

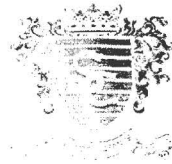


Business Plan for ABSOLUTE CORP CO., LTD,  
A Trading company through the use of online marketing strategy

By  
Mr. Ekkarin Phipattiganun

A Survey Research Report for  
MS 7000 Research/IS project  
Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Science in Management

November 2008



**Assumption University of Thailand  
COLLEGE OF INTERNET DISTANCE EDUCATION  
School of Business Administration**

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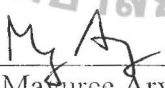
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**Assumption University of Thailand**

**November 2008**







# **Business Plan for ABSOLUTE CORP CO., LTD, A Trading company through the use of online marketing strategy**

**Author:** Mr. Ekkarin Phipattiganun

**Advisor:** Dr. Mayuree Aryupong

**Degree:** Master of Science in Management

**School:** School of Business Administration

**Year:** 2008

## **PURPOSE OF THE BUSINESS PLAN**

This business plan is intended solely for informational purposes to assist ABSOLUTE CORP CO., LTD. in planning a well business direction for 3 years accounting period starting from January 2008 to December 2010. It describes both macro and micro business area point of view to assist a company achieving both strategic and operational objectives. The information contained herein is believed to be reliable, but the management team makes no representations or warranties with respect to this information. The financial projections that are part of this plan represent estimates based on extensive research and on assumptions considered reasonable, but they are of course not guaranteed. The contents of this plan are confidential and are not to be reproduced with express written consent.



## ACKNOWLEDGEMENT

I would like to express my gratitude to those who had given helping hands and moral supports during my conduct of business plan until it's successfully accomplished. Your insights were truly helpful, and have confirmed my decision to prepare this business plan before actually investing to the business. These special thanks you are for organization listed below:

- Department of Business Development, Ministry of Commerce Thailand
- P.S.S Premium Co., Ltd.
- MPJ (Thailand) Co., Ltd.
- Trinity International Co., Ltd.
- Srisakol Premium Co., Ltd.
- DASH International (Thailand) Co., Ltd.
- Thai Modern Bags Co., Ltd.
- Kenosha Studio Co., Ltd.

Ekkarin Phipattiganun



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## Executive Summary

ABSOLUTE CORP CO., LTD. was originally founded in August 2007 to market promotional products in Thailand. This home office company is a newly-formed company that aims to sell selected range of promotional products including baggage, umbrella, garment and small imported promotional gadget to companies that need their logos to be imprinted on these promotional products prior to the distribution.

The company plans to use online marketing techniques through websites in order to draw inbound calls from customers rather than to advertise through traditional media such as magazine. The used techniques are globally known as Natural Advertising (Search Engine Optimization) and Pay Per Click Advertising. These techniques can best identifying the right potential prospects for the company and ensure the most profitable return on investment. Moreover the database management for outbound marketing reach will also be used to generate sales lead and build loyalty for the company.

The company offers 2 production types for clients including OEM service and instant production service. For an OEM service, it requires 3-4 weeks production lead time. On the other hand, an instant production service can deliver the product within 7 working days. The company also reserves a policy to take full responsibility for every error that derives from us.

Since the company mainly acts as a trader where it buys products from Thai suppliers and sells to Thai business customers it therefore strongly commits to a

teamwork framework among parties to widen the most profitable margin. To support the idea, it offers a strong supplier relationship strategy and highly motivated commission scheme to our employees.

The company consists of 2 directors and is planned to have a total of 6 employees by the end of 2010. Following with the entire business plan, the company is forecasted to achieve 6 millions, 19.2 millions and 24.2 millions Baht in 2008, 2009 and 2010 respectively. Once deducting expenses and taxes, the net profit will fall between 7%-9% in other words, ABSOLUTE CORP CO., LTD. is projected to achieve 466,650 Baht, 1,299,200 Baht, 2,077,740 Baht net profit in 2008, 2009 and 2010 respectively.





## Company Overview

This overview introduces the starting point for ABSOLUTE CORP CO., LTD. It shows how, when and by whom the company was originated from. It outlines the mission of the company, product to market, objectives for the plan and key successes for the company.

### Introduction

Started in August 2007, ABSOLUTE CORP CO., LTD. was a newly formed home office company locating at 37/9 Pipat Place Building, Soi Popat, Silom, Bangrak, Bangkok, Thailand. It was registered as a limited company with a 500,000 Baht capital. The company share was divided into 5,000 shares whereas each share had a Baht 100 value. There are 7 shareholders whereas the company shares were distributed as followed:

Name	Share	Percent
Ekkarin Phipattiganun	2,500	50%
Kittinai Chairat	2,495	49.9%
Ekkaphon Phipattiganun	1	0.02%
Kunjanut Chairat	1	0.02%
Jareeerat Chairat	1	0.02%
Nuannapa Kanjanachet	1	0.02%
Supapun Kitwattanatavee	1	0.02%

Based from the company meeting report, the committee agreed to appoint Mr. Ekkarin Phipattiganun and Mr. Kittinai Chairat as directors for the company.

Our main business area is to sell promotional products to businesses in Thailand through the use of internet marketing strategy.

### **Mission Statement**

ABSOLUTE CORP., LTD. intends to become a recognized promotional product distributor in Thailand who specializes on selective range of products including baggage, umbrella, garment and small imported promotional gadget.

### **Market and Product**

ABSOLUTE CORP CO., LTD. focuses to sell selected range of promotional products including baggage, umbrella, garment and small imported promotional gadget to companies that need their logos to be imprinted on these promotional products prior to the distribution.

### **Objectives**

This following business plan is outlined in response to support the company overall growth for the next 3 years. There are 5 objectives that the company needs to accomplish within the year 2010.

- To operate a successful promotional product distribution company in Thai market, employing 6 employees by the end of 2010.
- To achieve 24 Millions Baht net yearly sale and having 30% as the gross margin and 7-9% as the net profit by the year 2010.
- To completely launch 4 product websites and 1 hub websites by the second quarter of 2009.

- To achieve 24,000 visitors per website per year with a 20% yearly growth until 2010.
- To maintain average of 2% conversion from people visiting websites to actually make inbound call whereas 20% must be converted to sales.

### **Key to success**

In order to achieve stated objectives, there are 6 key strategic areas to emphasize that are essential for the company success:

- Implement successful online marketing strategy through interactive websites, keywords marketing, search engine optimization and online advertising program.
- Develop tight relationship with product suppliers which enable us to fasten the response to requisitions from prospects.
- Develop a tight controlling program on the selling and administrative costs of the company.
- Attractive commission scheme to both the company's selling and buying team.
- Customers must perceive that we are a manufacturer of a particular product, not a trader.
- Provide customers with distinguish promotional product designs not currently available in the market and sell at the reasonable price.



## **Product and Service**

This section explains what promotional products are and why we use them. It shows how the industry is structured and where is our current business position in the market.

### **What is a promotional product?**

A promotional product can be simply defined as a merchandise given away for free of charge to the public in an effort to promote a business or increase interest or sales in products. The product is usually imprinted or decorated with a company's name, logo or message.<sup>1</sup>

### **Why use promotional products?**

There are several objectives explaining why a company uses promotional products. Firstly, they can be used to boost sale of existing products and services. Secondly, they can be used to introduce new products and services. Thirdly, they can be used to promote goodwill, image and brand awareness. Fourthly, they can be used to generate sales leads. Fifthly, they can be used to stimulate employee productivity and performance.

Due to their useful nature, promotional products tend to be kept and used frequently, leading to voluntary repeated exposure, recognition and recalling of the company's name and their message. That is why the use of promotional products has proven to be much more effective for personalizing the approach to the target.<sup>2</sup>

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<sup>1</sup> Reference: [http://en.wikipedia.org/wiki/Promotional\\_item](http://en.wikipedia.org/wiki/Promotional_item)

<sup>2</sup> Reference: <http://www.promocan.com/Dispstpg.htm?ID=125>

## How is the industry structured?

The promotional products industry is made up from two main business categories. The sample of structure is presented in Figure 1

1. Suppliers make up the production end of the industry. They are firms that manufacture, import, convert, imprint, or otherwise process the wearable, writing instruments, recognition awards, business gifts, and other products offered for sale through the promotional products distributors.
2. Distributors develop ideas for the use of promotional products as an advertising medium, buy such products from suppliers and offer a variety of value-added services to the promotion buyers, including unique product ideas, creative distribution solutions and insight on the different imprinting methods.<sup>1</sup>



**Figure 1:** Industry Structure

<sup>1</sup> Reference: <http://www.promocan.com/Dispstpg.htm?ID=125>

### **Where is our business area?**

ABSOLUTE CORP., LTD. does not just buy a product from one place and sell to another. Instead we also focus in providing the additional product ideas for the use of particular promotional items. Therefore our business area is to be a product distributor who has depth knowledge only on selective products including baggage, umbrella, garment and small imported promotional gadget. We distinguish ourselves by being a specialist in selected product areas whereas other companies will try to sell everything without actually knowing the products. We also provide customers unique product ideas, creative distribution solutions and insight on the different imprinting methods. Like no others, we strongly commit to the use of online marketing strategy as our main channel in acquiring prospects.





## Industry Analysis

Industry analysis explains different perspectives towards promotional product industry in Thailand. This section includes the industry milestone, support from government, market size, market cycle, industry change and the impact from the change.

### Industry History

The starting point of promotional products in Thailand came from the need for marketers seeking extra value to add on their products. In accordance to this, there were many collectors who loved to collect series of corporate characters. Mc Donald and KFC was the perfect example, when they added small merchandise into their product sets.<sup>1</sup>

It was really the market for collectors. However the life style of customers had changed during the past few years. For instance, instead of collecting those collections they tended to spend more time on computer. Therefore many sale and promotion departments decided to change their strategy by producing promotional products such as mouse pad, flash drive, mobile phone cleaner, computer soft case, etc. which were relevant and could practically be used in their life.<sup>2</sup>

### Industry Support

Due to the sharp growing of the industry, government started to realize the important of the industry towards the SMEs size business therefore they established a tradeshow that was known since then as a BIG fair, Bangkok International Gift and

<sup>1</sup> Reference: [http://www.bcm.ariip.co.th/content.php?data=409381\\_Marketing](http://www.bcm.ariip.co.th/content.php?data=409381_Marketing)

<sup>2</sup> Reference: Gift Idea Premium (2007, November/December) p. 52

Home Decoration. The objective in arranging the BIG fair was to promote Thailand to be the central in producing and exporting gift and home decoration for the Asia region. It would mainly act as a channel for bringing the buyers from around the global to meet Thai exporters.<sup>1</sup>

Not only the tradeshow that were originated to support the SMEs size business, in fact there were many projects from Ministry of Industry Thailand, for instance a project to lift the SMEs industry standard, to arrange SMEs centers in 5 different regions across Thailand, to help coordinate for business partnership, to financially support and renovate the operating machine, to help promote the delivery network and packaging, to help managing the branch industry in different regions and the latest one was an initiation of a Smart SMEs project in order to improve efficiency development and management skill for SMEs entrepreneurs.<sup>2</sup>

Since ABSOLUTE CORP., LTD. can relatively be categorized as a SMEs size business, we can therefore take huge opportunities from the support.

### **Industry Figure**

The total market volume for promotional product was approximately 20,000 Million Baht within 2007 by having United State 40%, Japan 14%, England 12% and 44% was the market in Asia and local. This accounted to have 5,000 Million Baht local market value in Thailand and is considered as an acceptable market size to tap a small business size over. Mr. Jirabool Vittayasing the President of Thai Gift Premium

<sup>1</sup> Reference: Transport Journal (20/08/2007). ดัน BIG & BIH กระตุ้นตลาดส่งออกของไทยสู่ศูนย์กลางผลิต-ส่งออกสินค้าในเอเชีย

<sup>2</sup> Reference: Daily Manager (30/07/2007). สสว. สนับสนุนการส่งเสริมเอสเอ็มอี

& Decorative Association revealed that the market for gift and home decoration was forecasted to grow by 3-5% the end of 2008 comparing to the same period last year.<sup>1</sup>

The statement incomes that were published by the Department of Business Development indicated that most of the companies that sell promotional products in Thailand could averagely make 30% gross profit for the past 4 years since 2003-2006. Out of the total sale volume, they normally had 20% for the cost of selling and administrative. After deducting all expenses and taxes the net profit would normally lie between 8-10%.<sup>2</sup>

### Industry Cycle

Promotional product can be considered as a seasonal product due to the sale volume will have a similar trend structure in which the mega sale amount would derive from October onward and keep relatively low during February until May. The market volume of gift products in the second quarter of 2007 was considered as an average because it was not a selling season. Normally the selling session would start at the end of August every year.<sup>3</sup>

Mr. Jirabool Vittayasing the President of Thai Gift Premium & Decorative Association said that many orders would derive since October because many customers would prepare end year gifts for their clients during this time.<sup>4</sup>

<sup>1</sup> Reference: Industrial Design Network (11/09/2007). สมาคมของขวัญฯ ตั้งเป้ายอดขายส่งออกตลาดของขวัญปีนี้กว่า 20,000 ล้าน มั่นใจ BIG & BIH ตุลาคม ต่อยอดสินค้าของขวัญไตรมาสสุดท้ายพุ่ง 10%

<sup>2</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>3</sup> Reference: Dailynews (19/04/2007). เดือนระวังโจรสลัดสินธุ์จีนกับบับลิ้นค้า

<sup>4</sup> Reference: Post today (17/04/07). จัดทัวร์ผู้ซื้อพบผู้ค้าไทย ตะลุยย่านจตุจักร/โบเม



## **Industry Change**

In response to the situation, when we looked to the overall picture we would see that many companies heavily tried to promote sale to their target clients by using different kind of promotional products.

This situation acted as a rescuer for Thai manufacturers when importers decide to reduce the order from Thailand. For instance, there was a baggage manufacturer who used to produce for export only. However as the market changed, to be able to response in this competitive environment, they decided to adapt material, design and production process in order to make them suitable for promotional product market which was considered as a new market for them.<sup>1</sup>

## **Industry Impact**

Mr. Jirabool Vittayasing the President of Thai Gift Premium & Decorative Association revealed that SMEs were facing the problem from currency fluctuation especially when Thai Baht had continuously appreciated. There would have a direct impact toward Thai entrepreneurs if government could not solve this problem. Approximately 50-100 entrepreneurs in the Thai Gift Premium & Decorative Association were expected to close down following the garment industry which had previously faced the impact. Government could solve this problem by providing SMEs an easy to access low interest loan. Most of the problems did not derive from the shortfall in cash flow instead they were hardly provided a loan from commercial banks due to a too high qualification and limitation from the bank. Therefore they could not expand themselves to invest in other markets.<sup>2</sup>

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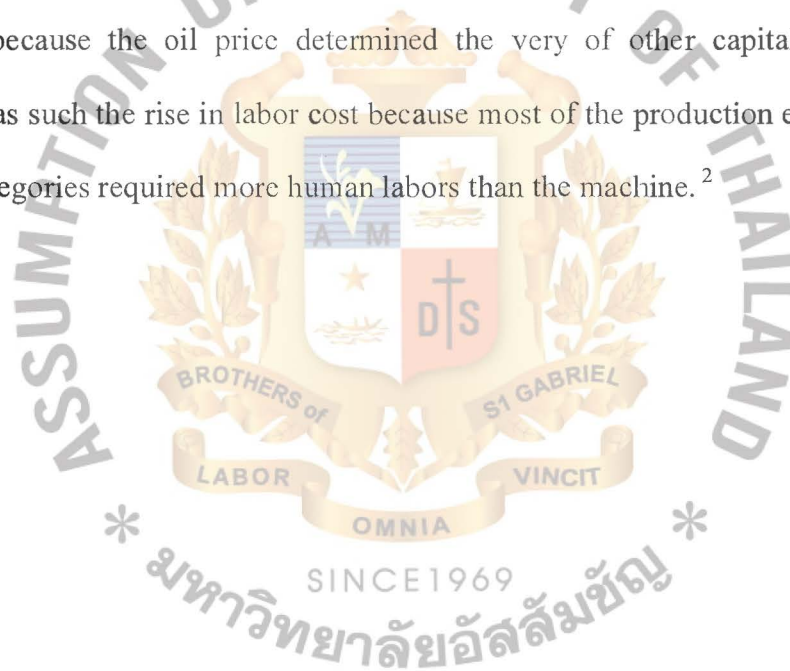
<sup>1</sup> Reference: Weekly Manager (04/05/2007). ทางตันธุรกิจรายเล็ก ชี้ช่องปรับวิถีคิด-วิธีเคลื่อน

<sup>2</sup> Reference: Transport Journal (06/08/2007). สังคมส่งออก



Mr. Jukaramon Pasukwanit a Deputy Ministry of Industry revealed that base from the 400 SMEs who had closed down only 20% were actually impacted from the appreciation in Baht. Instead, they closed down because of the business cycle. Basing from the collected statistic only 30% of the newly launched companies could actually survive.<sup>1</sup>

Also for the first quarter this year there was an impact from the rise in oil price to the overall industry. This was a major problem that led to many different problems because the oil price determined the very of other capitals. The main problem was such the rise in labor cost because most of the production especially this product categories required more human labors than the machine.<sup>2</sup>



<sup>1</sup> Reference: Siam Turakij (28/07/07). ย่ำเผลอเอ็มอีปิดตัวตามวงจรบาทแข็งส่วนน้อย

<sup>2</sup> Reference: Weekly Manager (04/05/2007). ทางตันธุรกิจรายเล็ก ชี้ช่องปรับวิธีคิด-วิธีเคลื่อน

## Competitor Analysis

This section outlines the competition point of view in both wide and narrow perspective. According to our business plan, though our main scope of competition is mainly focusing on the local market however what happens in the import and export can relatively indicate the local business direction.

