



Ladies' Accessories Shop
STYLISH

by

Ms. Supaporn PhoIngamnedarun

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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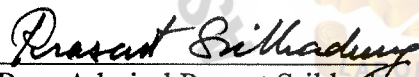
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ABSTRACT

Stylish Co., Ltd. is a trading company and export agent for the fashion accessories business. The company uses its expertise in marketing to sell and export fashion accessories to overseas buyers who are wholesalers and retailers. Stylish wants to promote the company and make the brand well-known in overseas markets as well as to acquire new customers and expand market in order to increase sales and profit.

Offering product varieties is one of the company's strategies to become a one-stop source for retailers and wholesalers. Providing sourcing service for the non-offered products is another strategy that differentiates the company from competitors.

Current business with only physical store makes it difficult to compete with competitors and to expand the market. Therefore, Stylish wants to set up a website that can represent the company by being a virtual storefront and the new marketing channel of company's products.

The objective of the project is to create a website for Fashion Accessories Shop.

- (1) To provide a new contact point for existing customers.
- (2) To be used as a showcase and catalog of products.
- (3) To be able to reach new customers.
- (4) To be used as a sales and marketing tool.
- (5) To generate more sales to the company.
- (6) To help reducing the cost of doing business.
- (7) To reduce order cycle time and cost for customers.

With the website, Stylish expects that the company can compete with competitors and explore the opportunity from Internet technology which will lead to increasing customers and sales as well as better service to the customers.

ACKNOWLEDGEMENT

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I. INTRODUCTION

1.1 Background of the Project

Stylish Co., Ltd. is a company that deals in the business of export agent for ladies' fashion accessories. Most of the products are hand-made products. Some of them are of idea design. Because of their hand-made nature, Stylish does not produce the products on their own. The company has a good and long-term relationship with suppliers of products and these producers supply products mainly for the company. Their businesses grow with the company. Currently, the company's product lines include body-decorated items, hair-decorated items, and fashion items. Body-decorated items are such items as necklace, bracelet, ankle strings and earrings; hair-decorated items are headband, clips and claw; and fashioned items are bags belts and other items in fashion trend.

Because most customers are retailers and wholesalers from foreign countries, Internet can be used as a tool in reaching these far-flung customers and as a showcase of the products. A website can be another valuable channel of sales and marketing as well as a very useful tool in supporting and accelerating growth to the business while at the same time reducing operating cost. Stylish hope that the company will increase customers' satisfaction through online business as well.

1.2 Objectives of the Project

The objective of the project is to create a website for Fashion Accessories Shop.

- (1) To provide a new contact point for existing customers.
- (2) To be used as a showcase and catalog of products.
- (3) To be able to reach new customers.
- (4) To be used as a sales and marketing tool.

- (5) To generate more sales to the company.
- (6) To help reducing the cost of doing business.
- (7) To reduce order cycle time and cost for customers.

1.3 Scope of the Project

- (1) To apply the knowledge on E-Commerce that have been studied to the project.
- (2) To use website as a sales window together with physical store.
- (3) To implement marketing plan by considering target market, market strategies and conducting SWOT of the business.
- (4) To offer products to overseas customers and to receive orders through website as another sales channel while still keep the traditional way of sales.
- (5) To do sales promotion through website.
- (6) To provide convenient payment method by using online payment (credit card) and offline payment (transfer money).
- (7) To update products and relating promotion from time to time.
- (8) To do cost and revenue analysis and break-even analysis.

1.4 Deliverables

Deliverables for this project will be as follows :

- (1) The final report covers the scope as mentioned in previous topic.
- (2) The E-Commerce website prototype which consists of product information such as product description, price, delivery information, etc.
All product items will be updated frequently.

II. LITERATURE REVIEW

2.1 Internet-based technology paves a new way of doing business

Undeniable that computer and Internet has become more and more influential in the daily lives, it changes the way people do activities and makes the living easier and much more convenient. The Internet is an important source of knowledge and pleasure for everybody from children to adults. What people want to know can be searched in just a few minutes. The world is moving faster with this new technology. The effect of the Internet on business can be seen as business model has also been changed. Only physical store is no longer enough for a business to survive in the strong competing business world. Virtual store or online shop is a new channel for marketing products and the effective way of communicating with customers. The internet-based technology such as WWW, e-mail, online newsletter, search engine and intelligent agent can help save operating costs and improve the way of doing business. An attractive presentation of information via website can generate more audience who might be target customers. Due to its various benefits like non-limitation of time and place, the cost saving, easy-to-use, faster and convenient way of doing transactions, website increases the opportunity for both domestic and international business, especially Small and Medium Enterprise (SME) and home-based business.

2.2 Fashion accessories and women

Women have been known long before for their concern of beauty. Most of the women all over the world love to dress up with beautiful dresses and decorate themselves with beautiful accessories. The aim is to make themselves to look good. Because of this beauty-concern nature of women, products that deem to increase the beauty show a vast market opportunity and the market for these products keeps growing with changing fashion. Not only cosmetics but also accessories like hair decorating items, jewelry, necklace, bags and so on bring about a vast market potential.

Thailand is a big source of quality accessories as Thai people have good handicraft skill and creative design. Low cost and good quality materials and inexpensive wages are all contributing factors to the market expansion of this business. These factors altogether are the main advantages over foreign competitors and can lead the company to explore the possibility in overseas market.

2.3 Ladies Accessories and online marketing channel

The increasing numbers of online trade and the regular demand of fashion accessories provide the opportunity for online ladies accessories shop. Website becomes an important marketing channel for many businesses.

Stylish Co., Ltd. is an agent in marketing and exporting fashion accessories. The company has physical stores as a point of contact with suppliers and existing customers. Currently the company has customers based in U.S. and Japan. To facilitate the business transaction, the company considers to set up a website to be used as another contact point as well as a contact window between buyers and the company, providing a cost-effective way of marketing and selling of inexpensive accessory items. Website will also be used as a tool to introduce the company to new potential customers.

Ladies' accessories are so varied but the company's main products are fashionable items like earrings, necklace, bracelets and hair decorate items. The target customers of the company are overseas wholesalers and retailers. Business is concentrated on B2B rather than B2C. However, the fashion trend and demand of final customers have strong influence on the product offerings. Useful information like fashion trend, selection tips and so on are provided to guide buyers in selecting products for their customers. The website will be a source of updated information in accessories' market and a virtual storefront. The objective is to increase a selling channel, providing an easy way of placing orders and to expand overseas customer base. The company believes that the website will become an effective tool in getting new customers, giving better sales service and expanding to new market.

III. INDUSTRY SITUATION ANALYSIS

3.1 Fashion accessories Industry as a whole

Fashion accessories include a vast array of stuffs like body-decorated items such as necklace, bracelets, earrings, rings; hair-decorated items and fashionable items such as bags and belts and much more.

The Costume Fashion accessories Industry is an industry with similar manufacturing processes to the genuine one. The only difference is the raw materials used. Raw materials for costume accessories are such things as imitation jewelry, beads, plastic, stone, crystal, roodium, cloth and so on. Most of the costume accessories usually have similar designs as genuine ones. The beautiful designs and inexpensive price make these costume accessories become popular. As a result, the costume accessories market has been rapidly expanded and developed to be the products for export. At present, the designs of these accessories have been developed and improved so that they can catch up with the rapid changing fashion. Quality and price of the products are acceptable both in domestic and foreign markets. Thus the Costume Fashion Accessories Industry is continually expanding.

Most of the entrepreneurs in the industry are of family businesses in small-sized domestic industries. There is no complicated technology involved in the production process. Entrepreneurs are scattered in Bangkok and outskirts due to its proximity to raw materials and market. As Thais have good handicraft skill and are also good at elaborated works, there are so many producers of costume accessories. As for export, the production of costume accessories is in the form of made-to-order or hire production with raw materials specified by the customers, then attached with customers' brand and trademarks.

In the past, the costume accessories in Thailand had faced the problem of unfashionable design. So most costume accessories were imported from foreign countries that had beautiful, trendy designs with good quality. Now the production has been much improved to the level that Thai products are acceptable to both domestic and foreign customers. The import of these products are reduced and Thai products can be exported to compete with foreign competitors. Current situation tends to be favorable for costume accessories industry, for the customers' taste are changing with rapidly changing fashion, the design of products are more trendy and beautiful, and the inexpensive price makes people feel safer when wearing costume accessories.

Although Thailand is one of the World's exporter of costume accessories, the domestic sources of raw materials are of insufficient quality and quantity. The expansion of domestic and foreign markets also increases import of raw materials to Thailand. Major sources of imported raw materials are China, Switzerland, Hong Kong, U.S.A, and Russia.

As for Export of Costume accessories, the market expansion depends on the economic conditions of trading partners and the opportunity to expand existing markets as well as penetrating new markets. Enterprenuers have to improve quality and design of accessories to match with the demand of market to increase share as Thailand's market share is still low.



3.2 Why Export Agent is needed for Fashion Accessories?

Most of the businesses in costume fashion accessories industry are small-sized and medium-sized manufacturers. Therefore, the entrepreneurs are lacking the knowledge and skills in the following aspects :-

- (1) Lack of Capital flow – Due to the nature of family business, there is limited capital to invest in the marketing. Entrepreneurs tend to concentrate only on production side.
- (2) Lack of Management Skill – Small-sized businesses have little management skill. Most of them do not know how to expand the business.
- (3) Lack of Marketing Skill – Most of the entrepreneurs have limited or no marketing skill. So they can be only manufacturers and gain limited profit.
- (4) No Export Experience – Some manufacturers, especially small-sized family businesses, do not have the knowledge about export procedures and privileges. So they avoid this cumbersome export process by having agents to do on behalf of them.

The above reasons show why an agent is needed in this fashion accessories business. Of course, some well-educated manufacturers are doing marketing and exporting on their own, bypassing the use of agent. The internet and website also create a new channel for these manufacturers to directly contact with the customers. However, an agent's business is still important for its expertise in the market and the variety of products they can offer to customers at one stop and the risk taking service it offers to market and export products to foreign buyers.

3.3 Competitors Analysis

Competitors are divided into 2 groups : Direct Competitors and Indirect Competitors. These 2 groups are further sub-divided into domestic competitors and foreign competitors due to the export nature of business.

Direct competitors are those companies that offers the same categories of products (fashion jewelry in general with some accessories like bags and hair ornaments.)

123Accessories.com

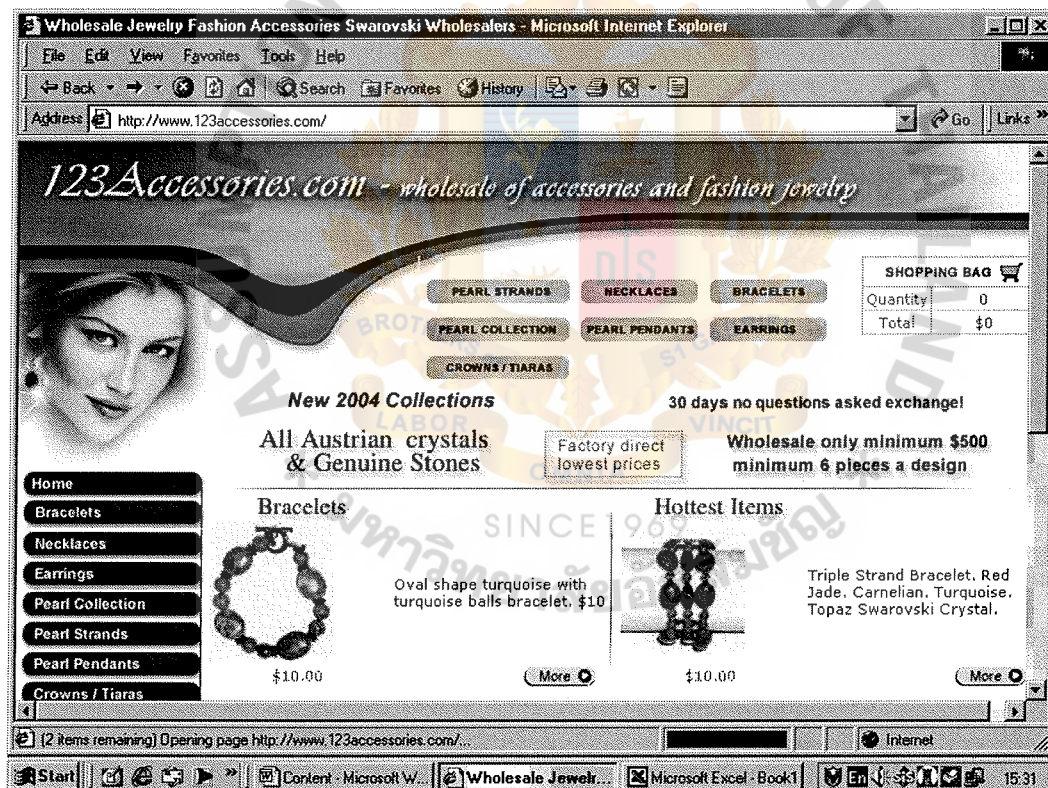


Figure 3.1. Home page of 123Accessories.com.

Strengths :

- (1) 123Accessories is located in U.S. which is the Stylish's target market. So

it has the advantages of being nearer to the customer such as the opportunity to learn about the changing trend of market before overseas competitors, cheaper delivery charges, etc.

- (2) 123Accessories has its own factory so it can directly control the production and quality of products as well as the cost associated with production which results in good products at good price for customers.
- (3) It provides "30 days no questions asked exchange" for customers who are not satisfied with its products. This is a satisfaction guarantee program to customers. Customers feel more comfortable to buy if they have the opportunity to exchange in case they are not satisfied with the products.
- (4) It provides customers choices of making payment. Customers can pay either by transferring money to A/C or by credit card. Credit card payment is offered under many bank services, make it easy and convenient for customers.
- (5) It shows the quantity and amount in shopping bag at the upper right corner so that customers can easily check their current purchased amount before checking out.
- (6) It provides calculation of the shipping charges in the Shopping Bag so that customers know how much they have to pay in total. Order tracking facility is also provided for customers to check the status of their orders.

Weaknesses :

- (1) The website is not frequently updated and checked. Some images cannot be loaded properly and content under some pages are unavailable (under construction). Customers may be annoyed by the missing images and content.

- (2) 123Accessories sets up minimum purchase at US\$500 and also fixes the quantity per design at 6 pcs. Some customers may want to buy more or less pcs. per design but they cannot specify the quantity they want because the website does not provide such facility.
- (3) Search can be done only by keyword. Sometimes customers may want to search by category and price.
- (4) It requires customers to click to see larger pictures and detail every time they want to select the products which is time-wasting for customers who are not the first-time buyers.
- (5) The products are not so varied as it offers only accessories made from crystals and stones. The designs of products are almost the same. Customers who wants more variety of products may have to visit more than one website.

ThaiHand-made.com (Grip)

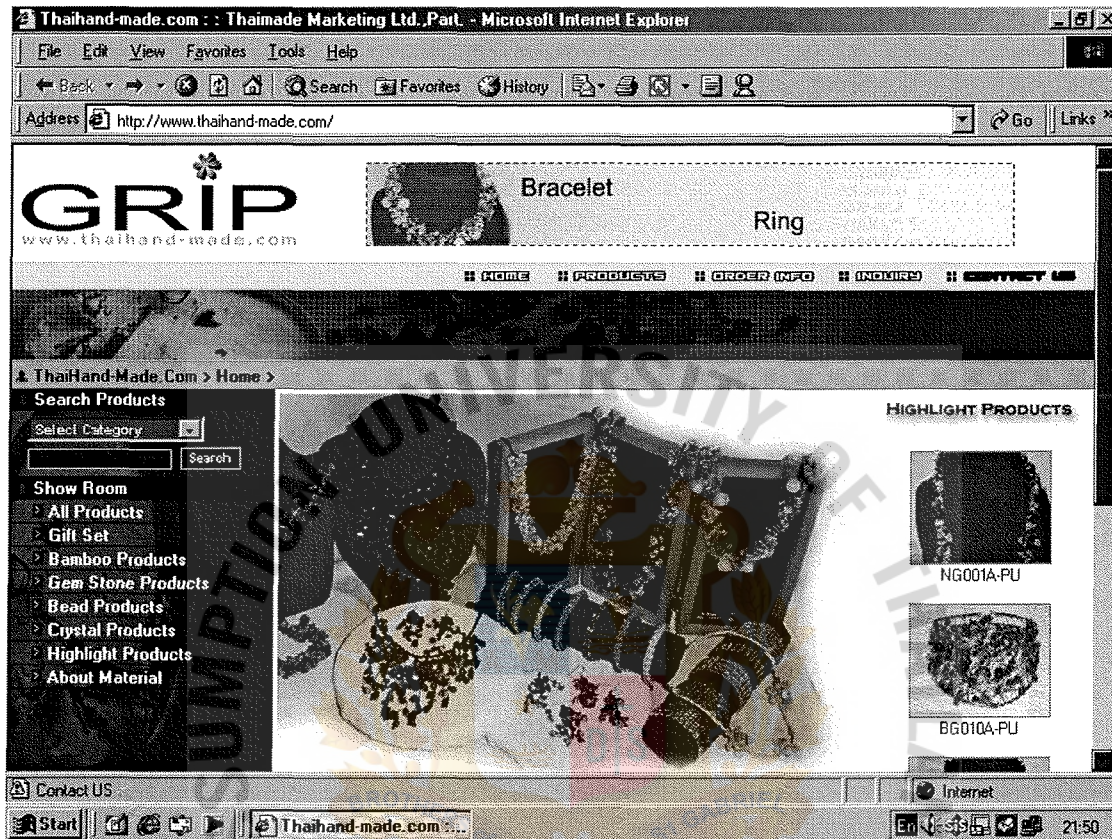


Figure 3.2. Home page of ThaiHand-made.com (Grip).

Strengths :

- (1) Website uses red color to attract visitors' attention. The color gives sense of fashion. Products are made from a variety of raw materials. Customers have more choices for the raw materials of products they want, for example, necklaces can be made of gemstones or beads.
- (2) The web page loading session is fast. Visitors do not have to wait for long loading time.
- (3) Highlight products are promoted on the first page to attract customers'

attention.

- (4) Minimum order is only US\$100 which is reasonable. First time customer may be willing to buy at smaller amount of money as a trial because they feel their risks are reduced.

Weaknesses :

- (1) Most of the products' pictures in this website are not so clear. Customers can be annoyed by unclear pictures and lose attention with them.
- (2) Enlarged pictures are shown in another browser window with product detail such as category of item, material, etc., but do not mention price.
- (3) Ordering can be made through enquiry submission only . There is no facility to order directly from website. This traditional ordering process takes time and is inconvenient.
- (4) Payment can be made only by transferring to Bangkok Bank A/C which is inconvenient for overseas buyers.
- (5) Search function supports search by category only. If customers want to search by the types of products like ring, necklace, regardless of the raw material used, it is impossible.

Thaihobby.com/eliva (Eliva)

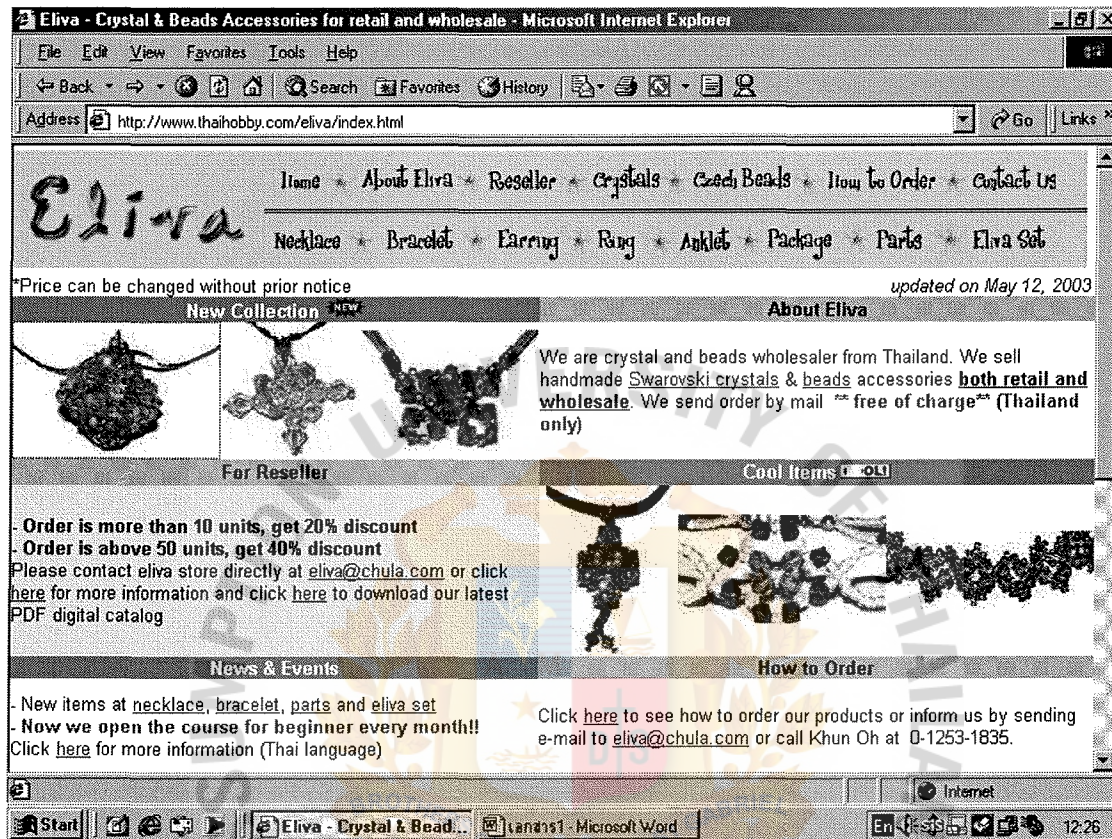


Figure 3.3. Home page of Thaihobby.com/eliva (Eliva).

