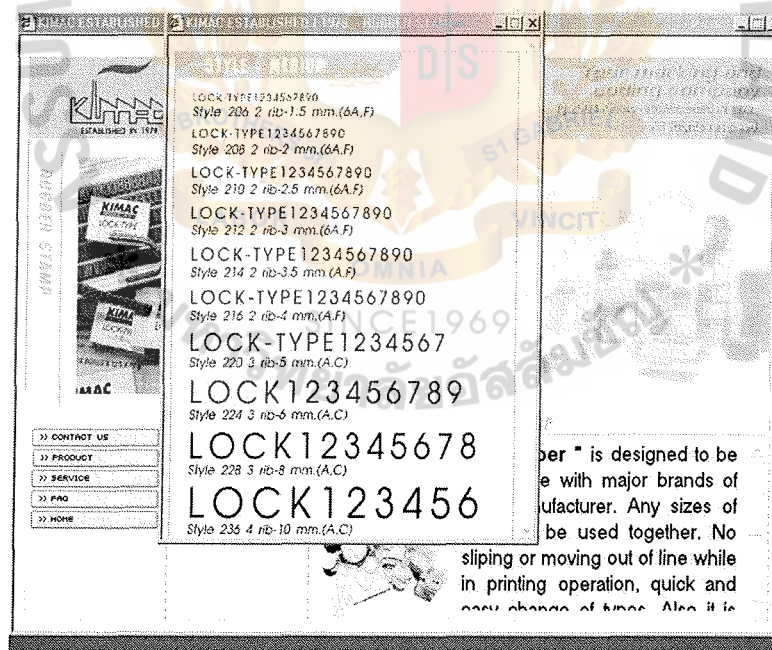


Figure 3.9. Site Structure : example architecture of page : Product with new window



#### 4.5 Map Link

As to protect the visitor being lost in web site and easy to look the information of product so more information which is more detailed in web, we will use to open the new page each so the customer can close or still open the information that they want.

This map will show only the line in the main and sub main menu.

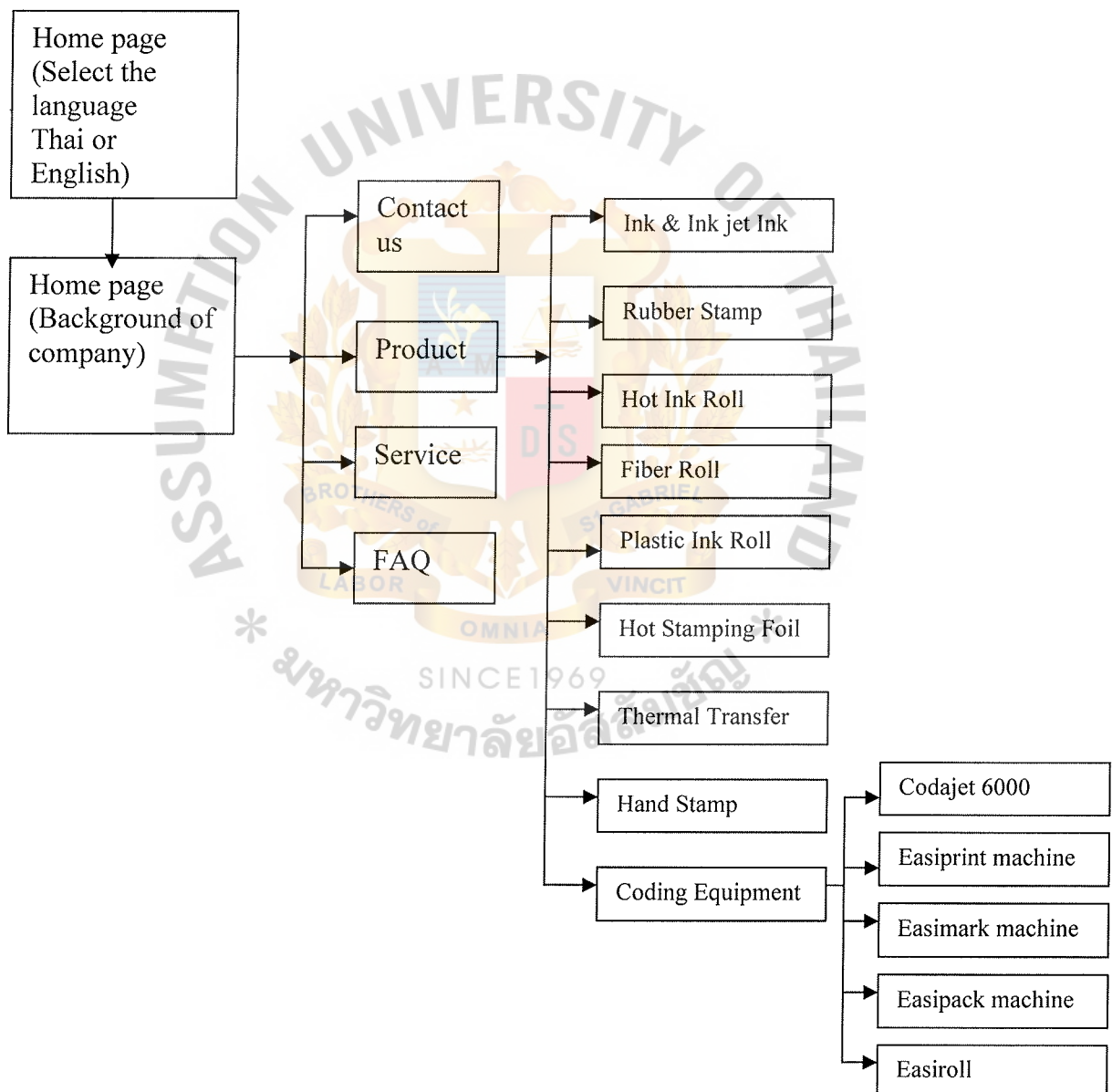






Figure 3.10. Index page according the map link..