### Impact from the Expansion

After the Bangkok International Gift and Home Decoration tradeshow in April 2007, there was a survey from Weekly Manager reporting that in order to cope with problems many entrepreneurs had to adapt themselves in finding new business opportunities. Many foreign buyers reduced their interest attending the tradeshow in Thailand due to there were other tradeshow which were more attractive.<sup>1</sup>

Bangkok International Gift and Home Decoration 2007 exhibition was arranged closely to the exhibition in China and Hong Kong. Thailand was the first country that launch the event however many visitors chose to attain one in China and Hong Kong instead. Although they might chose to attain all 3 exhibitions however they would not make their decisions in Thailand because Thailand was the first country they visited. Therefore it was forecasted that Bangkok International Gift and Home Decoration 2008 exhibition would generate less order comparing to 2007.<sup>2</sup> Meanwhile there was a warning to exhibitors to be careful of their products being imitated from visitors. Especially visitors from China, who always imitated the product design, produce them in China and sell back to Thailand. This caused a problem to competitiveness of Thai companies due to China had lower labor cost. To

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<sup>1</sup> Reference: Weekly Manager (04/05/2007). ทางตันธุรกิจรายเล็ก ชี้ช่องปรับวิธีคิด-วิธีเคลือบ

<sup>2</sup> Reference: Prachachart Turakij (05/04/07). ผู้ส่งออกหวั่นงาน"BIG & BIH" ปีนี้กร่อยลูกค้าถัวระเบิดหนีไปฮ่องกงแทน

avoid this imitation, we were recommended to acquire a patent for the newly developed product design.<sup>1</sup>

Although ABSOLUTE CORP., LTD. current main business area is to locally target to Thai business buyers however this signal must be considered as a major competitive environment that can possibly further impact to the growth of the company if we wish to penetrate to export market. Since a promotional product does not require a depth technical skill to produce a piece like other branded products therefore apart from the continuously developed product design being offered by us however we can relatively say that it is very easy for other competitors to imitate our products as well.

#### **Direct Competitor**

Apart from those who sell similar promotional products to companies that we consider them as our direct competitors, we also count product manufacturers as our direct competitors as well. This is because Thai market is totally different from other markets whereas in Thai market clients tend to seek for the cheapest possible price rather than adding the value for convenience and idea generation from traders. Therefore most of the time that a project requires a pitch, a trader like us always lost upon the bidding price.

Base from the information provided by Department of Business Development Thailand there are over 200 companies that operate in the same promotional product

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<sup>1</sup> Reference: Dailynews (19/04/2007). เดือนระวังโจรสลัดลึกลับจับกุมผู้ล้นค่า

business. See detail in appendix K. Samples given below are some major competitor's analysis including their year of operation, company size, strength and weakness.

1. P.S.S Premium Co., Ltd.<sup>1</sup>

Began : 28/8/2003<sup>2</sup>

Registered Capital: 10 Million Baht<sup>3</sup>

Strength : Specialize in selling cheap dry chemical pen.

Weakness : To quickly prevent the over stock situation or to overcome a high operating cost, it needs to make a very fast turnaround time by selling the product at a very low margin.

2. MPJ (Thailand) Co., Ltd.<sup>4</sup>

Began : 28/8/1999<sup>5</sup>

Registered Capital: 5 Million Baht<sup>6</sup>

Strength : Receive marketing support from ASIALINKS, a promotional product distributor in South East Asia. ASIALINKS is a contract distributor with Midcoceanbrands, one of the largest promotional product distributors around the World.

: Managing Director has long distance experience in China, a main manufacturing country for promotional product.

Weakness : A fast expansion derives a business with a high investment and operating expense.

3. Trinity International Co., Ltd.<sup>1</sup>

<sup>1</sup> Reference: <http://www.pssppremium.com/>

<sup>2</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>3</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>4</sup> Reference: <http://www.mpj-thailand.com/>

<sup>5</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>6</sup> Reference: <http://www.dbd.go.th/index.phtml>



Began : 28/8/1992<sup>2</sup>

Registered Capital: 3 Million Baht<sup>3</sup>

Strength : Specialize in selling products that are manufactured from non-woven fabric for instance a closet boxes, shelve that are used in the bedroom.

: Has product available at Central Department store and Homework under the brand names “ Elements ” and “ Agape’ ”. This can enhance a company reputation and goodwill for the company.

Weakness : Having high investment on marketing and branding different products which have not yet seem to be successful. Therefore being in this position can harm the financial liquidity for the company.

#### 4. Srisakol Premium Co., Ltd.<sup>4</sup>

Began : 22/4/1992<sup>5</sup>

Registered Capital: 1 Million Baht<sup>6</sup>

Strength : Specialize in database management for catalog order distribution.

Weakness : Although they can sell every promotional product however, the purchase that derives from catalog order normally has low in its volume.

#### 5. DASH International (Thailand) Co., Ltd. <sup>1</sup>

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<sup>1</sup> Reference: <http://www.trinityinter.com/>

<sup>2</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>3</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>4</sup> Reference: <http://www.srisakolpremium.com/>

<sup>5</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>6</sup> Reference: <http://www.dbd.go.th/index.phtml>

Began : 29/4/1991<sup>2</sup>

Registered Capital: 2 Million Baht<sup>3</sup>

Strength : A trading company that focuses mainly on the pen and watch product. It acts as only sole distribution for many brands such as STEPPEN, ebacus, EUROPA, senator, ice-watch, prodix.

: The company owner Mr. Jirabool Vittayasing is the President of Thai Gift Premium & Decorative Association therefore he can priority gathers any useful information prior to other competitors

Weakness : Having high investment on marketing and branding different products which have not yet seem to be successful. Therefore being in this position can harm the financial liquidity for the company.

#### 6. Thai Modern Bags Co., Ltd.<sup>4</sup>

Began : 29/4/1985<sup>5</sup>

Registered Capital: 1 Million Baht<sup>6</sup>

Strength : A bag manufacturer who can provide traders and customers with competitive selling prices.

: A mile experience makes company a well known in the market.

Weakness : Relatively low in product quality and does not always keep prompt delivery date.

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<sup>1</sup> Reference: <http://www.dash.co.th/>

<sup>2</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>3</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>4</sup> Reference: <http://www.thaimodernbags.com/>

<sup>5</sup> Reference: <http://www.dbd.go.th/index.phtml>

<sup>6</sup> Reference: <http://www.dbd.go.th/index.phtml>

## SWOT Analysis

After we have gone through the strength and weakness of each main competitor, we then need to analyze our own also. So do the opportunity and treat that must be included in consideration.

### Strength

- Due to a home office base therefore encourages flexible working turn around time.
- Specialize in selected range of promotional products which encourage positive customer's experiences.
- SEO knowledge from management encourages inbound prospects with no online marketing expenses.
- A strong commitment between company and suppliers drive a teamwork framework.
- Provide highly motivated commission scheme to our employees can encourage energetic working environment.

### Weakness

- Low creditability gain from suppliers and customers due to a very beginning year of operation.
- Small in its size with only 500,000 Baht limited liability.
- A small unexpected accident can harm the overall business operation.

### **Opportunity**

- Instant production service can serve the changing procurement process that normally requires shorter lead time.
- By using the similar online marketing technique, we can sell just about everything.

### **Treat**

- A growing online marketing consideration encourages vast competitors in the future.

### **Competitive Advantage**

After analyzing our main competitors we therefore can conclude that our competitive advantages over competitors are the ability to drive in prospects with the cheapest possible cost. In other words, a strong knowledge in online marketing strategy makes us different from the market. You may find details relating to online marketing implementation in Marketing Strategy section.



## Customer Analysis

The main customer characteristic is those searching to boost sale of their new and existing products and services, generate sale leads, promote brand awareness, stimulate employee productivity, etc. through the use of particular promotional products.

They normally order products on behalf of companies rather than purchasing for themselves. Though it is required but it is not a must for them to purchase at the cheapest possible, instead they prefer to purchase from the company that provide better services and can simplify their work process.

Since the purchase requires certain commitment from decision makers to product users, for instance a claim from the company to provide a free gift once a customer spends over a stated amount therefore they strictly commit to prompt delivery of goods and services from the seller.

If we closely identify our target, we can conclude that our target has following behaviors

- Business to business corporate buyers
- Seek for OEM of baggage, umbrella, garment and small imported promotional gadget
- Use internet to search information
- Need an outstanding promotional product design
- Count service as a consideration factors
- The company locates in Thailand

Attached below are sample of companies that have following behaviors

- Thai Airasia Co., Ltd.
- Volvo Truck & Bus (Thailand) Co., Ltd.
- Novartis (Thailand) Ltd.
- Rydeen Co., Ltd.
- Chronoblaze Co., Ltd.
- Idea Index Co., Ltd.



## Marketing Strategy

This section is the core marketing concept used to run the business. Our main emphasize lies on the communication of our products and services through websites and how we draw traffic by using the most efficient online marketing strategies. It also includes segmenting market, targeting market, positioning market, product strategy, sale strategy, pricing strategy and promotion strategy.

### Segment Market

ABSOLUTE CORP CO., LTD. has a principle to operate the business on the business-to-business model basis. After a distance experience we can conclude that this market can be divided into 3 main different segments.

Price seekers – They are companies that seek for cheapest possible products. Although they normally buy in large quantities however they have a very limited budget for a piece of product. They often arrange a bidding committee to select a winning vendor for the project. This segment is suitable for manufacturers competing against each others.

Product seekers – They are companies that seek for the product expertise. They expect to have a direct negotiation with vendors on the product details. They often have 70% product concept and how it should look after the production. This segment can be both huge quantity ordering and small quantity ordering. They are relatively price conscious and have a certain expectation for manufacturer's price. However it still depends on the offering choice they have.

Convenience seekers – They are companies that prefer to purchase on convenience. They realize to additional expenses being charged on their ordering products. Although they can tolerate to higher expenses however they have higher expectation on services being received. They normally are well known companies who willing to spend additional charge in exchange for fast and prompt service. This segment can be both huge quantity ordering and small quantity ordering however you can expect for the second or third repeat purchases.

### **Target Market**

Following with the market segment written above, below are lists of characteristic and purchasing behavior of our target that we are focusing on.

- Companies that seek to boost sale of their new and existing products and services, generate sale leads, promote brand awareness, stimulate employee productivity, etc. through the use of particular promotional products.
- Companies that seek for OEM manufacturers who sell baggage, umbrella, garment and small imported promotional gadget.
- Companies that use internet to search information instead of traditional media such as yellow pages booklet and magazine.
- Companies that seek for an outstanding promotional product design.
- Companies that count service as one of consideration factors when making a purchase decision rather than the lowest price alone.

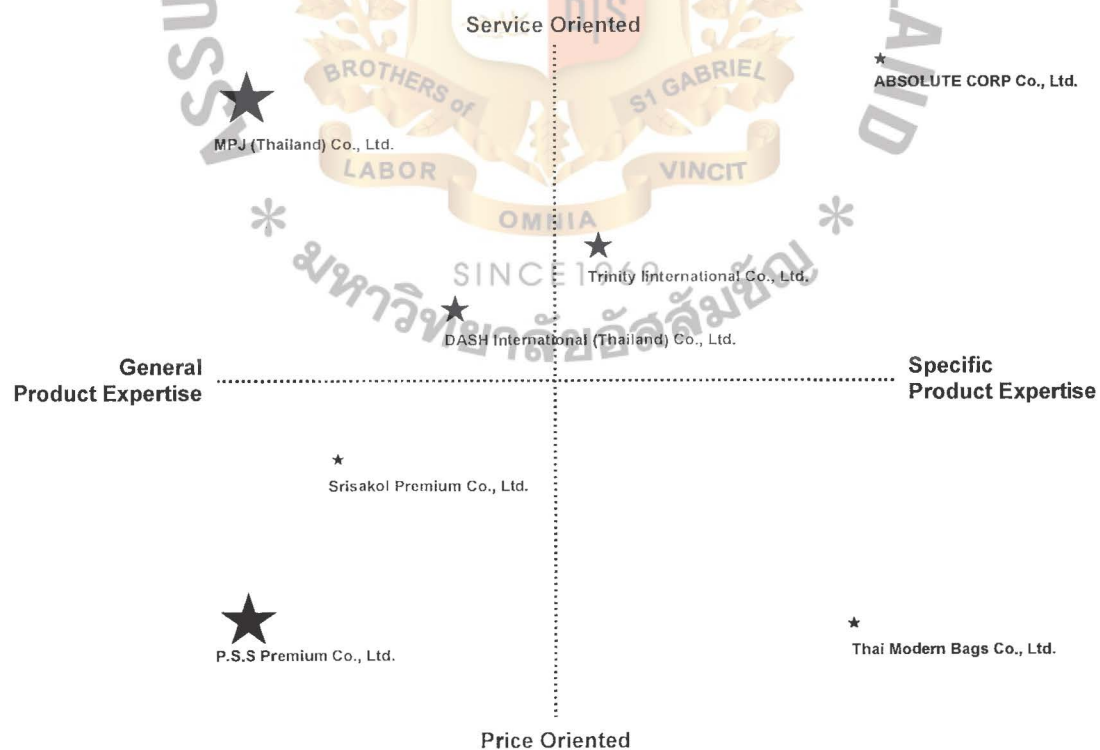
After considering those written market segments in attached with the characteristic of company's target market, we can conclude that we consider all



segment as our targets but relatively weight company resource towards the product seeker segment. This is due to the specialist needed from customers to produce a specific product once they visit our website and actually make a call.

### Positioning Market

Differentiating ourselves from other competitors in the market, we can clearly position ourselves as one of the best product expertise in selected range of items. In order to response to the corporate requirement, like no others we also offer customers with the instant production service where the finishing products can be delivered within 7 days. We therefore focus to be perceived as a particular product expert who provides a remarkable customizing service to individual customer. Diagram below shows the area we want to position and differentiate ourselves to other competitors. The table is presented in figure 2.



**Figure 2:** Positioning map

## Communication Strategy

Our main communication strategy is to have a website that sell a single type of product can better encourage prospects to actually make a call to us. We drive prospects to perceive that we are a specialist in particular product. This is considered as a strategic part that makes us different from other companies. Therefore the objective for implementing this strategy is to lead prospects to call us for purchase requisition or ask for more information.