Strengths :

- (1) Customers have more selections of the products as Eliva offers not only finished products but also parts and self-creating package. So it can attract not only wholesalers and resellers but also individual buyers who want to buy parts and materials to create their own products.
- (2) Pages are loaded quickly even if there are a lot of product images.
Visitors do not have to wait for a long loading time.
- (3) Products are updated regularly on weekly basis. There are always new

designs of products.

- (4) It attracts resellers by giving “Reseller benefits”, a volume discount program to customers.
- (5) Customers can download catalog from website. This catalog actually includes all content of the website. Therefore, customers can have more time to choose from a variety of products, read all the terms and conditions before placing order.
- (6) Price is very competitive, starting from lowest price of Bht 150 or US\$3.50 only for finished products.

Weaknesses :

- (1) It does not have its own direct website. Website is under www.thaihobby.com. Customers may think of it as unreliable and buy from other reliable vendors.
- (2) Home page as well as all other pages in the website are not beautifully designed and not so attractive to visitors.
- (3) Navigators should be grouped and re-arranged as they are mixed and not in a good order for browsing.
- (4) Although prices are mentioned clearly for each product, there is no complete price list for easy referring. As Eliva offers so many products, a complete price list can make it easy for customers to check the price of each product.
- (5) There is no product guarantee. Customers find it risky to buy from a vendor who does not provide them a chance to return products in case of unsatisfaction or damage.

Indirect competitors mean those companies that sell genuine products of the same kinds (genuine jewelry in general with some accessories like bags, belts, etc.)

Thaigem.com



Figure 3.4. Home page of Thaigem.com.

Strengths :

- (1) Full range of products and services are available. Thaigem can be said as a “One-stop Superstore for Gems and Jewelry.” The products range from small beads to precious gem stones and fine jewelry.
- (2) Website provides many languages like Japanese, Spanish, Chinese and

English. Foreign customers who do not understand English can choose to view with other languages. Therefore, it can reach more overseas customers.

- (3) It provides very secured payment facility with the third party like Trust e payment and Paypal. Customers feel more comfortable to make payment online with such facility.
- (4) Customers can have their own design of products. Thaigem provides “Made to order” service.
- (5) With “Make an Offer” program, customers can offer to buy at the price they want, instead of buying at the seller’s price.
- (6) Discount is given based on amount of purchase to persuade customers to buy more or at higher price.
- (7) Customers can “Buy now Pay later”. With installment purchase, customers become more affordable for such high value commodities.
- (8) Thaigem is a member of Gems & Jewelry Association. So customers can trust the quality and the genuineness of products.
- (9) Thaigem is the biggest online Gems & Jewelry Superstore.
- (10) Flat delivery rate at US\$15/shipment with insurance included. This flat rate delivery is persuasive to those who buy large quantities.

Weaknesses :

- (1) Web pages are too full of information. Visitors may be bored with too much information. Too crowdly pages makes visitors feel uncomfortable.
- (2) Minimum order quantity for each item is fixed for wholesalers.
- (3) Flat delivery rate, however, seems to be cost ineffective for small retailers who do not buy large quantities.



* Figure 3.5. Home page of SuanPhlu.com.

Strengths :

- (1) SuanPhlu sells genuine products with certificates provided. It also offers varieties of products including precious leather accessories.
- (2) It has a good search function for searching by category, type, material and price range which make it more convenient for visitors.
- (3) It provides same day shipping on in-stock item. Customers can get their orders as soon as possible in case ordered items are available.
- (4) It has a section called “10 best seller” where the best selling items and

new designs are shown for quick browsing.

- (5) It provides 30 days warranty to assure customers' satisfaction.

Customers can get their money back in case they are not satisfied with the products.

- (6) Privacy Policy provides more security for online shopping. Information given to the web will be protected.
- (7) Secured payment for credit card purchase is provided by Verisign.
- (8) Other options for making payment is available for those who feel insecure to make online payment.

Weaknesses :

- (1) Logo is too small and not attractive to the shoppers. Logo is an important symbol that represents the company. Too small logo gives the feeling that the company is small and of family business.
- (2) Grey font is difficult to read. The color of pages is not interesting and so official.
- (3) It concentrates more on retail business, although it has capability to export.
- (4) Products are very expensive compared to other vendors.

Competitors with no online stores

Only competitors (both direct and indirect) who have websites are mentioned here. In fact, there are also those vendors who have no websites but physical stores and are exporting products indirectly by means of selling to the foreign buyers who come into Thailand to buy many products back for reselling. Or they sell to customers by doing transaction offline, using overseas call and much paper works. They can be small

vendors or big and medium sized companies located in shopping areas. Their strengths and weaknesses should be analyzed as well.

Strengths :

- (1) They have direct contact with customers. So it is easier for them to induce customers to buy more and they have a chance to build up good customer relationship.
- (2) Customers can see the real products. So they can make more deliberate buying decision. Customers would appreciate to see the real products before buying.
- (3) Customers trust more on physical stores because they know where the vendors actually are. In case of online stores, customers know addresses of the vendors but don't know actually if those are business places or not.

Weaknesses :

- (1) They add high cost for customers in acquiring products because customers have to fly in buying products by themselves.
- (2) Vendors also have high operating costs, for example, telephone bills will be expensive as they have to contact customers with overseas calls.
- (3) Opportunity to sell products may happen by chance when customers walk in. Ability to build relationship with customers is low and difficult to retain customers.

3.4 Total Customer Value - Cost Analysis

Total Value for Direct Competing Websites

(1) Product / Service Value

Varieties of products are offered to customers. Most competitors concentrate on costume fashion jewelry like necklace, bracelet, earrings, chokers, etc. Customers have many choices on the designs and raw materials (stone, plastic beads, crystal, etc.) used for these products. Products other than fashion jewelry such as bags, hair ornaments are also offered by some competitors. Besides selling in pieces, products are also offered in sets at special prices for customers who want matching items. Not only finished products are offered, some websites also offer raw materials and parts for customers who want to make their own designs. Service like custom made is also available. Therefore, customers can order products of their own designs which in turn increase value to the products due to its unique design. Other service like tracking order is also available from some competitors.

(2) Image Value

Competing websites like Thaihand-made (Grip) and 123Accessories have images of being manufacturers and expert sellers of the products. However Eliva gives a sense of small individual seller and is not so trustworthy. Customers would feel more comfortable to buy from 123Accessories and Thaihand-made than from Eliva, even if Eliva has more products to offer. Another point that makes Eliva has low image value is that Eliva does not have its own direct website. Eliva's web pages are under Thaihobby.com.

(3) Personnel Value

All the direct competing websites mentioned here show expertise in the production of products. However, personnel value is not mentioned much in the

websites. Usually personnel value is emphasized through the work of designer teams who continually come up with new designs. But they do not emphasize on experts' advice to answer customers' questions regarding products and services.

Total Customer Cost for Competing Websites

(1) Monetary Cost

Product cost is quite low as products are imitated and not made from high value raw materials. Low product costs make it easy for wholesalers and resellers to buy in big lots and resell at mark-up price. Travelling cost is also reduced because customers do not have to travel to suppliers. Customers can browse through so many websites to get good products at lowest cost. What they have to pay is only for the internet cost. Operating cost is also reduced because order can be placed online. Not much paper work is involved. Inquiry can be made by e-mail. Phone bill is also not so expensive due to no or few overseas calls. The only increasing cost is delivery cost from sellers to customers in case customers normally carry products himself from suppliers back to their countries. However, this cost has been offset with zero travelling expenses when ordering online.

(2) Time Cost

Websites are open 24 hours / 7 days a week. Customers can place orders without worrying about time difference between countries. Travelling time is zero because they can buy products at home or wherever they are with internet. Customers do not have to travel to many suppliers because with internet they can search for products and compare prices from different sellers. Customers can order online. They do not have to issue paper PO, thus save their time.

(3) Energy Cost

No physical energy is lost because of no travelling.

(4) Psychic Cost

Usually customers are afraid of being cheated by the sellers and the feeling is much more stronger with online business because they don't know whether the sellers actually exist. Product quality and payment security are the other points of concern. Realizing these, 123accessories provides 14 days unconditional exchange policy and thaihand-made provides 7 days return policy to make customers feel more safer with their purchase as they can exchange or return in case of damaged and unsatisfied products. Payment with Verisign and Paypal at 123accessories implies a more secure way of payment. However, competitors like thaihand-made does not provide this facility as payment can be made by transferring money only. And the worst is for Eliva that provides none of the measurements to increase safety for purchase from their website.

Total Value for Indirect Competing Websites

(1) Product / Service Value

High-valued genuine products are offered both in the forms of finished products and raw materials. Products are also offered in wholesale price and retail price. Search can be made by type of raw materials, color, origin and price, making it easier for customers who have no time to browse or have their targets of what to order. Customers can subscribe to get newsletter about new products and special offers. Buyer's guide is available to help customers to choose the right products. Products can be made to order according to customers' designs.

(2) Image Value

Thaigem gives the image of supercenter for gems with full-range of services. Suanphlu however gives the image of special crafted jewelry makers. Both are experts

in Gems & Jewelry business with long years of services, making them trustworthy and reliable.

(3) Personnel Value

Thaigem provides advice on how to select products in Buyer's guide section. Live support is also provided to answer customers' questions 24 hours, Monday to Friday. Customers can think of it as a real expert that knows everything about gems and jewelry. Suanphlu does not have such facilities.

Total Cost for Indirect Competing Websites

(1) Monetary Cost

High product cost is due to its genuine and high-valued raw materials used. With such high price, customers may have to find more information about sellers to make sure that they are reliable sellers. Travelling cost is of course reduced because of its online nature. Transaction cost is also reduced because orders can be made online, thus saving phone bills and other operating expenses.

Delivery from sellers is free or at flat-rate. So customers can save or reduce their costs.

(2) Time Cost

Websites save time for customers. Instead of travelling around to find the products and information, they can just browse through the internet. Customers do not have to worry about time difference between countries as websites are open 24 hours. With short loading time, customers do not have to wait for long to see the content in the websites. Payment can be made easily by credit card, thus save time for going to do bank transaction.

(3) Energy Cost

Since information and products can be received online, customers do not waste their energy travelling around finding what they wants. The only energy waste is the energy used while searching through the websites.

(4) Psychic Cost

So many things are offered to reduce customers' psychic cost. Such things are Gems Certificate, Product Inspection Period, Secured payment systems, Delivery tracking, Warranty and Return Policy. All these services are offered for free to ensure customers of their right choice to buy from these sellers. Customers would feel free to buy from sellers who guarantee products, provide secured payment and on time delivery.



3.5 Need for the Website

As Thai government is now promoting fashion industry, Stylish found this is a great opportunity to the company's business. Although there're so many websites selling accessories, most of them concentrate on only one product category. To better support customers' need, the company should have a website that is a comprehensive source of women's fashion accessories for overseas customers who are wholesalers or retailers. With the website, Stylish can be a reliable one-stop supplier for customers.

To expand the business, the company has to get more customers and market coverage. Internet and website enables the company to reach worldwide customers with no limitation of time and space.

To increase its profit, Stylish should try to reduce cost. Website can help the company to cut operating cost as the costly transactions through overseas calls and manual operation can be done online. The cost of sending paper catalog and newsletter can be zero as customers can download catalog from website and the company can send electronic newsletter to its customers.

Stylish believes that by reducing order cycle time, the customers' satisfaction will be improved. Online transaction can be done in just a few minutes, bypassing the cumbersome and time wasting manual transactions. When the company can get order faster, the company can process order faster.

The marketing research is possible with the use of website. Company can track the browsing behavior and collect information of each customer. The information can be used in planning marketing activities and determine the company's next move. All above advantages of website determines why Stylish should set up its online store.

IV. BUSINESS ANALYSIS AND STRATEGIES FORMULATION

4.1 Company's mission and objectives

Mission : One-stop fashion accessories source for overseas buyers.

Stylish.com will be a comprehensive one-stop source of fashionable women's accessories products for overseas customers.

Objectives :

- (1) To be a reliable source of Thai fashion women's accessories.
- (2) To promote the company to overseas buyers.
- (3) To make the brand well-known.
- (4) To increase no. of customers.
- (5) To expand business to more countries.
- (6) To increase sales through online channel.

4.2 Market Segmentation and Target Market

Many factors are to be considered when Stylish chooses markets to enter. The business aims to customer groups of wholesalers and retailers. But with the nature of products, end customers are important as they are the company's real buyers. Therefore, market is segmented with end customers in mind and wholesalers and retailers (target customer groups) as the channel of distribution.

Demographic segmentation :

Age and sex are most important criteria in segmentation. Because the products concerns women, sex is, of course, the first criteria. Not women of all ages are interested in costume accessories. So company has to consider the age of women population when choosing target market. This is very important in selecting products and setting up marketing activities.

Geographic segmentation

People of different countries or regions have different tastes and behaviors. Fashion can be a pop culture that is copied from one country or one region to another. But at the same time people from each geographical area can have different fashion trends. Fashions in Europe, Asia or U.S. can be alike or different. Marketing strategies should be considered with these differences. Therefore, the market is segmented into European, United States, Asian countries and Middle East countries. Geographic segmentation makes it easy to decide on how to distribute the products, to serve and to manage differently for each region.

Psychographic Segmentation

Values and Lifestyles is one of the considerations. Outer-directed, inner-directed and need-driven groups are segmented for the classification of products.

- (1) Outer-directed are those who want products that make them in trends. They tend to emulate others and usually buy similar products that celebrities wear.
- (2) Inner-directed are those who want to show themselves as they are. DIY products are appropriated to this group.
- (3) Need-driven are those with low to middle income and buy products of lesser quality or imitated products.

Target Market

The company's target is the market where there is large number of women population. Not only the number of women population but also the range of age is put under consideration. The products are to be sold to teenagers and young working women. Women of 18-35 years of age is the target. U.S. and Asian markets are the priority targets. The company shall expand sales in these two regions before entering into other regions.

The choice of geographic coverage is based on the decision on how to enter foreign markets and the demographic characteristics of the 2 regions. As Stylish has existing customers in U.S. and Japan, it decides to start from these two countries as the difficulty level of entering into market is lower due to current business ties. Stylish shall expand its customers base in these two markets while studying the feasibility of entering other markets in the same region. It is believed that there are similarities in countries of the same region which helps the company in expanding business.

Considering the demographic and psychographic characteristics, the number of women population, the age distribution together with the lifestyles as segmented into groups (refer to Psychographic segmentation), the two markets are target for expansion.

4.3 Company's SWOT Analysis

Strengths :

- (1) Stylish.com has a good long-term relationship with suppliers. Suppliers are viewing the company as their overseas marketing department and willing to support delivery to customers.
- (2) By having many suppliers, Stylish can have various designs of products and new items are continually offered by these suppliers.
- (3) Stylish's price is competitive. Price is almost the same as factory price because suppliers are experts in this business and the sales volume can help them achieve EOS.
- (4) Stylish can offer better services to customers than those competitors who are manufacturers themselves. This is because the company can concentrate more on marketing activities and services to customers, while competitors pay attention more on production.
- (5) Stylish has more varieties of products. Although the company concentrates on costume jewelry products, it also offers other products such as hair ornaments, bags and belts and others. The company is expanding its product categories to cover more ladies' accessories and promote sales of other items besides costume jewelry.
- (6) Designs of company's products are unique in the eyes of foreign customers. So these products can draw customers to some extent.
- (7) Stylish offer 15 days guarantee for products delivered. Customers can exchange products in case of defects. So they can be assured of product quality.
- (8) Customers can request company to find other accessories' products for

them. Stylish shall act as an agent in obtaining RFQ from customers and negotiate for best price from suppliers. The company also does all the export procedures for customers. This service can be its competitive advantage over competitors.

- (9) Products are updated every 2 months to keep up with fashion trend. New products can help increasing customers ' sales.

Weaknesses :

- (1) Since Stylish is not the manufacturer, the company does not have control over production cost which can result in higher prices.
- (2) Stylish is still not well-known in foreign markets and it is quite difficult to promote "Stylish" brands in remote markets without advanced marketing tool like website.
- (3) Customers may not trust in the existence of the company because they have never known Stylish before. The company is not in the country where customers stay which is difficult for them to check the company's actual existence.

Opportunities :

- (1) Internet overcomes the distance and time barriers which is one of the problems for business transactions and contact from different regions of the world. It makes websites accessible from any location at any time.
- (2) Stylish's target customers are in the countries that have high internet usage rate. Most people are using internet in their daily lives and business operation. So it is normal for customers to order products from the web.
- (3) Government is now promoting Thai products to foreigners. Furthermore,

Government also promotes Thailand as a Fashion Country. This opens a great opportunity for the business.

- (4) The popularity of costume jewelry and fashion accessories is increasing.

As the fashion always changes, end customers' interest in fashion accessories has also increased because it is much more expensive to buy the genuine fashion accessories.

- (5) Sluggish economy of target markets has decreased customers' purchasing power for genuine fashion accessories which gives the opportunity for fashion accessories that are much cheaper.

Threats :

- (1) The competition is high from overseas competitors, such as China and Korea as well as from domestic competitors. China gains the advantage of low cost while Korean products have beautiful designs.
- (2) Due to distance factor, it is more difficult for the company to keep up with the market trend and preference of customers compared to local competitors.
- (3) Fashion trend and preference are different from countries to countries. A product that is successful in one market does not mean that it will be successful in all markets.
- (4) Company's target customers who are wholesalers and retailers may feel more comfortable to do business with local suppliers as they can avoid exchange rate risk and the difficulty of import procedures.
- (5) Price competitiveness can be affected by strength of currency. If Thai

baht appreciates, the price will be more expensive to customers and price competitiveness may reduce. However, if Thai baht depreciates, the price will be cheaper and become more competitive.

- (6) Hand-made products are difficult to control quality.
- (7) Currently Stylish has no website. Transactions have to be done by mail, phone and fax which takes time and costly. Without a website, the company loses the competitiveness and finds it difficult to compete with the competitors.



4.4 Total Customer Value - Cost for Stylish

Customer Value

(1) Product / Service Value

Stylish offers wholesalers and retailers choices of products that are specially selected for the target group of end customers. Customers can find many fashion products at one stop as the company offers many product categories such as costume jewelry, fashion bags, hair ornaments, etc. It is convenient for them to search products either by product category or price. Stylish is also providing sourcing service for new products. If customers want some products that are not available in the company's product list, the company can be a sourcing agent in finding such products and negotiating on price. Besides good quality products and services, Stylish also provides customers with useful information about fashion trend, new products, selling tips, etc. to help them increase sales volume.

(2) Image Value

Stylish is a professional agent in selecting fashion products to meet customers' target market demand. The company offers overseas buyers good quality fashion ladies' accessories at reasonable price that allows them to make reasonable profits from wholesaling and reselling. Customers will think of Stylish as the best source of right products. Moreover, with information and advice provided, customers see the company as a professional in the business field and thus create trustworthiness for the company.

(3) Personnel Value

With long years of experience in business field, Stylish is an expert in selecting good design and quality products. Staffs are well-trained to answer any query about products and services in English. They can give advice to customers in case there is any problem with the delivery of product.

Customer Cost

(1) Monetary Cost

Monetary cost for customer includes the cost of products and other operating expenses. Traditional way of placing order is costly. Operating cost such as the cost of telephone, fax and paper documents preparation is higher than doing transaction online.

(2) Time Cost

Transaction has to be done offline which is time consuming. Ordering process starts from inquiry, quotation, issue PO, PO confirmation, delivery of products, documents submission until payment. All the process is made on paper and sent by fax or mail which takes time to prepare and cumbersome. Sometimes, customers have to wait for the mailing of catalogues or to travel by themselves to search for the products.

(3) Energy Cost

Customers are wasting energy to travel and find the products. The energy is also lost with the paper documents preparation.

(4) Psychic Cost

Stylish is still not well-known in foreign markets. Therefore, psychic cost is high for customers. The company tries to reduce the psychic cost by providing customers guarantee period. Stylish shall replace the returned products with new ones within 15 days.