Figure 3.11. Map link : show link in home page.



Figure 3.12. Map link : show al navigator in web site.

#### 4.6 Layout grids

Normally, the main structure of the page we will divide into 6 parts which follows :-

- (1) Company Logo
- (2) Picture of product, which will be changed to relate with the information that requires looking.
- (3) Main menu, this part will appeared in every page to protect the visitor lost in web site.
- (4) Sub-menu, this will be appear only when we click to the product bottom.  
Sub-menu will show the detail in each product.
- (5) Fix picture of the product, which use kima's coding & marking equipment.
- (6) Wording information, description or details of products.

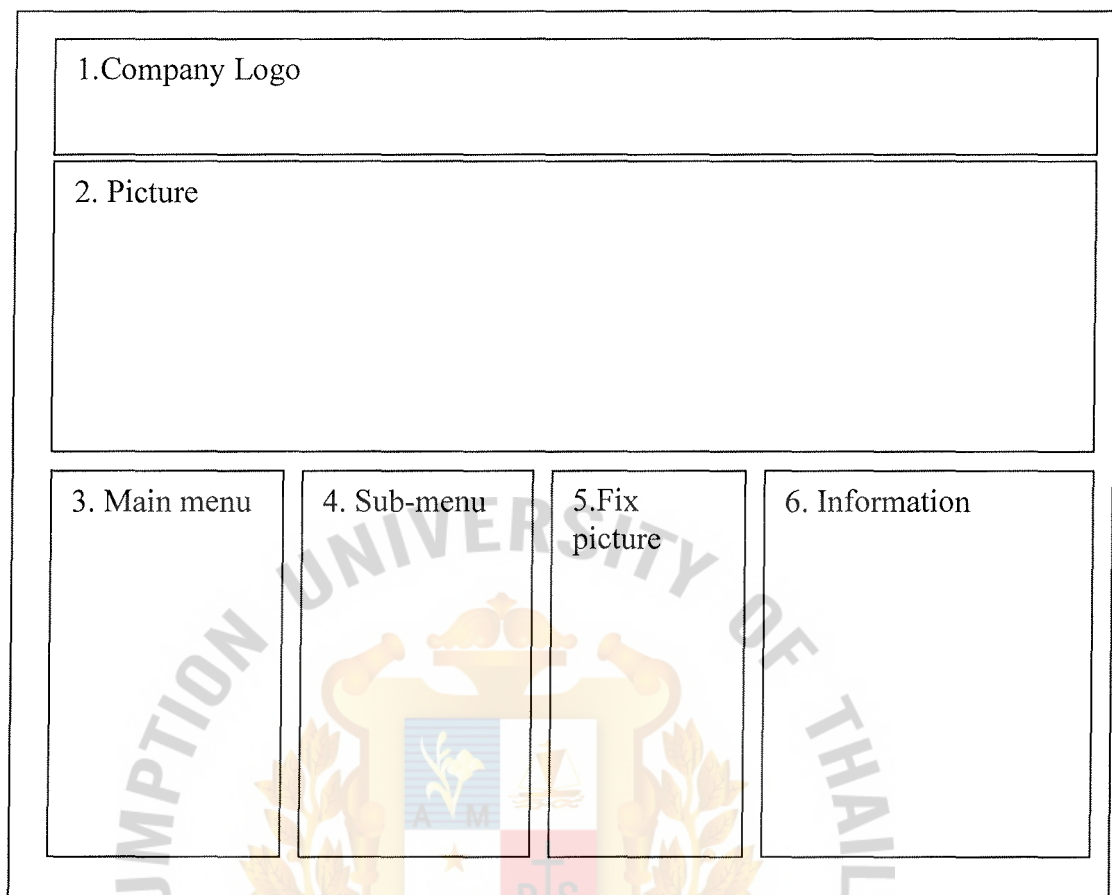


Figure 3.13. Layout grids.