In order to diversify our product categories, we will complete and launch 5 websites by the end of 2008. The table is presented in figure 3. There are 1 hub website and 4 product websites including:

www.absolute-corp.com	: Hub website
www.absolute-bag.com	: Product website
www.absolute-umbrella.com	: Product website
www.absolute-garment.com	: Product website
www.absolute-gadget.com	: Product website



**Figure 3:** Communication Structure

These mentioned websites will relatively have similar structure within the sites. Primarily they show picture of products, specification, product code, production lead time, payment method, promotion, imprint service, contact number, etc.

***www.absolute-corp.com***

This website acts as our hub website. Relatively, it is the first touch point for customers who want to understand who we are and what we do. In brief, it does not provide any information relating to product details. Instead, it provides only the links to other 4 product websites that are described in details below. Therefore the main objective for this website is to identify our brand image towards customer's perception once they make their first visit to our company.

***www.absolute-bag.com***

This website provides information about baggage. It describes that we are a leading manufacturer of baggage locating in Thailand. The products are such handbag, shopping bag, document bag, travel bag, etc. The objective for this website is to capture customer's interest when they are looking for a manufacturer or supplier who can produce them in bulk quantities.

***www.absolute-umbrella.com***

This website provides information about umbrellas. It describes that we are a leading manufacturer of umbrellas locating in Thailand. The products are such one section umbrella, folding umbrella, wooden or steel shaft umbrella, beach umbrella, etc. The objective for this website is to capture

customer's interest when they are looking for a manufacturer or supplier who can produce them in bulk quantities.

***[www.absolute-garment.com](http://www.absolute-garment.com)***

This website provides information about garment products. It describes that we are a leading manufacturer of garment products locating in Thailand. The products are such t-shirt, polo shirt, jacket, cap, hat, pillow, etc. The objective for this website is to capture customer's interest when they are looking for a manufacturer or supplier who can produce them in bulk quantities.

***[www.absolute-gadget.com](http://www.absolute-gadget.com)***

This website provides information about small imported promotional gadget. It describes that we are a leading importer of small promotional gadgets locating in Thailand. The products are such small electronic appliance, worksite stationary, small gadget, etc. The objective for this website is to capture customer's interest when they are looking for an importer or supplier who can produce them in bulk quantities.

### **Online Marketing Strategy**

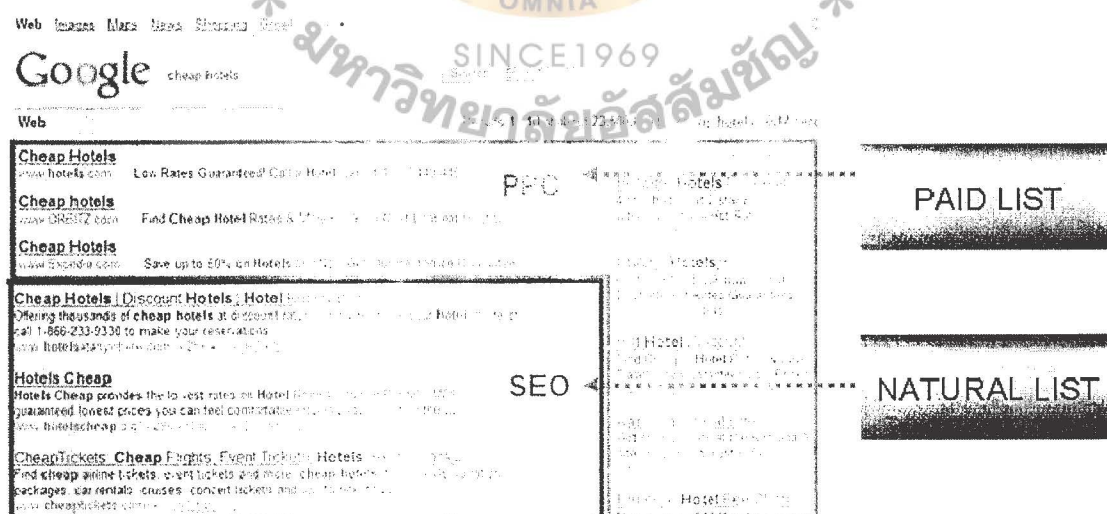
Since our main objective in developing websites is to influence prospects to contact us, therefore considering having professional website designs are priorities issue that we need to concern once it will describe everything about company's personality. The description of design may include everything relating to attractive product picture, professional layout, color, font size, flash animation, etc.



After having attractive websites then we need to draw traffic to them. It will be useless for the company investing resources and find out that there is no visitor coming to visit our websites. This is considered as our main strategic implementation where we will invest our time and effort drawing the right potential prospects to our websites. From this step forward, we now need to place online marketing strategy in action.

Online marketing strategy is considered as the most important marketing strategy to focus when the survival of the company mainly relies on websites. Since there are numbers of online marketing implementation over the internet, however in order to convey with the company's available resources we have to select only the most appropriate techniques. There are 2 online marketing techniques that are selected and will be used during the company infancy period including:

- Natural Advertising (Search Engine Optimization)
- Pay Per Click Advertising



**Figure 4:** Online Marketing Area

Nowadays we can not refuse that it is very simple to find just about everything from a few click on our computers. Most of the times when we need to find out something, we start off our search with a special tool that is called “search engine”. For instance, if we want to find a company that sells promotional products in Thailand, then we may type a phrase “promotional product Thailand” in a search engine tool and click enter. In less than a second, we will suddenly get list of information relating to companies that sell promotional products in Thailand.

The 3 most popular search engines in the World are search engines from Yahoo!, MSN and Google. They are used by million of people around the globe. In Thailand there is approximately 90% of Thai internet users use Google as their main search engine.

This is considered as a very handful tool. However soon enough we will find ourselves drowning in a million list of information that we can hardly decide which one to select first. In fact we will actually end up selecting only information that is listed at the first 10-20 lists.

We can ensure that every company need their websites to be listed at the top of every search engines, especially large companies who are willing to put online marketing implementation in place for their websites to be listed at the top of major search engines. Due to our limited resources, of course we can hardly compete with these large companies. However it does not mean that we do not have any online space to market our products at all.

Due to the majority of people around the World use English language as communication medium therefore most of keywords that are being marketed in search engine will be written in English language. Although there is certain level of competition for Thai language however it is still far behind when compare to English language. Then why do not we target Thai keywords to Thai market while online market implementation in Thailand is still in the infant period? This is one of opportunities that we see by optimizing our websites to be listed at the top 20 lists while we can.

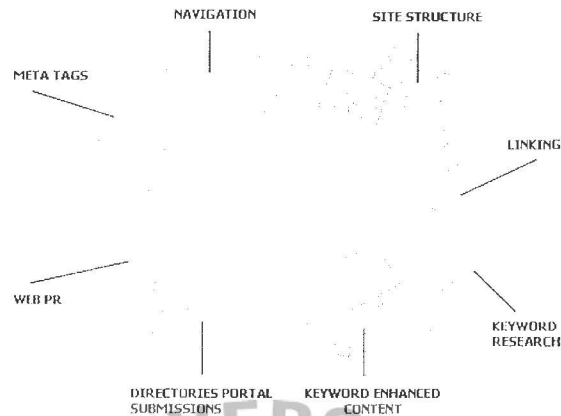
This is why we choose the Natural Advertising (Search Engine Optimization) and Pay Per Click Advertising as our main online marketing strategies during the company infancy period.

#### *Natural Advertising (Search Engine Optimization)*

Natural Advertising (Search Engine Optimization) or commonly known as SEO is the process in which a website undergoes redevelopment to more effectively communicate keywords to search engines. It is the active practice of optimizing a web site by improving internal and external aspects in order to increase the traffic the site receives from search engines. By doing so it will enables our website to rank naturally higher on major search engines.

Since there are many search engines around the World, however the majority of web traffic is driven by the 3 major commercial search engines Yahoo!, MSN and Google. Although the algorisms that used to rank

information are not the same to all search engines but there are some factors that are quite similar to each others.



**Figure 5:** Algorithms Checklist

Below is a checklist of factors that we have to monitor within our websites to be able to rank higher in Yahoo!, MSN and Google.

#### Keyword Tag

Keyword is the most important element that we have to concern when making the SEO for a website. We have to carefully select a group of keywords that we want our websites to be found. For instance, a website that sells baggage will need keywords such “document bag” “travel bag” “calico bag” etc. However according to our online marketing plan, we will rather emphasize on Thai keywords. Therefore the keywords can be such “กระเป๋าเอกสาร”, “กระเป๋าเดินทาง”, “กระเป๋าผ้าดิบ”, etc.

After keywords are selected then we must allocate these keywords around the website structure. Title tag can be the first



starting point. It is the tag that defines the title of the web page. It appears at the very top of the browser. Meta tag can be the second point to focus. The idea is similar to the Title tag but it does not appear on the page. It is written in the source code telling search engines about information provided within the page. Heading tag can be the third point to focus. It is simply the heading of stories that we talk about within the website. Finally if we expect to place some product pictures within the website, we better name them too. Of course search engine can not read the picture and tell us that this is a picture of baggage, umbrella or shirt. Instead they can read the combination of texts for what we have named them to be called. Therefore Alt tag can be the fourth point to focus. It refers to the text associated with an image. It is the alternative text for non-textual elements especially the images.

When the keyword “กระเป๋าเอกสาร” are placed at these tags and distributed throughout the page. Every time when there is a Thai prospect searching for document bag and he may type “กระเป๋าเอกสาร” for the search. The major search engines such as Yahoo!, MSN and Google will be able to indicate that there must be information from this page that relates to “กระเป๋าเอกสาร”. Then we can have a better chance to be placed at the top rank.

### Keyword Density

The density of the keywords within the page is another concern when optimizing the page. For example, if we want to optimize the

word “กระเป๋าสาน” then we have to repeat this writing to different sentences around the page. When there is a same word continuously repeat in the same page, search engine will give higher important to the word. However we can not overdo it as some search engines may count it as a keyword stuffing and may abort our website to be listed in their search engines.

### Quality Content

We must provide a quality, different, fresh and relevant contents to what prospects are looking for. Imagine if there is a prospect searching for a promotional product supplier in Thailand and make his first visit to our website. Instead of finding information relating to promotional product, he finds information relating to other type of industry. We can ensure that it will be the last time that he makes his visit to our website.

### Links from directories

It is a must to have back links from websites that have relevant contents, directory websites with high page rank, government websites. It indicates how valuable your websites are and will lead to a better rating from search engine. However if you have too much back links that come from irrelevant websites, they may be perceived as spam links and will be weighted at no rating. For instance, we may have a back link from health community website to our promotional product website. In this case it will not make any different to the rating in

search engine due to these 2 websites do not have any relevant information at all. On the other hand, search engines will provide some rating to links that come from website containing relevant information

These are examples on how to develop a search engine friendly website in order to rank better in major search engine especially Yahoo!, MSN and Google. In fact there are over 200 algorithms for Yahoo!, MSN and Google that brought into the calculation.

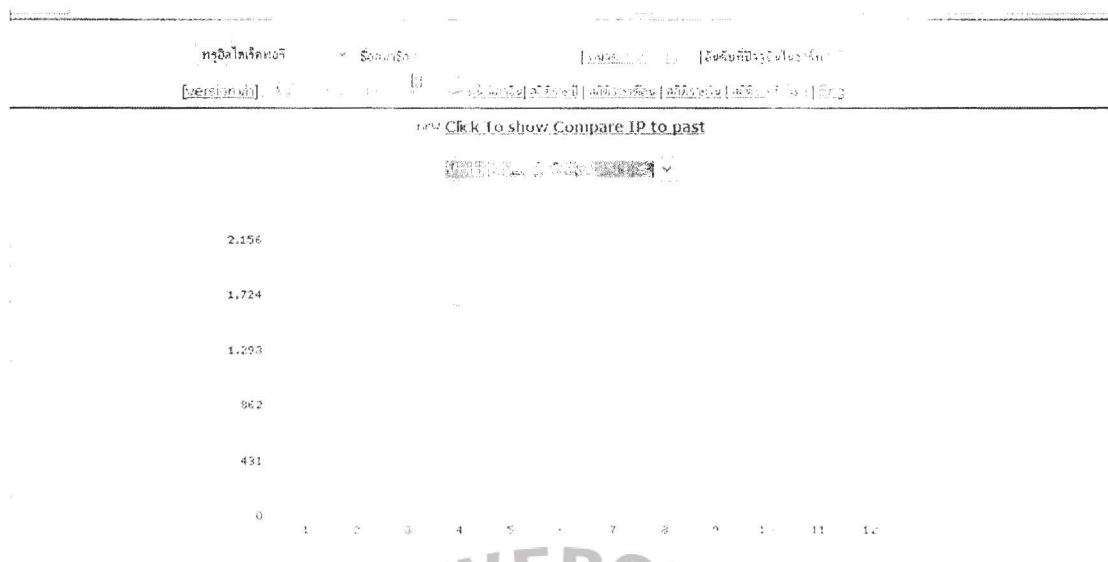
This type of online marketing activity requires a long journey contribution to the website and there is no guarantee for the success of our website to be put at the top rank. However as written above that the Thai keywords are still behind the competition comparing to the English keywords therefore still there are certain level of opportunities available in the market. The good thing about the SEO is that once our website is listed at the top, it will always be there and the best thing is that it is free of charge.

Base from our experience, ABSOLUTE CORP CO., LTD. could drive traffics from approximately 14 visitors per day to over 65 visitors per day within 3 months by using the SEO online marketing strategy<sup>1</sup>. Below is the statistic collected from one of our websites [www.absolute-bag.com](http://www.absolute-bag.com). The data was provided by Truehits.net<sup>2</sup> the official website statistic provider in Thailand. We may see that the total number of visitors increased from less than a hundred per month to over 2,100 per month within 3 months starting from February 2008 to May 2008. The sample of table is presented in figure 6.

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<sup>1</sup> Reference: Based from author's experience

<sup>2</sup> Reference: <http://truehits.net/>



**Figure 6:** The result sample after SEO is implemented

### *Pay Per Click Advertising*

Pay Per Click Advertising can be simply defined as a type of search engine marketing where an advertiser pays a set amount every time the advertisement is clicked by a prospect. It is used when an advertiser pays for keywords to ensure his advertisements are placed at the top of search engine and usually highlighted and displayed to the right of the normal. The most well know Pay Per Click Advertising systems derive from 2 major service providers Google Adwords<sup>1</sup> and Yahoo! Search Marketing<sup>2</sup>. Again they belong to these 2 global search engine providers.

This type of online marketing activity is totally different to the SEO marketing activities. We can directly generate our company advertisements to be placed at the top position of search engines right away without modifying

<sup>1</sup> Reference: <http://adwords.google.com/>

<sup>2</sup> Reference: <http://sem.smallbusiness.yahoo.com/searchenginemarketing/>



our websites. In exchange for using the service, of course there is a certain fee that is needed to be paid once a prospect click on the advertisement.

We may wonder to the difference between Banner Advertising and Pay Per Click Advertising. Banner Advertising is more like an advertisement in a magazine where people who have purchased the magazine are indirectly forced to view the advertisement once they flip over the pages. On the other hand Pay Per Click advertisement will show advertisement only if a person searches for it. This is considered as the most effective use of advertising budget where we only publish and pay for those who are really looking for our products and services.

For instance, we may want to generate the advertisement relating to baggage manufacturer therefore we have to set a condition with Google Adwords and Yahoo! Search Marketing that only a person who searches for a keyword “โรงงานกระเป๋า” can find our advertisement. If there is a person seeking for a “calculator” or “pencil”, they will never find us. Once a person has clicked on the advertisement he will be leaded to our website. As an advertiser, we then have to pay Google and Yahoo! for such services.

On the other hand, we will only pay for those who have a certain potential to buy our products.

Is it expensive to use such service from Google and Yahoo!? Yes, it can be very expensive if our keyword is written in English. Imagine how many

companies around the globe that sells house, car, insurance, mobile phone, beer, craft, gift, table, spoon and even toothpick etc. It can be a very huge number. What if every car company including dealers, for instance want their advertisements to be placed on top of Google and Yahoo! search engine. Then the price for placing the advertisement can be very high. We are certain that for a small size company like us will never be able to compete with those major global companies.