4.5 Current Business Model

Business model for Stylish is B2B as the company targets the wholesalers and retailers. The company introduces itself to customers by sending unsolicited letters to prospects and contacting by phone. The company carefully selects good quality and trendy products that match the end customer group of ladies from 18 – 35 years of age as it believes that this end customer group is interested in fashion and has purchasing power. With the carefully selected products, customers which are wholesalers and retailers do not have to source the products to match their customers because the company already does it on their behalf.

Stylish wants customers to think of it as a center for ladies' fashion accessories where they can inquire for any fashion accessory they want. So the company also provides sourcing service for customers. Customers can have the company to source the products, negotiate the price and arrange delivery for them.

Customer relationship is highly important for this business. Therefore, the company has to update its customers with business related news and new products updates from time to time. Since Stylish does not have a website, the update can be done only through mail, catalogues and telephone. On time information is very important; but unfortunately, the traditional way of doing business takes time and sometimes the information reaches customers too late.

4.6 Marketing Strategies

Product

Stylish's products are ladies' fashion accessories. However, besides offering products, the company is also providing sourcing service for customers and give customers the advice on the market trend of products for its customers. The advice to customers is the company's value-added service. The company's strategies are :

- (1) Branding the products with name "Stylish".

Instead of selling products with no brand or using manufacturers' brands, Stylish uses its own brand, "Stylish", on all products offered on the website. The reasons for using brand name is to create brand awareness in foreign markets, to make end customers recognize the company's products and to differentiate its products from those of competitors.

- (2) One-stop for wholesalers and retailers.

Many product categories are available for customers' selection in order to make the company a one- stop for wholesalers and retailers. Although the main product offering is costume jewelry, Stylish tries to increase its product lines with other products like bags, belts, and hair ornaments that have beautiful unique style to attract customers. Since the customers are wholesalers and retailers, it is good for them to buy most of the products in one place. This is why the company increases its product ranges.

- (3) Specially select products for target group of end customers.

Stylish specially selects products to match the target group of working ladies and teenagers because most of the end customers come from these groups. Those wholesalers or retailers who target this end customer group find it convenient for them because the company's products are already selected to suit their target group.

- (4) Fashion trends and information update to customers to help in their marketing.

Besides the products, the company also gives advice to customers on the upcoming fashion trend and important business information. Customers can use the information as guidance in marketing the products or even to suggest their customers about new trends and upcoming products. This is a value-added service from the company.

- (5) Sourcing Service for the non-offering products.

Stylish realizes that the company cannot offer all the products customers want. Some customers may have specific products or design that they want. So the company can do the sourcing service for them. Customers can contact the company and send the specification or sample of products. The company shall find the products, negotiate on price, term and delivery. The condition of this service is that customers have to order the products through the company. The company shall charge 10% margin on the cost of products for this service.

- (6) Product Return and Replacement Policy.

Stylish provides 15 days period for product return and replacement to the defective products so as to guarantee to customers of company's product quality.

Price

To be competitive, Stylish needs to set up price strategies that attracts customers and allows the company a reasonable profit.

- (1) Price Term

Because customers are in foreign countries, Stylish has to quote price term that is convenient for both parties. The products are offered based on FOB that means customers will pay for delivery charge on their own. However, the company provides

contract rate from DHL and FEDEX for customers (refer to Appendix C.) The company has responsibility for the products until they are picked up by couriers.

(2) Wholesale price for bulk buying

Stylish's target customers are wholesalers and retailers. Customers usually buy in big quantity for resell. Product price should allow them to mark up for profit. However, the quantity may be varied for each purchase. So if customers buy in big quantity, the company charges them a lower unit price.

Place & Distribution

Place & distribution is an important criterion that Stylish considers seriously. As an exporting company, Stylish decides to work from the company's current customer base.

(1) Existing customers base for market expansion

Stylish's current customers are wholesalers and retailers in U.S. and Japan. As the company already has customers based in these countries, further expansion is firstly done in these areas because it is much easier than entering the new market.

(2) Channels of Distribution

Stylish has an office located at Silom, Bangkok. Customers can visit the company directly at the office where there are catalogs and samples of products for customers' selection. The company has salespersons who actively find new customers and serve current customers. Salespersons will contact new customers, send catalogues, follow up and convince customers to place order.

(3) Delivery methods

Delivery is normally made by air. Mostly DHL or FEDEX shipment will be used at special contract rate paid by the buyers. But in case that customers want shipment by normal flight or by vessel, the company can arrange according to the orders. However,

normal flight or shipment by vessel takes time and the company is not responsible for outdated fashion products.

Products are sold on F.O.B basis, therefore, customers have to be responsible for freight charge, insurance expense, custom clearing and import duty on their own.

Promotion & Advertising

Promotion is aimed to stimulate sale of the products and at the same time enhancing the image of the company. Therefore, many activities are set up from time to time to achieve the company's objectives.

(1) Listing in the Department of Export Promotion Website.

Most of the time, the first point of contact or the source of products for overseas customers is through the website of Export Promotion or Foreign. This is an effective way for customers to find the list of trustworthy suppliers of the products they are looking for. Therefore, Stylish puts the company as one in the list. The company also posts messages in the section of "Want to sell" as well as searches for the prospects from the posted messages in the section of "Want to buy" in the website of Export Promotion Department.

(2) Sending newsletters to members

Newsletters about new products and promotion are mailed to customers. The newsletter will be sent every two months to update customers of new fashion trend, new products and special promotion campaign like clearance sales, special of the month, etc.

(3) Attending trade fair.

Exhibiting in trade fair is an effective way in promoting the company and at the same time getting new customers and prospects.

(4) Sending unsolicited introduction letter to prospects.

Stylish will get the contact names and addresses from the trade bureau of prospecting markets and send unsolicited introduction letters to these prospects. The aim is to introduce the company and offer the products through catalogue. To draw the prospects, the company offers a free set of sample products to prospects who response to the introduction letters.

(5) Giving trade discount.

Stylish will give 3% discount to customers with purchase amount over US\$1,000 to stimulate customers to buy more. The company wants to get more shares over other suppliers, therefore discount is offered to bigger purchase amounts. However, the trade discount will be done for only some period to stimulate sales or for the company's marketing purpose.



4.7 Human Resources Development

Human resources management is the heart of doing business. Right people at the right position can contribute to the success of business. Human resource function can be classified as :-

Job recruitment

Well-educated people are needed to strengthen the work force. Generally, persons with following qualifications are required.

- (1) Highly skilled
- (2) Self-motivated
- (3) Experience in internet sales and marketing
- (4) Aggressive and passionate in sales and marketing jobs

Job description for all positions are defined and used as a guideline to recruit persons who have the right qualifications. To strengthen the business operation, Stylish needs the following positions :-

- (1) Marketing & Sales Executive is the important position and responsible for planning and developing strategies for both marketing and sales activities.
- (2) Sales Supporting Staff is the one who handles the jobs like invoicing, stock control, arrange delivery, handle claims and so on. The supporting staff will support the work of sales executive in taking care of customers to give the best customer satisfaction.
- (3) Accounting and Financial will be responsible for managing the cash flow of the company, managing to do all financial records and accounting functions.

Training

Stylish will develop training and seminar programs to educate salespersons with update news and information as well as marketing strategies in order to achieve sales target and acquire new customers.

Compensation Plan

Salary will be judged based on the position and capacity of each person. Benefits such as social welfare, provident fund, health insurance are provided to employees.

With well educated personnel with expertise in the field, the company will create a strong team that helps company to achieve goals and objectives and better serve customers to the superb satisfaction.



V. WEB PUBLISHING AND DESIGN

Realizing that internet creates vast opportunity, Stylish decides that the company should set up a website to be used as another marketing channel for the products, to give better service to customers, to reduce company's operating cost and to increase the company's competitiveness.

Web Publishing and Design is one of the most important things and Stylish has to pay a lot of attention. As website will represent the company and be used as a store front, it should be designed to attract audience to come in, see the products, use the services and finally place orders. Furthermore, the website should retain audience by making them visit again and again. Web design also presents the image of company and it is also a tool to compete with competitors. Good design of web pages make the site more credible. To design a website, the designer has to clearly determine the mission, objective and concept of the company. Information has to be gathered and analyzed before creating a web page.

5.1 Mission and Objectives of the Website

Mission

To be used as a marketing tool and a window of contact for overseas customers. The website will be another marketing channel to expand sales and to reduce operation cost of the company.

Objective

To be a reliable source and agent of ladies' accessories for overseas wholesales and retailers and to provide related information and news that can support customers in the marketing functions or the selection of products.

5.2 Concept and Theme

As a marketing agent of ladies' accessories, web pages of the company will be designed to meet the following criteria :-

- (1) Easy to use with least complexity in operation.
- (2) Easy to browse and search for the products
- (3) Quick loading
- (4) Always updated with new information and products
- (5) Enable customers to do transaction through website
- (6) Modern design of web pages that do not confusing visitors
- (7) Clear text and images
- (8) Secure system and observe privacy

The website is tied up with company's image. Therefore, web pages are designed with the aim to create impression on visitors and customers that the company is in the modern fashion world with most of the chic products that are marketable and make profits. Colors are specially chosen to reflect the modern image of the company. Red is the main color of the company. Colors of the web pages can be changed based on the trend of fashion.

The website should give the feeling of professional in the business field. So the company provides important information necessary for wholesalers and retailers to consider the selection of products, for example, what kind of accessories will come in Spring/Summer?, the techniques to boost sales, etc.

The website represents the company and is a marketing channel and storefront in the cybermarket. The web is actually a window of contact for visitors and customers. Good design of website can attract more visitors and create trustworthiness to some extents. Web pages should look clear and provide enough information and guidance on

how to browse. Content must be clear and legible. Font size and color must be carefully selected to make pages easy to read. Pictures must be clear and can be downloaded quickly.

As an online store, Stylish will make it easy for customers to order products online and make payment easily by using credit card. Payment security and customer privacy are the most important things the company pays attention to.

Techniques used on website to achieve above criteria :-

Criteria 1 : Easy to use with least complexity in operation

Web pages are designed with simplicity to make it easy for visitors to know where they are in the site and how to go back and forth. Site map is provided to guide visitors. The website will provide navigation bars so that visitors can go to the pages they want. Content will be grouped into different sections.



Figure 5.1. Prototype of www.stylish.com.

Criteria 2 : Easy to browse and search for the products

Products will be categorized based on price range, raw materials and types of products for easy browsing.

- (1) Products are divided into 4 price ranges, US\$1 – US\$5, US\$6 – US\$10, US\$11 – US\$20 and US\$21 – above.
- (2) Products are divided by raw materials, for example, plastic beads, crystal, color stones and leather.
- (3) Divided by types of products, products are categorized as hair ornaments, bags and belt, costume jewelry and others. Under costume jewelry, products are further categorized as ring, necklace, bracelet, earrings and others.

Criteria 3 : Quick loading

Usually website selling products are full of pictures and takes long downloading time. In order to save loading time while maintaining the quality of pictures, suitable sizes of pictures will be selected and the company will try to use the same picture size throughout the website.

Criteria 4 : Always updated with new information and products

To keep customers updated with new information and products, the website provides a lot of information from the industry such as fashion trend, new products, new rules and regulations about trading of products, etc. All information is mainly related to the products and how to select. Customers who are wholesalers and retailers can learn from these information before deciding what to buy.

Criteria 5 : Enable customers to do transaction through website

Customers must be able to order products from the web. So the order web page provides a check box besides pictures of products for customers to send order. Quantity

can be specified in a blank space besides the checkbox. After checking all products and fill-in quantity, customers then confirm purchase by clicking “confirm” button. The product code and quantity information will be sent to database and create a page “Order confirmation” where all orders are listed and amount of payment is summed up.

Criteria 6 : Modern design of web pages but not confusing visitors

Frequently design of web pages can confuse users. Instead of confusing users with modern look and tons of useless information, the website will divide and group information into sections. Users can go naturally from pages to pages. Therefore, the information is grouped under each section of Company Profile, Products, Information update, Q&A and Site map. Some section is divided into many subsections.

- (1) Company Profile : This section contains history and information about company. It also contains information on how to contact the company and a link to financial report.
- (2) Products : Products are subdivided by category of products like Costume Jewelry, Hair Ornament, Bags & belt, and others. Each sub page can be further divided by the raw material or the types of products like beads, stone, leather for costume jewelry and clip, band, ribbon for hair ornaments, etc.
- (3) Information Update : Information will be divided into 2 sections. First section is Industry Update where there are news and information about fashion industry. Second is Fashion Update where visitors can be updated with new fashions trend.
- (4) Q & A : This is where the answer to frequently asked questions are provided. Visitors can refer to this page for solving problem without waiting to contact supporting staff. Questions can be product related,

website related, or company related. Visitors can also send questions to the company from this page and the company will reply to the question by e-mail within 1 day.

- (5) Site map : The website will provide a site map to guide visitors how to browse through the website.

Criteria 7 : Clear text and images

Visitors can be irritated by unclear, small text size and unclear images. Therefore, the website uses dark color font or font color that contrast the background to make it easy to read the content. For normal text, font size 3 or default size is used. Heading size may vary depending on the importance of the content but the company will make it consistent throughout the site. All images in the website should be clear, especially product images. The website uses GIF and JPEG images for good quality pictures optimized for web for quick download.

Criteria 8 : Secure system and observe privacy

Customers have to register for membership in order to get newsletter and to place order online. The private information of customers will be kept confidential and not distributed to any third party without permission. This information will be kept at the company's database and used internally for marketing purpose. And most important, financial information as well as credit card information will be strictly confidential. Credit card information is not known to the company as the payment transaction is done through bank directly. The payment online is safe with the best security payment system.

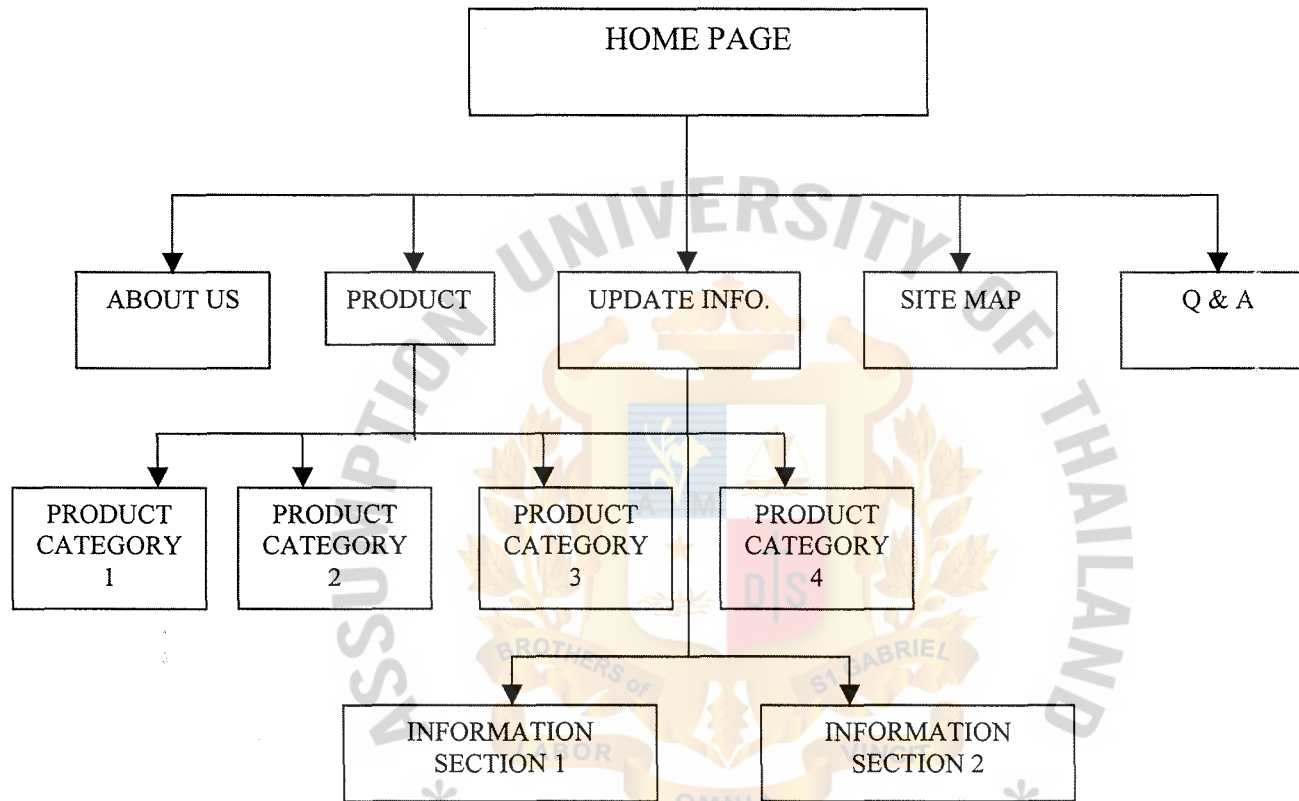


Figure 5.2. Site Structure.

5.3 Database Design

Information is the heart of any business. Therefore, the company needs to carefully design the database in order to effectively collect data and information of customers. Stylish collects following data in the database :-

- (1) Product database -- include such data as product name, description, price, picture, stock available and product code. The database is kept for the purpose of managing inventory.
- (2) Customer database – include such data as company name, member ID and password, contact no. and address, and order history. The purpose is to keep track of customer status and to manage customers' accounts.
- (3) Shopping cart database – helps the company in checking what customer buys, in how many quantities and what the total purchase amount is.
- (4) Order History Database – this is a very important database that can help the company in determining the offer to and the purchasing pattern of customers, how many quantities per order, how often they buy, and what products are usually ordered.

The tables below are the example of the database.

Table 5.1. Customer Database.

Customer Id	Name	Surname	Company Name	Address	Shipping Address	Telephone	Fax	E-Mail	Register Date
BC0001	Ms. Adison	Sone	ACC Company	24 Wallstreet Rd. USA 10230	24 Wallstreet Rd. USA 10230	(0)1865-541258	(0)1865-541257	gu@acc.com	01/05/04
BC0002	Ms. Jame	Tao	ABC Co., Ltd.	74/44 Rd. New Zealand 10110	74/44 Rd. New Zealand 10110	(0)1450-01527	(0)1450-01528	admin@abc.com	15/05/04
BC0003	Ms. Jennifer	Poura	PR Co., Ltd.	33 West Way Rd. Oxford	33 West Way Rd. Oxford	(0)1530-020254	(0)1530-020251	jen@prc.com	16/06/04

Table 5.2. Product Database.

Product Id	Product Name	Category	Subcategory	Description	Manufacturer	Price/Unit	Stock	Picture
CN0001	Crystal Pave Necklace	Costume Necklace	Crystal	Necklace Crystal	ABC	\$420	500	cn_1.jpg
CN0002	Murano Crystal Heart Necklace	Costume Necklace	Crystal	Necklace Crystal	DeCome	\$180	100	cn_2.jpg
CN0003	Blue Toggle Necklace	Costume Necklace	Crystal	Necklace Crystal	AADesign	\$95	600	cn_3.jpg
CN0004	Star of David Necklace	Costume Necklace	Crystal	Necklace Crystal	Quiet	\$300	500	cn_4.jpg

Table 5.3. Shopping Cart Database.

Order ID	Customer ID	Product ID	Quantity	Price	Total
0001	BC0001	CN0001	10	420.00	4200.00
0001	BC0001	CN1154	10	135.00	1350.00
0001	BC0001	HR0035	250	8.50	2,125.00

Table 5.4. Order History Database.