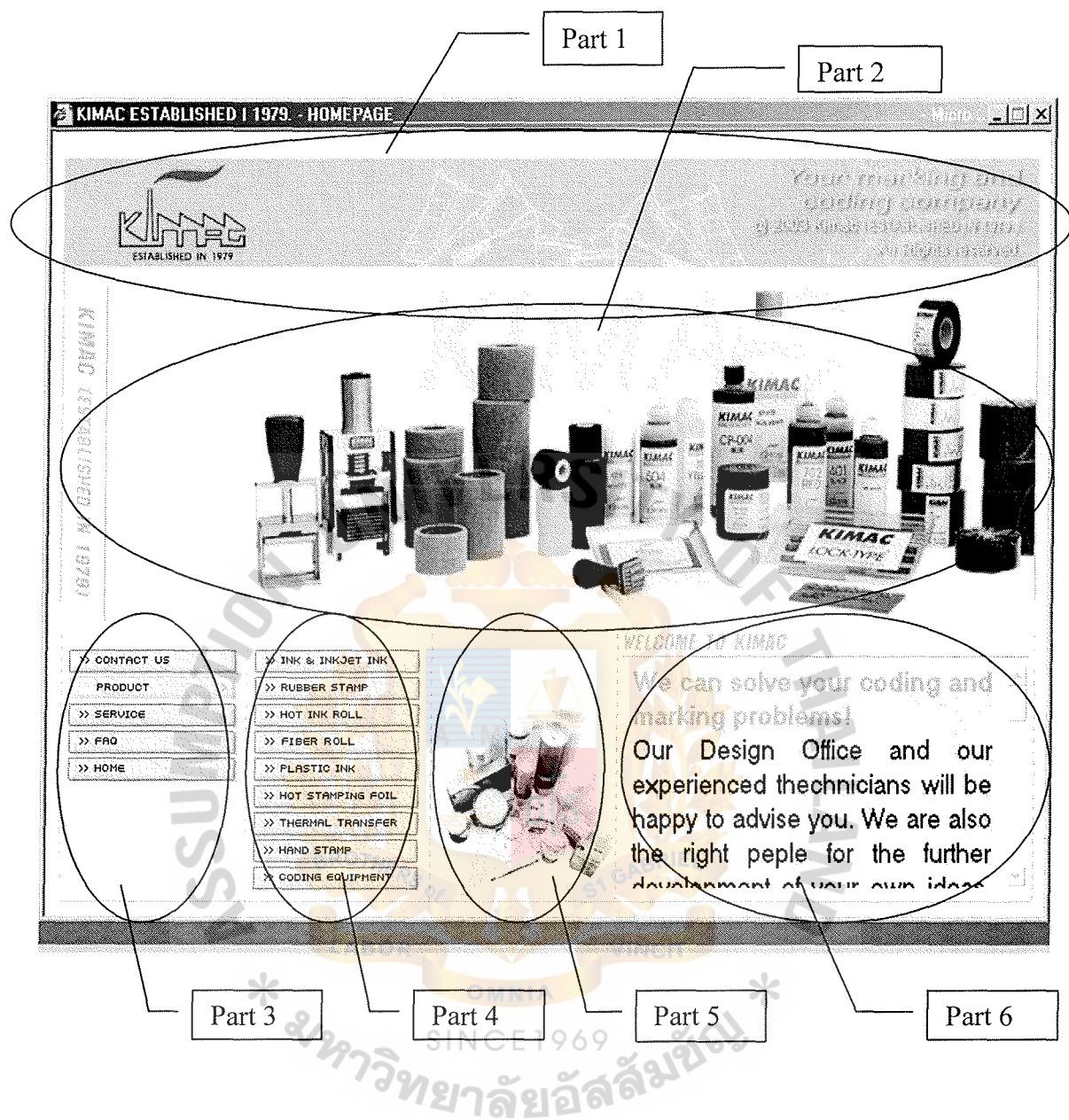


Figure 3.14. Structure page according layout grids guideline.



## 4.7 Web's Content

There are 4 main matters that we will content in web site.

- (1) Home
- (2) Contact us
- (3) Product
- (4) Service
- (5) FAQ

Home

When the customer clicks to [www.kimacthailand.com](http://www.kimacthailand.com) the first page will ask the visitor to select the language after that it will go to the welcome home page This page will show the main menu and the greeting welcome to our web site and kimac's background.



Figure 3.15. Web site content of home page for select language.



Figure 3.16. Web site content of home page for company background.



## Contact Us

When the visitors are interested in our product or when they have any further question about products they can click into this menu. After clicking the new page contact us will be opened and in side the page will be where the form that the visitor can type the question or their requirement to us directly. (Save time to go to outlook express program)

Meanwhile, Some suggestion, recommend about product, customer can also E-mail directly to us.

**KIMAC ESTABLISHED IN 1979 - CONTACT US**

**KIMAC**  
ESTABLISHED IN 1979

Your name and e-mail address are required to send your inquiry to us.

Name :

E-mail :

Your Inquiry :

**NAVIGATION:**

- >> CONTACT US
- >> PRODUCT
- >> SERVICE
- >> FAQ
- >> HOME

**CONTACT US**

**KIMAC LTD., PART. 28 Soi 59**  
Akarnsongroha 3 Rd., Klongchan,  
Bangkapi, Bangkok 10240.  
Tel : (662) 377 - 3152, (662) 378 - 1139  
Fax : (662) 377 - 8920

Figure 3.17. Web site content of contact us page.

## Product

In this part will contain the information of the product. After clicking this bottom, it will appear the sub menu which will be the short cut to the product that they want to look.



Figure 3.18. Web site content of Product page.

Suppose we are click bottom “ Ink & Ink Jet Ink “ Product detail will give you the information of each product depends on what you choose however the format of page will be the same.



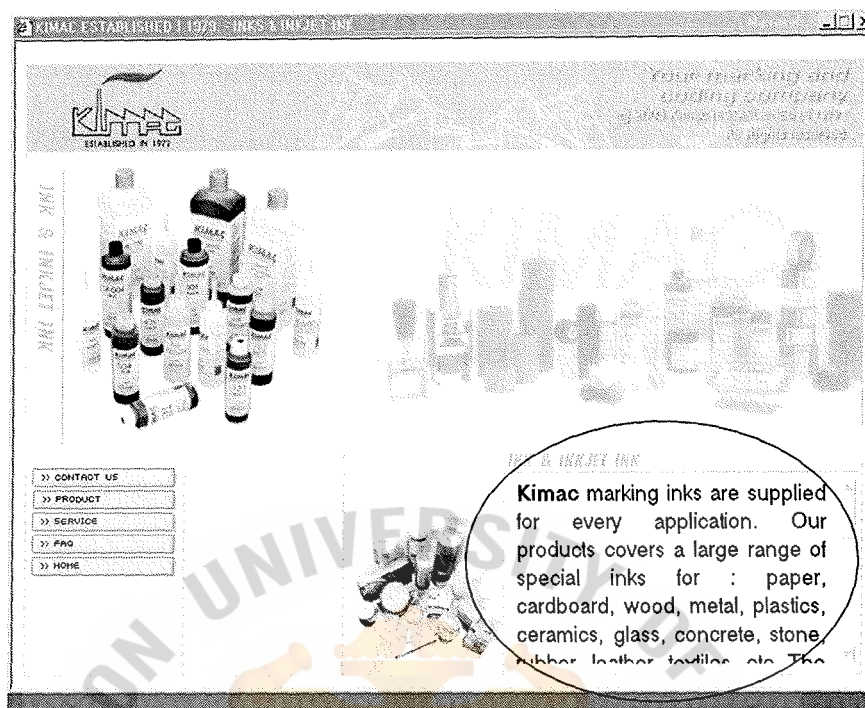


Figure 3.19. Web site content of product of detail.