However Google and Yahoo! realized to the problem that might occur therefore they tried to eliminate this concern by having the system to better estimate the bidding price according to target clusters being selected by advertisers. Some important target clusters that have been taken into the calculation are such competition keyword, language, region publish period, position preference and click through rate. The definition for these criteria are as followed:

Competition keyword: To select a phrase keyword is cheaper than to select a single word.

Language: To use local language is cheaper than to use international language.

Region: To target local is cheaper than to target global.

Publish period: To publish during off peak time is cheaper than to publish during prime time.

Position preference: To rank advertisement at 2<sup>nd</sup> -10<sup>th</sup> position is cheaper than to rank at 1<sup>st</sup>.

Click through rate: A cheap bided advertisement that has people click will rank better than an expensive bided advertisement that does not have any click.

According to the criteria above, we can for instance set our advertisement as followed:

Competition keyword: “โรงงานกระดาษ”

Language: Thai

Region: Thailand only

Publish period: Monday to Friday 9.00am – 17.00pm.

Position preference: 1<sup>st</sup>

These combinations of criteria can lead our advertisement to a low competition market cluster. Base from our experience, ABSOLUTE CORP CO., LTD. would pay approximately 5-7 Baht per click only<sup>1</sup>. If we set our budget not to spend over 2,000 Baht per month, we would suddenly have approximately 330 prospects visiting our website per month. Chart below shows the previous keyword advertisements that we implemented starting from 1<sup>st</sup> March, 2008 to 31<sup>st</sup> March, 2008. We can see that throughout the month there were 329 prospects visited a website and the average cost for 1 visit was 5.21 Baht only. . The sample of table is presented in figure 7.

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<sup>1</sup> Reference: Based from author's experience

Campaign: [www.absolute-bag.com](http://www.absolute-bag.com) | [Resume campaign](#) | [Delete campaign](#)  
 Budget: THB100.00 / day | [Edit campaign settings](#)  
 Targeting: 1 language [Edit](#) | 1 location [Edit](#)  
 No campaign negative keywords [Add](#) | No site or category exclusions [Add](#)

1 - 7 of 7 Ad Groups.

[+ Create new ad group](#) [View all ad groups](#)

[Edit bids](#) [Rename](#) [Pause](#) [Resume](#) [Delete](#) [Customize columns](#)

Mar 1, 2012 - Mar 31, 2012 [Go](#)

Show all but deleted ad groups

<input type="checkbox"/> Ad Group Name	Status	Default Bid Max CPC	Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/> กระเป๋าถือ	On	B10.00	9	476	1.89%	B7.65	B68.83	1.4
<input type="checkbox"/> กระเป๋าสะพาย	On	B10.00	39	1,135	3.44%	B7.60	B296.27	1.1
<input type="checkbox"/> กระเป๋าเอกสาร	On	B10.00	75	540	13.69%	B3.11	B233.08	1.0
<input type="checkbox"/> กระเป๋าเดินทาง	On	B10.00	133	2,549	5.22%	B5.49	B730.44	1.0
<input type="checkbox"/> กระเป๋าเป้	On	B10.00	38	677	5.61%	B5.05	B191.73	1.0
<input type="checkbox"/> กระเป๋าใบถือปิด	On	B10.00	35	901	3.89%	B5.49	B192.17	1.0
<input type="checkbox"/> กระเป๋าถือเล็ก	On	B10.00	0	0	-	-	-	-
Total - 7 all but deleted ad groups			329	6,278	5.24%	B5.21	B1,712.52	1.1
Total - all 7 ad groups			329	6,278	5.24%	B5.21	B1,712.52	1.1

Figure 7: The result sample after PPC is implemented

Imagine if we can draw a big number of visitors into our websites, but none of them expects to purchase in bulk like the business are currently offering. It will be a real tragedy to the company. However by using Pay Per Click advertising, we can solve all these problems. This is because these visiting prospects are those who actually looking for a bag manufacturer, not something else. Therefore there is a higher possibility that they decide to purchase from us.



## **Product and Service Strategy**

Apart from the products themselves, we also provide customers services to imprint company's logos on their products. This is considered as a standard service for corporate type of customers who wish to distribute these products to their customers for loyalty gain.

Also since we are perceived as a manufacturer, we will provide an OEM service to those who do not want to buy our product design. Instead, they can provide us picture of product designs and we will produce according to their designs. In fact over 80% of new prospects ask for the OEM services<sup>1</sup>.

Although our providing services can be found easily from other suppliers however we still commit to a better product design when comparing to others. Also we are certain that a commitment in depth knowledge about the selected products will drive us different from the market.

Moreover, we will have our own sale team specialists to personally contact customers at their workplaces if they request a product or service presentation.

## **Sale Strategy**

In order to close sale, it does not depend only the internal factors however it includes many uncontrollable factors such as other influencers that affect the decision, client's internal process in delaying the issue of purchase order, etc. Therefore what

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<sup>1</sup> Reference: Based from author's experience

we preferably do to motivate the closing is to inject the sale support allocation budget towards our sale and purchase team.

Apart from the salary that a salesperson receives, he will also have a 10% commission from the made profit. The target for each salesperson is to generate 120,000 Baht profit per month or the sale volume must relatively exceed 400,000 Baht per month<sup>1</sup>. This is the ideal target for our company to survive in the market. However imagine if the purchase team can not purchase goods at the sellable cost, after adding the mark up the sale team will not be able to compete with the competitor's price. This is considered as a chain effect that will affect all parties. Therefore in order to ensure that we have the most efficient selling and buying team, we will provide commission for every party. Not only the sale team who receive the commission but the purchase team will have a 2% commission from the profit also. This will automatically push them to work as teamwork, the purchase team to buy goods at cheapest price as possible and sale team to sell at the most profitable price as possible.

#### **Pricing strategy**

Since we are positioning ourselves as a designed product provider not just a normal OEM service provider therefore we will have a bit higher gross mark up comparing to competitors. The gross mark up for the company may vary depending on the products, quantities, lead time, risk, etc. but on the average we will quote our price with a 40% gross margin. When comparing to other competitors that normally has a 25%-35% gross mark up for their products, we are perceived as a little bit more

<sup>1</sup> Reference: Based from author's experience

expensive than others. However after a bargain from customers we normally end up quoting at the 30% gross mark up<sup>1</sup>. In term of the company itself however we still do not really have a keen mark up standard since our price quotation must rely on many different factors.

### **Promotion Strategy**

ABSOLUTE CORP CO., LTD. will goes beyond the traditional business to business model whereas they normally do not provide any promotion for clients. We will provide them a free imprint logo 1 color 1 position for every order that meet the requirement. For instance, if a customer order a minimum of 100 pieces and the order value exceed 10,000 Baht, they will suddenly receive a free imprint logo. Moreover we will create a campaign such as if a customer places an order over a 100,000 Baht value during a certain period of time, they will receive a free 30 days credit term. It is similar to marketing to consumer goods however we use different angle of business promotion and bring them to life. This is proven as a successful strategy during the past few months where we provide customers with a free imprint on their products.

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<sup>1</sup> Reference: Based from author's experience

## **Operation Plan**

The operation plan explains daily business operation basis which includes the selling cycle, production process, customer retaining process, moral responsibility, relationship to suppliers and cost controlling plan. These plans are explained in detail and can be used to run the day to day business operation.

### **Sale process**

After a successful online marketing implementation for the 4 product websites, we will have a certain number of new prospects visiting our websites everyday. For the first visit, these prospects will then try to understand the contents and services being provided over the websites whether it is what they are looking for or not. Once they perceive that we are a manufacturer of a particular product they will suddenly have some own expectation that they can purchase at the manufacturer price. Then they will start making their first thought of calling us. However in order to attract them to actually make a call, it requires us to have attractive product designs, professionally contents and website layouts, etc.

During a first discussion with a prospect over the phone, we will decide the action plan for the next step depending on the potential of specific requisition. For instance, if there is a prospect who is looking for a manufacturer to produce him for resells, we then will not take this prospect as a priority. On the other hand, we will send a salesperson to personally contact if he is a potential prospect and can turn into a client. It is very important for us to identify these prospects because in fact we are a trader not a manufacturer. We do buy product from one place and sell to another. If



there is another trader who wants to buy for resells, the possibility that the end user accepts that selling price will be very less.

However no matter that he is a potential prospect or not, we will at least track his information record such as mobile phone number, company name and email address. This information will be collected for further approach.

Once a prospect turns into our client, in other word when he agrees in business condition and issues us the purchase order then it is considered as the end of the selling process. See workflow in figure 8 below:

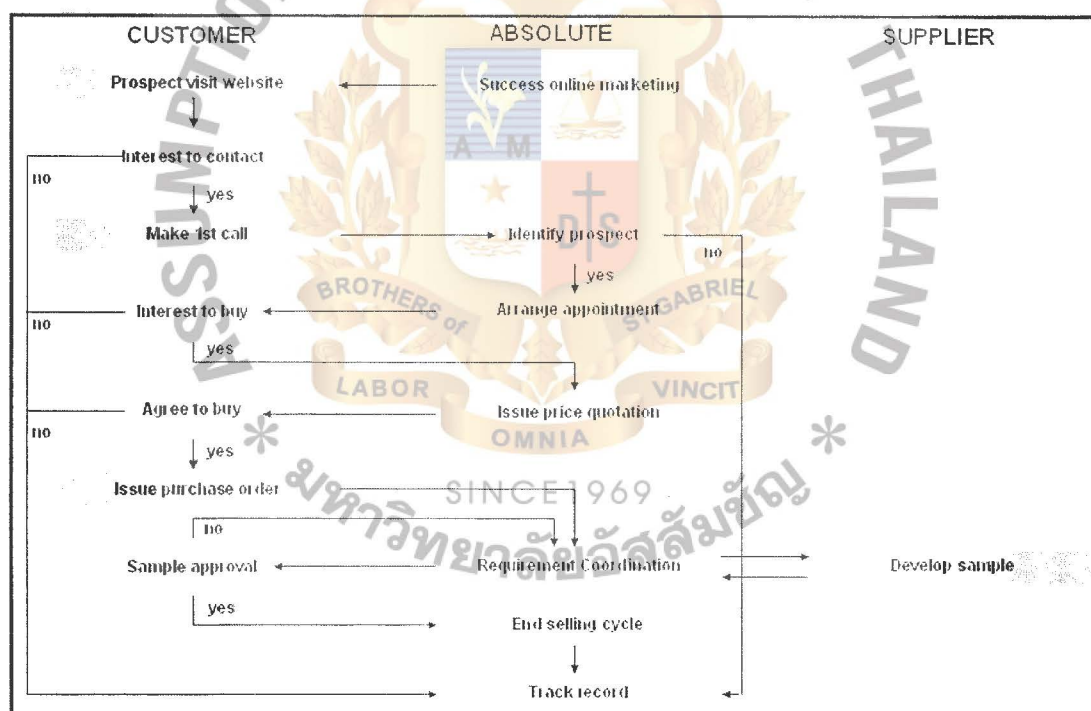


Figure 8: Selling Workflow

### *How do we know which call is a potential one?*

Firstly we must observe from the name of organization. We can easily notice if it is a well known company however it is a bit harder

for us to notice an unknown company. We also observe from the given requirement whether the prospect truly knows what he wants. For instance he may know what he wants but he does not know what it will be used for, when it will be used, what quantity will be needed, we then may assume that he is not the one actually ordering the product for his company but rather for resells.

Nevertheless there is no right or wrong for the above criteria and suggestion, instead it requires personal experience for every sales person to learn along the way.

#### **Production process**

Once the purchase order is issued from a client, then we come to the production process. See Purchase Order sample in appendix L. As our business principle is not to be a manufacturer, we then will not produce the product by ourselves but rather allocate the production process to a selected supplier. ABSOLUTE CORP CO., LTD. mainly has 2 production processes for clients.

First for those who select the product from our websites or require an OEM production, these groups of client will have to wait for 3-4 weeks production process depending on the quantity or difficulty of the products.

However if they prefer their goods to be delivered within 7 working days then instant production process will be a second type of service that they receive. We will produce a certain level of stock for some particular product designs in advance. We

estimate to reserve approximate 1% inventory out from the total sale volume<sup>1</sup>. Once they send us their logos and issue the purchase order, we just need to carry these products to imprint and deliver to clients within the agreed period. Normally the imprinting process takes approximately 4 days therefore another 3 days are reserved for the contingency plan. However the drawback for this system is that customers can not select their own color, material and design, whereas it is pre provided by us. See workflow in figure 9 below:

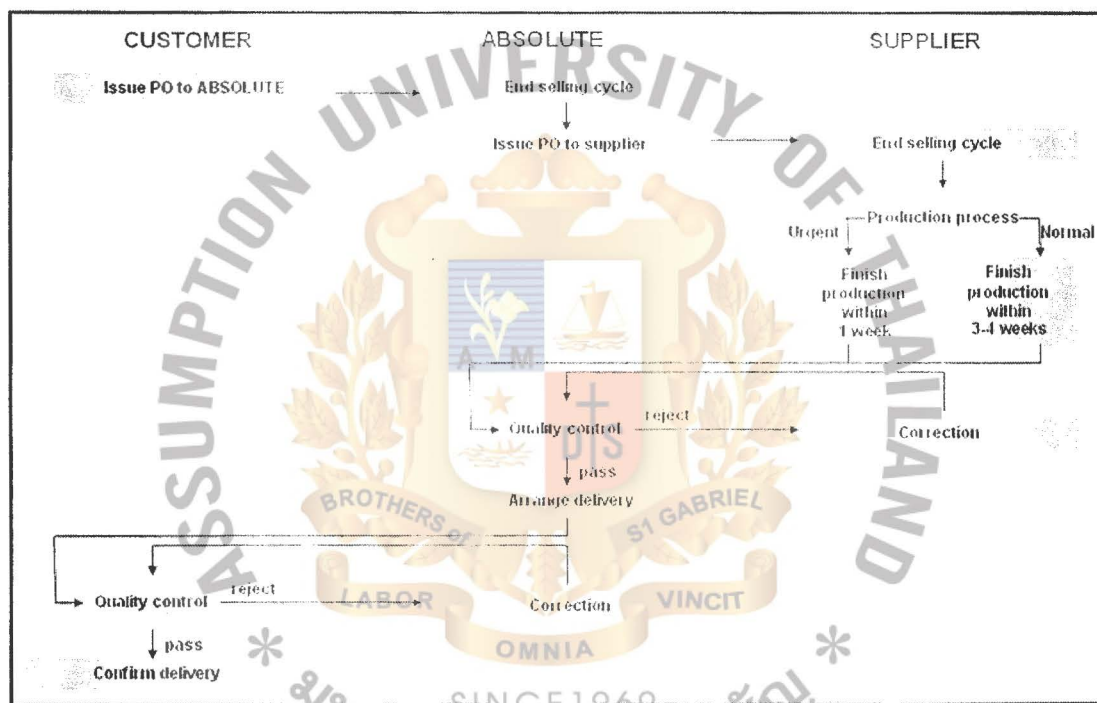


Figure 9: Production Workflow

### Outbound contact process

As mentioned above that we will build our own database by collecting information from every call, especially mobile phone number and email. For every 2 months we will distribute the email announcing for the new products and services. For instance, we may want to communicate our clients that we readily have a new product

<sup>1</sup> Reference: Based from author's experience

design that can be delivered to them within 7 days. Base from our experience, we can ensure that there is approximately 1-2% conversion rate after the message is announced<sup>1</sup>. Instantly we can generate income without any additional cost. Of course this is not considered as spam mails because we only email to those who have previously contacted our company before.

Moreover the SMS text marketing will be used during the occasional event throughout the year. Below are list of days the SMS marketing will be used:

- New Year's Days
- Chinese New Year's Day
- Valentine's Day
- Songkran Festival Day
- The Queen's BirthDay
- Loykatong Day
- The King's BirthDay
- Christmas Day
- New Year's Eve

We do not have a policy to use SMS to communicate a new promotion or new product instead we will congratulate the event, remind our company's name and add goodwill to the company only.

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<sup>1</sup> Reference: Based from author's experience



As mentioned that our main strategy is to attract prospects to call us instead of making the outbound call. It sounds very elegance for the new company but it is true if we really want to control our cost and widen the profit gap.