Date	Customer ID	Order ID	Product ID	Quantity	Total Price
19/08/04	BC0001	0001	CN0001	100	4200.00
21/08/04	BC0001	0006	HR0035	250	2125.00
27/08/04	BC0001	0035	CN0035	200	5000.00



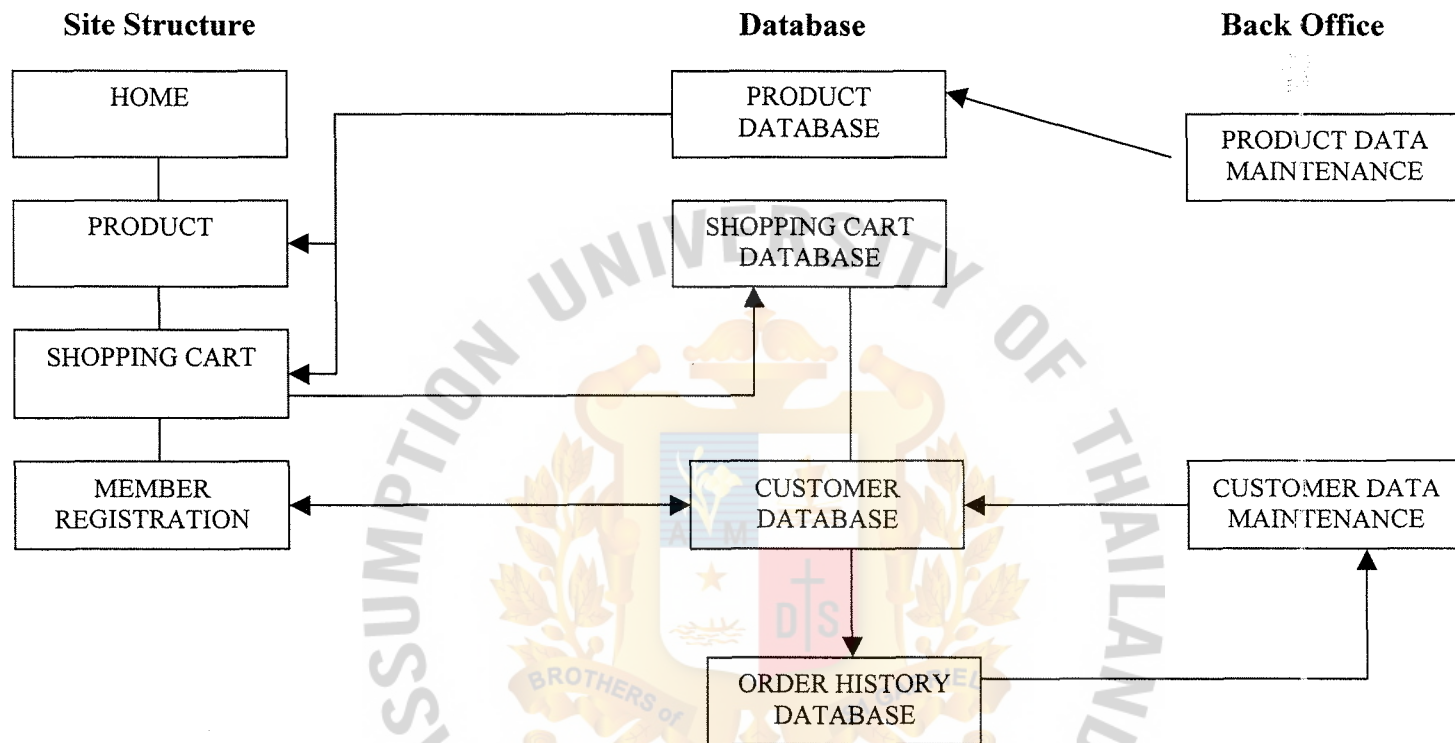


Figure 5.3. Relationship among Site Structure, Database and Back Office.

VI. ONLINE PREPARATION

6.1 Domain Name

The company's domain name is "Stylish.com." Stylish uses this name to express the fashionable, chic and in trend products that make women look good and up-to-date. The name also represents image of company and make customers think of the company's products as compositions that make them look good. In addition, the name is short and easy to remember. Stylish registered its domain as .com because it gives an international sense of company. Most of the time, people think of .com as an international site.

6.2 Hardware Requirement

Hardware is required to develop and update website, to host the website and to connect to the Internet. As an online store, the company has to keep large volume of customers' data as well as images of products and scripts for updating website, high spec. of storage space is needed. A PC with at least 128MB RAM, 4GB hard disks and a writable CD ROM is needed.

Besides a PC, internet connection is important. A normal dial-up connection via telephone may interrupt customers contact via phone call. So the company uses high-speed internet via ADSL for operating the website. With this high-speed internet, the company can upload pictures and information to website faster. At present most PCs have built-in modems for internet connection. But in case of high-speed internet, a special modem is needed.

6.3 E-commerce Transaction

Rooted originally from physical store, Stylish has no experience to manage online store. So the company tries to reduce all the troubles related to the operation of online store. The company decides to use the service of instant E-commerce system.

There are so many supporting reasons for using instant E-commerce system service. Firstly, as an online business, payment transaction is the most important thing the company should be concerned with. The security of payment transactions and the credible payment gateway ensures customers to buy online. With E-commerce system service, payment transaction is supported by various famous financial institutes verifying security by Verisign, Cryptbot, etc. Secondly, to reduce time and effort in operating website. E-commerce system service provides everything in package, ranging from shopping cart, secured payment system, promotion handling, transportation and order tracking to the accounting support. Thirdly, it reduces cost of operating the website at the first stage of going online. Lastly, professional advice is available for its members. E-commerce tips and techniques are given to help its members succeed. The existence of E-commerce system service also depends on the success of its member stores.

Stylish selects 2 big instant E-commerce system service providers for its consideration. One is e-combot and another is Thaimarketcenter.com

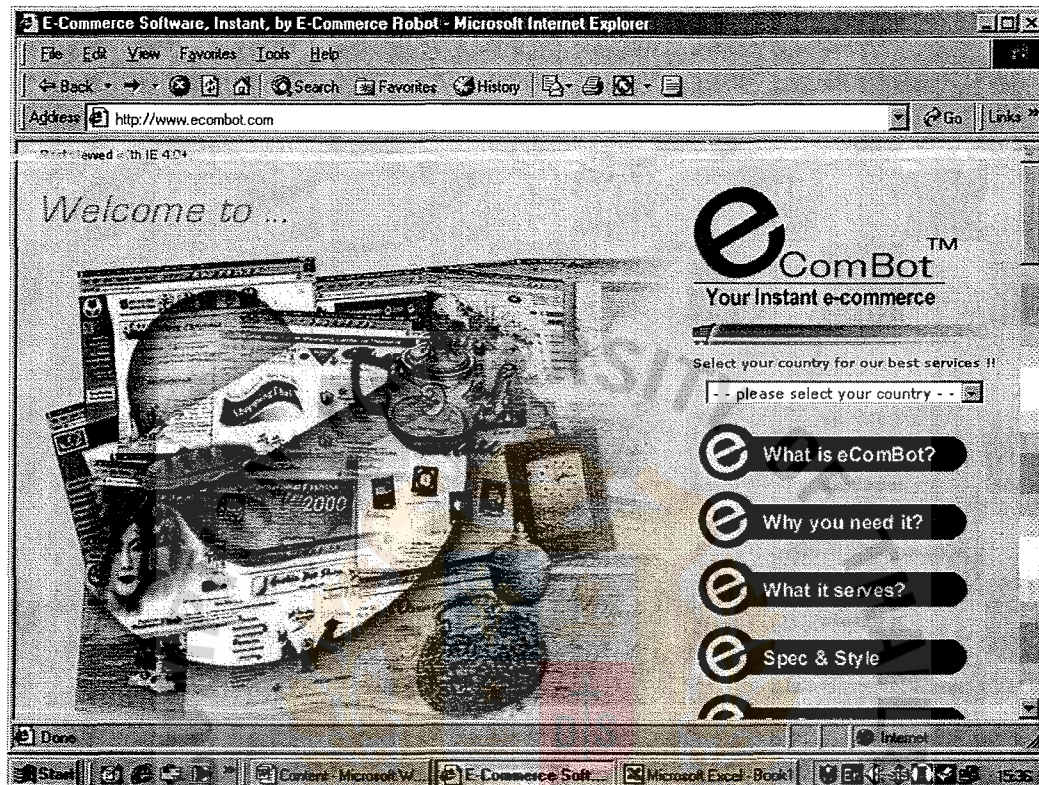


Figure 6.1. Home page of eCombot.com.

eComBot is established by Max Savings Company. Ecombot has experience in international trade background. Its service and facilities of e-commerce is available in many countries such as Chile, Hong Kong, South Korea, Malaysia, Netherland, New Zealand, Phillippines, Singapore, Taiwan, Japan, U.S.A. and Thailand.

With the service of eComBot, website's owner simply fills out product information form and submit it to activate the robot to generate a standard E-commerce

file. URL will be provided to put on the web page. Or website's owner can register own domain name and link to e-combot. eComBot consists of four components.

The first is **"Shopping Cart System"** which can be customized to fit product varieties or customer buying behavior. The second component is **"Secure Payment System"** using SSL technology and eComBot's Cryptbot to encrypt credit card number so as to provide top security for payment. The third component is **"Special Promotion Handling Software"** which allows website's owner to do promotional activities such as volume discount, point accumulation (member club), etc. And the last component is **"Order Tracking System"** which allows customers to track their order status. Moreover eComBot also provides **"EX-Commerce"** for export commerce activities.

eComBot allows the website's owner to store up 50-500 product items. It gives many editorial pages which can be called up from the database system to correct or update information via browser. Payment facilities are available through VISA, MASTER, AMEX, JCB, SCB and transfer payment support verified by Verisign and Cryptbot system. There is no need for website's owner to have account with any bank to get this service. Transportation system is provided through leading couriers like DHL, FedEx, UPS, TNT, EMS with the dual system of shipping cost calculation (show price included shipping cost or calculate it after shopping) and order tracking system provided. More valued services such as sales report & statistics and Accounting support are available. For increasing selling opportunities, TRANSLATOR system, powered by Altavista.com and systran which can translate upto 19 languages, is provided.

The standard cost of using instant eCombot e-commerce package is as follow :

- (1) Product 40 items : Bht 490-./month
- (2) Product 80 items : Bht 750-./month

- (3) Product 120 items : Bht1,000-./month
- (4) Product 200 items : Bht1,500-./month.
- (5) Product 320 items : Bht2,000-./month
- (6) Product 450 items : Bht2,500-./month

The above cost does not include service fee of the online credit card payment service which there are 2 choices.

- (1) Using credit card payment system through eComBot
Annual fee Bht 1,000 + 5% (exclude VAT) + Bht15 per transaction
- (2) Using web owner's authorized credit card payment system
Set up fee Bht 4,000 (one time payment)

In case Stylish chooses the service of eComBot, the company will select the third package which offers up to 120 items of product as it suits the company's varieties of products. As the company expands product categories, the company will update to larger package.



Figure 6.2. Home page of Thaimarketcenter.com.

Thaimarketcenter is a professional web solution company owned by Thais. It is famous for its service and flexibility. Thaimarketcenter's eCommerce System is flexible as it provides main applications based on web owner's need such as stock system, transportation cost calculation system, VAT system, etc. Website's owner can register domain name ending with .com, .net, .org, .info, or .biz and have the right over the registered domain name.

Thaimarketcenter's eCommerce System is easy to use and develop. Website's owner can access to update the website through browser from anywhere.

Many facilities are available such as:

- (a) POP3 e-mail under own domain name : yourname@yourdomain.com
- (b) Ready-to-use web board
- (c) Poll system
- (d) Newsletter system
- (e) Free banner
- (f) Online e-mail form
- (g) Templates Update System
- (h) Online Payment System
- (i) Online catalog and Shopping cart
- (j) Transportation fee calculation system
- (k) Customer's discount system
- (l) Stock control and Sales report

With Thaimarketcenter.com, templates can be easily changed or website's owner can use own web design. Website's owner can enable or disable each module on the website which is very flexible. The cost is Bht9,900/year without monthly payment and other service charges. This also includes 1 year free domain name.

Comparison of Ecombot and Thaimarketcenter

- (1) Easy to use, set-up and update information

Both e-commerce services provides easy to use and set up. The website can be uploaded and ready to use within an hour. The real time update can be done from anywhere through browser. There are many storefront templates. However, the flexibility varies. With Thaimarketcenter, it is more flexible as there is no limitation on the number of storefront templates and number of upload

information and images, while Ecombot has only 5 storefront templates and can upload 50 -500 product items. More items are at extra charges.

(2) E-commerce system facilities

Both Ecombot and Thaimarketcenter provide lots of facilities to support e-commerce system. But based on below comparison table, facilities provided by Thaimarketcenter match Stylish's requirement.

Table 6.1. Facilities Comparison between Ecombot and Thaimarketcenter.

Criteria	Ecombot	Thaimarketcenter
a) Easy to use and set-up	Yes	Yes
b) Real time update	Yes, through browser	Yes, through browser
c) Shopping cart	5 types	2 types (Enable/Disable)
d) Payment Method	Secured credit card payment, Money transfer	Secured credit card payment
e) Bank service	VISA, Master, AMEX, JCB, SCB	VISA, Master, Asia Bank, Bangkok Bank
f) Special promotion handling	Yes	Yes
g) Order tracking system	Yes	Yes
h) Delivery options	DHL, FedEx, TNT, UPS,	Not specified
i) Ex-commerce	Yes	No
j) Product items uploaded	50 -500	Not specified
k) Storefront templates	5	Unlimited
l) Use own domain	Yes, with extra cost	Yes, free

Table 6.1. Facilities Comparison between Ecombot and Thaimarketcenter
(Continued).

Criteria	Ecombot	Thaimarketcenter
m) Translator system	19 languages	No
n) Online catalog	Yes	N/A
o) Customize web pages	Yes, with extra charge	Yes, with extra charge
p) Sales Report & Statistics	Yes	Yes
q) Accounting support	Yes	Yes
r) Available in many countries	Yes	Only in Thailand
s) Easy to renew membership	Yes	Yes
t) Cost	- 40 items/Bht490/month - 80 items/Bht750/month - 120 items/Bht1,000/ month	Bht9,900/year

- (3) Supporting services – payment, transportation, order tracking, sales & accounting.
- (4) Stylish has to consider the supporting services available. The important supporting services are payment, transportation, order tracking, sales & accounting report.
- (5) Reliability of the services.

Ecombot is more famous and is reliable as it is provided by Maxsaving Co., Ltd., which is reputable in E-commerce system and also available in many countries. Thaimarketcenter is a Thai-owned e-commerce service provider. The service is provided only in Thailand. Therefore, the sense of international is lower. However, the reliability of services is guaranteed with a professional team to support 24 hours a day. Hosting service is provided by thainic.net which is reliable.

(3) Cost

Table 6.2. Cost Comparison between Ecombot and Thaimarketcenter.

Ecombot	Thaimarketcenter
40 items/Bht490/month	Bht9,900/year
80 items/Bht750/month	Domain : Bht600/year (free first year)
120 items/Bht1,000/month	Payment transaction : Bht3,500/year
Domain : own expense (Thainic.net)	
Increment of items : Bht150/month/25 items	
Payment transaction : Bht1,000/year + 5% (VAT excluded) +Bht15/transaction	

(4) Others

With Thaimarketcenter.com, Stylish can use its own domain name, while with Ecombot, the company has to link domain name as sub-domain, i.e. <http://www.ecombot1.com/stylish>. Customers view website under own domain name is more reliable than those linked to third party.

Based on the above comparison, Stylish decides to use the service of Thaimarketcenter.com because of its flexibility, easy to use, lower cost, adequate supporting services and reliability.

6.4 Web Programming

Web page will be created by Dreamweaver and HTML. For the script of e-commerce and payment transaction, the company will use the facilities from the instant web service provider. The web page will be under the company's own domain name. Payment system is supported by reliable banking with most secured payment system.



VII. FINANCIAL ANALYSIS

Cost Analysis

Table 7.1. Cost of Implementation.

Cost of Implementation	Year 1	Year 2	Year 3	Year 4
Cost of Hardware	Bht 70,000			
Cost of Software	Bht 20,000			
Domain Name	free	Bht 600	Bht 600	Bht 600
Server Cost	Bht 9,900	Bht 9,900	Bht 9,900	Bht 9,900
Payment System	Bht 3,500	Bht 3,500	Bht 3,500	Bht 3,500
Advertising Cost	Bht 30,000	Bht 25,000	Bht 25,000	Bht 25,000
Promotion Expense	Bht 50,000	Bht 50,000	Bht 50,000	Bht 50,000
Salary Cost	Bht 696,000	Bht 696,000	Bht 696,000	Bht 696,000
Miscellaneous Cost	Bht 20,000	Bht 20,000	Bht 20,000	Bht 20,000
Utility Cost	Bht 120,000	Bht 120,000	Bht 120,000	Bht 120,000
Total Cost	Bht1,019,400	Bht 925,000	Bht 925,000	Bht 925,000

Benefit Analysis

Intangible Benefit

- (1) The company can have the opportunity to access international markets.
- (2) Customers can access the company's website from anywhere and at any time.
- (3) Information can be updated easily just a few minutes.

- (1) The company can observe customers' behavior and study browsing patterns.
- (2) Good design website can create trustworthiness to customers.
- (3) Advertising and promotion can be done easily under limited budget.
- (4) Customers' information collected from website is helpful in design marketing strategies.

Tangible Benefit

Table 7.2. Forecast of transactions and income generated from online marketing Channel.

Year	1 st Year				2 nd Year	3 rd Year	4 th Year
	Q1	Q2	Q3	Q4			
Transaction Flow	20	30	30	40	150	170	200
Spending/transaction	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Revenue (in US\$)	\$5,000	\$7,500	\$7,500	\$10,000	\$37,500	\$42,500	\$50,000
Revenue (in Bht)	200,000	300,000	300,000	400,000	1,500,000	1,700,000	2,000,000

Estimated 10 visitors per day.

Estimated Spending : US\$250 per customer

Table 7.3. Cost and Benefit Analysis (in Bht).

Year	Total Cost	Accumulated Cost	Total Benefit	Accumulated Benefit	Benefit - Cost
1	1,019,400	1,019,400	1,200,000	1,200,000	180,600
2	925,000	1,944,400	1,500,000	2,700,000	755,600
3	925,000	2,869,400	1,700,000	4,400,000	1,530,600
4	925,000	3,794,400	2,000,000	6,400,000	2,605,600

* Estimated Exchange Rate = Bht40/US\$1*

Stylish expects that the company can get the return on investment from the first year.

Payback period can be calculated as follows :-

Sales per day = $1,200,000 \div 360$

= 3,333.33 Bht

Payback period = $1,019,400 \div 3,333.33$

= 306 days

As shown in the figure Benefit equals Cost in less than one year.

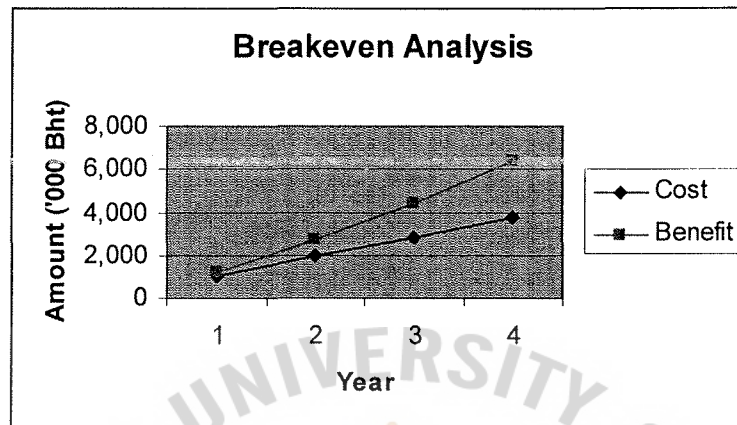


Figure 6.3. Break-even Analysis Chart.

In conclusion, the income is purely from selling accessories. Stylish estimates that there will be approximately 10 visitors per day and 3% - 6% of them will do transactions online. This is the lowest estimation.

As the customers are wholesalers and retailers, they buy in moderate to large quantities per transaction, the average spending is counted as US\$250 per transaction. The income is in US\$ and in reality the company will face fluctuation of currency. However, to simplify the calculation, income is calculated into Thai Baht assuming a fixed exchange rate at Bht40/US\$.

From the Benefit – Cost Analysis above, it shows that Stylish can get the return on investment within the first year and the payback period is 306 days or 10 months and 6 days which is a rather short period. However, the company hopes that the business can run better than forecast and can get the return on investment even faster.

VIII. CONTINGENCY PLAN, CONCLUSION, FUTURE PLAN

Contingency plan, summary and future plan are drawn upon the company's marketing strategies to adjust the business to the changing situation and conditions under the fashion industry and the e-commerce business. Future plan is set up to improve and extend the business under foreseeing conditions:

8.1 Contingency Plan

To cope up with changing situation, Stylish has to be flexible to adjust to that change. The marketing plan has to be reviewed and must be ready in case of change. The web page must be improved and updated as frequently as possible.

Normally the web and its content will be updated every 1-2 months. However, only in case of new products, the web will be updated immediately in the section of new products and newsletters are spread to members to notify about this new product. Normal content and topics will be updated monthly.

To be flexible, the marketing plan is short-run with the aim of using appropriate strategies to achieve annual target. First year target is to create web awareness to existing customers and prospects. Second year's target is to increase transaction and to generate more income through website.

To achieve first year target, Stylish has spent much money and effort to introduce website to current customers and prospects. This is done by swapping banners with other websites, sending unsolicited letters to prospects, sending newsletter to existing customers and listing in the Department of Export Promotion's website. The target is at least 1,000 visitors in the first 3 months by the counter (1,000 includes re-visiting.) If this target is not achieved, then the company will give a special 5% discount to persuade existing customers to visit the website and give comment. With customers' comment,

the company can know how customers feel about the website and use this information to improve it. For the first time visitors (non-existing customers) who comment on the company's website, the company will give a set of free sample products. However, each customer and visitor is eligible for discount or free sample only once at their first visit. The company will collect their names and contact addresses in the prospective records. This promotion scheme of giving discount and sample will last for 3 months. At the end of the year, the company will count the total number of visits and check the effectiveness of banner, unsolicited letter, newsletter and listing in Export Promotion Department to see from where visitors come to know the website. If the total visits do not reach 3,500 for the whole year, then the company will cut budget from the unproductive medium to increase in the more productive ones.

