



Modern Fashion Online Shop

by

Mr. Nattapong Kumnurdsiri

A Final Report of the Three-Credit Course
IC 6997 E-Commerce Practicum

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

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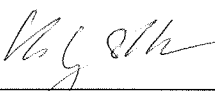
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The Graduate School of Assumption University has approved this final report of the three-credit course, IC 6997 E-commerce Practicum, submitted in partial fulfillment of the requirement for the degree of Master of Science in Internet and E-commerce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

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ABSTRACT

The objective of this project is to create and develop website “gorgeous.com” to improve efficiency for the existing system in the matter of increasing the sale volume. This website is also a new channel to contact customers, which is easier and faster than the conventional storefront.

The “Gorgeous” shop is the ultimate destination for what's hip, hot, and hard to find. From the latest fashions for women and men to gifts and to the world's best beauty lines, our shop is the premier offline store for stylish living.

With online exclusives with the latest fashionable clothing that designed by our team designers along with our accessories such as handbags, shoes, jewelry, watches, belts, sunglasses and more. We solely dedicated on bringing you the highest quality fashionable products for men/women and specialty gifts for all occasions at affordable prices.

“www.gorgeous.com” is conducted in order to be a communication channel for the target group. It will be a source of fashion for men/women, the new accessories collections of the exclusive brands are provided and also with our latest collection are provided and ready to be ordered via this website.

Therefore, gorgeous.com is helpful to increase efficiency in doing business of Gorgeous shop by enhancing capability to reach customers which leads to an increase of sale volume.

In the first part of this project, I have gathered information and analysis, and then set up our business plan, product strategies, marketing and sales strategies, and also do analysis which consist of SWOT analysis, competitor analysis, costs and benefits analysis, and so on. These are mentioned to point out how to manage to achieve the

mission and goals. Finally, I have created, designed and developed a web site with an executive business name “www.gorgeous.com”, which has been completely discussed in detail in this report.

Creating online shop is not easy but the more difficult part is how to analyze and plan to manage it effectively. Working hard and paying more attention will help my store to succeed. We will put more and more product to our Web in the near future.



ACKNOWLEDGEMENTS

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

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

I would like to thank all of my friends who encourage me to do this project. My special appreciation is due to my family for their fervent and continuous encouragement. Above all, I am forever grateful to my parents whose willingness to invest in my future has enabled me to achieve my educational goal.



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I. INTRODUCTION

1.1 Background of the Project

The Internet is the most well known, and the largest implementation of networking; linking hundreds of thousands of individuals' networks all over the world. The Internet has range of capabilities that organizations are using to exchange information internally or to communicate externally with other organizations and businesses become possible. As the growth of Internet technology, e-commerce plays a significant role in the way of doing businesses. Even more, as found on the current media, the trend of e-commerce will gradually steer the business direction toward it. The Internet has opened up many exciting possibilities for organizing and running a business that are transforming organizations and the use information systems in everyday life.

The growth of the Internet, globalization of trade, and the rise of information economics, has recast the role of information systems in business and management. The Internet is becoming the foundation for new business models, new business processes, and new ways of distributing knowledge. Companies can use the Internet and networking technology to conduct more of their work electronically, seamlessly linking factories, offices, and sales forces around the globe.

Nowadays, e-business is becoming more successful around the world. Getting the right tools that will become important keys for business success in this new economy is crucial. Recognizing this opportunity, this web site will support marketing communication and sells products.

1.2 Objectives of the Project

The purposes of the study are:

- (1) To provide product's attribution and information, knowledge of biomass or renewable resources to public and customers.
- (2) To generate increase revenue from selling products.
- (3) To promote our products to the global market.
- (4) To conduct marketing strategies and encourage customers to visit the web site.
- (5) To differentiate from competitors by providing marketing communication.
- (6) To enhance the company's competitiveness, sales volume and market share.
- (7) To provide 24-hour customer services.
- (8) To expand the business coverage to both buying and selling the products in the future.