### **Defected good and return policy**

Due to we do not produce the product by ourselves, we may sometime face with the uncontrollable factors such as late delivery and defected goods. In consumer point of view however we can not deny in taking responsibility for the production process. One of the reasons that they decide to purchase goods from us because they expect we can manage everything on agreed term. However if there is any problem that may derive, we reserve a policy to take full responsibility for every error that derives from us.

### **Supplier Relationship Management**

We may notice that although ABSOLUTE CORP CO., LTD. is a company that sells promotional products however we do not intend to sell everything like other competitors. We instead mainly focus in a limited scope of product ranges. Therefore a good supplier relationship management is another issue that we can not overlook. For instance, our competitors may have requisitions of baggage product 7-10 times a month to one of their suppliers, while only 1-2 orders can actually be concluded<sup>1</sup>. On the other hands, ABSOLUTE CORP CO., LTD. may have over 30-40 requisitions of baggage product per a month<sup>2</sup>. Therefore it is a very critical issue to ensure that our supplier is willing to quote us prices every of our requisitions. In order to prolong this preferred relationship between our company and suppliers, we simple need to ensure

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<sup>1</sup> Reference: Based from author's experience

<sup>2</sup> Reference: Based from author's experience

that we continuously provide them a certain level of orders every month. Therefore one of our purchase policies is not to buy at cheapest price but rather to purchase at the quickest win.

### **Cost controlling Strategy**

The mark up for a manufacturer is normally higher than the trader. Apart from the cost of good sold that is considered as the main cost, manufacturer also needs to spend for a huge overhead cost such as electricity, transportation, depreciation of machine, etc. However they require less investment to market their company. That is because no matter how, the goods must be produced at the manufacturer anyway. Out of 10 requisitions that a manufacturer receives from prospects, 6 requisitions can actually be converted to sale<sup>1</sup>. That is considered as a high conversion rate comparing to a trader who can hardly compete when it comes to the final price quotation.

On the other hand it is totally different to a trader because a trader like us must mainly focus on the marketing technique and focus our expenditure to acquire as much prospect as possible. By using the traditional way, a company may need to hire number of salespersons to outbound call for prospects. However as one of our main strategies is to draw potential clients by using the website therefore it is very a strategic point to focus when we really need to reduce our main cost.

Apart from a good relationship with suppliers that needed to be managed in order to get a better service and cost, we also have another cost controlling strategy. As mentioned above that we provide customers with the instant production service. By

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<sup>1</sup> Reference: Based from author's experience

using this strategy, we may ask our suppliers to produce goods from the use of stocked material that every manufacturer normally has. By doing so, we can create a win-win situation whereas suppliers can clear their unproductively stocked material, on the other hand we can buy products at a cheaper price and resell them at a premium price if a customer needs goods to be delivered in an urgent manner.

## **Development**

Our main focus for the development in this business plan is to preliminarily emphasize on the product and website development.

### **Product Development**

As we are living in the no boundary world, it is very easy for us to get a product design from just 1 click. Of course if it is 10 years ago, we may have to hire a product designer for developing an attractive product design. For promotional industry company in Thailand, there are rarely numbers of company who realize the usefulness of internet. We are not imitating the products because in order to imitate we must imprint other company's logo on the product as well. However what we are looking for is just the design of the product that we can convert to the sellable product design. After a thorough survey with competitor's website, we can ensure that there are very few companies who have uploaded the attractive product design over their company's websites. Although they may be able to draw certain number of customers to visit their websites but we can guarantee that there is not much prospects who actually make calls.



## Website Development

According to the project plan that we will instead drive prospects to call us by using the online marketing based strategies, it seem to have no cost at all except for our time devotion and contribution to continuously update the SEO algorism. We currently have approximately 66 visitors per day for a website<sup>1</sup> and expect to grow to 96 visitors per day for this website after a 3 years time. Since our plan is to finish launching another 3 product websites by the second quarter of 2009 therefore after implementing similar SEO strategies to these 3 new websites, we therefore expect to have the same result. Chart below shows the total number of visitors per month starting from March 08 to May 08.<sup>2</sup>

เดือน/ปี	Page Views	Unique IPs	Sessions	Visitors	(New% / Return%)
02/2008	1,531	122	164	124	(91.4 / 8.6)
03/2008	10,928	1,414	1,914	1,390	(91.4 / 8.6)
04/2008	8,451	1,708	1,991	1,667	(91.4 / 8.6)
05/2008	11,075	2,171	2,660	2,155	(91.4 / 8.6)
06/2008	11,478	1,989	2,434	1,970	(91.4 / 8.6)
07/2008	5,757	972	1,168	-	(91.4 / 8.6)
Summary					

**User's Guide (English) - Standard Server**

Unique IP Address: The IP Address is a unique identifier for each computer. The IP Address is a 32-bit number, represented by four numbers separated by periods (e.g., 192.168.1.1).

Unique Session ID: Session ID is a unique identifier for each session. The Session ID is a 32-bit number, represented by four numbers separated by periods (e.g., 192.168.1.1).

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Copyright © 2001-2006 Truents.net. All rights reserved. เนื้อหาทั้งหมดนี้เป็นบริการแก่ผู้ใช้โดยไม่คิดค่าลิขสิทธิ์ (สงวนลิขสิทธิ์) ๓๓

Figure 10: Number of website visitor

<sup>1</sup> Reference: Based from author's experience

<sup>2</sup> Reference: <http://truehits.net/>



## Management and Team

ABSOLUTE CORP CO., LTD. consists of 2 managing directors, the company's founders. In this section, it contains their personal information and qualification to support the future business direction. Also it contains the qualification and job description for the coming employees that are planned to recruit since beginning 2009.

### Management

Name: Ekkarin Phipattiganun  
Age: 25  
Sex: Male  
Marital status: Single  
Nationality: Thai  
Religion: Buddhism  
Education: 2005-recent Assumption University, Thailand  
Master of Science in management  
Major Strategic Marketing Management

1999-2003 Assumption University, Thailand

Bachelor Degree

Major International Business Management

1998-1999 International School of the Regent, Thailand

Year 12 certificate

1994-1998 Wellington High School, New Zealand

5<sup>th</sup> form certificate

1988-1994 Thewphaingarm School, Thailand

M.2 certificate

Name: Kittinai Chairat

Age: 25

Sex: Male

Marital status: Single

Nationality: Thai

Religion: Buddhism

Education: 1999-2003 Assumption University, Thailand

Bachelor Degree

Major General Management

1988-1999 Assumption Collage School, Thailand

M.6 Certificate

Certainly that we need to set the remuneration package for management team, apart from the year end profit sharing each managing director will receive 30,000 Baht as the based salary.

### **Selling Team**

In response to inbound call traffics that are forecasted to increase every years, ABSOLUTE CORP CO., LTD. needs to reserve a number of sale forces to coordinate and response to prospect's requisitions. Therefore one of the 2009 company's objectives is to employ 2 salespersons and up to 3 salespersons by the end of 2010.

Details below are the list of job description and remuneration package for the Sale and Marketing Executive Position

***Job title***

- Sale and Marketing Executive

***Qualification***

- Male or Female
- 23 years or older
- 1 year experience in selling is preferable
- Vocational certificate or higher
- Good personality and interpersonal skill
- Good team player skill
- Have general knowledge about computer

***Job description***

- To contact, coordinate and approach clients for product presentation.
- To close sale with a Baht 120,000 profit target per month.
- To protect, maintain and extend the company reputation.

***Working hours***

- Monday to Friday, 8 hours per day, 8.30am. - 17.30pm.
- Saturday, 4 hours per day, 8.30am. – 12.30pm.

***Working place***

- Bangkok

***Remuneration package***

- Baht 10,000 monthly salary

- 1,000 Baht mobile phone expense
- 1,000 Baht Transportation expense
- 10% commission based from the profit margin and collection

***Other benefits***

- 1 month bonus guarantee

***Probation period***

- 4 months

**Buying Team**

As mentioned that ABSOLUTE CORP CO., LTD. will structure our organization to promote teamwork within the group. In order to support the increasing in procurement part, therefore we expect to have 2 purchasing positions by the end of 2010. Details below are the list of job description and remuneration package for the Supplier Relationship Executive position:

***Job title***

- Supplier Relationship Executive

***Qualification***

- Female
- 23 years or older
- 1 year experience in procurement is preferable
- Vocational certificate or higher
- Good personality and interpersonal skill
- Good team player skill
- Have general knowledge about computer



### ***Job description***

- To contact, coordinate and keep good relationship with suppliers.
- To encourage the purchase of products at the most appropriate manner
- To protect, maintain and extend the company reputation.

### ***Working hours***

- Monday to Friday, 8 hours per day, 8.30am. - 17.30pm.
- Saturday, 4 hours per day, 8.30am. – 12.30pm.

### ***Working place***

- Bangkok

### ***Remuneration package***

- 10,000 monthly salary
- 1,000 Baht mobile phone expense
- 1000 Baht Transportation expense
- 2% commission based from the profit margin and collection

### ***Other benefits***

- 1 month bonus guarantee

### ***Probation period***

- 4 months

## **Supporting Team**

Due to a small in its size therefore the main supporting function will consist of only 1 accounting position and 1 messenger position whereas the qualification and job description will mainly rely on the job itself. We expect to have these positions at the beginning of year 2009. However the important parts are the structure of

remuneration packages that will be different from the selling and buying team. The remuneration packages will be as followed:

*Accounting Executive*

- 15,000 monthly salary
- 1 month bonus guarantee

*Messenger*

- 8,000 monthly salary
- Baht 1,000 mobile phone expense
- 1 month bonus guarantee



## Financial Projection

ABSOLUTE CORP CO., LTD. has outlined a business financial projection for the next 3 years starting from January 2008 until December 2010. It shows all related financial assumption needed for calculation. It also includes profit and loss statement, cash flow analysis, breakeven analysis and finally the net profit projection from the successful implementation of the project.

### Financial Assumption

Listed below are main assumptions for ABSOLUTE CORP CO., LTD. used for the 3 years financial projection. The income and expense for the company will mainly vary depending on these factors.

#### *Website development related*

After the launch of first product website in January 2008, we also plan to launch the second, third and forth website in October 2008, January 2009, and April 2009 respectively. These websites are expected to have averagely 24,000 visitors per year or 2,000 visitors per month and forecasted to grow approximately 20% every year<sup>1</sup>. See detail in appendix A, C and E.

#### *Head count related*

We do not hire any employee until the second operating year. At the beginning of 2009, we then start to recruit selling team which forecast to have 3 full time sale executives at the end of 2010. For the buying team and

<sup>1</sup> Reference: Based from author's experience

supporting function, we expect to recruit at the beginning of 2009 and remain unchanged until the end of 2010. See detail in appendix A, C and E.

### *Sale related*

Base from our experience, we forecast to have a 2% call in conversion rate from a total number of people visiting a website<sup>1</sup>. From those who actually make calls to us, we expect that 20% must be converted to sales<sup>2</sup>. For the promotional product industry in Thailand the average case size for each order is 50,000 Baht<sup>3</sup> therefore in order to hit the target sale each salesperson must make approximately 400,000 Baht monthly sale volume. These sales related assumptions are projected to maintain throughout the 3 years business plan. See detail in appendix A, C and E.

### *Cost of goods sold related*

As the industry standard, the main cost is the cost of goods sold. The cost is forecasted to remain at 70% throughout the plan<sup>4</sup>. See detail in appendix A, C and E.

### *Selling expense related*

As mentioned in the plan above, commission is considered as our variable cost that varies depending on number of person in the selling team and buying team. Selling team receives 10% and 2% for buying team out of the gross margin making from their sales. If a salesperson achieves the target,

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<sup>1</sup> Reference: Based from author's experience

<sup>2</sup> Reference: Based from author's experience

<sup>3</sup> Reference: Based from author's experience

<sup>4</sup> Reference: Based from author's experience



the company will pay 12,000 Baht as commission whereas 10,000 Baht is for the salesperson and 2,000 Baht for a supplier relationship executive. These commission schemes are projected to maintain throughout the 3 years business plan. See detail in appendix A, C and E.

#### *Administrative expense related*

Additionally there are several expenses that vary along the change in sale volume including gasoline, office telephone, office supply and office utility whereas we respectively account them to be 4%, 1%, 1% and 1% from the monthly sale volume<sup>1</sup>. These variable cost proportions are forecasted to remain unchanged until the end of 2010. See detail in appendix A, C and E.

We expect to have a major investment in the second year where we start renting for a proper office and will need a 300,000 Baht for the office fixed asset investment. See detail in appendix D.

#### *Asset related*

Since some clients may ask us to provide them a certain credit term therefore at the year end we expect to have approximately 3% from the sale volume remain receivable<sup>2</sup>. According to our plan, we also reserve a certain level of stock whereas it is accounted to have approximately 1% from the sale volume<sup>3</sup>. See detail in appendix H.

<sup>1</sup> Reference: Based from author's experience

<sup>2</sup> Reference: Based from author's experience

<sup>3</sup> Reference: Based from author's experience

### *Liability related*

ABSOLUTE CORP CO., LTD. normally asks for a 30 days credit term from suppliers. Although not all but most of suppliers are willing to provide us due to our continuously order placement therefore we projected to averagely have 5% payable at the year end<sup>1</sup>. See detail in appendix H.

### *Equity related*

Due to a small in its size, all profit made will remain as retain earning for the company until the end of 2010. See detail in appendix H.

### **Income Statement**

The 3 years income statement consolidates all related incomes and expenses including both fixed and variable costs. Following with the entire business plan, the company is forecasted to achieve 6 millions, 19.2 millions and 24.2 millions Baht in 2008, 2009 and 2010 respectively.

Since we normally have 70% as our cost of goods therefore the gross profit will remain unchanged at 30% throughout the plan. The proportion for selling expense is expected to reduce over time from 13% in 2008 to 9% in 2010. On the other hand the administrative expense is forecasted to increase from 8% to 10% in 2009 then drop down to 8% again in 2010. This is due to the expansion plan in 2009 that reflect the increase in administrative expense. See detail in appendix G.

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<sup>1</sup> Reference: Based from author's experience

### **Cash Flow Analysis**

According to our plan, we project to make profit at the first operating year. Therefore we do not face any cash shortage in operating activities. For the financial activities the company does not require to borrow money from the bank, instead it is funded by the earning of the company. In 2009 also we put 300,000 Baht in a long term investing activities by acquiring a proper office to support the company growth.

By having these activities, we can ensure the positive change in available current cash on hand for daily business operation. See detail in appendix I.

### **Breakeven Analysis**

The breakeven point for the company is to make approximately 60%, 55% and 42% from the total yearly sale projection in 2008, 2009 and 2010 respectively. For instance if the net sale projection in 2008 is 6 millions Baht, then the company requires to make approximately 3.6 millions Baht for the year to cover all the fixed cost. As long as we do not load too much fixed cost in the business, we will be able to hit the breakeven as fast as we can. See detail in appendix J.

### **Net Profit**

Once we deduct all expenses and taxes, the net profit will fall between 7%-9%. In conclusion we project to make 466,650 Baht net profit in year 2008, 1,299,200 Baht in 2009 and 2,077,740 Baht in 2010 respectively. See detail in appendix G.

## Implementation Plan

In order to achieve the above written business plan objectives, we therefore need to breakdown the planned strategies into action points or so called the implementation plan. We also provide the key performance indicator for each necessary action point. These action points will be used as a guideline for steps that should be done to successfully implement the written strategies. The implementation plan below demonstrates a single cycle of action point however some plan may require a continuity of the same action point cycle.