To achieve the second year target of increasing transactions and generating more income through website, much effort goes to sales promotion on website. The company prices the products at 0.5% lower than normal price for buying online. This pricing will be used periodically, i.e. 3 months, to stimulate customers to change to buying online. It may be used from time to time whenever online transactions seem to drop. The company believes that when customers get started to buy online, they will perceive the convenience and cost saving they can get from online transactions. In addition to this lower price online, the company will promote sales by letting customers collect purchase amount to redeem discount for their next purchase. If the yearly sales amount per transaction is averaged to US\$600, then the company will stop this promotion scheme and use same promotion as offline transaction. But if it does not reach US\$600 per transaction, then the company will look through the individual purchase record to see what products each customer bought more and do one-to-one marketing by catering products to customers' demand.

Every two years, Stylish will evaluate the internal and external factors like internal competence, competitors, the consumer trend, etc. to see if the company can continue with the next preset target. If not, then the company will revise the target and come up with new marketing plan and strategies.

8.2 Conclusion and Recommendation

The Costume Fashion Accessories Industry is an industry with similar manufacturing processes to the genuine one. The only difference is the raw materials used in production. The beautiful designs and inexpensive prices make these costume accessories become popular. Quality and price of the products are acceptable both in domestic and foreign markets. As a result, the costume accessories market has been rapidly expanded and developed to be the products for export. Current situation tends to be favorable for costume accessories industry, for the customers' taste are changing with rapid changing fashion, the design of products are more trendy and beautiful, and the inexpensive price makes people feel safer when wearing costume accessories than wearing the genuine ones. As for export of costume accessories, the market expansion depends on the economic conditions of trading partners and the opportunity to expand existing markets as well as penetrating new markets. However, manufacturers have to continually improve quality and design of products to match the demand in order to increase market share.

Most of the businesses in costume fashion accessories industry are small-sized and medium-sized manufacturers. Therefore, most of them lack capital flow, management and marketing skills as well as no export experience. These are the reasons why an exporting agent is needed in this business. Although some manufacturers can bypass the use of agent, the exporting agent is still important for his/her expertise in the market, the variety of products they can offer to customers at one

stop and the risk taking service it offers to market and export products to overseas customers.

Stylish Co., Ltd. is a company that deals in the business of exporting agent for fashion ladies' accessories. The company's product lines include body-decorated items, hair-decorated items, and fashion items. Target customers of Stylish are overseas wholesalers and retailers. The company has established a good and long-term relationship with suppliers of products. These suppliers are manufacturers of the products and Stylish is operating as an export agent of the products. The company uses its expertise in marketing to sell products of these suppliers.

In order to plan the marketing strategies, Stylish has analyzed its competitors. The company divides competitors into 2 groups as direct competitors and indirect competitors. Direct competitors are the companies that offer the same categories of costume accessories products. Indirect competitors are the companies that sell genuine products of the same kinds. The strengths and weaknesses vary according to each competitor; but in general, competitors have strengths in having websites and use Internet technology to increase their competitiveness. Their weaknesses are on the design of web pages and the online facilities provided to customers.

Computer and Internet has changed the way of doing business. Only physical store is no longer enough for a business to survive in the strong competing business world. Virtual store or online shop is a new channel for marketing products and the effective way of communicating with customers. Due to its various benefits like non-limitation of time and place, the cost saving, easy-to-use, faster and convenient way of doing transaction, a website increases the opportunity for both domestic and international business, especially Small and Medium Enterprise (SME) and home-based business. The increasing numbers of online trade and the regular demand of fashion

accessories provide the opportunity for online ladies accessories shop. Website becomes an important marketing channel for many businesses. Currently, Stylish has only a physical store and to increase its competitiveness, the company considers to set up a website to be used as another contact point as well as a contact window between buyers and the company, providing a cost-effective way of marketing and selling of inexpensive accessory items.

Stylish's mission is to be a one-stop fashion accessories source for overseas buyers. Its objectives are to be a reliable source of ladies' accessories, to promote the company to overseas buyers under its brand, to increase the number of customers and expand business to more countries as well as to increase sales and profit.

The company's target customers are overseas wholesalers and retailers. But with the nature of products, end customers' demand have to be considered. Therefore, market segmentation is conducted with end customers and our target customers are the channel of distribution. Sex and ages are the criteria for selecting products. Women of 18 – 35 years of age are the end target as this group of end customers have purchasing power and are beauty concerned. Geography is another criteria of segmentation as people of different countries have different tastes and behaviors. Market is segmented into European, the United States, Asian countries and Middle East countries. The company's target market is in the United States and Asian countries.

Stylish has conducted SWOT analysis to determine the company's ability to take the opportunity and overcome threats in operating business. The company's strength lies in the good relationship with suppliers, competitive price, variety of products, unique design of products, value added service and its marketing and export expertise. The company's weaknesses are the inability to control the cost of production, the distance to markets and the unavailability of online store. The opportunities in the

business come from the Internet with no time and place barriers, the high internet usage rate in target markets, the government's promotion of Thai fashion products, the increasing popularity of fashion accessories and the decreasing purchasing power for genuine fashion accessories. The threats that the company has to overcome are the high competition from overseas competitors such as China and Korea, the difficulty to keep up with the market trend due to distance factor, the different fashion trend and customers' preference in different markets, the exchange rate risk involves in international business, the price competitiveness due to currency appreciation and the difficulty in controlling quality of hand-made products.

Stylish has planned the marketing strategies in four aspects. The product strategies are that the company uses "Stylish" as its own brand in exporting the products as it is one way to build up the brand reputation in overseas market. The products are specially selected for the target group of end customers and varieties of products are available for wholesalers and retailers to purchase at one stop. Information updates are provided for customers to help in their marketing. Sourcing service is provided as a value-added service. And with the return and replacement policy, customers can be assured of the products' quality. Since the business is export, the price strategies are that the products are offered on FOB basis which means customers have to be responsible for delivery charge. The wholesale price for bulk buying is another price strategy. Customers can buy at lower unit price in a large quantity. Place and distribution strategies are formulated based on company's strengths. The company will expand business in the existing markets while studying the feasibility of penetrating new markets. Products are sold through the existing physical store with the efforts of salespersons. Delivery of products to customers are made by DHL and FEDEX at special contract rates. Promotion and advertising strategies are set up to introduce the

company and to stimulate sales. To introduce the company, Stylish puts the company as one in the list of exporters in the website of Department of Export Promotion, attends trade fair, sends unsolicited letters to introduce the company to prospects. To stimulate sales, the company sends newsletter to customers about new products and special promotions. Trade discount of 3% will be given to purchase over US\$1000 for some periods when the company wants to stimulate sales.

Realizing that internet creates vast opportunities, Stylish considers to set up a website. Web publishing and designing is very important as the website will represent the company. The design should be attractive, can build up good image for the company and the facility for online ordering must be available.

The website will be created with the mission that it will be used as a marketing channel and contacting window for overseas customers. The website of the company should be easy to use with least complexity, easy to browse, quick loading, always updated, enable customers to do transaction online with security and privacy observed.

Besides the web design, Stylish also needs to have a good database to collect data of customers. Company's database includes product database, customer database, shopping cart database and order history database. Back Office that facilitates the company's administration is also important. Back Office should also support the maintenance of database.

To avoid the troubles related to the managing of online store, Stylish has decided to use the service of instant E-commerce system. There are 2 service providers under consideration, eCombot and Thaimarketcenter. After comparing the pros. and cons., Stylish will use the service of Thaimarketcenter. The criteria of selection are that it must be easy to use and update, supporting online facilities and with security of payment provided. The cost must be reasonable and the service must be reliable.

As the company has been operating for more than 5 years, the break-even point of the business was achieved. Therefore, only the financial analysis of the website project is conducted.

The income of Stylish is purely from selling fashion accessories. Stylish estimates that there will be approximately 10 visitors per day and 3%-6% of them will do transaction online. The average spending is US\$250 per transaction. This is the lowest estimation. The fluctuation of currency is avoided by assuming fixed exchange rate of Bht40/US\$. From the analysis, Stylish can get the return on investment within the first year and the payback period is about 10 months which is a rather short period. However, the company hopes that the business can run better than forecast and can get the return on investment even faster.

From the feasibility study, it is recommended that Stylish should set up the website in order to compete with competitors. However, the company should acquire qualified staffs to manage the operation of website. As the fashion is always changing, products and information must be updated and more online facilities should be provided for customers.

8.3 Future Plan

As a business entity, Stylish has to look into the future and plan ahead for the upcoming challenge of business. The company's future plans are:

- (1) To cooperate with important customers in setting up and reviewing marketing strategies in order to increase sales volume. When Stylish has a firm base of customers, the company will group them into clusters based on region and select the most competent customer in each region for cooperating with the company in setting up and reviewing marketing strategies in the cluster. The cooperation will lead the company to

understand the market situation through the real players in the market and set up proper strategy in order to create win-win sales volume.

- (2) To study for the possibility of direct sales in some markets. The company plans to do direct sales in some markets after thoroughly studying the feasibility. This is done by appointing a competent customer in that market as the center point of collecting orders and distributing products to members as well as extending the number of members. The company will assist in all marketing and promotion schemes.
- (3) In the future when Stylish extends market to many countries, the company will translate the web pages into different international languages. Currently, the web pages are in English. In order to communicate with non-English speaking customers and to penetrate new markets, the company will also have web pages in that language. In some cases, the company may need to change the color of web pages to adapt to the tradition, culture and belief of the country.



APPENDIX A

WEB INTERFACE DESIGN

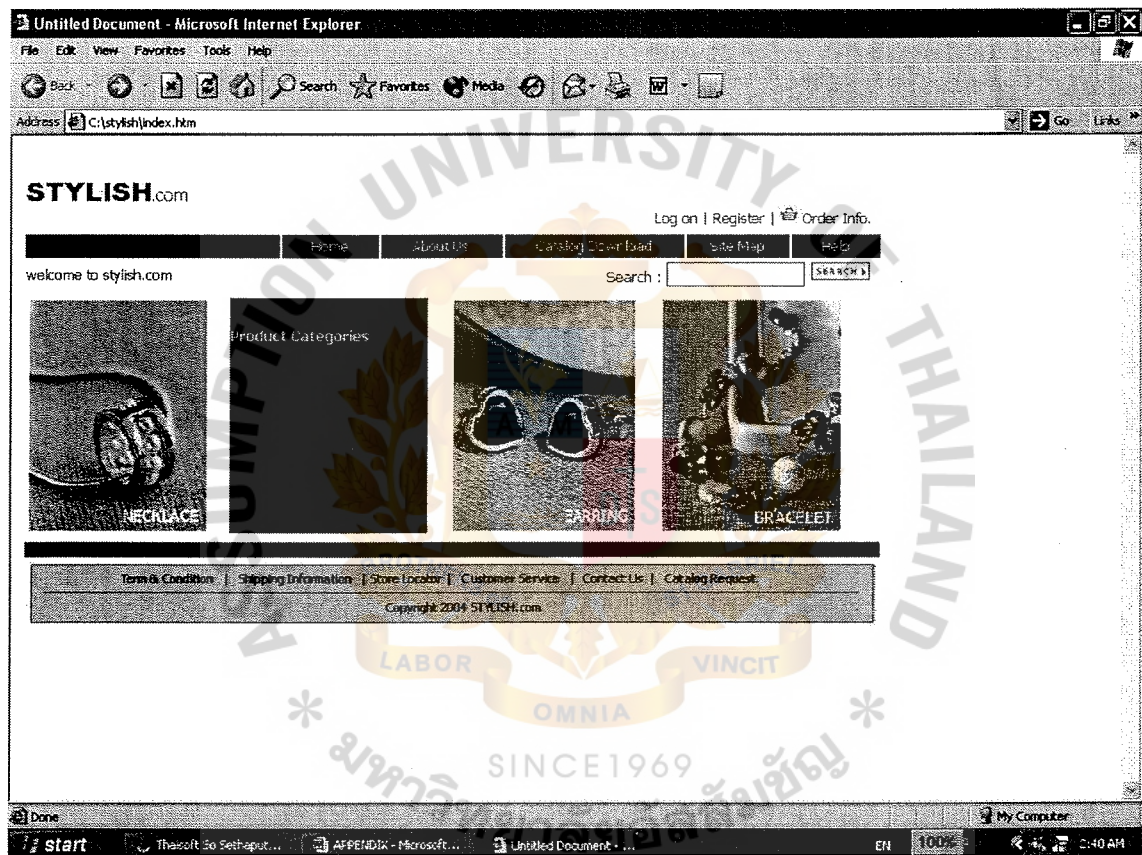


Figure A.1. Home Page.

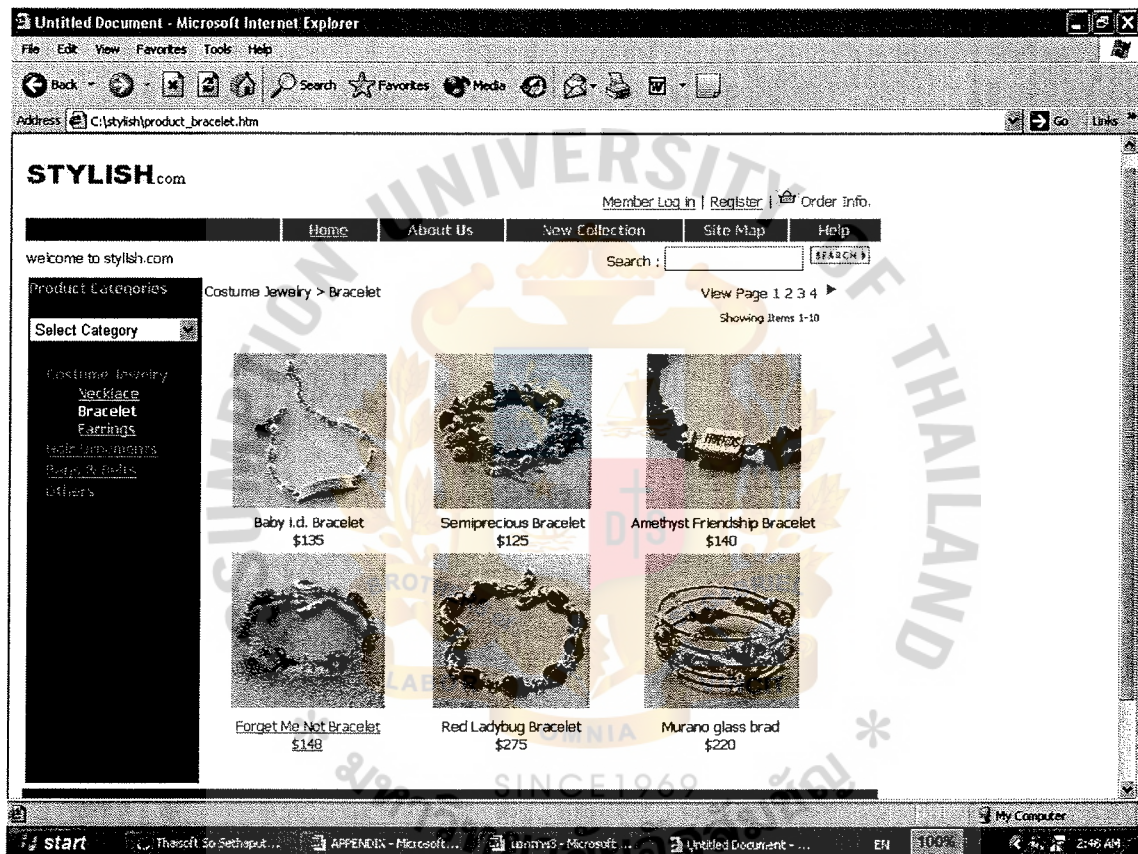


Figure A.2. Main Product Page.

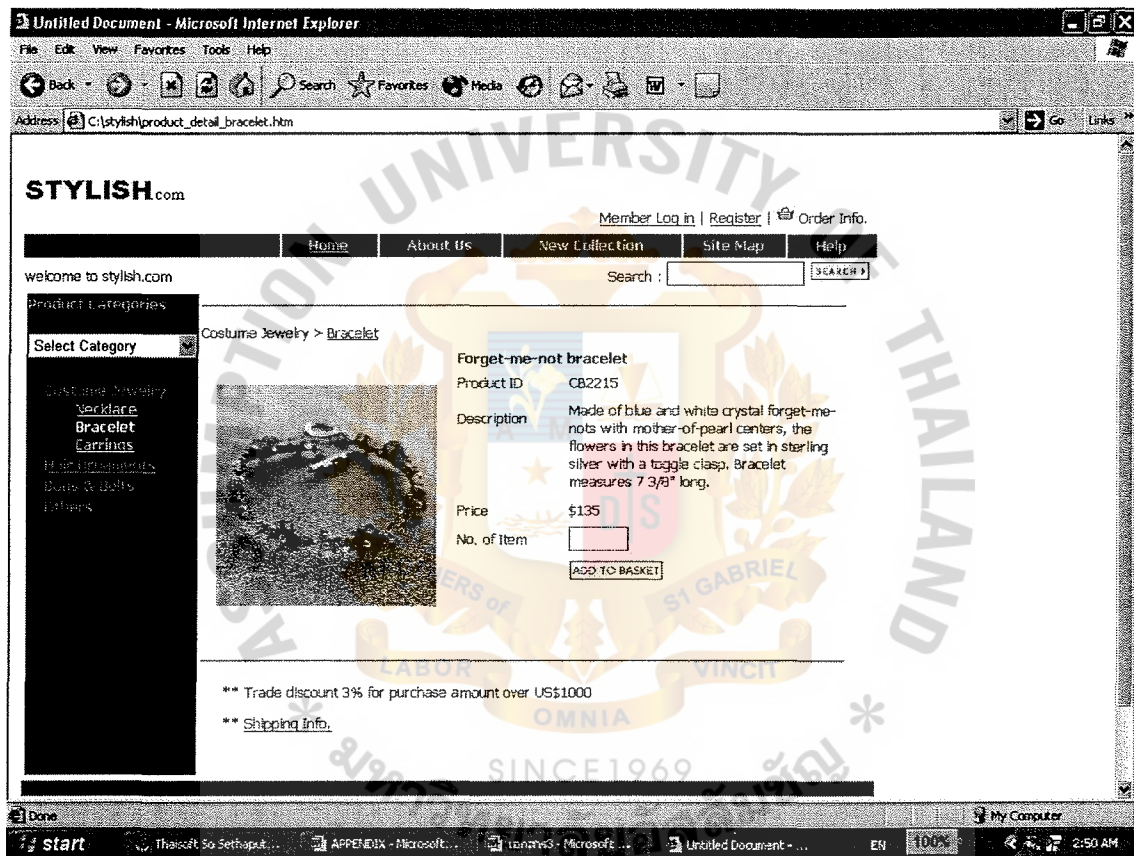


Figure A.3. Product Detail Page.

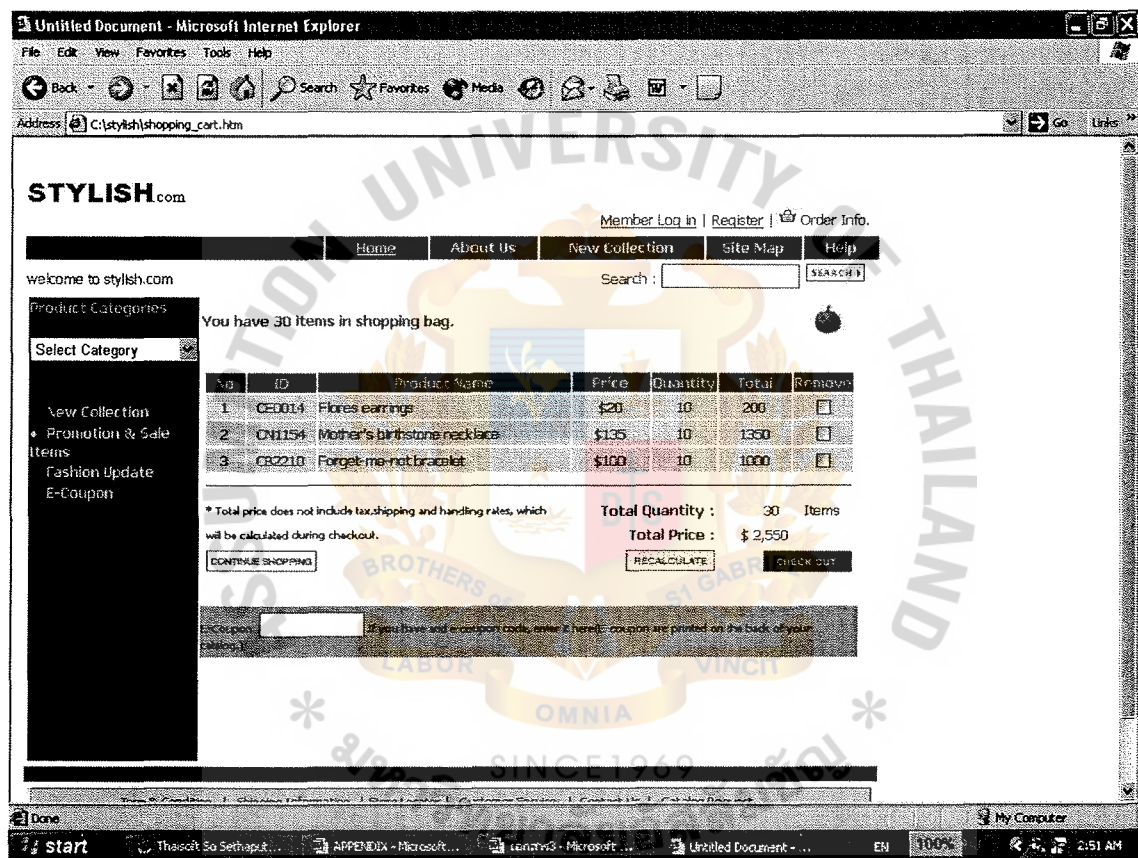


Figure A.4. Shopping Cart Page.