### FAQ

In this part, we will create the frequently asked question which customer often asks.

### Service

This part will contain the information of what is our service after you purchase our machine.



#### 4.8 Web Site Management

There are main 4 thinks

- (1) Make the employee clearly about their job on web

This is the first thing that must to do. The clearly of their job will be reduce the confusion and reduce the repeating working. In each other will know what the job they must to do and have the responsibility. Besides that when we setting the new plan, it can be reacted easily.

- (2) Continue to update the information of product

In this part it is about the information of product on web should be update. In the planning, the update will be act at least 2 weeks. This will make the customer can find the variety of product in our web.

- (3) Continue to development web site

Keeping development of web site. For the planning in the part will be act at least 1 month besides that this part will be relate to the promotion in each occasional too.

- (4) Keep learning for the new tool on Internet

As the Information technology have growth rapidly so I must try to keep learning for these things. This will help to manage web better and better as we will know the new tool or the technical to develop web sit easily more than the part.

## V. CONCLUSION AND RECOMMENDATIONS

### 5.1 Conclusion

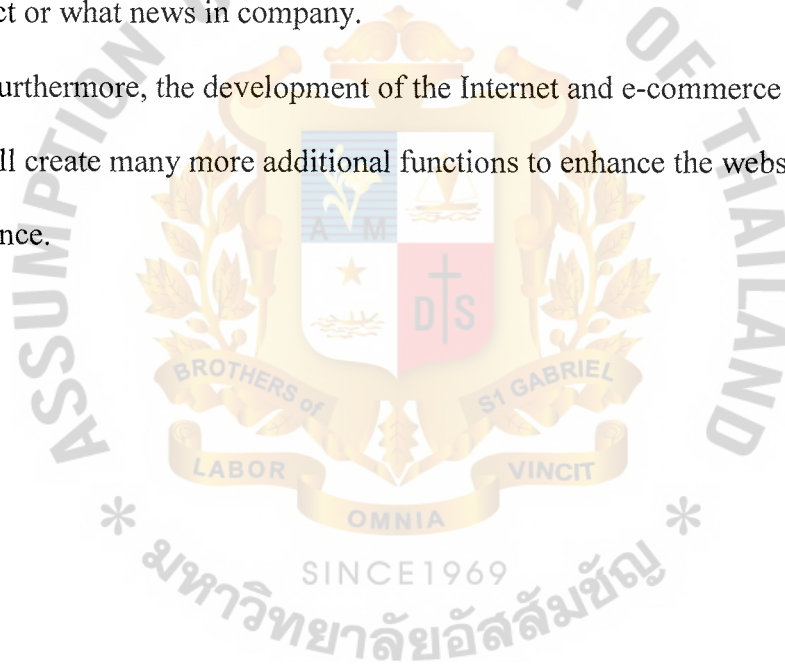
As now the electronic commerce could become a significant global economic element. That why Kimac Ltd.,Part decide to use the benefit from the EC and use web site to improve the image and service of company. However before doing it, company use the breakeven point and found that they must use 197 days to cover the cost to making web site. The object of web site is to improve image company, to improve customer service and reduce cost for mailing and fax product information. Our target visitors are the purchasing officer, production manager, or the owner in all industrial who age between 26-45 year olds. The web sit design like the electronic catalogue so in web site doesn't use the colorful. We design web site by using the dream waver program and Photo shop. Function in web site such as the customer can choice the language to read the product information, customer can sent mail directly in web rather link to the outlook express and navigation by opening the new window to prtect customer lost in web site.

## 5.2 Recommendation

There are many more features which can be added in the website into to improve the visitor satisfaction such as add counter function to make the company know how many people visiting in website, or we should have the more detail of the product more than the current. Moreover the information related not only to the company but also the knowledge about the coding and marking equipment. This will make the website to be an information base center.

Besides that, the web site should have the new page which have the promotion of product or what news in company.

Furthermore, the development of the Internet and e-commerce in the near future will create many more additional functions to enhance the website's performance.





## APPENDIX A

KIMACTHAILAND.COM WEB LAYOUT

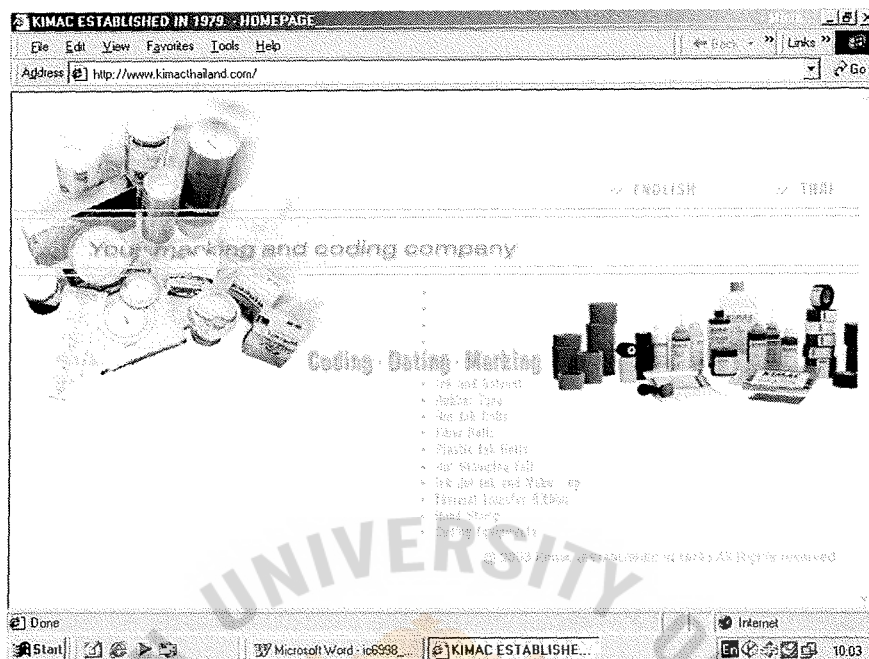


Figure A.1. Home page of select language.