1.3 Scope of the Project

- (1) To apply the knowledge learnt in the Master of Science in the Internet and E-commerce Technology into this project.
- (2) To conduct a complete analysis of competitive advantage and SWOT analysis. Then design strategies show how implementation will be done.
- (3) To gather all information of product attributes and benefits.
- (4) To provide the marketing plan by setting target market, market positioning and promotional mix.
- (5) To manage the web site effectively to allow users to find information easily and provide customer's satisfaction.
- (6) To update the web site products frequently and use it as tool to support sales.
- (7) To use current off line payment since Thai's e-commerce laws have not been declared to use and plan to use the online payment later.

1.4 Deliverables

- (1) The final report in details covering the scope as mentioned above.
- (2) A prototype of web site to show concepts in the reports being applied

1.5 Project Plan

A plan is marked in order to accomplish the project on time. There are six steps to perform during a project period stated following:

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



II. LITERATURE REVIEW

2.1 Internet Business Models

“What are some profitable uses of Internet?” At the November 1997 AdWeek (www.adweek.com) conference at Internet world (www.iw.com), many Internet practitioners described the Net in terms of business models. By this they meant the ways in which firms can use the Net profitably. One speaker said the Net is a medium for customer service, relationship building, and branding: that is extensions of a firm’s current marketing communication program. Another claimed that revenue on the Net can be achieved through advertising, commerce, and subscriptions to online publications. These practitioners were describing current uses of the Net and were also predicting important future uses. Analyzing all of this talk as well as current writing about profitable uses of the Net led to a short list of very strong ways to reach and interact with customers or potential customers and to generate revenues. These business models are presented in Table 2.1.

If Internet companies want to create awareness, knowledge, or positive brand attitudes, they might choose one of the models in row one of Exhibit 1-4. Most of these models also have the power to build stakeholder relationships. The models begin with pure marketing communication techniques such as advertising, sales promotion, and public relations without seeking immediate transaction. Firms can implement their strategies through any Internet format: the Web, e-mail, or the Usenet. It is important to remember, however, that the user has control of the mouse and can click away at any point, forming an individual clickstream of information. Therefore, stakeholder communication and branding strategies must be different from those used in traditional media for example: individualized, global, and quickly enticing.

Table 2.1. Internet Business Models.

Hierarchy of Effects	Business Model
Cognitive and Attitude	Stakeholder communication (6) Branding (6) Sales promotion incentive (6) Lead generation (6) Customer service (6) E-mail databases (6)
Transitive Behavior (Revenue generating)	Sell product (4 & 5) Electronic publishing <ol style="list-style-type: none"> 1. Sell content (4 & 5) 2. Sell ads (4 & 6) Agent services (5)

- (1) Stakeholder communication refers to information, persuasive or not, about the company and it's brands. Stockholders, consumers, employees, the media suppliers, and the government are all examples of stakeholder groups. McDonald's Corporation (www.mcdonalds.com) has a series of Web page for stakeholders and Media Metrix (www.mediametrix.com) has pages for the media ("press room"). Many firms have Web pages for employees viewing only: These are often placed on Intranets. When firms put pure information on their Web sites, it is walled brochureware.
- (2) Branding is a process of selecting brand name or brand marks and supporting them with marketing communications. A firm wants the public to

recognize its brand name and to feel positively about it; thus brand advertising does not attempt to sell product as a direct and immediate effect. The Internet has not been nearly as strong as television for brand advertising, but the Net is gaining in use for branding. Forrester Research predicts that \$4.1 billion will be spent on Web brand advertising in 2000.