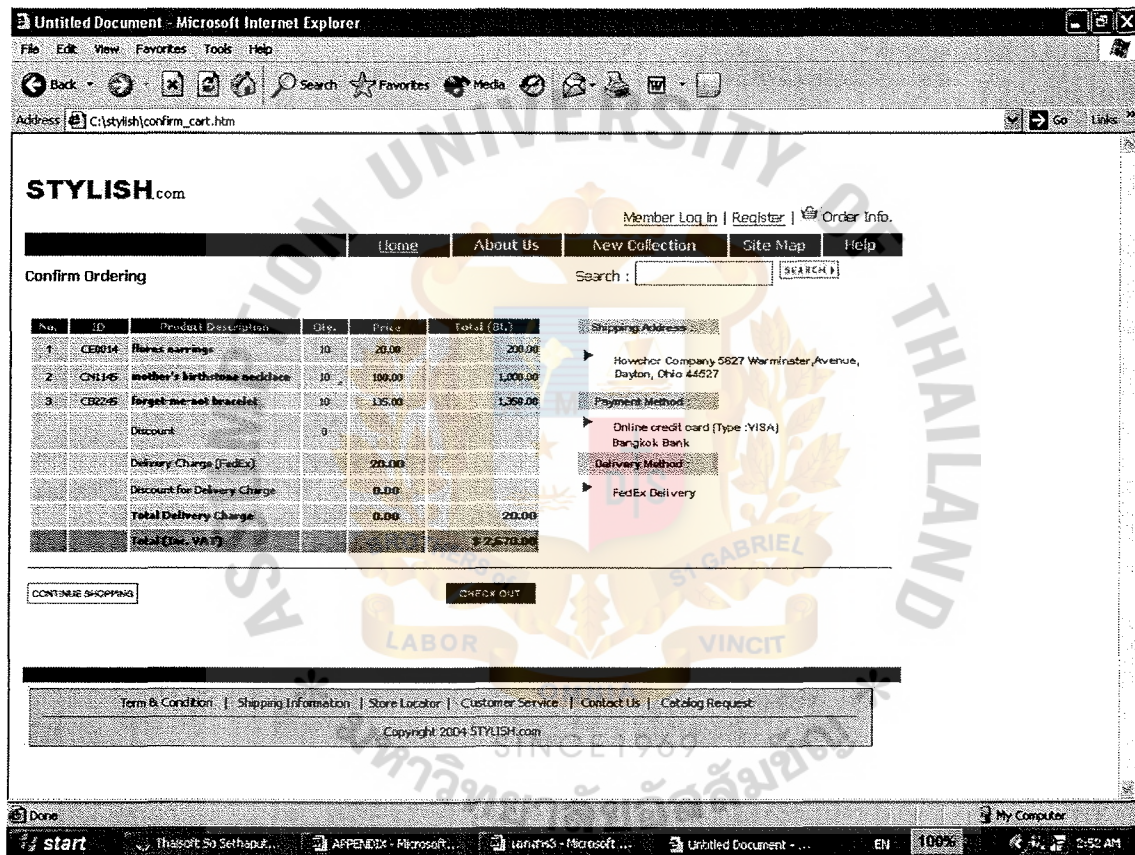


Figure A.5. Order Confirmation Page.

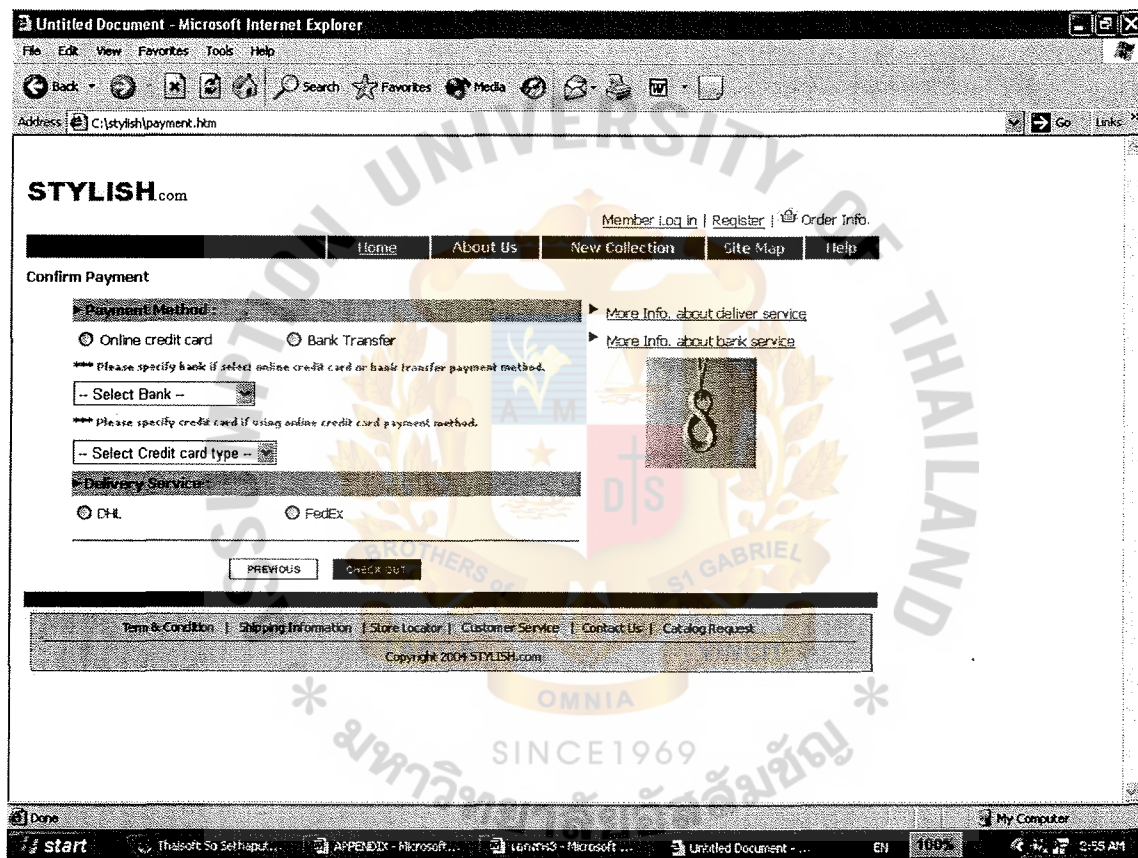


Figure A.6. Payment Page.

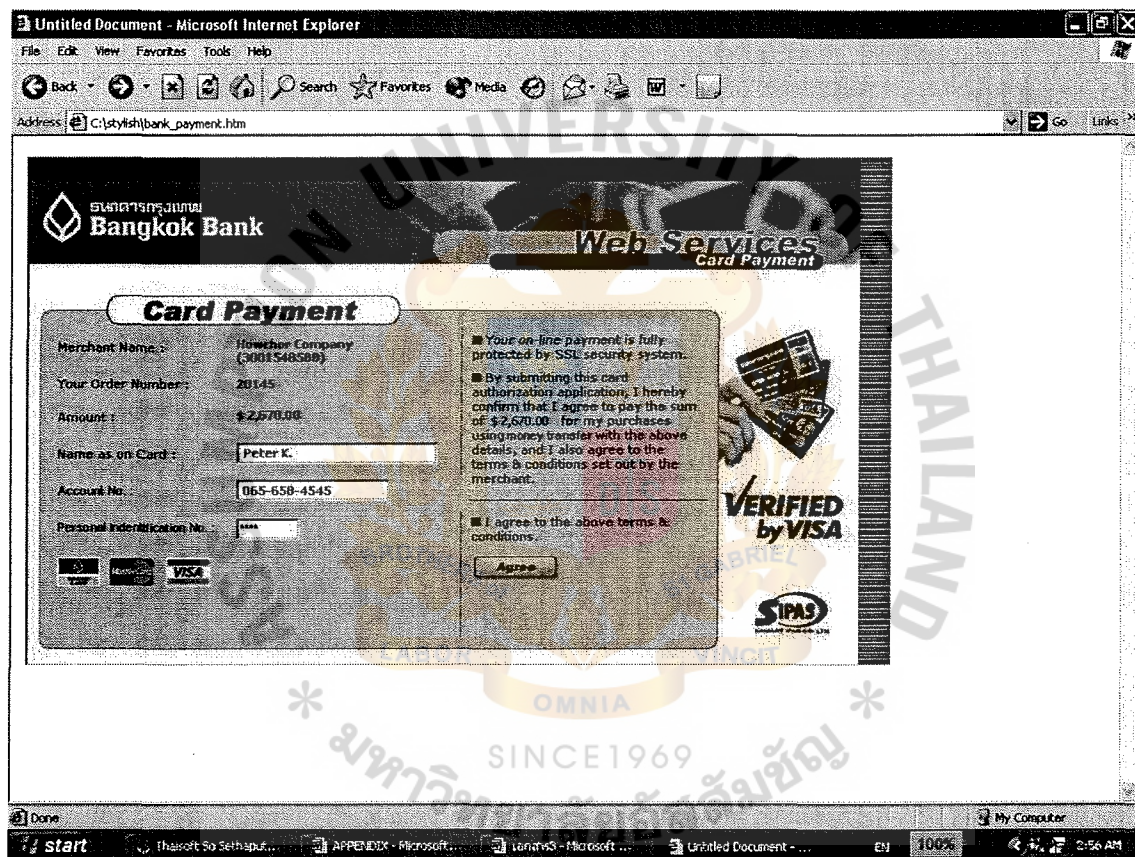


Figure A.7. Card Payment Page.

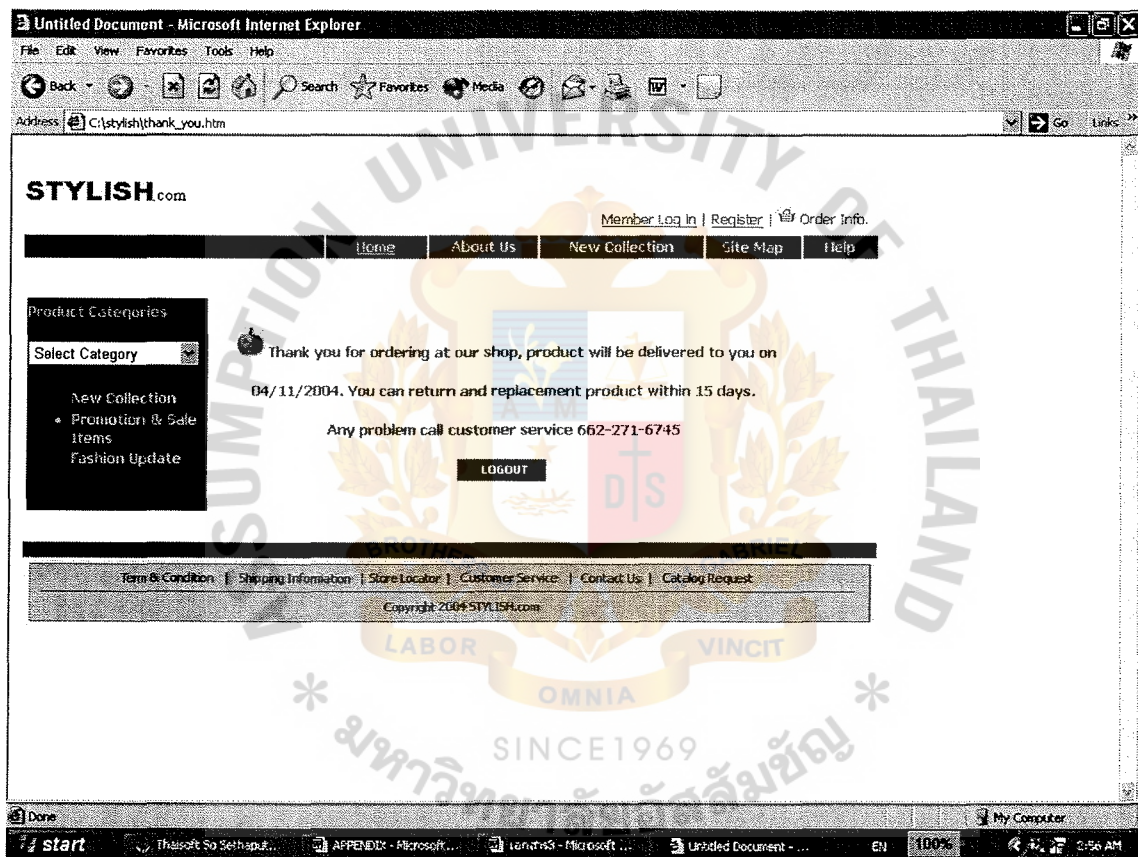


Figure A.8. Thank you for order page.

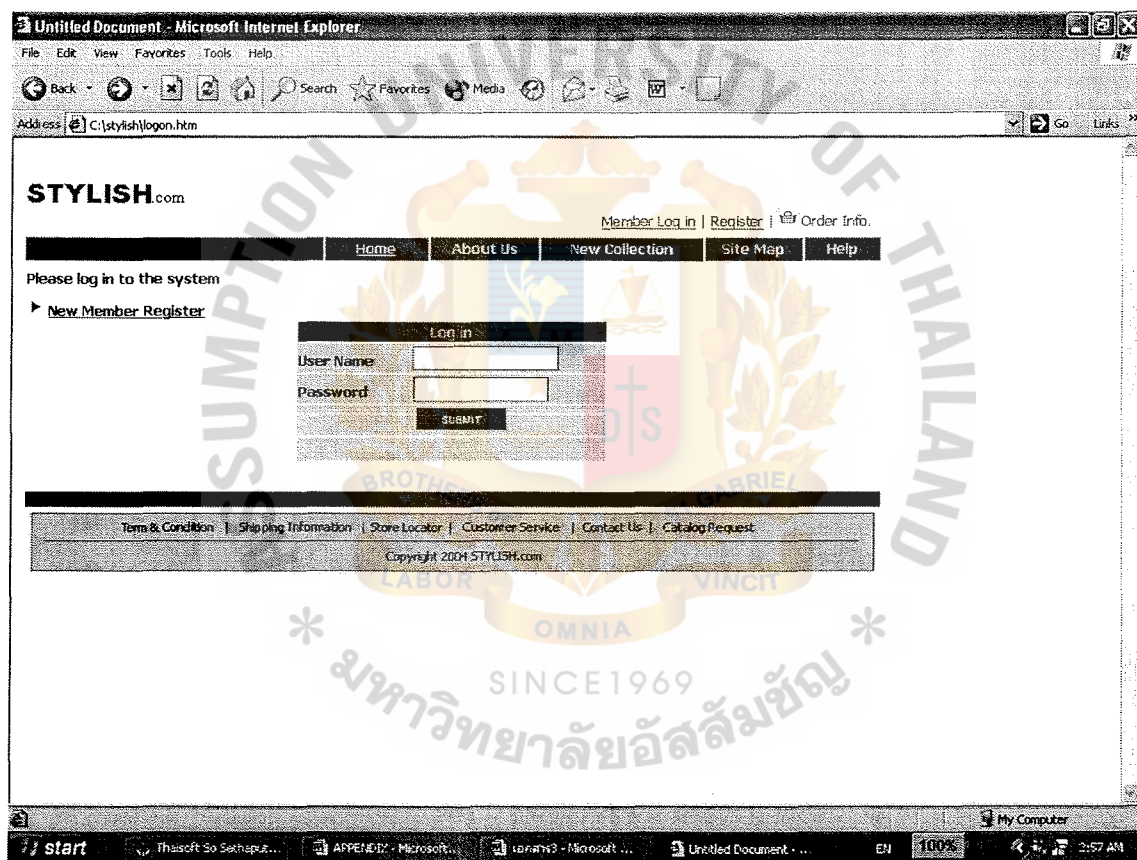


Figure A.9. Member Log-in Page.

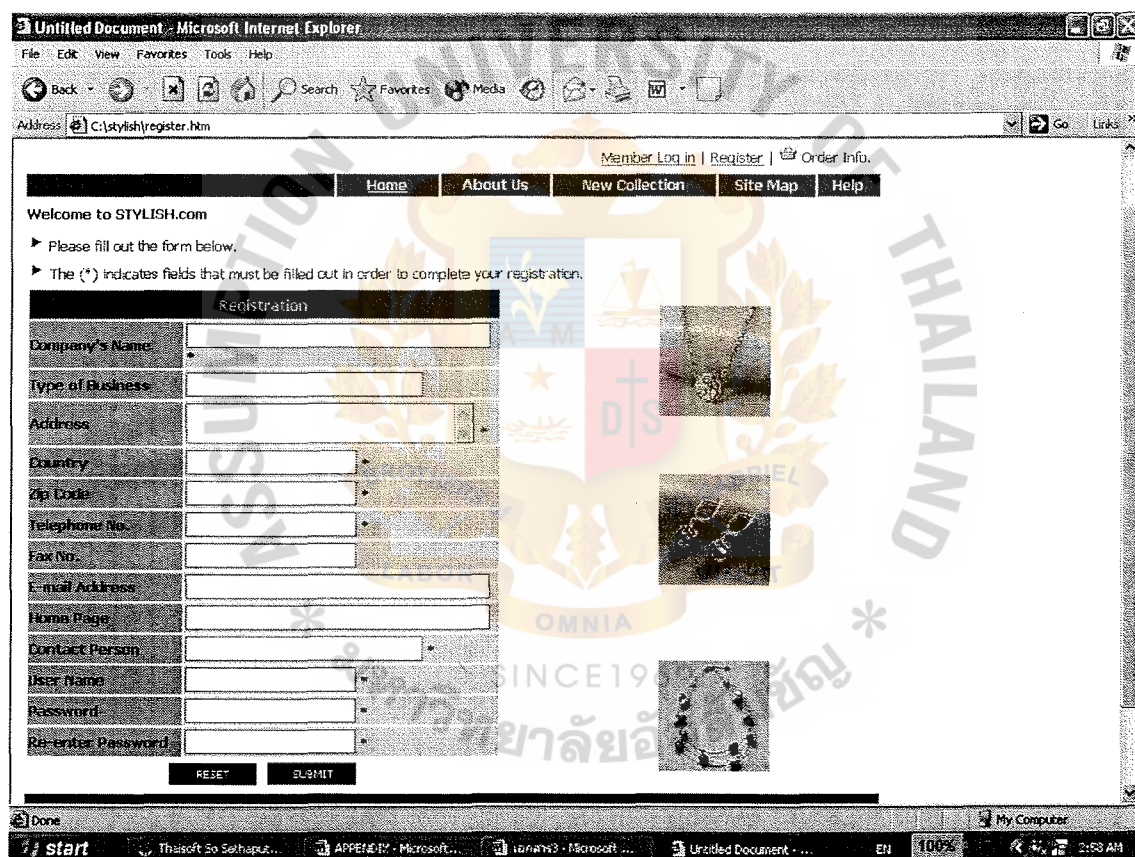


Figure A.10. New Member Registration Page.