Figure A.2. Home page of company's background.



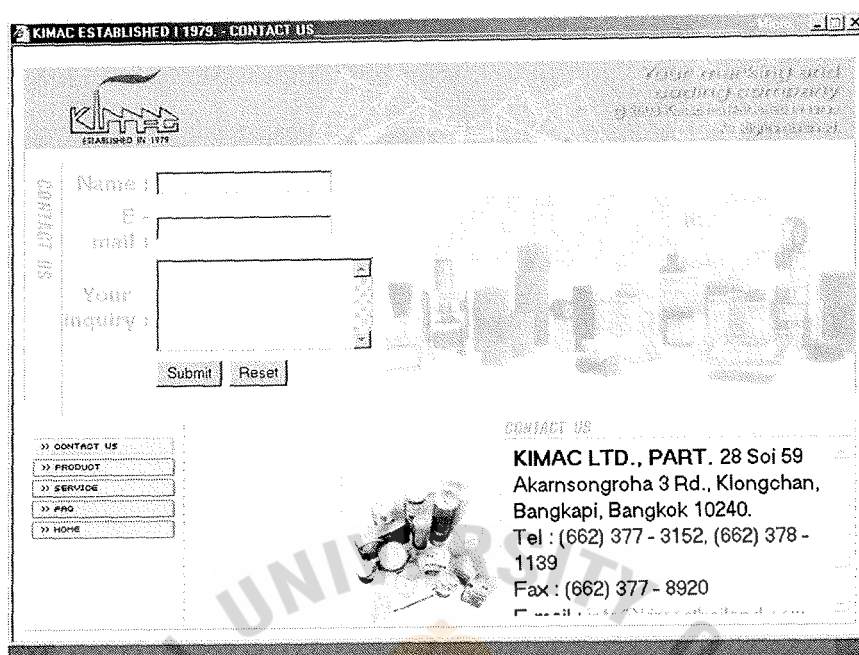


Figure A.3. Contact us page.

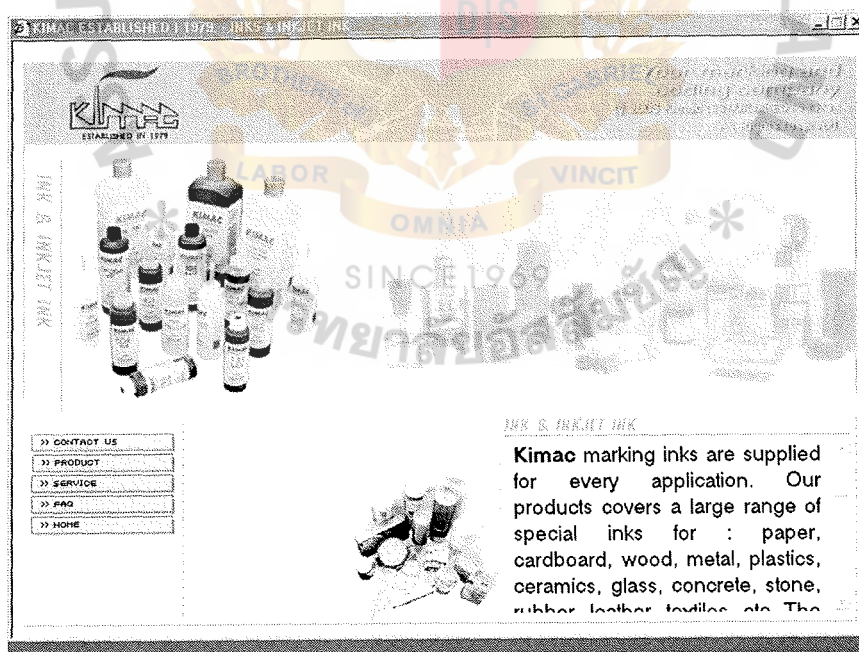


Figure A.4. Product page of ink & inkjet ink.



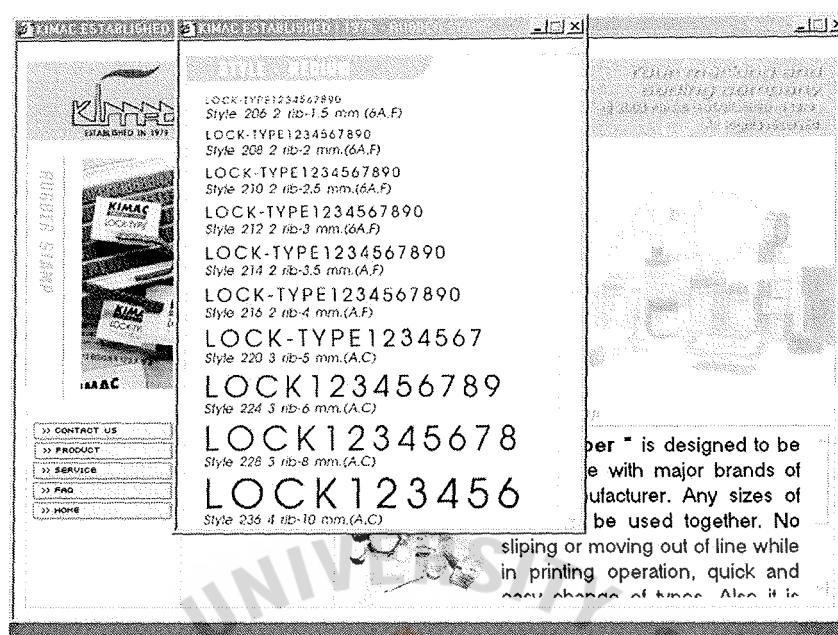


Figure A.7. Product page which open new window of rubber stamp.