- (3) Sales promotion incentives are offers of cash or free product to build short-term sales. J.Crew sends coupons by e-mail and www.hotcoupons.com offers coupons for most U.S. cities. EudoraPro offers a 30-day trial of its software for users who register, and MusicBoulevard offers free audio clips of its CDs. This technique is called sampling.
- (4) Lead generation occurs when a company uses e-mail or its Web site to gather names of potential customers. The folks at www.hermanmiller.com as office furniture supplier, entice users to complete a form requesting a salesperson to contact them at a later date.
- (5) Customer service is extremely important for creating customer satisfaction and building business revenue. Happy customers have positive attitudes and often tell their friends about their experiences. A good example of customer service occurs on the Rollerblade site (www.rollerblade.com). This site includes a retail finder so that users may locate product near their homes. Feedback mechanisms on Web sites, availability of foreign language versions, and customer satisfaction surveys are also good examples of customer service. An important customer service tool is outgoing e-mail from a company to a user.
- (6) E-mail databases are used increasingly by organizations wanting to build relationships and turn prospective customers into clients. When

organizations keep in touch about relevant and useful information and answer e-mail promptly and appropriately, customers are happy. Of course if e-mail communication turns into spam (unsolicited and unwanted e-mail), it has the opposite effect. E-mail databases are often used for customer service, but this is a growing model and deserves special attention.

- (7) Sell product refers to actual online transactions by companies that sell their own products or resell products they purchased elsewhere (i.e., retailers). Approximately two-thirds of all revenue generate through product transactions occur in the business-to-business market, but there is much promise of a robust consumer marketing in the future. Many obstacles such as perceived transaction security must be overcome first, however. There are many ways to create digital value, and lots of firms are trying to understand how to become profitable or save expenses using this model.
- (8) Electronic publishing is actually a subset of selling product. Media create online versions of their publications and generate revenue in one of two ways: (1) they sell subscriptions (e.g., The Wall Street Journal), and/or (2) they sell advertising space. Generally online media are categorized by news, business, personal finance, entertainment, or health and family. While this information is outstanding for users, they have not been quick to pay for it. Thus the advertising model is winning out so far.
- (9) Agent services occur when firms serve as middlemen but do not take possession of the product. A good example of this is a travel agent such as www.travelocity.com. Many new agents appear online every week. One group are product aggregators, selling advertising or natural gas during online auctions. Another group are intermediaries in the distribution channel

that assist users in finding product. Shopping agents will search the Web to find the best prices for specified products. Finally is an innovative new development called *syndicated selling*. This occurs when a Web site offers other Web site a commission for referring customers. Amazon has tens of thousands of affiliates (i.e., agents), who put the Amazon logon their site and receive up to 50% of the dollars spent by referred customers.

There are several additional things to consider when using these models. First, the Internet is a global medium. This means that marketers must consider their target markets as compared to the Net's audience. For example, a U.S. pharmaceutical company Web site once offered free samples of one of its products and it receives requests from all over Africa that it had to politely decline. Second, a common thread running through all models is the idea that communications and products offerings can be individualized to a target market of one. Finally, one might wonder why firms choose cognitive and attitude objectives and not just go for the sale. Recall that consumers move through the steps of the hierarchy, usually one at a time, and they must be made aware of a product before they can buy it. Naturally, some marketing Communication seeks to accomplish the entire hierarchy in one piece: for example one ad might introduce a new product and entice consumers to buy it.

2.2 Leveraging Technology

2.2.1 Bandwidth and Market Opportunities

Incredible complex infrastructure systems bring a variety of utilities to the consumer's home. These include the telephone, cable TV, water, and electronic power. In most cases the consumer does not know or care how the infrastructure that delivers these systems works. What interests the consumer are benefits. For example, the consumer might be interested in receiving 25 more TV channels or being able to

videoconference from home. To provide these additional services would require major infrastructure improvements behind the scenes.

Bandwidth refers to the carrying of an information channel –in other words, the amount of information that can squeeze through an information pipe. That pipe might be a telephone or cable TV wire. Greater bandwidth results in greater speed of delivery of information through that pipe. A lack of bandwidth leaves the measured in bits per second. Modems are used to pump information over a telephone line. The fastest modems operate at about 50,000 bits per second (50 Kbps) could be carry about 5,000 characters per second.

Text travels very efficiently over the Internet. The same is not true, however graphics. A photograph could easily require 500,000 bits. At 50,000 bits per second, the photograph would take 10 seconds to transmit.

Full motion video requires 32 frames per second, each one of which requires 500,000 bits. This means that full motion video is just not possible at telephone modem speeds.

Table 2.2. Transmission Of Various Media Types.