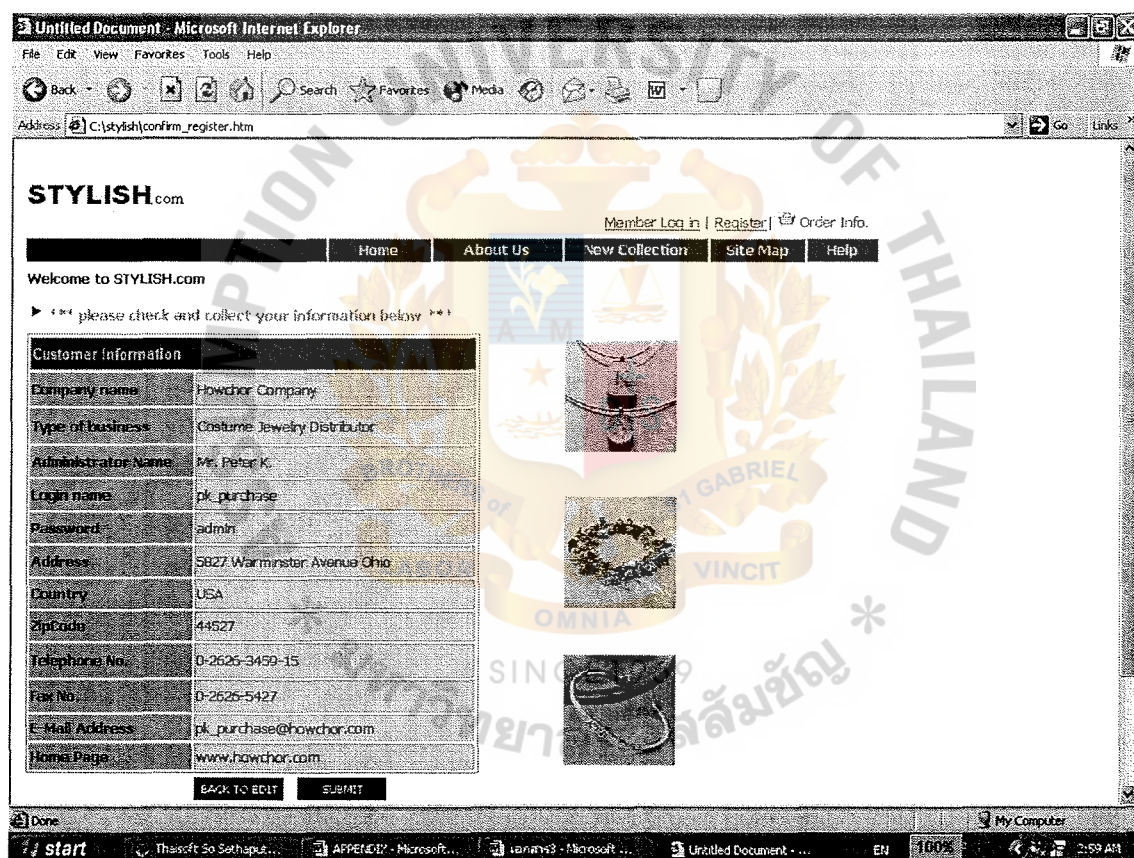


Figure A.11. Member Registration Confirmation Page.

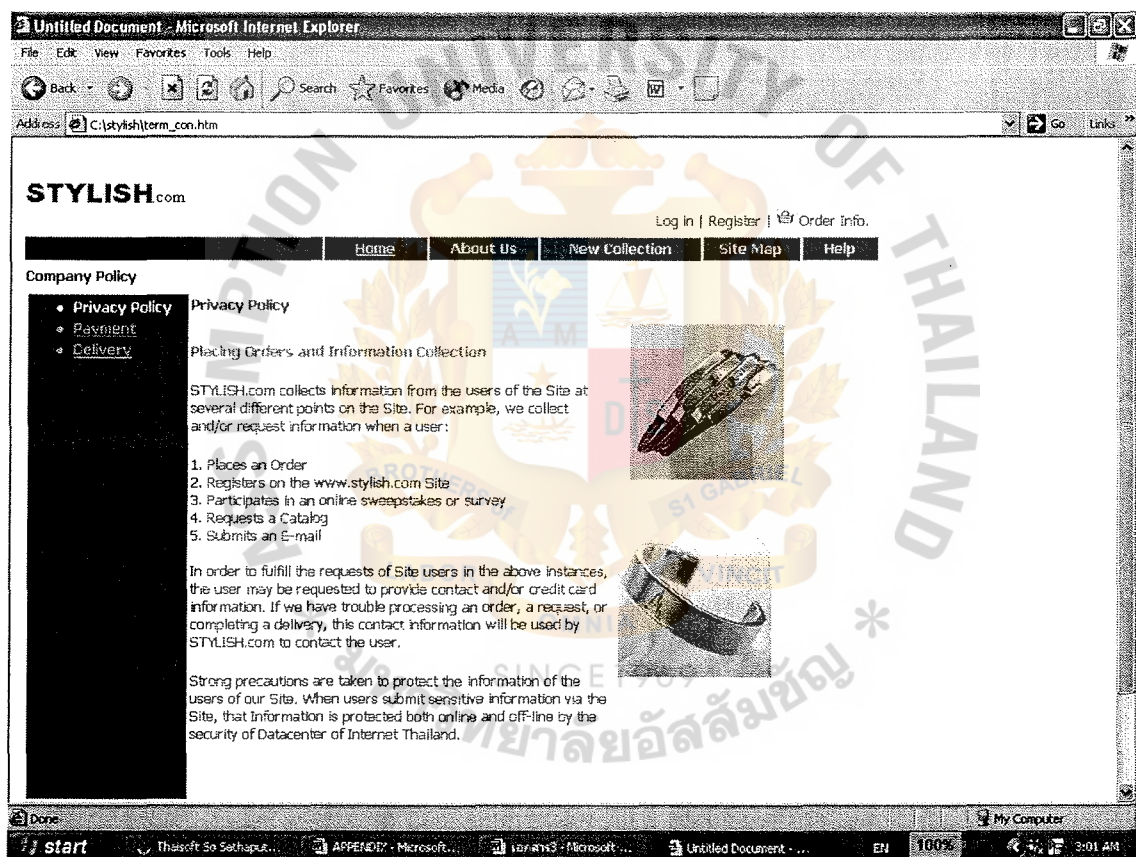


Figure A.12. Privacy Policy Page.



Figure A.13. Payment Policy Page.



Figure A.14. Delivery Policy Page.



APPENDIX B
BACK OFFICE INTERFACE



Figure B.1. Back Office Main Menu.

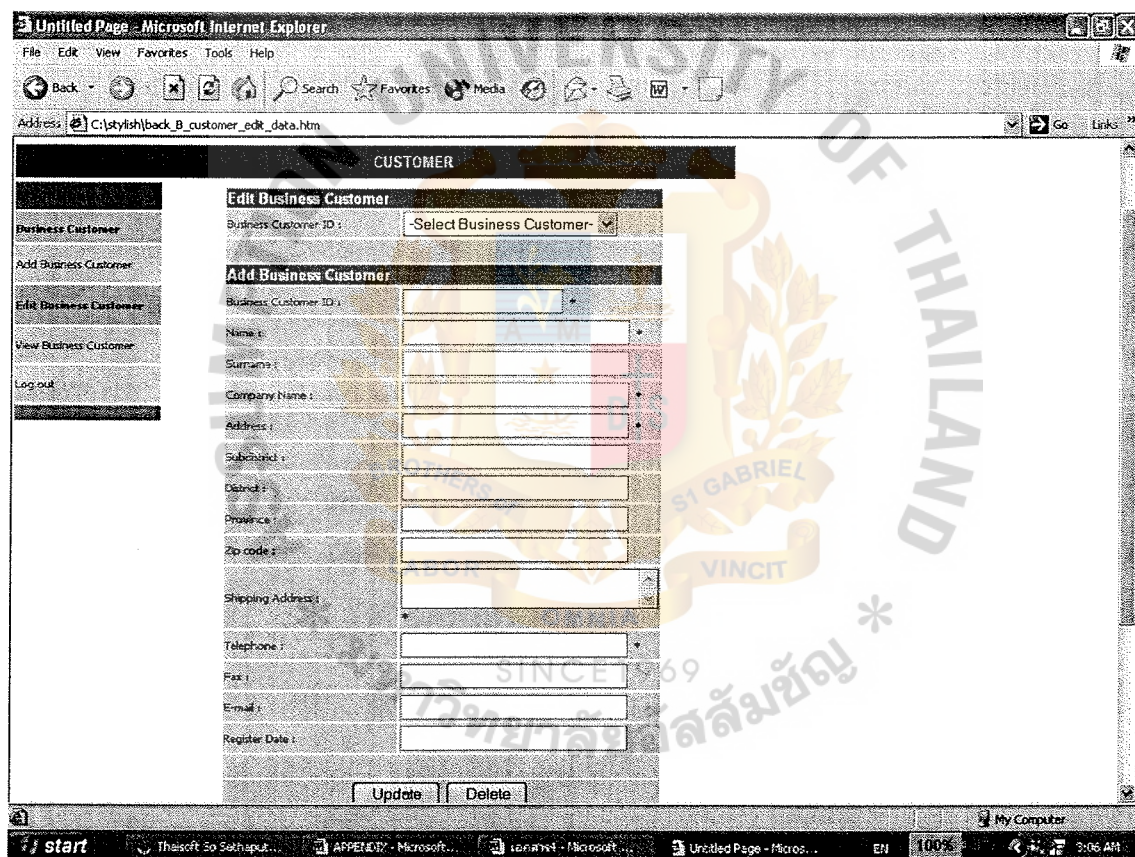


Figure B.2. Customer Data Maintenance.

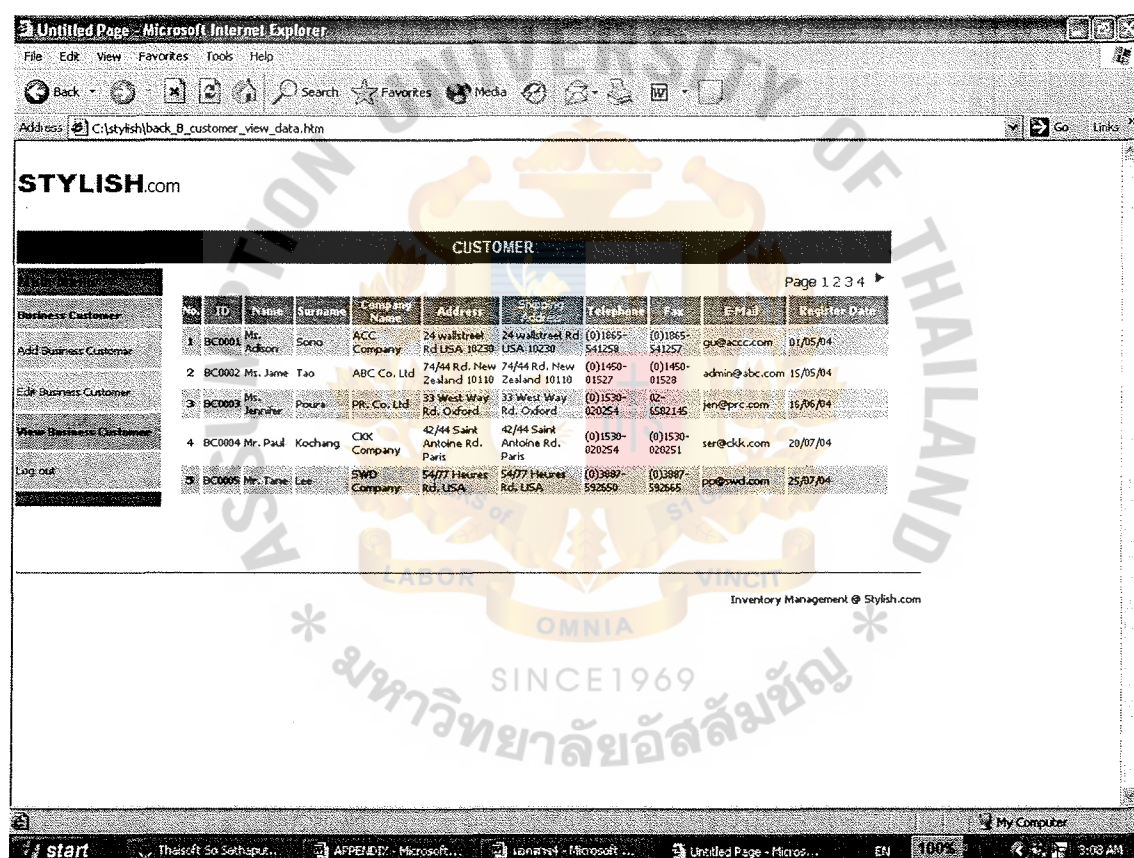


Figure B.3. Customer Data View.



Figure B.4. Product Back Office Main Menu.

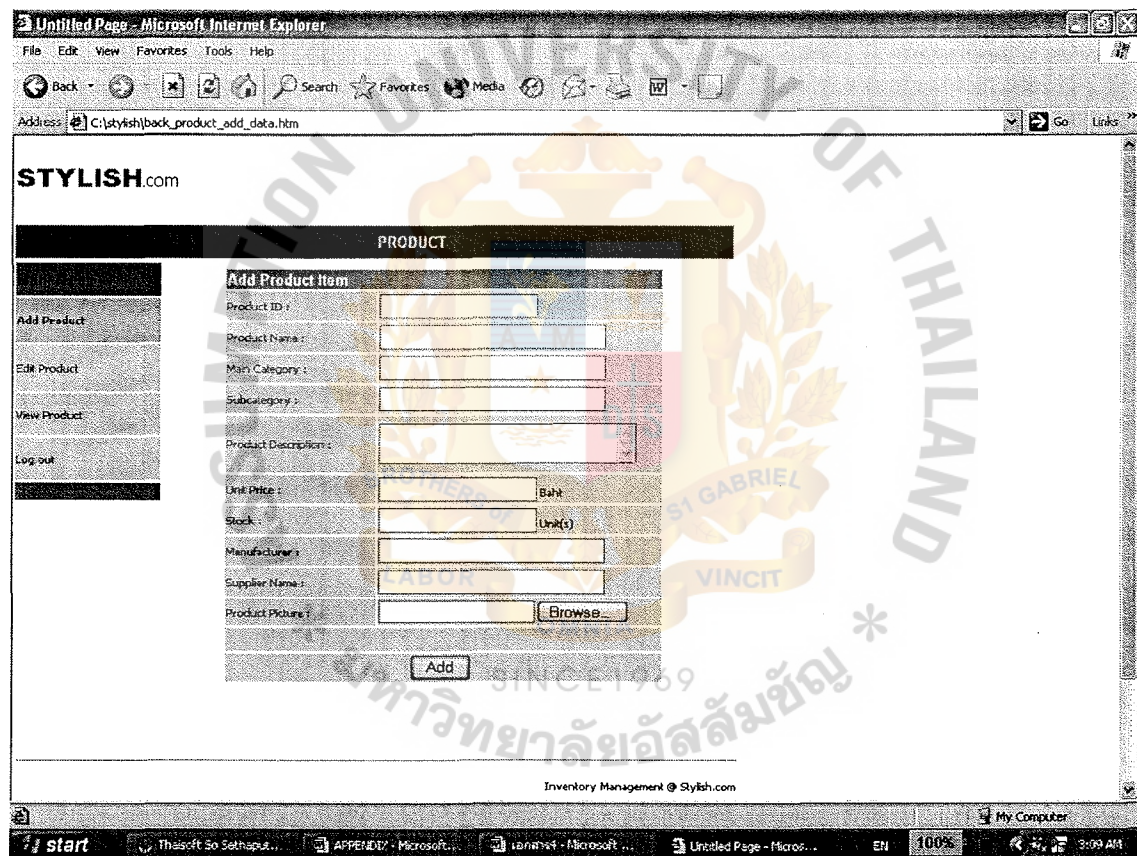


Figure B.5. Add Product Menu.

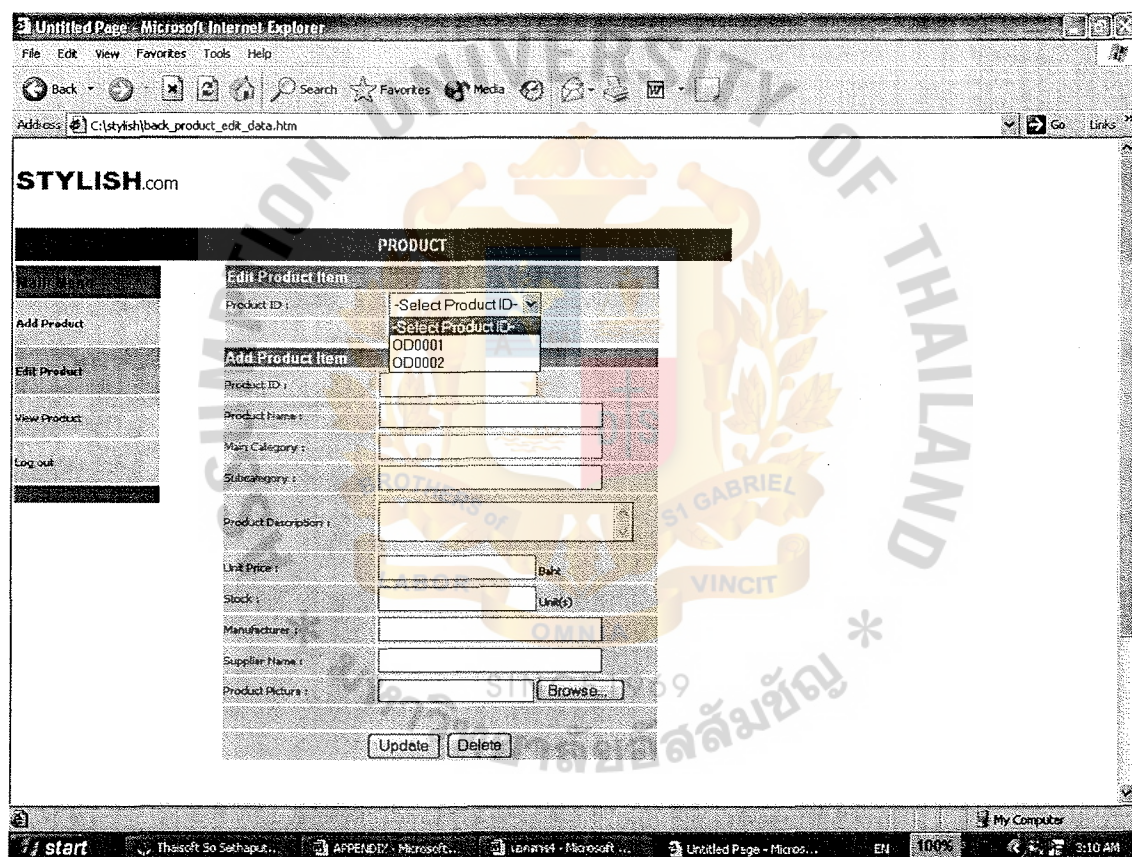


Figure B.6. Edit Product Menu.

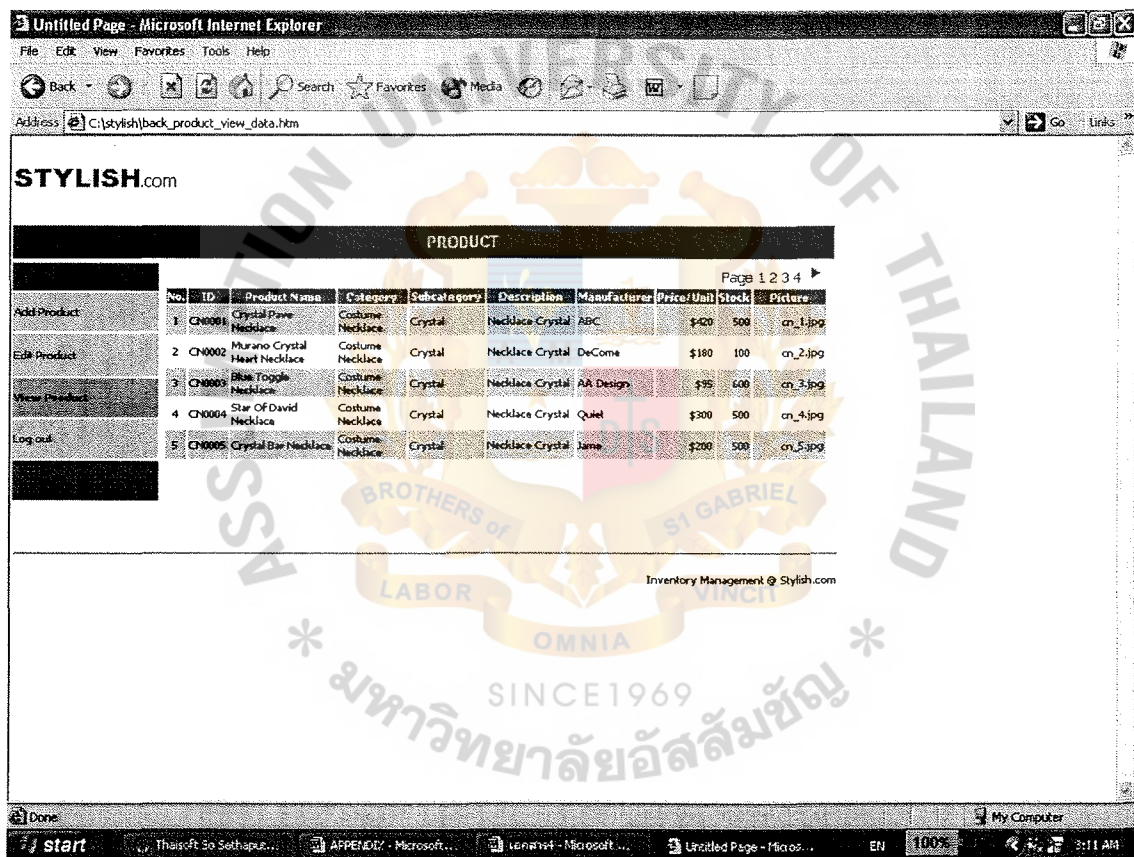


Figure B.7. Product Data View.