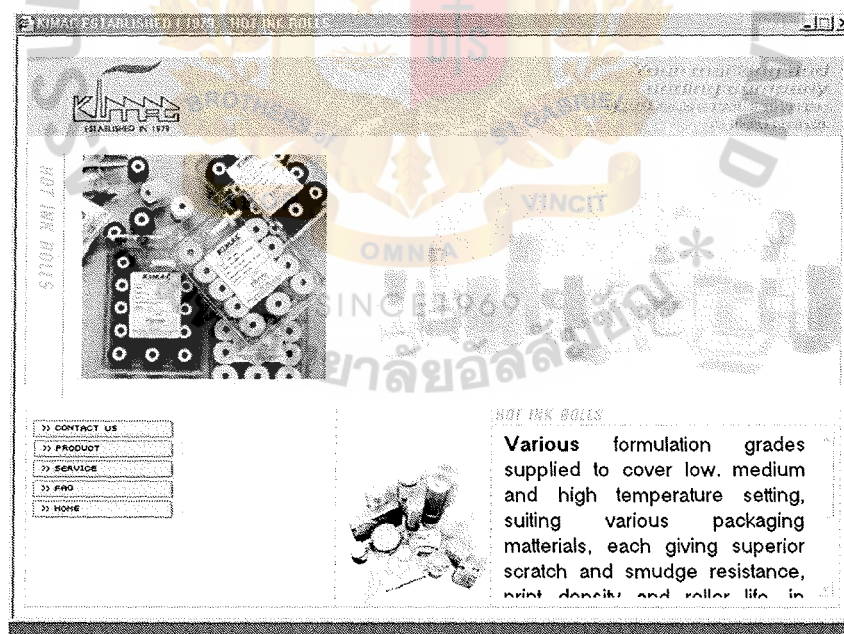


Figure A.8. Product page of hot ink roller.







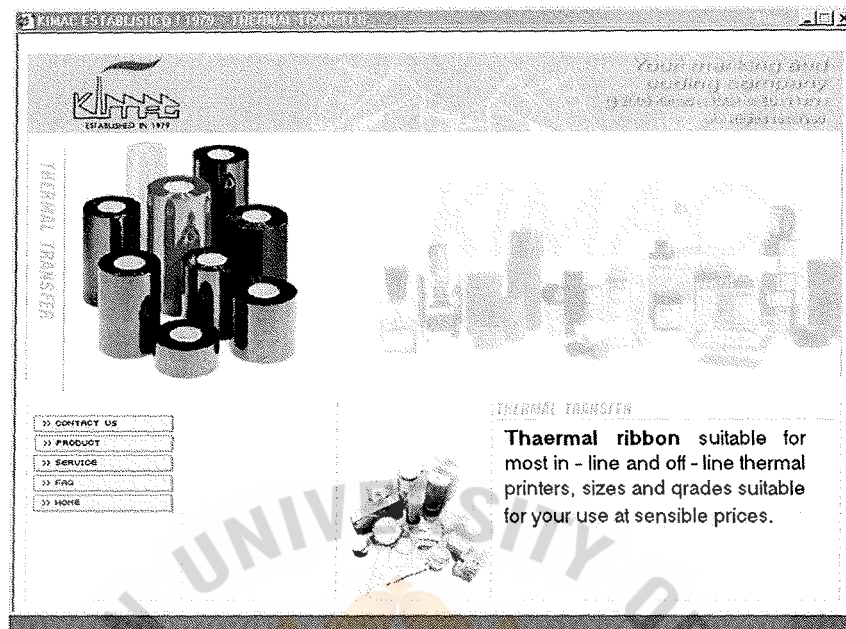


Figure A.11. Product page of thermal transfer ribbon.



Figure A.12. Product page of plastic ink roller.

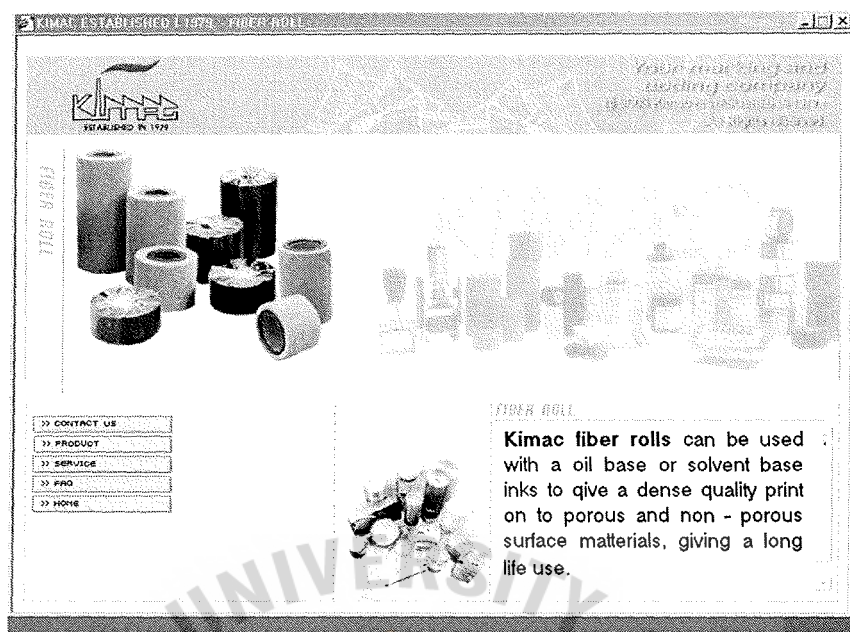


Figure A.13. Product page of fiber ink roller.