Media Type	Minimum number of bits per second	Abbreviation
Text	25,000	25 Kbps
Graphics (pictures)	50,000	50 Kbps
Sound	100,000	100 Kbps
Video	1,000,000	1 Mbps

Just how fast does transmission need to be to support various media type? What are the bandwidth requirements? Advances in compression methods change these numbers constantly but the following table serves as a rough guide:

Why should marketers care? One reason marketers care is that one major marketing opportunity, developing low-involvement brands, is not possible without increasing in bandwidth. Branding soap, for example, requires creating an emotional feel-good experience for the consumer. This atmosphere is best created by the multimedia sight and sound experience of television. High-quality multimedia on the Web just isn't there yet for lack of bandwidth. Here are some other marketing opportunities that would be made possible through greater bandwidth.

- (1) Personal selling via the computer as a videoconferencing device
- (2) Phone calls delivered over the Internet
- (3) Delivery of music CDs over the Web
- (4) Delivery movies over the Web
- (5) Real time virtual reality

Right now the Internet is in a very curious stage of development. The information channels that form the backbone of the Internet have amazing carrying capacities and constantly being upgraded by firms such as Cisco, Sprint, MCI, AT&T, and UUNet. However, the last link along the path to the Internet, the telephone line to the consumer's home, is woefully outdated and is a bandwidth stranglehold. This is so because the phone line was never designed to carry anything other than voice communications. Voice communications do not require a tremendous amount of squeezed as much information out of the phone line as is possible without major infrastructure changes. Those changes are finally on their way.

2.2.2 Digital Subscriber Line (DSL)

Digital Subscriber Line (DSL) technology refers to a family of methods for transmitting at speed up to 8 Mbps over standard phone line. There are nine variations of DSL, a few of which are described here:

- (1) Asymmetric Digital Subscriber Line (ADSL): The information coming to the user's home (technical term: downstream) is delivered faster than the information that the user sends back upstream. The differences in speed can be enormous, e.g., 8 Mbps vs. 32 Kbps (8 million vs. 32,000 bits per second).
- (2) Symmetric Digital Subscriber Line (SDSL): The information is delivered at the same speed upstream or downstream.
- (3) Rate Adaptive Digital Subscriber Line (RADSL): The information is sent at the maximum speed the line can handle under changing weather and interference conditions. This is similar to modem, which can adapt to different speeds depending on the quality of the phone line.

All of the major phone companies have deployed or are planning to deploy the infrastructure to support DSL technology on trial basis. There are still some technical issues to be resolved. One of the more serious issues is that in many neighborhoods phone companies have tried to save money in the past by installing hardware that channels traffic from multiple homes onto a single line back to the phone company. This grouping is not compatible with DSL, which requires that each phone line from every home extend all the way back to the phone company's central office. Still there is optimism in the industry that the technical difficulties can be overcome. And the difficulties must be quickly overcome or the phone companies will lose the high-speed

data market to cable companies, who do already have their infrastructure widely disseminated.

2.2.3 Cable Modems

While the phone companies are sorting out the DSL issues, the cable companies have already gotten a head start with cable modems. The cable companies have banded together into two consortiums. The first consortium, called the @Home Network, was formed by Comcast Corporation, Cox Communications, Rogers Cablesystems Limited, Shaw Communications, Inc., and Tel-Communications, Inc., (TCI). Time Warner, Time Warner/Advance-Newhouse, and MediaOne Group Inc. formed a more recent consortium called Road Runner. These consortiums help to set standards and share development costs.

Table 2.3. Cost comparison of DSL and Cable Modem.

Cost Comparison	DSL	Cable Modem
Monthly charge	\$60 to \$100	\$35 to \$55
Installation fee	\$300	\$80 to \$175
Bandwidth	32 Kbps to 8 Mbps	500 Kbps to 2.5 Mbps

The consortiums have attracted venture capital. As an example, Compaq Computer and Microsoft have each invested \$212.5 million in Road Runner. Clearly the personal computer industry has a stake in selling computer upgrades to consumers needing beefed-up machines to handle the additional bandwidth.