Product development implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Market, internet, material survey									<ul style="list-style-type: none"> <li>To generate at least 1 new product design per month</li> </ul>
Requisition discussion with supplier									
Sample development									
Sampling approval									
Product communication in available channel									
Post product evaluation									
Promotion development implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Campaign creation									<ul style="list-style-type: none"> <li>To generate at least 1 new promotion campaign per 3 months</li> <li>To maintain average sale volume at 400,000 Baht per person during February to May</li> <li>To extend average sale volume by 20% during June to January</li> </ul>
Campaign approval									
Campaign communication in available channel									
Campaign implementation									
Post campaign evaluation									
Supplier development implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Explore new supplier information									<ul style="list-style-type: none"> <li>To have 6 close suppliers per a product available by the end</li> </ul>



Personal site visit for observation										of 2010 • To maintain relationship and good reputation throughout the plan
General strength and weakness analysis										
Make first order placement										
Post evaluation										
Continue order placement										
Post evaluation										

Recruitment implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Headcount needed analysis									• To employ 1 sale person, 1 purchase person, 1 accounting, 1 messenger in 2009 • To employ 2 sale person in 2010 • Turnover rate must maintain at least 2 years per person
Provide job description									
Propose remuneration package									
Job communication in available channel									
Personal interview with applicant									
Welcome meeting									
On the job training									
Payroll system preparation									
Social welfare insurance preparation									

Outbound contact implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Information preparation									• To acquire 2% inbound conversion from total collected list
Database cleaning and preparation									
Segment selection									
Implement the outbound contact									
Inbound contact preparation									

Website development implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Domain name registration									• To launch baggage and umbrella website in 2008 • To launch garment and gadget website in 2009
Hosting registration									

Website structure preparation										<ul style="list-style-type: none"> <li>To achieve at least 2% call in conversion from website visitors</li> </ul>
Information research										
Information preparation										
Information placement										
Consistency testing										
Launch										

SEO implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Keyword analysis and selection									<ul style="list-style-type: none"> <li>To achieve at least 2,000 visitors per website per month</li> <li>To achieve a 20% number of visitors growth every year</li> </ul>
Rich content revision on website									
Exchange link submission									
Sitemap submission									
Search engine submission									
Monitoring and tracking visitors									

PPC implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Register to PPC service provider									<ul style="list-style-type: none"> <li>To maintain the pay per click not to exceed 10 Baht per visitor</li> </ul>
Keyword analysis and selection									
advertisement development									
Set up the provider's system									
Monitoring and tracking visitors									

General sale and production implementation plan	WEEKLY								Key Performance Indicator
	1	2	3	4	5	6	7	8	
Receive in-bound call									<ul style="list-style-type: none"> <li>To convert 20% from total inbound call to sales</li> <li>To approve sample within the second week of customer first contact</li> <li>To deliver product within 30 days since the first contact</li> <li>To generate at least 30% gross profit</li> </ul>
Arrange appointment									
Finalize product design and imprint logo									
Issue price quotation									
Sample approval									





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## APPENDIX A

### 2008 - Financial Assumption

ASSUMPTION	2008											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>WEBSITE DEVELOPMENT RELATED:</b>												
No. of Websites	1	1	1	1	1	1	1	1	1	2	2	2
Website no.1 average visitor with yearly 20% growth	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Website no.2 average visitor with yearly 20% growth										2,000	2,000	2,000
Website no.3 average visitor with yearly 20% growth												
Website no.4 average visitor with yearly 20% growth												
<b>HEAD COUNT RELATED:</b>												
No. of CEO head count	2	2	2	2	2	2	2	2	2	2	2	2
No. of Sale and Marketing Executive head count	0	0	0	0	0	0	0	0	0	0	0	0
No. of Supplier Relationship Executive head count	0	0	0	0	0	0	0	0	0	0	0	0
No. of Accounting Executive head count	0	0	0	0	0	0	0	0	0	0	0	0
No. of Messenger head count	0	0	0	0	0	0	0	0	0	0	0	0
<b>SALE RELATED:</b>												
% Conversion call in to no. of visitors	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
% Conversion client to no. of call in	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Average case size	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Average target for a salesperson	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000
<b>COST OF GOOD SOLD RELATED:</b>												
% Cost of goods to sales	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%
<b>SELLING EXPENSE RELATED:</b>												
% Commission for Sale and Marketing Executive	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
% Commission for Supplier Relationship Executive	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
<b>ADMINISTRATIVE EXPENSE RELATED:</b>												
% Gasoline goods delivery to sales	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
% Telephone office to sales	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
% Office supply to sales	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
% Office utility to sales	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

## APPENDIX B

### 2008 - Financial Projection

2008												
MONTHLY INCOME	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
No. of website visitors	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	4,000	4,000	4,000
Total call in	40	40	40	40	40	40	40	40	40	80	80	80
Total clients	8	8	8	8	8	8	8	8	8	16	16	16
Total cost of goods	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	280,000	560,000	560,000	560,000
2008												
MONTHLY SELLING EXPENSE	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Salary expense:												
CEO salary (FC)	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Total	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000
Sale and Marketing Executive salary (FC)												
Total												
Supplier Relationship Executive salary (FC)												
Total												
Accounting Executive salary (FC)												
Total												
Messenger salary (FC)												
Total												
Total salary expense	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000
Commission expense:												
Sale and Marketing Executive (VC)												
Total												
Supplier Relationship Executive (VC)												
Total												
Total commission expense												
Transportation expense:												
Sale and Marketing Executive (FC)												
Total												
Supplier Relationship Executive (FC)												
Total												

<b>Total transportation expense</b>													
<b>Mobile phone expense:</b>													
Sale and Marketing Executive (FC)													
<b>Total</b>													
Supplier Relationship Executive (FC)													
<b>Total</b>													
Messenger salary (FC)													
<b>Total</b>													
<b>Total mobile phone expense</b>													
<b>Website development expense:</b>													
Website development (FC)	5,000										5,000		
<b>Total website development expense</b>	5,000										10,000		
<b>Online advertising expense:</b>													
Google Adwords (FC)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
<b>Total online advertising expense</b>	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	4,000	4,000	4,000
<b>Product development expense:</b>													
Product development (FC)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
<b>Total product development expense</b>	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	4,000	4,000	4,000
<b>Bonus expense:</b>													
Sale and Marketing Executive salary (FC)													
<b>Total</b>													
Supplier Relationship Executive salary (FC)													
<b>Total</b>													
Accounting Executive salary (FC)													
<b>Total</b>													
Messenger salary (FC)													
<b>Total</b>													
<b>Total bonus expense</b>													
	64,000	64,000	64,000	64,000	64,000	64,000	64,000	64,000	64,000	78,000	68,000	68,000	68,000



# MONTHLY ADMINISTRATIVE EXPENSE

2008

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Gasoline expense:</b>												
Gasoline expense (VC)	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	32,000	32,000	32,000
<b>Total</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>16,000</b>	<b>32,000</b>	<b>32,000</b>	<b>32,000</b>
<b>Telephone office expense:</b>												
Telephone office expense (VC)	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	8,000	8,000	8,000
<b>Total</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>
<b>Office supply expense:</b>												
Office supply expense (VC)	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	8,000	8,000	8,000
<b>Total</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>
<b>Accounting service expense:</b>												
Accounting service expense (FC)	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
<b>Total</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>
<b>Office Rental expense:</b>												
Office Rental expense (FC)												
<b>Total</b>												
<b>Office utility expense:</b>												
Office utility expense (VC)	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	8,000	8,000	8,000
<b>Total</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>4,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>
<b>Office fixed asset expense:</b>												
Office fixed asset expense (FC)												
<b>Total</b>												
<b>Depreciation expense:</b>												
Depreciation expense (FC)												
<b>Total</b>												
	<b>31,000</b>	<b>31,000</b>	<b>31,000</b>	<b>31,000</b>	<b>31,000</b>	<b>31,000</b>	<b>31,000</b>	<b>31,000</b>	<b>31,000</b>	<b>59,000</b>	<b>59,000</b>	<b>59,000</b>

## APPENDIX C

### 2009 - Financial Assumption

ASSUMPTION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>WEBSITE DEVELOPMENT RELATED:</b>												
No. of Websites	3	3	3	4	4	4	4	4	4	4	4	4
Website no.1 average visitor with yearly 20% growth	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400
Website no.2 average visitor with yearly 20% growth	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,400	2,400
Website no.3 average visitor with yearly 20% growth	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Website no.4 average visitor with yearly 20% growth				2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
<b>HEAD COUNT RELATED:</b>												
No. of CEO head count	1	2	2	2	2	2	2	2	2	2	2	2
No. of Sale and Marketing Executive head count	1	1	1	2	2	2	2	2	2	2	2	2
No. of Supplier Relationship Executive head count	1	1	1	1	1	1	1	1	1	1	1	1
No. of Accounting Executive head count	1	1	1	1	1	1	1	1	1	1	1	1
No. of Messenger head count	1	1	1	1	1	1	1	1	1	1	1	1
<b>SALE RELATED:</b>												
% Conversion call in to no. of visitors	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
% Conversion client to no. of call in	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Average case size	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Average target for a salesperson	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000
<b>COST OF GOOD SOLD RELATED:</b>												
% Cost of goods to sales	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%
<b>SELLING EXPENSE RELATED:</b>												
% Commission for Sale and Marketing Executive	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
% Commission for Supplier Relationship Executive	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
<b>ADMINISTRATIVE EXPENSE RELATED:</b>												
% Gasoline goods delivery to sales	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
% Telephone office to sales	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
% Office supply to sales	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
% Office utility to sales	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

### 2009 - Financial Projection

MONTHLY SELLING EXPENSE												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Salary expense:</b>												
CEO salary (FC)	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Total	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000
Sale and Marketing Executive salary (FC)	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Total	10,000	10,000	10,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Supplier Relationship Executive salary (FC)	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Total	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Accounting Executive salary (FC)	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
Total	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
Messenger salary (FC)	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
Total	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
<b>Total salary expense</b>	<b>103,000</b>	<b>103,000</b>	<b>103,000</b>	<b>113,000</b>	<b>113,000</b>	<b>113,000</b>	<b>113,000</b>	<b>113,000</b>	<b>113,000</b>	<b>113,000</b>	<b>113,000</b>	<b>113,000</b>
<b>Commission expense:</b>												
Sale and Marketing Executive salary	10,000	10,000	10,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Total	10,000	10,000	10,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Supplier Relationship Executive (VC)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Total	2,000	2,000	2,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
<b>Total commission expense</b>	<b>12,000</b>	<b>12,000</b>	<b>12,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>	<b>24,000</b>
<b>Transportation expense:</b>												

Sale and Marketing Executive (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>
Supplier Relationship Executive (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
Total transportation expense	2,000	2,000	2,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
<b>Mobile phone expense:</b>												
Sale and Marketing Executive (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>
Supplier Relationship Executive (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
Messenger salary (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
Total mobile phone expense	3,000	3,000	3,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
<b>Website development expense:</b>												
Website development (FC)	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
<b>Total website development expense</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>
<b>Online advertising expense:</b>												
Google Adwords (FC)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
<b>Total online advertising expense</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>
<b>Product development expense:</b>												
Product development (FC)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
<b>Total product development expense</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>	<b>8,000</b>
<b>Bonus expense:</b>												
Sale and Marketing Executive salary (FC)												10,000
<b>Total</b>												20,000
Supplier Relationship Executive salary (FC)												10,000
<b>Total</b>												10,000
Accounting Executive salary (FC)												15,000
<b>Total</b>												15,000
Messenger salary (FC)												8,000
<b>Total</b>												8,000
Total bonus expense												53,000
												<b>213,000</b>



# MONTHLY ADMINISTRATIVE

2009

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Gasoline expense:</b>												
Gasoline expense (VC)	51,200	51,200	51,200	67,200	67,200	67,200	67,200	67,200	67,200	70,400	70,400	70,400
<b>Total</b>	<b>51,200</b>	<b>51,200</b>	<b>51,200</b>	<b>67,200</b>	<b>67,200</b>	<b>67,200</b>	<b>67,200</b>	<b>67,200</b>	<b>67,200</b>	<b>70,400</b>	<b>70,400</b>	<b>70,400</b>
<b>Telephone office expense:</b>												
Telephone office expense (VC)	12,800	12,800	12,800	16,800	16,800	16,800	16,800	16,800	16,800	17,600	17,600	17,600
<b>Total</b>	<b>12,800</b>	<b>12,800</b>	<b>12,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>17,600</b>	<b>17,600</b>	<b>17,600</b>
<b>Office supply expense:</b>												
Office supply expense (VC)	12,800	12,800	12,800	16,800	16,800	16,800	16,800	16,800	16,800	17,600	17,600	17,600
<b>Total</b>	<b>12,800</b>	<b>12,800</b>	<b>12,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>17,600</b>	<b>17,600</b>	<b>17,600</b>
<b>Accounting service expense:</b>												
Accounting service expense (FC)	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
<b>Total</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>
<b>Office Rental expense:</b>												
Office Rental expense (FC)	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
<b>Total</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>
<b>Office utility expense:</b>												
Office utility expense (VC)	12,800	12,800	12,800	16,800	16,800	16,800	16,800	16,800	16,800	17,600	17,600	17,600
<b>Total</b>	<b>12,800</b>	<b>12,800</b>	<b>12,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>16,800</b>	<b>17,600</b>	<b>17,600</b>	<b>17,600</b>
<b>Office fixed asset expense:</b>												
Office fixed asset expense (FC)	300,000											
<b>Total</b>	<b>300,000</b>											
<b>Depreciation expense:</b>												
Depreciation expense (FC)	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
<b>Total</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>

## APPENDIX E

### 2010 - Financial Assumption

ASSUMPTION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>WEBSITE DEVELOPMENT RELATED:</b>												
No. of Websites	4	4	4	4	4	4	4	4	4	4	4	4
Website no.1 average visitor with yearly 20% growth	2,880	2,880	2,880	2,880	2,880	2,880	2,880	2,880	2,880	2,880	2,880	2,880
Website no.2 average visitor with yearly 20% growth	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,880	2,880	2,880
Website no.3 average visitor with yearly 20% growth	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400
Website no.4 average visitor with yearly 20% growth	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400
<b>HEAD COUNT RELATED:</b>												
No. of CEO head count	2	2	2	2	2	2	2	2	2	2	2	2
No. of Sale and Marketing Executive head count	3	3	3	3	3	3	3	3	3	3	3	3
No. of Supplier Relationship Executive head count	1	1	1	1	1	1	1	1	1	1	1	1
No. of Accounting Executive head count	1	1	1	1	1	1	1	1	1	1	1	1
No. of Messenger head count	1	1	1	1	1	1	1	1	1	1	1	1
<b>SALE RELATED:</b>												
% Conversion call in to no. of visitors	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
% Conversion client to no. of call in	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Average case size	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Average target for a salesperson	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000	400,000
<b>COST OF GOOD SOLD RELATED:</b>												
% Cost of goods to sales	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%
<b>SELLING EXPENSE RELATED:</b>												
% Commission for Sale and Marketing Executive	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
% Commission for Supplier Relationship Executive	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
<b>ADMINISTRATIVE EXPENSE RELATED:</b>												
% Gasoline goods delivery to sales	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
% Telephone office to sales	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

## APPENDIX F

### 2010 - Financial Projection

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
No. of website visitors	9,680	9,680	9,680	10,080	10,080	10,080	10,080	10,080	10,080	10,560	10,560	10,560
Total call in	194	194	194	202	202	202	202	202	202	211	211	211
Total clients	39	39	39	40	40	40	40	40	40	42	42	42
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	1,311,200	1,311,200	1,311,200	1,411,200	1,411,200	1,411,200	1,411,200	1,411,200	1,411,200	1,478,400	1,478,400	1,478,400
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Salary expense:</b>												
CEO salary (FC)	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Total	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000
Sale and Marketing Executive salary (FC)	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Total	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Supplier Relationship Executive salary (FC)	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Total	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Accounting Executive salary (FC)	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
Total	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
Messenger salary (FC)	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
Total	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
Total salary expense	123,000	123,000	123,000	123,000	123,000	123,000	123,000	123,000	123,000	123,000	123,000	123,000
<b>Commission expense:</b>												
Total		30,000			30,000							
Total	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
Total commission expense	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000
<b>Transportation expense:</b>												

Sale and Marketing Executive (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>
Supplier Relationship Executive (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
Vehicle transportation expense	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
<b>Mobile phone expense:</b>													
Sale and Marketing Executive (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>
Supplier Relationship Executive (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
Messenger salary (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
<b>Total mobile phone expense</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>
<b>Website development expense:</b>													
Website development (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total website development expense</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
<b>Online advertising expense:</b>													
Google Adwards (FC)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total online advertising expense</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
<b>Product development expense:</b>													
Product development (FC)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
<b>Total product development expense</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>
<b>Bonus expense:</b>													
Sale and Marketing Executive salary (FC)													10,000
<b>Total</b>													<b>30,000</b>
Supplier Relationship Executive salary (FC)													10,000
<b>Total</b>													<b>10,000</b>
Accounting Executive salary (FC)													15,000
<b>Total</b>													<b>15,000</b>
													<b>63,000</b>
	184,000	184,000	184,000	184,000	184,000	184,000	184,000	184,000	184,000	184,000	184,000	184,000	184,000