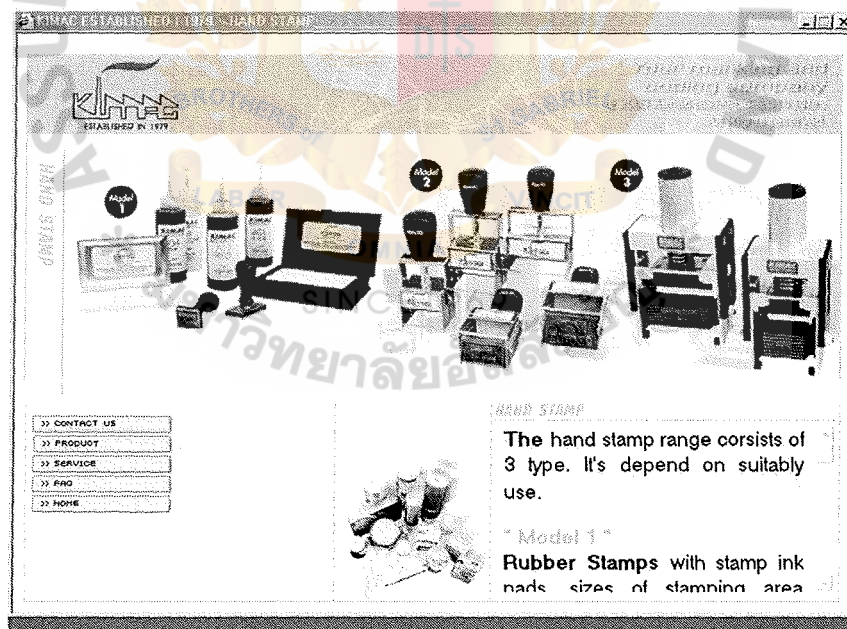


Figure A.14. Product page of hand stamping accessory.

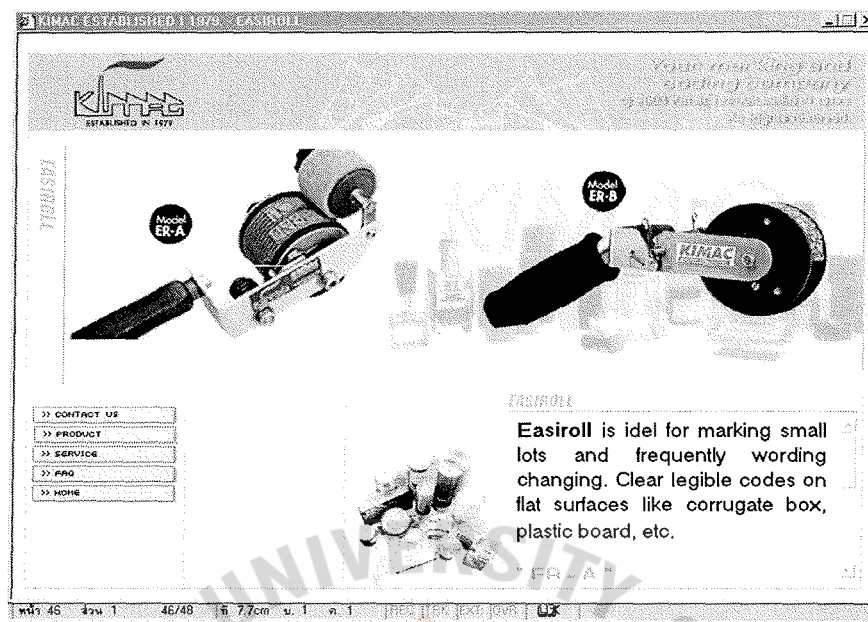


Figure A.15. Product page of Easiroll machine.

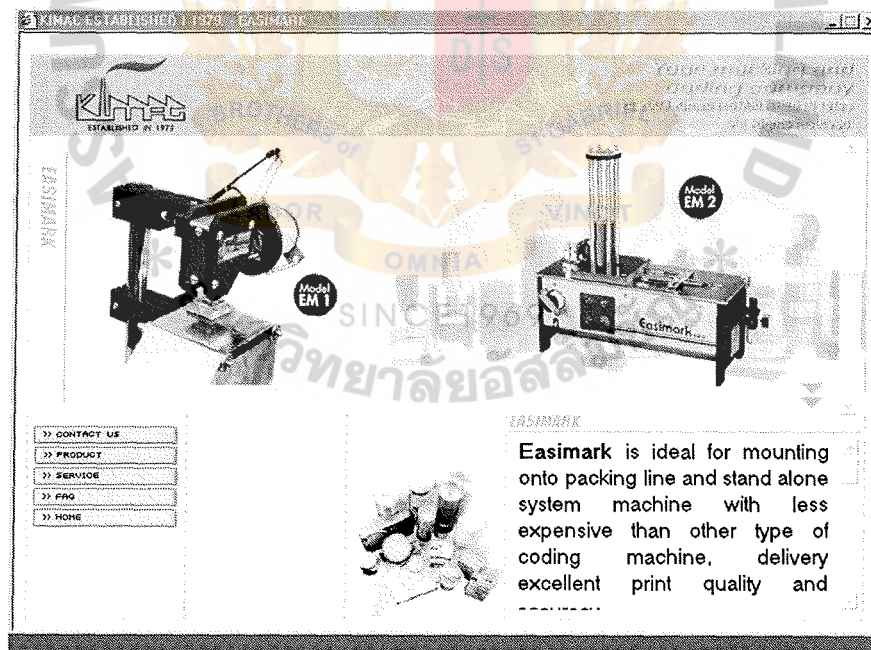


Figure A.16. Product page of Easimark EM1 and EM 2 machine.





Figure A.17. Product page of Easimark EM3 and EM 4 machine.