Cable modems allow transmission of Internet traffic over the cable TV wire connected to the home. The speed of transmission over a cable modem ranges between

500 Kbps and 2.5 Mbps. Cable companies do not face the same daunting infrastructure issues that the phone companies face. In fact the major problem cable companies may face is having too many subscribers! This is so because subscribers in a cable neighborhood share bandwidth. Therefore, if a neighborhood becomes saturated with subscribers, then each subscriber will experience delays. However, right now this is a problem the cable companies would love to have.

The big advantage that the cable companies have is early market penetration. In May 1998, the number of cable modem subscribers topped 200,000 for the United States and Canada. The infrastructure is already in place to support 11 million homes. Some 120,000 cable modems were installed this year vs. only 4,000 DSL modems in the same time frame (Forward Concepts www.fwdconcepts.com). The early adopters opted for cable modems because they were the first technology available. This early usage also gives cable modems the advantage of diffusion via word of mouth.

Another advantage that the cable companies have results from solving their infrastructure issues early on. They are now able to focus on establishing value-added services. These include:

- (1) Video-on-demand
- (2) CD-quality audio
- (3) Online games available for download and purchase

Each value-added service provides a barrier to entry for the phone companies. Why purchase a service with fewer features? And because providing each requires a learning curve, it will be hard for the phone companies to catch up. One way the phone companies could compete is through price. But, as the following table shows, so far they are unable or unwilling to do so.

While it looks like the cable companies have own the high-speed data access game, nonetheless the phone companies have deep pockets. The consumer can only benefit form the competition to bring high-speed bandwidth to the home. The best solution for the consumer will probably be based on available, features, and cost.

2.3 Online Asians Lead in Income, E-commerce

Table 2.4. E-Commerce by Ethnicity.

E-Commerce by Ethnicity		
Group	1+ Purchases/Year	5+ Purchases/Year
Total	41.1%	22.5%
White	45.5%	25.8%
Black	27.1%	12.3%
Hispanic	27.7%	13.8%
Asian	55.8%	30.9%
Source: The Media Audit		

While relatively low in numbers, the U.S. Asian population exhibits financial strength. Measured at just 4 percent of the Internet population, according to Jupiter Research (a unit of this site's corporate parent), 42 percent of Asian Internet households earn \$75,000 or more annually, compared to 35 percent of Caucasians and 26 percent of African-Americans. The Media Audit further revealed that while Hispanics outnumber Asians by more than double, the two groups nearly equal each other in the number of households that have annual incomes of \$100,000 or more.

The Media Audit found in a survey of 86 major U.S. markets that roughly 56 percent of Asians have household incomes above \$50,000, compared to some 50 percent of the general population. On the other end of the annual income spectrum, just over 10 percent of Asians are in households earning less than \$25,000 per year, compared to 16 percent of the total population.

The high household income disparity among Asians and other ethnicities has exhibited itself in e-commerce. Nearly 31 percent of online Asians have made five or more Internet purchases in a year, and roughly 56 percent have made at least one purchase overtaking the general Internet population and other online minorities, according to Bob Jordan, president of International Demographics, Inc., a 33-year-old market research firm that produces The Media Audit. "It [the data] shows that Asians as an ethnic group are making more purchases via the Internet than all of the other ethnic groups."

2.4 Small Business Gets Up To Speed

Table 2.5. Average Time Spent.

Average Time Spent		
	Online	On Phone
Less than 1 hour	9.3%	20.3%
1 to 5 hours	31.6%	33.2%
3 to 5 hours	26.8%	30.6%
More than 5 hours	32.3%	15.9%
Source: Covad/Sprint/Equation Research		

Switching from dial-up to broadband Internet access improves productivity and efficiency in small organizations, but the telephone is the dominant business tool, according to a joint report from Covad Communications and Sprint, and conducted by Equation Research. The survey of nearly 500 representatives of companies with fewer than 100 employees found that respondents spent more time online than they did on the phone, yet more than half chose the telephone as the item their business couldn't function without.

Table 2.6. Small Business Internet Access Methods.