# MONTHLY ADMINISTRATIVE EXPENSE

2010

## Gasoline expense:

Gasoline expense (VC)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gasoline expense (VC)	77,440	77,440	77,440	80,640	80,640	80,640	80,640	80,640	80,640	84,480	84,480	84,480

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total	77,440	77,440	77,440	80,640	80,640	80,640	80,640	80,640	80,640	84,480	84,480	84,480

## Telephone office expense:

Telephone office expense (VC)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Telephone office expense (VC)	19,360	19,360	19,360	20,160	20,160	20,160	20,160	20,160	20,160	21,120	21,120	21,120

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total	19,360	19,360	19,360	20,160	20,160	20,160	20,160	20,160	20,160	21,120	21,120	21,120

## Office supply expense:

Office supply expense (VC)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Office supply expense (VC)	19,360	19,360	19,360	20,160	20,160	20,160	20,160	20,160	20,160	21,120	21,120	21,120

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total	19,360	19,360	19,360	20,160	20,160	20,160	20,160	20,160	20,160	21,120	21,120	21,120

## Accounting service expense:

Accounting service expense (FC)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Accounting service expense (FC)	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000

## Office Rental expense:

Office Rental expense (FC)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Office Rental expense (FC)	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000

## Office utility expense:

Office utility expense (VC)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Office utility expense (VC)	19,360	19,360	19,360	20,160	20,160	20,160	20,160	20,160	20,160	21,120	21,120	21,120

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total	19,360	19,360	19,360	20,160	20,160	20,160	20,160	20,160	20,160	21,120	21,120	21,120

## Office fixed asset expense:

Office fixed asset expense (FC)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Office fixed asset expense (FC)												

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total												

## Depreciation expense:

Depreciation expense (FC)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Depreciation expense (FC)												

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total												

## APPENDIX G

### Income Statement

INCOME STATEMENT			
	2008	2009	2010
Sales	6,000,000	19,200,000	24,240,000
Cost of good sold	4,200,000	13,440,000	16,968,000
<b>Gross Profit</b>	<b>1,800,000</b>	<b>5,760,000</b>	<b>7,272,000</b>
Selling expense:			
Salary expense	720,000	1,326,000	1,476,000
Commission expense	-	252,000	432,000
Transportation expense	-	33,000	48,000
Mobile phone expense	-	45,000	60,000
Website development expense	15,000	35,000	-
Online advertising expense	30,000	90,000	96,000
Product development expense	30,000	90,000	96,000
Bonus expense	-	53,000	63,000
<b>Total selling expense</b>	<b>795,000</b>	<b>1,924,000</b>	<b>2,271,000</b>
Administrative expense:			
Gasoline expense	240,000	768,000	969,600
Telephone office expense	60,000	192,000	242,400
Office supply expense	60,000	192,000	242,400
Accounting service expense	36,000	36,000	36,000
Office rent expense	-	240,000	240,000
Office depreciation expense	60,000	192,000	242,400
Office fixed asset expense	-	340,000	-
Depreciation expense	-	60,000	60,000
<b>Total administrative expense:</b>	<b>456,000</b>	<b>1,980,000</b>	<b>2,032,800</b>
<b>Total S&amp;A expense</b>	<b>1,251,000</b>	<b>3,904,000</b>	<b>4,303,800</b>
<b>Operating profit (EBIT)</b>	<b>549,000</b>	<b>1,856,000</b>	<b>2,968,200</b>
Tax %	18%	30%	30%
Tax amount	82,350	556,800	890,460
<b>Net Profit</b>	<b>466,650</b>	<b>1,299,200</b>	<b>2,077,740</b>

## APPENDIX H

### Balance Sheet

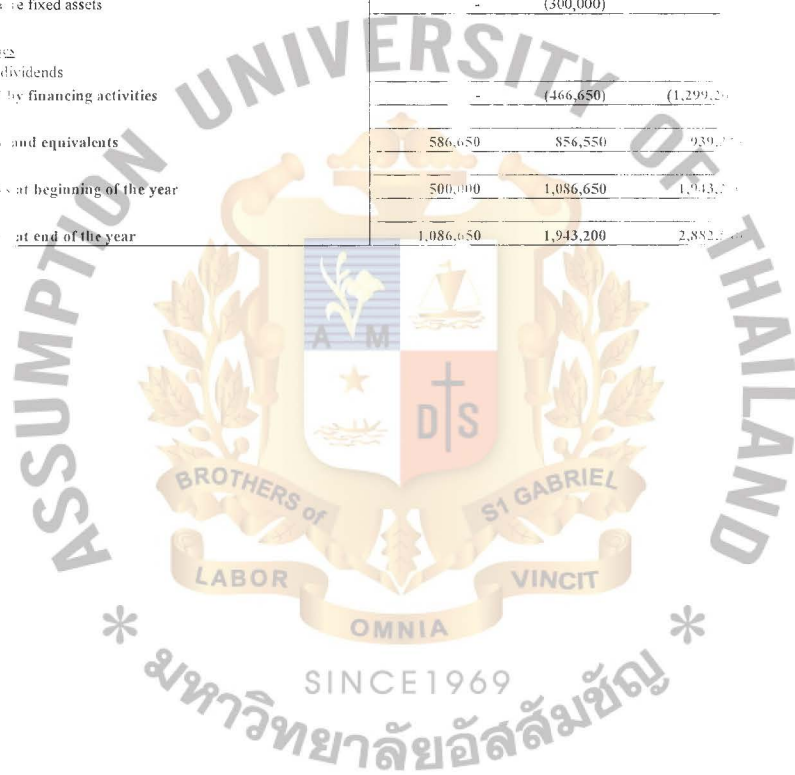
ASSUMPTION	2007	2009	2010
Account Receivable	3%	3%	3%
Inventory	1%	1%	1%
Account Payable	5%	5%	5%
Accruals	1%	1%	1%
Retained Earnings	100%	100%	100%

BALANCE SHEET	Beginning	2008	2009
Cash	\$500,000	1,086,650	1,943,200
Account Receivable		180,900	526,065
Inventory		60,000	192,000
<b>Total Current Assets</b>	<b>500,000</b>	<b>1,326,650</b>	<b>2,711,200</b>
Gross Property, Plant & Equipment			300,000
Less Accumulated Depreciation			60,000
Net Property, Plant & Equipment			240,000
<b>Total Fixed Assets</b>			<b>240,000</b>
<b>Total Assets</b>	<b>500,000</b>	<b>1,326,650</b>	<b>2,951,200</b>
Account Payable		300,000	960,000
Accruals		60,000	192,000
<b>Total Current Liabilities</b>		<b>360,000</b>	<b>1,152,000</b>
Common Stock	500,000	500,000	500,000
Retained Earnings		466,650	1,299,200
<b>Total Equity</b>	<b>500,000</b>	<b>966,650</b>	<b>1,799,200</b>
<b>Total Liabilities and Equity</b>	<b>500,000</b>	<b>1,326,650</b>	<b>2,951,200</b>

## APPENDIX I

### Cash Flow

<b>CASH FLOW</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Operating Activities</b>			
Net Profit	466,650	1,299,200	2,077,200
Noncash adjustments:			
Depreciation	-	60,000	60,000
Due to changes in working capital:			
Change in accounts receivable	(180,000)	(395,000)	(151,200)
Change in inventories	(60,000)	(132,000)	(50,400)
Change in accounts payable	300,000	660,000	252,000
Change in accounts	60,000	132,000	50,400
<b>Net cash provided by operating activities</b>	<b>586,650</b>	<b>1,623,200</b>	<b>2,327,000</b>
<b>Long-term investing activities</b>			
Cash used to acquire fixed assets	-	(300,000)	-
<b>Financing Activities</b>			
Payment of cash dividends	-	(466,650)	(1,299,200)
<b>Net cash provided by financing activities</b>	<b>-</b>	<b>(466,650)</b>	<b>(1,299,200)</b>
<b>Net change in cash and equivalents</b>	<b>586,650</b>	<b>856,550</b>	<b>930,000</b>
<b>Cash and securities at beginning of the year</b>	<b>500,000</b>	<b>1,086,650</b>	<b>1,943,200</b>
<b>Cash and securities at end of the year</b>	<b>1,086,650</b>	<b>1,943,200</b>	<b>2,882,000</b>





## APPENDIX J

### Breakeven

BREAK-EVEN	2008	2009	2010
Revenue	6,000,000	19,200,000	21,738,9
Total Costs			
Variable cost	4,620,000	15,036,000	19,096,8
Fixed cost	831,000	2,308,000	2,175,0
Total cost	5,451,000	17,344,000	21,271,8
Break-Even Point Revenues	3,613,443	10,642,075	10,250,6

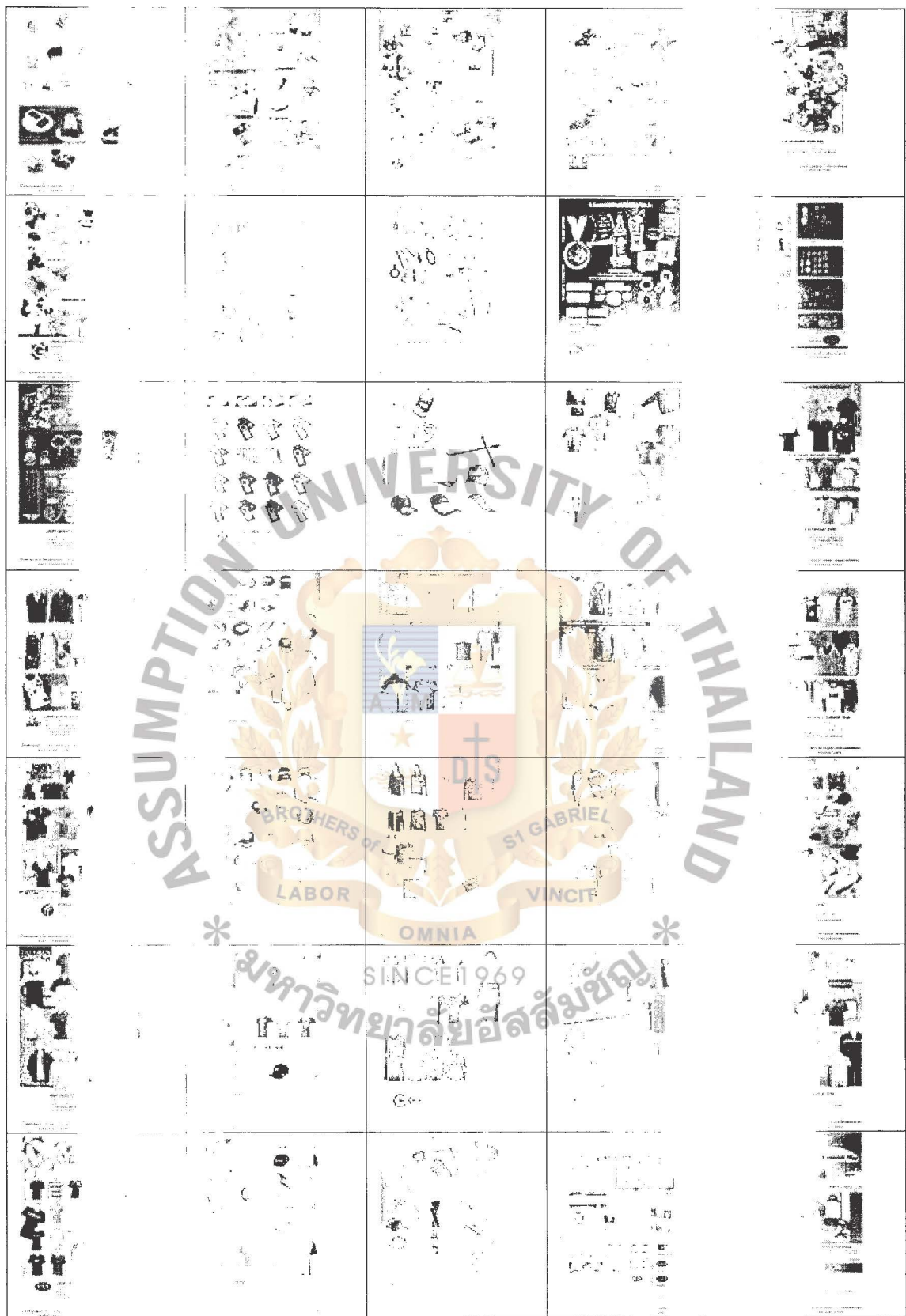


## APPENDIX K

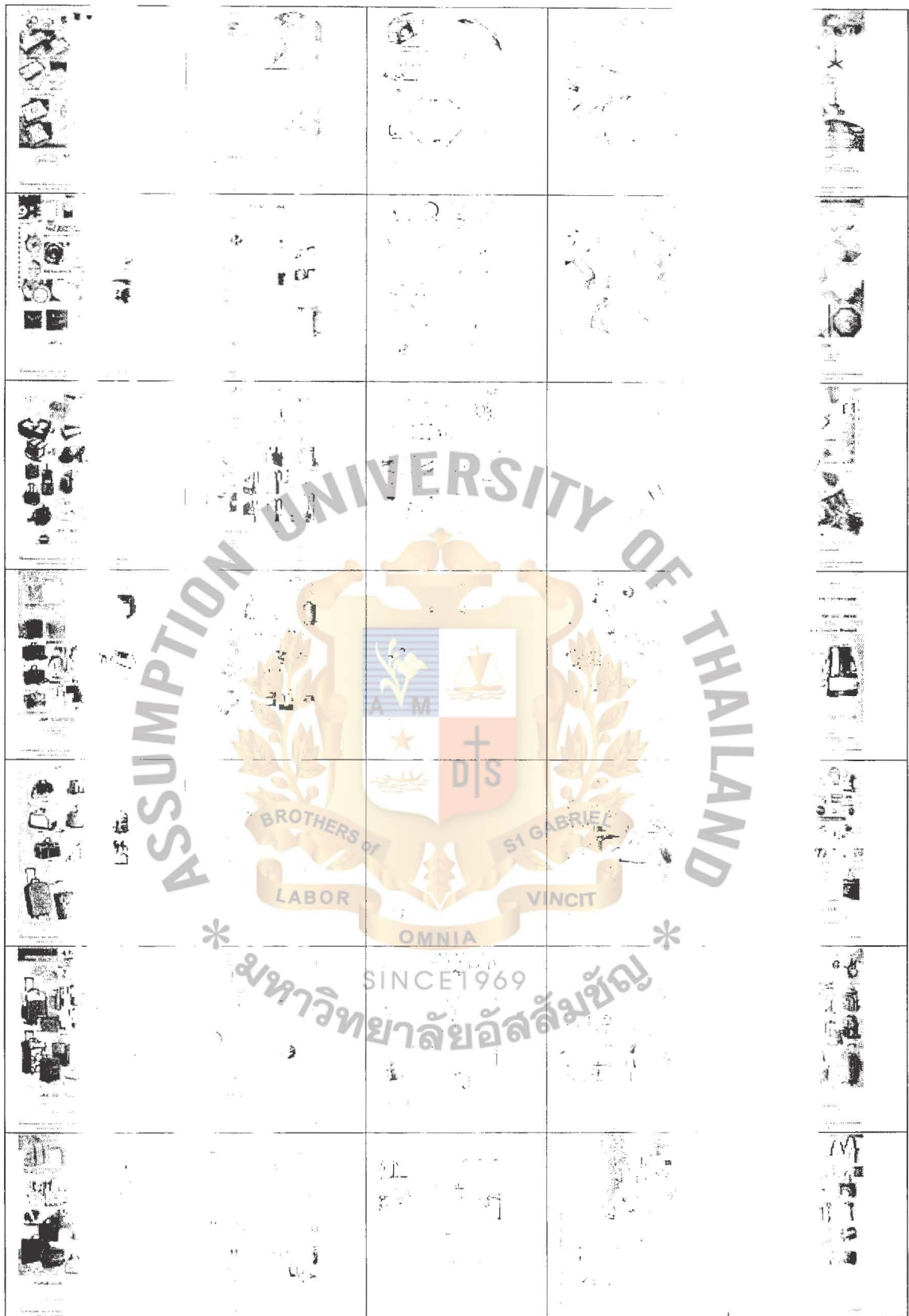
### List of Competitors and their products