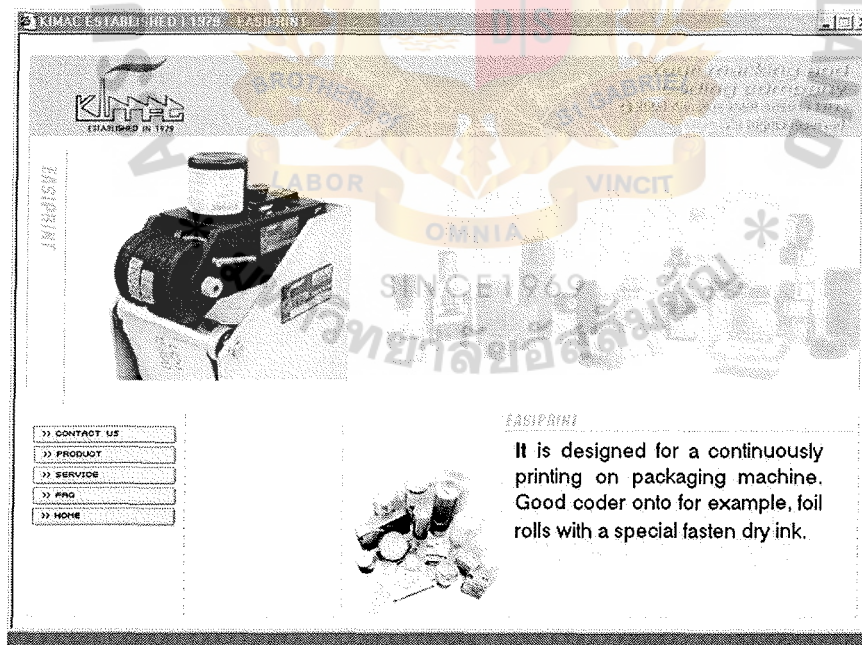


Figure A.18. Product page of Easiprint machine.



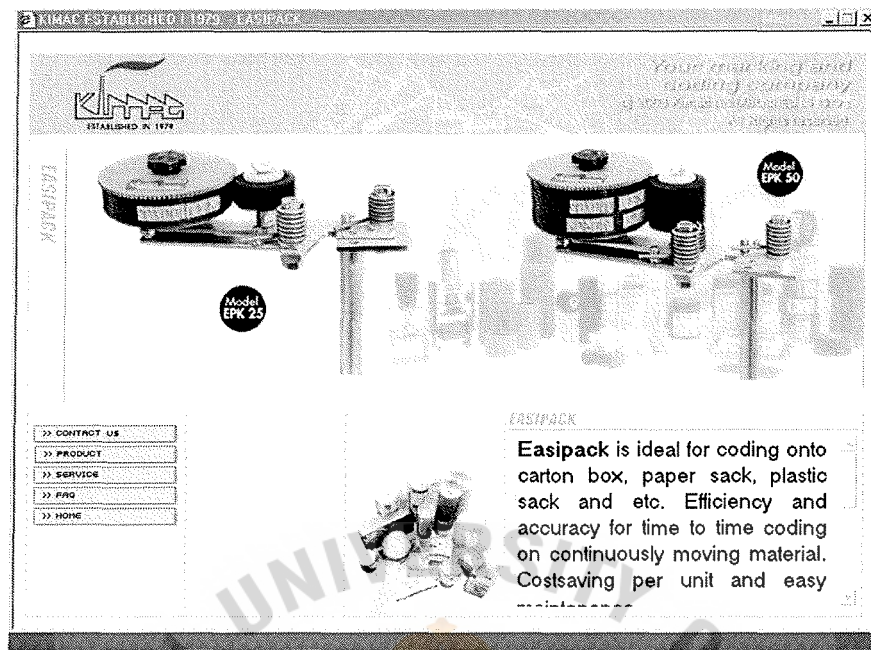


Figure A.19. Product page of Easipack model EPK-25 and EPK-50 machine.

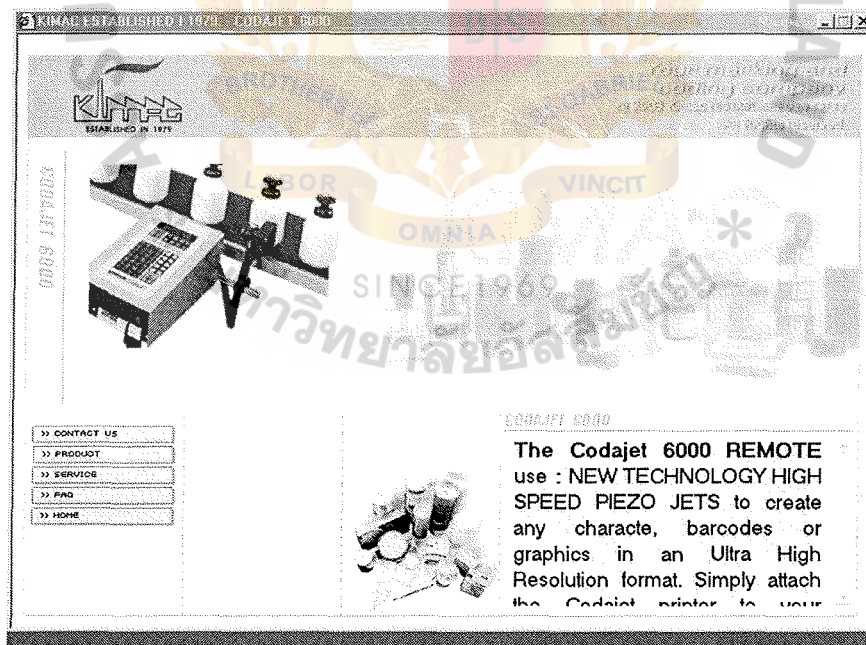


Figure A.20. Product page of Codajet 6000 machine.

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2. Microsoft, "E-Commerce Strategy", Prentice Hall India, 2000