Small Business Internet Access Methods	
Dial-up/modem	31.7%
DSL/ADSL broadband	30.3%
Cable broadband	26.1%
T1 or higher	9.8%
Other	2.1%
Source: Covad/Sprint/Equation Research	

Telephones are the primary communication tool for small businesses, while the Internet is viewed as an information resource. The small biz workforce has not yet become fully reliant on e-mail and online messaging for communication, since all of their business contacts are often more accessible by phone. Conference calls and cell phones are currently more popular than Webcasts and mobile messaging, particularly for small businesses, but a shift could occur as online communication applications continue to reach into the mainstream.

The majority of survey participants were owners or partners (50.3 percent), with up to five employees (54 percent), and they were almost evenly split among dial-up, DSL and cable Internet access. The joint report found that small businesses are still in the early broadband adoption stage, with most survey participants indicating that they have had high-speed for only one to two years.

While the U.S. lags behind the rest of the world in DSL adoption—preferring to use the cable modem method for speed — American small businesses have embraced the second place broadband. A report from Probe Group is further evidence of the

growing DSL demand among business, finding a growth spurt from 830,000 business lines in service at in 2003 to 1.5 million business customers by 2008. Revenues will skyrocket from \$964 million to \$1.9 billion, and small businesses will represent 85 percent of all lines by 2008.

Those that were considering a move to broadband cited among their reasons: outgrowing their dial-up (53.1 percent); increase efficiency (46.9 percent); spur productivity (30.6 percent); keep up with the industry (24.4 percent); and cost savings (20.6 percent). These reasons are valid as nearly two-thirds of those who upgraded say that they increased workplace efficiency, more than half augmented employee productivity, and roughly one-quarter cited a reduction in overhead expenses. While just over 14 percent said that they expected the upgrade to broadband to enable online customer ordering, 22.3 percent indicated that high-speed access actually inspired online transactions.

2.5 E-Commerce and Bangkok Fashion Business

When talking about fashion or designers, women around the world, and Thai women also, will think of those internationally renowned designers and brand names like Gucci, Christian Dior, Yves Saint Laurent, Louis Vuitton, Hermes, Ferragamo, Moschino etc., most of which are of French and Italian origins. It seems there are no international brand names belonging to Asia. But things are changing now. In the foreseeable future, it is predicted that Thai designers and brand names may become one of the leaders.

The Bangkok Fashion City Project was set up to prepare Bangkok for the role of a fashion hub in Southeast Asia by 2005 and that of the world by 2012. The Cabinet has approved a budget of 1,800 million baht plus 487.9 million baht from the private sector for the project. Its goals are to promote all aspects of Thailand's fashion trade covering

textiles, garments, jewellery and ornaments, footwear and leather industries on a grand scale and to establish the image of Bangkok as a centre of fashion designs.

Prime Minister Thaksin Shinawatra said that people involved in the fashion industries would be invited to meet for talks on the project so that it would be of benefit to everyone. He added that most Thai people possess fine workmanship and creativity in fashion products as evidenced by the fact that out of the first ten awards in the recent world contest of woven clothes, three were given to products from Thailand. According to the Prime Minister, the Bangkok Fashion City Project will focus on the development of Thai designers' skills and marketing ability and on encouraging Thai manufacturers to produce fashion goods under their own brand names instead of producing for foreign brand names as has been the practice so far.

To achieve the objective three groups of people; designers, marketing personnel and investors are the core to make the project successful. Industry Minister Somsak Thepsutin, who initiated the project, said that Thai fashion products need to be developed to meet international standards and that public relations campaigns must be boosted to publicize more than 300 Thai-brand fashion products abroad. Recently, design competitions for fashion, accessories, and leather goods were organized by the Industry Promotion Department to give opportunities to young-blood designers.

However, there are many famous Thai brands whose standards are already well known worldwide. All Thai characteristics brands that are in harmony with international designs and which are made of high-quality materials have been proved successful in international markets.