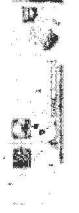

















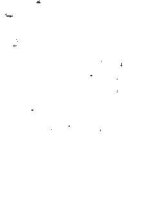

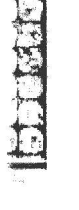
3SN ENTERPRISE  
RUNGTAVEEVIWAT CO.,LTD.  
TWIN CUPIDS INTERNATIONAL CO., LTD.  
KTP(THAILAND) CO., LTD.  
LAMUR SHOP LTD., PART  
GREEN LEAF TOY CO., LTD.  
CRAFT COLLECTIBLES CO., LTD.  
SIAM INTER COSTUME CO., LTD.  
T.S. LASEP & ACCESSORIES CO., LTD.  
VN. SPECIALIZE PRODUCTS CO.,LTD.  
THAMMAJUNG CO., LTD.  
HAMILTON CO., LTD.  
WORLD ACCESSORIES PRODUCT CO., LTD.  
PRO SPORT & PREMIUM CO., LTD.  
GRAND AND WORLD FASHION INDUSTRY CO., LTD.  
CAP INTERNATIONAL PRODUCT CO., LTD.  
SUNNT UNIFORMS  
GREEN GARMENT LTD., PART.  
BLUESPOT GARMENT CO., LTD.  
TOP STAR TEXTILE CO., LTD.  
KRIENG L. GROUP CAP AND SPORT LTD., PART.  
BLUE STAR MARKETING CO., LTD.  
SRIPATTRA WINNER LTD. PART.  
C.A.S. UNIFORM CO., LTD.  
HOP-BON CO., LTD.  
JINNA CO., LTD.  
CK ONE CO., LTD.  
THAI MAINTO CO., LTD.  
SIAM FINE PRODUCTS CO., LTD.  
U-CHAT CUSTOM BUILT LTD., PART  
NGURNNANCHOCK GROUP CO.,LTD.  
LUCKY LINE LTD., PART.  
UNILUCKY ELASTIC CO.,LTD.  
PS SUSTAINER PRODUCTS CO.,LTD.  
PRIVILAGE INTERNATIONAL CO.,LTD.  
KANCHANA WONG CO., LTD.  
YOUNG ORIGNAL GROUP CO., LTD.  
SAPCHONG GUGGAGE GROUP CO., LTD.  
JARERNI PRODUCTION CO., LTD.  
ARUNSIANG PVC CO., LTD.  
THONGFAIRAKS INTER CO., LTD.  
CHOCKA AND PLASTIC CO., LTD.  
ROMAR INDUSTRIAL CO., LTD.  
NATALINE CO., LTD.  
JAN DEVELOPMENT CO., LTD.  
S.V.SUPHART CO., LTD.  
K.T.S. SPLENDID BAGS CO., LTD.  
INTER GLAMOROUS LTD., PART.  
SAHACHA INTERTRADE CO., LTD.  
KEEP ON CO., LTD.  
BONNY INTERNATIONAL CO., LTD.  
LUKE4U CO., LTD.  
PRACON INDUSTRY LTD., PART  
P.T.R. BANG CO., LTD.  
P.S.T. PRASITMA CO., LTD.  
SIAM BAGS INDUSTRY CO., LTD.  
UNITED BAGS CO., LTD.

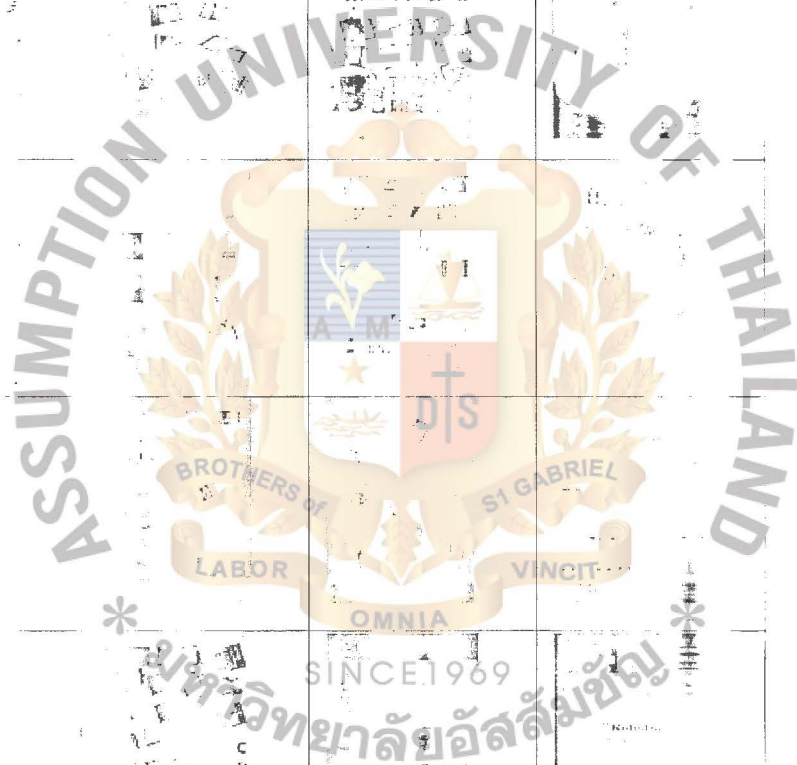
TRINITY INTERNATIONAL CO., LTD.  
 VN. SPECIALTY PRODUCTS CO., LTD.  
 TP WORKS PRODUCTS CO., LTD.  
 NEXT PROGRESS CO., LTD.  
 GREATER HIGH CO., LTD.  
 TOYWORKS CO., LTD.  
 BASIC GEAR CO., LTD.  
 COLUMBINE LTD., PART  
 TOYLAND CO., LTD.  
 LEATHER & DAIRY INDUSTRIES CO., LTD.  
 THAI FRUIT & ACCESSORIES CO., LTD.  
 SIAMATEX CO.  
 LUCKY CLOTH LTD., PART.  
 55 GIFT CO., LTD.  
 NICS INDUSTRY (1992) CO., LTD.  
 TREND RUM CREATIVE CO., LTD.  
 T.C. ASH (1996) CO., LTD.  
 SANG MANG INDUSTRIAL CO., LTD.  
 AUTHENTIC RUBBER CO., LTD.  
 BRIGHT DESTINY CO., LTD.  
 FIBER BOUT CO., LTD.  
 WE-BEST ENGINEERING CO., LTD.  
 SPEARMAN TEE CO., LTD.  
 P.M. PREMIUM GROUP CO., LTD.  
 NEWEL BERNARD (THAILAND) CO., LTD.  
 BIC PRODUCTS (THAILAND) CO., LTD.  
 J & O PRODUCTS CO., LTD.  
 SUPACON ENTER CO., LTD.  
 DASH INTERNATIONAL (THAILAND) CO., LTD.  
 YOD FA ENTERPRISE CO., LTD.  
 CHRISTIAN CO., LTD.  
 MPJ (THAILAND) CO., LTD.  
 BLISS INTERNATIONAL CO., LTD.  
 THEPPHONG TRADING CO., LTD.  
 BANGKOK SEA COMMERCE CO., LTD.  
 U-MAGNET CO., LTD.  
 PORNPECH INTERTRADE CO., LTD.  
 PREMIER CRYSTAL CO., LTD.  
 DE RICHELIEUX CO., LTD.  
 C & T GEAR CO., LTD.  
 S.O.R. (THAILAND) CO., LTD.  
 PIM PRINTING & PRINTING CO., LTD.  
 B & F INTERNATIONAL CO., LTD.  
 PREMIER CRYSTAL CO., LTD.  
 N.C. PRODUCTS CO., LTD.  
 EXECUTIVE FORCE CO., LTD.  
 MAGIC CO., LTD.  
 T-COSMETICS INTERNATIONAL CO., LTD.  
 BASIC GEAR CO., LTD.  
 ALLIANCE SERVICES CO., LTD.  
 PS SUCCESSION CO., LTD.  
 GIFT SOURCE CO., LTD.  
 IDIAM CO., LTD.  
 DHA SANGALIA LTD.

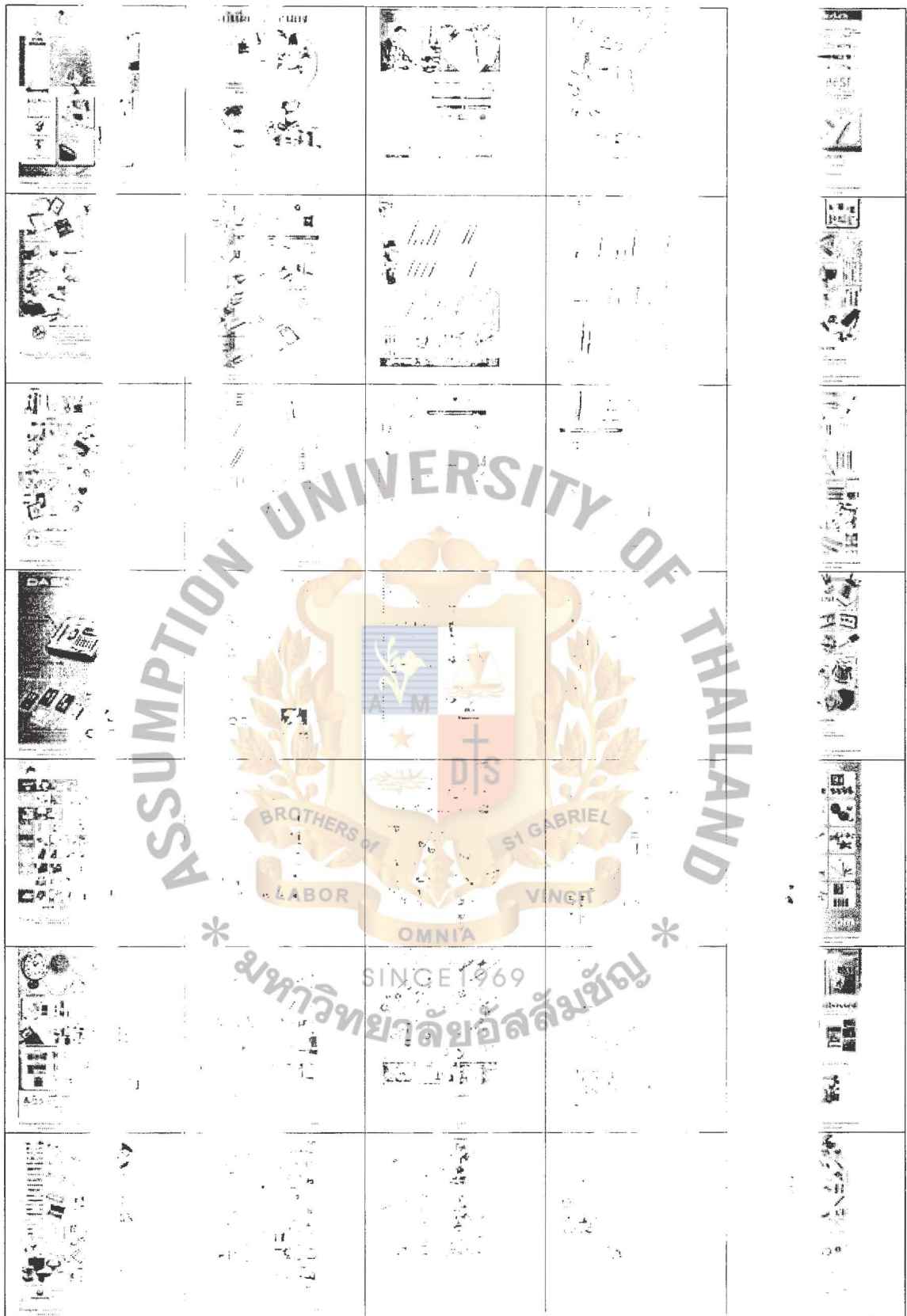


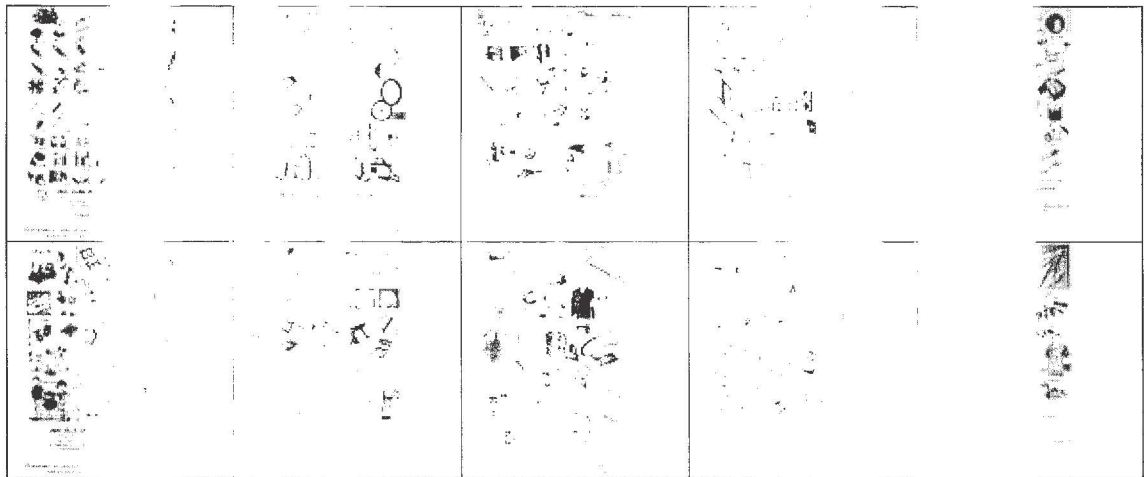












**Sample Purchase Order 1**

Figure 1 is a schematic representation of the experimental design. It shows a sequence of three events: 'Stimulus', 'Response', and 'Feedback'. Each event is represented by a box containing a face. Arrows indicate the flow from Stimulus to Response, and from Response to Feedback. The 'Response' box is labeled 'Response' and shows a hand pressing a button. The 'Feedback' box is labeled 'Feedback' and shows a face with a green or red background, indicating a correct or incorrect response respectively.

3310

[illegible]

1. *Journal of the American Medical Association*, 2000; 284: 1012-1013.

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245,014, 200,000

Sample Purchase Order 2

**VOLVO**

Volvo Truck & Bus (Thailand) Co., Ltd.

ใบสั่งซื้อ (Purchase Order)

ใบสั่งซื้อ (Purchase Order)

วันที่ออกใบสั่งซื้อ (Date of Order)

วันที่ออกใบสั่งซื้อ (Date of Order)

ชื่อลูกค้า (Customer Name)

ชื่อลูกค้า (Customer Name)

เลขที่ (No.)

10250

ชื่อลูกค้า (Customer Name)

ชื่อลูกค้า (Customer Name)

Fax: 02-547 566

ชื่อลูกค้า (Customer Name)

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ชื่อลูกค้า (Customer Name)

ชื่อลูกค้า (Customer Name)

ชื่อลูกค้า (Customer Name)

# Sample of Purchase Order 3

**PURCHASE ORDER**

To: The	Corp. Co., Ltd.	Reference No.	5-
33	100-10	Order of Purchase	12-10
36	100-10	Completion No.	
37	100-10	Unit Number	
38	100-10		
39	100-10		
40	100-10		
41	100-10		
42	100-10		
43	100-10		
44	100-10		
45	100-10		
46	100-10		
47	100-10		
48	100-10		
49	100-10		
50	100-10		
51	100-10		
52	100-10		
53	100-10		
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93	100-10		
94	100-10		
95	100-10		
96	100-10		
97	100-10		
98	100-10		
99	100-10		
100	100-10		



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