APPENDIX C

DELIVERY CONTRACT RATE

SPECIAL CONTRACT RATE

FOR :

OUTBOUND PACKAGE EXPRESS SERVICE

(สำหรับบริการพัสดุภัณฑ์)



WEIGHT	ZONE A	ZONE B	ZONE C	ZONE D	ZONE E	ZONE F	ZONE G
0.5	785	815	805	965	1135	1175	1600
1	865	949	939	1097	1362	1424	2027
1.5	945	1083	1073	1229	1589	1673	2454
2	1025	1217	1207	1361	1816	1922	2881
2.5	1105	1351	1341	1493	2043	2171	3308
3	1169	1458	1448	1598	2224	2370	3650
3.5	1237	1552	1541	1742	2417	2555	3947
4	1305	1646	1634	1886	2610	2740	4244
4.5	1373	1740	1727	2030	2803	2925	4541
5	1441	1834	1820	2174	2996	3110	4838
5.5	1490	1916	1900	2286	3144	3267	5055
6	1539	1998	1980	2398	3292	3424	5272
6.5	1588	2080	2060	2510	3440	3581	5489
7	1637	2162	2140	2622	3588	3738	5706
7.5	1686	2244	2220	2734	3736	3895	5923
8	1735	2326	2300	2846	3884	4052	6140
8.5	1784	2408	2380	2958	4032	4209	6357
9	1833	2490	2460	3070	4180	4366	6574
9.5	1882	2572	2540	3182	4328	4523	6791
10	1931	2654	2620	3294	4476	4680	7008
10.5	1945	2684	2659	3369	4511	4768	7064
11	1959	2714	2698	3444	4546	4856	7120
11.5	1973	2744	2737	3519	4581	4944	7176
12	1987	2774	2776	3594	4616	5032	7232
12.5	2001	2804	2815	3669	4651	5120	7288
13	2015	2834	2854	3744	4686	5208	7344
13.5	2029	2864	2893	3819	4721	5296	7400
14	2043	2894	2932	3894	4756	5384	7456
14.5	2057	2924	2971	3969	4791	5472	7512
15	2071	2954	3010	4044	4826	5560	7568
15.5	2085	2984	3049	4119	4861	5648	7624
16	2099	3014	3088	4194	4896	5736	7680
16.5	2113	3044	3127	4269	4931	5824	7736
17	2127	3074	3166	4344	4966	5912	7792
17.5	2141	3104	3205	4419	5001	6000	7848
18	2155	3134	3244	4494	5036	6088	7904
18.5	2169	3164	3283	4569	5071	6176	7960
19	2183	3194	3322	4644	5106	6264	8016
19.5	2197	3224	3361	4719	5141	6352	8072
20	2211	3254	3400	4794	5176	6440	8128
20.5	2255	3321	3444	4879	5289	6601	8323
Rate per KG for 21 kgs and above							
21.0 - 25.0	110	162	168	238	258	322	408
25.5 - 30.0	100	158	164	234	248	306	356
30.5 - 40.0	88	152	158	228	230	296	356
40.5 - 50.0	76	146	152	218	208	282	356
50.5 - 75.0	68	142	148	214	194	274	354
75.5 - 100.0	62	130	136	202	182	264	336
> 100.0	58	124	130	198	176	258	328

All rates are in Thai Baht and are not inclusive of 7% VAT and Fuel Surcharge (ราคานี้รวมภาษีมูลค่าเพิ่ม 7%)

Contract Effective Date

Contract End Date

Fieldsales/ Telesales

Customer Signature

Sales Manager

Department

Department Head

Company Stamp

DHL reserves the right to adjust the price without prior notice



COUNTRY ZONES FOR 2004 OUTBOUND AND IMPORT EXPRESS SERVICE

THAILAND

DEST/ORG	ZONE	DEST/ORG	ZONES	DEST/ORG	ZONES
A Afghanistan	G	Georgia	G	Nigeria	G
Albania	G	Germany	E	Niue	G
Algeria	G	Ghana	G	Norway	F
American Samoa	G	Gibraltar	G	Oman	F
Andorra	F	Greece	F	O Pakistan	C
Angola	G	Greenland *	G	Pakistan	G
Anguilla	G	Grenada	G	Papua New Guinea	C
Antigua	G	Guadeloupe	G	Paraguay	G
Argentina	G	Guam	G	Peru	G
Armenia	G	Guatemala	G	Philippines, The	B
Aruba	G	Guernsey	G	Poland	F
Australia	C	Guinea-Bissau	G	Portugal	F
Austria	F	Guinea Republic	G	Puerto Rico	G
Azerbaijan	G	Guyana (British)	G	Q Qatar	F
B Bahamas	G	H Haldi	G	R Reunion, Island of	G
Bahrain	F	Hopduras	G	Romania	G
Bangladesh	C	Hong Kong	A	Russian Federation, The	G
Barbados	G	Hungary	F	Rwanda	G
Belarus	G	Iceland	G	S Saipan	G
Belgium	F	India	C	S Samoa	G
Belize	G	Indonesia	B	S See Tome & Principe *	G
Benin	G	Iraq*	G	S Saudi Arabia	F
Bermuda	G	Iran	F	S Senegal	G
Bhutan	C	Ireland, Republic of	F	S Seychelles *	G
Bolivia	G	Israel	G	S Sierra Leone	G
Bosnia & Herzegovina	G	Italy	E	S Singapore	A
Botswana	G	J Jamaica	G	S Slovakia	G
Brazil	G	Japan	C	S Slovenia	G
Brenel	B	Jersey	G	S Solomon Islands	G
Bulgaria	G	Jordan	F	S Somalia *	G
Burkina Faso	G	K Kazakhstan	G	S Somaliland *	G
Burundi	G	Kenya	G	S South Africa	F
C Cambodia	B	K Kiribati	G	S Spain	F
Cameroon	G	K Korea, D.P.R. of *	G	S Sri Lanka	C
Canada	D	K Korea, Republic of	C	S St. Bartholomew	G
Canary Islands, The	G	K Kuwait	F	S St. Eustatius	G
Cape Verde	G	K Kyrgyzstan	G	S St. Kitts	G
Cayman Islands	G	L Laos	B	S St. Lucia	G
Central African Republic	G	L Latvia	B	S St. Maarten	G
Chad	G	L Lebanon	F	S St. Vincent	G
Chile	G	L Lesotho	G	S Sudan	G
China, People's Republic	B	L Liberia	G	S Suriname	G
Colombia	G	L Libya	G	S Swaziland	G
Comoros *	G	L Liechtenstein	F	S Sweden	F
Congo	G	L Lithuania	G	S Switzerland	F
Congo, The Dem. Rep. Of	G	L Luxembourg	E	S Syria	G
Cook Islands	G	M Macau	A	S Tajik	G
Costa Rica	G	M Macedonia	G	S Taiwan	B
Cote d'Ivoire	G	M Madagascar	G	S Tadzhikistan	G
Croatia	G	M Malawi	G	S Tanzania	G
Cuba	G	M Malaysia	A	S Togo	G
Curaçao	G	M Maldives	G	S Tonga	G
Cyprus	F	M Mali	G	S Trinidad & Tobago	G
Czech Republic, The	F	M Malta	G	S Tunisia *	G
D Denmark	F	M Marshall Islands	G	S Turkey	F
Djibouti	G	M Martinique	G	S Turkmenistan	G
Dominica	G	M Mauritania	G	S Turks & Caicos Islands	G
Dominican Republic	G	M Mauritius	G	S Tuvalu	G
E East Timor	G	M Mexico	D	U Uganda	G
Ecuador	G	M Moldova	G	U Ukraine	G
Egypt	G	M Monaco	F	U United Arab Emirates	F
El Salvador	G	M Mongolia	C	U United Kingdom	E
Equatorial Guinea	G	M Montserrat	G	U United States of America	D
Eritrea	G	M Morocco	G	U Uruguay	G
Estonia	G	M Mozambique	G	U Uzbekistan	G
Ethiopia	G	M Myanmar	B	V Vanuatu	G
F Falkland Islands *	G	M Namibia	G	V Venezuela	G
F Faroe Islands *	G	M Nepal	C	V Vietnam	B
Fiji	G	M Netherlands, The	E	V Virgin Islands (British)	G
Finland	F	M New Caledonia	G	V Virgin Islands (U.S.)	G
France	E	M New Zealand	C	Y Yemen	F
French Guiana	G	M Nicaragua	G	Y Yugoslavia	G
G Gabon	G	M Niger	G	Z Zambia	G
Gambia	G			Z Zimbabwe	G
				Rest of the World	G

Remark: * refers to non-participating IMP countries
 Eleven remaining countries non-participating in IMP countries are Comoros, Falkland Islands, Faroe Islands, Greenland, Iraq, North Korea, Sao Tome & Principe, Seychelles, Somalia, Somaliland, and Tunisia.

CONVERSION OF PARCEL VOLUME TO VOLUMETRIC WEIGHT



Parcel Volume (cm3)	Volumetric Weight (Kg)
Up to 3,000	0.5
3,001 - 6,000	1.0
6,001 - 9,000	1.5
9,001 - 12,000	2.0
12,001 - 15,000	2.5
15,001 - 18,000	3.0
18,001 - 21,000	3.5
21,001 - 24,000	4.0
24,001 - 27,000	4.5
27,001 - 30,000	5.0
30,001 - 33,000	5.5
33,001 - 36,000	6.0
36,001 - 39,000	6.5
39,001 - 42,000	7.0
42,001 - 45,000	7.5
45,001 - 48,000	8.0
48,001 - 51,000	8.5
51,001 - 54,000	9.0
54,001 - 57,000*	9.5
57,001 - 60,000	10.0
60,001 - 63,000	10.5
63,001 - 66,000	11.0
66,001 - 69,000	11.5
69,001 - 72,000	12.0
72,001 - 75,000	12.5
75,001 - 78,000	13.0
78,001 - 81,000	13.5
81,001 - 84,000	14.0
84,001 - 87,000	14.5
87,001 - 90,000	15.0
90,001 - 93,000	15.5
93,001 - 96,000	16.0
96,001 - 99,000	16.5
99,001 - 102,000	17.0
102,001 - 105,000	17.5
105,001 - 108,000	18.0
108,001 - 111,000	18.5
111,001 - 114,000	19.0
114,001 - 117,000	19.5
117,001 - 120,000	20.0
Every 5,000 cm3 of parcel volume equals 1 Kg of volumetric weight.	

EXPORT CONTRACT RATES FOR INTERNATIONAL PRIORITY EXPRESS SHIPMENTS

Account Number
Company

Effective March 1, 2001

RATES IN THAI BAHT			DESTINATION ZONE (SEE REVERSE FOR DETAILED ZONE CLASSIFICATION)						
Envelope *	0.5 kg	kg	A	B	C	D	E	F	G
Pak *	0.5	kg	442	570	735	859	649	1,451	1,474
	0.5	kg	442	585	750	892	664	1,466	1,474
	1.0		622	750	1,222	1,369	937	2,362	2,411
	1.5		847	1,072	1,695	1,841	1,211	3,255	3,349
	2.0		1,076	1,395	2,171	2,317	1,485	4,147	4,286
	2.5		1,305	1,657	2,610	2,756	1,755	4,864	4,867
International	0.5	kg	1,252	1,282	1,432	1,815	1,380	2,314	2,452
Priority	1.0		1,380	1,615	1,747	2,194	1,650	2,966	3,135
(IP)	1.5		1,507	1,747	2,062	2,572	1,920	3,619	3,787
	2.0		1,635	1,935	2,366	2,917	2,156	4,271	4,440
	2.5		1,762	2,122	2,670	3,262	2,392	4,924	5,092
	3.0		1,890	2,310	2,974	3,607	2,629	5,576	5,745
	3.5		2,017	2,497	3,277	3,952	2,865	6,229	6,397
	4.0		2,111	2,625	3,480	4,230	2,989	6,574	6,742
	4.5		2,205	2,752	3,682	4,507	3,112	6,919	7,087
	5.0		2,299	2,880	3,885	4,785	3,236	7,264	7,432
	5.5		2,392	3,007	4,087	5,062	3,360	7,609	7,777
	6.0		2,486	3,135	4,290	5,340	3,484	7,954	8,122
	6.5		2,580	3,262	4,492	5,617	3,607	8,299	8,467
	7.0		2,670	3,390	4,691	5,835	3,731	8,595	8,801
	7.5		2,760	3,517	4,890	6,052	3,855	8,891	9,135
	8.0		2,850	3,645	5,089	6,270	3,979	9,187	9,469
	8.5		2,940	3,772	5,287	6,487	4,102	9,484	9,802
	9.0		3,030	3,900	5,486	6,705	4,226	9,780	10,136
	9.5		3,120	4,027	5,685	6,922	4,350	10,076	10,470
	10.0		3,210	4,155	5,884	7,140	4,474	10,372	10,804
	10.5		3,244	4,252	6,056	7,320	4,597	10,590	11,074
	11.0		3,277	4,350	6,229	7,500	4,721	10,807	11,344
	11.5		3,311	4,447	6,401	7,680	4,845	11,025	11,614
	12.0		3,345	4,545	6,574	7,860	4,969	11,242	11,884
	12.5		3,379	4,642	6,746	8,040	5,092	11,460	12,154
	13.0		3,412	4,740	6,919	8,220	5,216	11,677	12,424
	13.5		3,446	4,837	7,054	8,344	5,340	11,891	12,690
	14.0		3,480	4,935	7,189	8,467	5,464	12,105	12,956
	14.5		3,514	5,032	7,324	8,591	5,587	12,319	13,222
	15.0		3,547	5,130	7,459	8,715	5,711	12,532	13,489
	15.5		3,559	5,216	7,526	8,775	5,824	12,724	13,635
	16.0		3,570	5,302	7,594	8,835	5,936	12,915	13,781
	16.5		3,581	5,389	7,661	8,895	6,049	13,106	13,927
	17.0		3,592	5,475	7,729	8,955	6,161	13,297	14,074
	17.5		3,604	5,561	7,796	9,015	6,274	13,489	14,220
	18.0		3,615	5,647	7,830	9,041	6,386	13,680	14,366
	18.5		3,626	5,734	7,864	9,067	6,499	13,871	14,512
	19.0		3,637	5,820	7,897	9,094	6,611	14,062	14,659
	19.5		3,649	5,906	7,931	9,120	6,615	14,254	14,805
	20.0		3,660	5,992	7,965	9,146	6,615	14,445	14,951
	20.5		3,671	6,069	7,999	9,172	6,615	14,636	15,097
RATE PER KG (multiply by total shipment weight)									
Weight	21-34		182	289	391	439	315	755	778
(kg)	35-44		150	289	380	411	315	755	778
	45-70		123	262	328	343	292	637	653
	71-99		107	247	304	338	276	586	603
	100-299		91	230	288	310	259	569	586
	300-499		85	230	272	298	259	552	569
	500-999		85	230	272	298	259	552	569
	1000 +		85	230	272	298	259	552	569
Major Destinations	Hong Kong Singapore Macau Malaysia	Australia IndoChina Brunel, China Indonesia Japan, Taiwan Philippines South Korea	Canada US Mexico	Europe-1 (see back page for details)	Bangladesh India Maldives Pakistan	Eastern Europe Includes: Middle East (see back page for details)	South & Central America		

* Must use Federal Express Packaging

Important Note: Rate guides are printed without decimal points to enhance readability. However, actual billing amounts, which are calculated by applying discount percentage to the full rates, may contain decimal points

FedEx
Express



IMPORT ZONING

COUNTRY	SCALE
AFGHANISTAN	G
ALBANIA	G
AMERICAN SAMOA	H
ANDORRA	G
ANGOLA	H
ANGUILLA	H
ANTIGUA	H
ARGENTINA	G
ARMENIA	G
ARUBA	H
AUSTRALIA	B
AUSTRIA	G
AZERBAIJAN	G
BAHAMAS	H
BAHRAIN	D
BAHOLADESH	D
BARBADOS	H
BELARUS	G
BELGIUM	F
BELIZE	H
BENIN	H
BERMUDA	D
BHUTAN	H
BOLIVIA	H
BOSNIA	H
BOTSWANA	H
BRAZIL	H
BRITISH VIRGIN IS.	H
BRUNEI	O
BULGARIA	G
BURKINA FASO	H
BURUNDI	H
CAMBODIA	O
CAMEROON	H
CANADA	E
CAPE VERDE	H
CAYMAN ISLANDS	H
CHAD	H
CHILE	H
CHINA	B
COLOMBIA	H
CONGO	H
COOK ISLANDS	H
COSTA RICA	H
CROATIA	G
CYPRUS	G
CZECH REPUBLIC	G
DEMOCRATIC REPUBLIC OF C	G
DENMARK	G
DJIBOUTI	H

COUNTRY	SCALE
DOMINICA	H
DOMINICAN REPUBLIC	H
EAST TIMOR	H
ECUADOR	G
EGYPT	G
EL SALVADOR	H
EQUATORIAL GUINEA	H
ERITREA	G
ESTONIA	G
ETHIOPIA	H
FAROE ISLANDS	H
FII	H
FINLAND	G
FRANCE	F
FRENCH GUIANA	H
FRENCH POLYNESIA	H
GABON	H
GAMBIA	H
GEORGIA	G
GERMANY	F
GHANA	H
GIBRALTAR	G
GREECE	G
GREENLAND	G
GRENADA	H
GUADELOUPE	H
GUAM	H
GUATEMALA	H
GUINEA	H
GUYANA	H
HAITI	H
HONDURAS	H
HONG KONG	A
HUNGARY	G
ICELAND	H
INDIA	D
INDONESIA	B
IRAQ REPUBLIC	G
IRELAND	G
ISRAEL	G
ITALY	F
IVORY COAST	H
JAMAICA	H
JAPAN	O
JORDAN	G
KAZAKHSTAN	G
KENYA	G
KUWAIT	G
KYRGYZSTAN	G
LAOS	O

COUNTRY	SCALE
LATVIA	H
LEBANON	H
LESOTHO	H
LIBERIA	H
LIECHTENSTEIN	G
LITHUANIA	H
LUXEMBOURG	G
MACAU	A
MACEDONIA	G
MADAGASCAR	H
MALAWI	H
MALAYSIA	A
MALDIVES	D
MALI	H
MALTA	G
MARSHALL ISLANDS	H
MARTINIQUE	H
MAURITANIA	H
MAURITIUS	H
MEXICO	E
MICRONESIA	H
MOLDOVA	G
MONACO	F
MONGOLIA	H
MONTSERRAT	H
MOROCCO	H
MOZAMBIQUE	H
NAMIBIA	H
NEPAL	D
NETHERLANDS	F
NEW CALEDONIA	H
NEW ZEALAND	B
NICARAGUA	H
NIGER	H
NIGERIA	H
NL ANTILLES	H
NORWAY	G
OMAN	G
PAKISTAN	D
PALAU	H
PALESTINE AUTHORITY	G
PANAMA	H
PAPUA NEW GUINEA	H
PARAGUAY	H
PERU	H
PHILIPPINES	B
POLAND	G
PORTUGAL	G
QATAR	G
REUNION ISLAND	H

COUNTRY	SCALE
ROMANIA	G
RUSSIA	G
RWANDA	H
SAIPAN	H
SAUDI ARABIA	F
SENEGAL	G
SEYCHELLES	F
SINGAPORE	A
SLOVAK REPUBLIC	G
SLOVENIA	H
SOUTH AFRICA	H
SOUTH KOREA	A
SPAIN	D
SRI LANKA	H
ST KITTS & NEVIS	G
ST. LUCIA	H
ST. VINCENT	H
SURINAME	H
SWAZILAND	H
SWEDEN	E
SWITZERLAND	H
SYRIA	G
TAIWAN	F
TANZANIA	H
TOGO	H
TRINIDAD & TOBAGO	H
TUNISIA	H
TURKEY	H
TURKOMENISTAN	D
TURKS & CAICOS I.	F
U.A.E.	H
U.S.A.	B
UGANDA	H
UKRAINE	H
UNITED KINGDOM	H
URUGUAY	G
UZBEKISTAN	G
VANUATU	D
VATICAN CITY	H
VENEZUELA	G
VIETNAM	G
VIRGIN ISLANDS	H
WALLIS & FUTUNA	H
YEMEN	H
YUGOSLAVIA	B
ZAMBIA	G
ZIMBABWE	G

Surcharges
OPA
Saturday Pick-Up
Change of Address
Inaccessible Dangerous Goods
Accessible Dangerous Goods
Declared Value
Broker Select Option

Min. THB720 & THB18/kg
THB300
THB180
THB140
THB220
Same as Export
Min. 300 & 35/Kg

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