According to the statistical data of the Information Technology and Communication Centre collected in cooperation with the Customs Department, Thai exports of textiles and garments in 2003 (Jan.-Jul.) reached 3,083.5 million dollars, an

increase of 9.9% when compared with the figure of the same period of last year, which was 2,805.7 million dollars. Even though these figures indicate the tendency of prosperous growth of these Thai exports to worldwide markets, it is required to maintain brand awareness and prestige of these products to survive in the intense international competition.

Thailand's potentiality to be the fashion center by the Bangkok Fashion City project will be formally launched in February 2004 after two pilot mini-fashion shows were held, one at Don Muang International Airport on 18 October 2003, and the other at the Phitsanulok House, the official residence of the Prime Minister, on 20 October 2003. Another similar show is tentatively scheduled to take place on 31 December 2003 at the National Sports Stadium to celebrate the New Year.

The show on 20 October 2003 was held not only to entertain the group of APEC leader's spouses but also to promote the beauty of Thai silk. Twenty-one models appearing on the catwalk were super models who were representatives of APEC countries. Their costumes were the latest collection by an established Thai designer.

These fashion shows indisputably revealed the high capacity and strengths of the Thai fashion trade. They provided a shot in the arm for other Thai designers as well. The creative designs together with the exotic patterns of Thai fabrics were admired by the 21 spouses of APEC leaders, resulting in a positive image for Thailand.

The official opening of the project is planned to take place in early February 2004. It will feature a fashion show by international and local super models. Besides, fashion gurus and well-known designers from almost all over the world will show up. However, the organizer is still considering a suitable place to hold the event.

In conclusion, the Bangkok Fashion City Project is expected to be a breakthrough in the promotion of the Thai fashion industry both in aesthetic and marketing aspects. It is hoped that

the "Thainess" of Thai fashion will originate a nouveau trend for worldwide fashion enthusiasts. Nevertheless, *Rome was not built in a day*. Thus, becoming a leader takes time. This project is just the beginning.



III. THE EXISTING SYSTEM

3.1 Background of the Company

The “Gorgeous” shop is clothing and accessories for both men and women, which started the business since 2003. Our clothing items sold in Gorgeous is newly launched very often, following the trend of World’s fashion are changed all the times. Our team designers designed all cloths that sold in Gorgeous shop.

According to the high competition today’s business, and since the textile business in Thailand still remains in the high value business. Many companies have to go out of business because they have no good planning and management. Fashion business is easy to conduct for a new comer but it is very difficult to stay in its business, without unique designing of products that mean there is no competitive for its product image. The company has mainly focused on the World’s fashion trend from Italy, New York, Tokyo and Bangkok. Gorgeous shop was accepted by the market very rapidly. We provided most exclusive clothing and accessories for men and women. Nowadays, Gorgeous shop has two branches, one is our first shop located at Siam Square and another is located at Central World Plaza.

The logo for Gorgeous.com features the word "GORGEIOUS" in a bold, white, sans-serif font. The letters are set against a solid black rectangular background. The logo is centered horizontally and appears to be a watermark or a large graphic element on the page.

Figure 3.1. Logo of Gorgeous.com.

3.2 The Problem That Caused by Existing System

The company is created by a new comer, who has fewer experiences in this business. There are many problems that caused by this existing system, which is unsystematic so sometimes there are many points that company loses their money unintentionally.

There is no continually marketing plan as to what should be done in this year and continue to next year and so on. The company doesn't have any sales promotion, no good plan for business at all. But they are using the connections, which come from the exclusive management members of the company, which quite limits the capabilities.

No brand awareness creating, only people in the same business will know our company but we cannot be familiar with the end users. Unlike Jaspal and Greyhound for example, they create brand awareness and people inspect their products when they want to buy some cloths.

Lack of professional, due to small business system in the organization caused many problems to the management not only internal problems but external problem also available such as creditability.

Lack of staff, increase in operating cost, sometimes we cannot launch new products at due date, because our staff are not enough and they need more time to create and produce a new product that caused a big problem for us.

All of these cause problems nowadays in a high competitive situation. Many big companies try to capture different markets and create new product for new target customers such as kids, adults, and pregnant women. Those are problems that the company faces in the existing system.

IV. MARKETING TECHNIQUE AND ANALYSIS

4.1 Internet and Traditional Marketing

There are two main ways to merge your traditional marketing to the Internet: Integrate the Internet into your marketing communications mix. Integrate your marketing communications mix into the Internet.

Any bricks-and-mortar retailer who uses its Web site to draw customers to its mall store and uses in-store coupons to attract visitors to the Web demonstrates an example of this type of integrated marketing at work.

The URL can also be publicized by other methods, for example by including it on stationery such as company letterheads and business cards, even if this requires reporting of these items. In brief, the Web site URL should be put on all printed marketing communications! The Marketing message can be reinforced if the Web address is associated with text it differentiate the offering of the Web site.

When a Web site is first developed, or when a major new version of it is developed, there are excellent opportunities for promoting the Web site offline. The launch of the site represents news that can be used to generate PR in trade papers and other sources. If personal selling is involved with the product, then sales staff should be briefed to inform customer of the services the Web site can offer, and the customers can be involved in defining the features of the site. It is worth remembering that, in a business-to-business context, different influences of the buying team may visit the site to access the credibility of the company to deliver on promises.

Supporting the materials for the plan is the way of including data that reinforces your decision to marketing on the Internet best supports your Internet marketing plan. Including any conclusion of the following can expand Internet marketing plan.

- (1) Plan of action for converting selected trade show activities to the Internet.
- (2) Plan of action for teaming portions of selected trade show activities with Internet activities.
- (3) Suggestions for incorporating Internet address and your Web presence into displays.
- (4) Recommendations for participating in virtual trade shows.
- (5) A list of equipment needed for demonstrating your online presence to booth visitors.
- (6) A summary of how incorporating the Internet into the trade shows function will improve the marketing communications program efficiency.

Applying the Internet to the trade show function is also another method that can bring customer to known your Web site. The Internet's impact on the trade show industry has been nothing short of phenomenal. Trade shows have taken on a new life online, and marketers are flocking to take advantage of it. If your job responsibilities include scheduling, planning and post-show follow-up on any or all of your company's trade shows, conferences, and seminars, you will be pleased at the variety of planning functions that can be complete online. In additional, as part of your marketing promotion activities, you can also include the Internet as one more tool to help draw visitors to your booth.

4.2 Contacting Customers Via E-mail Best Practice

There are many ways to make company's target market to know and to recognize your company that is:

- (1) Keep e-mail communications relevant and targeted. Junk mail is an apt term.

Companies should ensure that the information sent is likely to be of interest

to the recipient. One way to achieve this is to customize contact to groups of users.

- (2) Keep timely contact. Inline with the previous guideline, e-mails should only be sent when there is something newsworthy to communicate to the customer, such as a major new product launch or a new series of seminars. Once a month is probably too frequent, unless the communication is newsletter. Once every few months is less likely to cause annoyance.
- (3) Keep it personal. Where appropriate the e-mail should be answered by a human to give personal touch, and the name and contact e-mail and phone number of the person should be specified. This will enable rapid follow-up if necessary.

For such practice will make our customers familiar with our electronic channel contract. That makes the company to save expense instead of phone usage that cost higher and we also get customers group in mail instead, and it's better because when you use phone sometimes misunderstanding from this method will also help us to prove the correct deal.

4.3 Competitor Analysis

Referring to competitors, we can classify as direct and indirect:

For direct competitor is Jaspal, AIIZ. For indirect competitor, is the small clothing shop owner whose make an offline service and most clothing shop in shopping area such Siam Square, Weekend Market (Jatujak). Example of indirect competitors such as IDY, Pure, and etc. We classified Jaspal and AIIZ as direct competitors because they have online Website that are informative Website like our company. Beside that, they are also have the same target market that is mid to end customer group because nowadays trend of fashion's product perception is changed from the past. In past,

to get best things for their outfits by price are the second thing to consider and they have to buy a brand name product but now it is changed to be price sensitive customer. Example of direct competitor is listed as follows.

www.jaspal.com

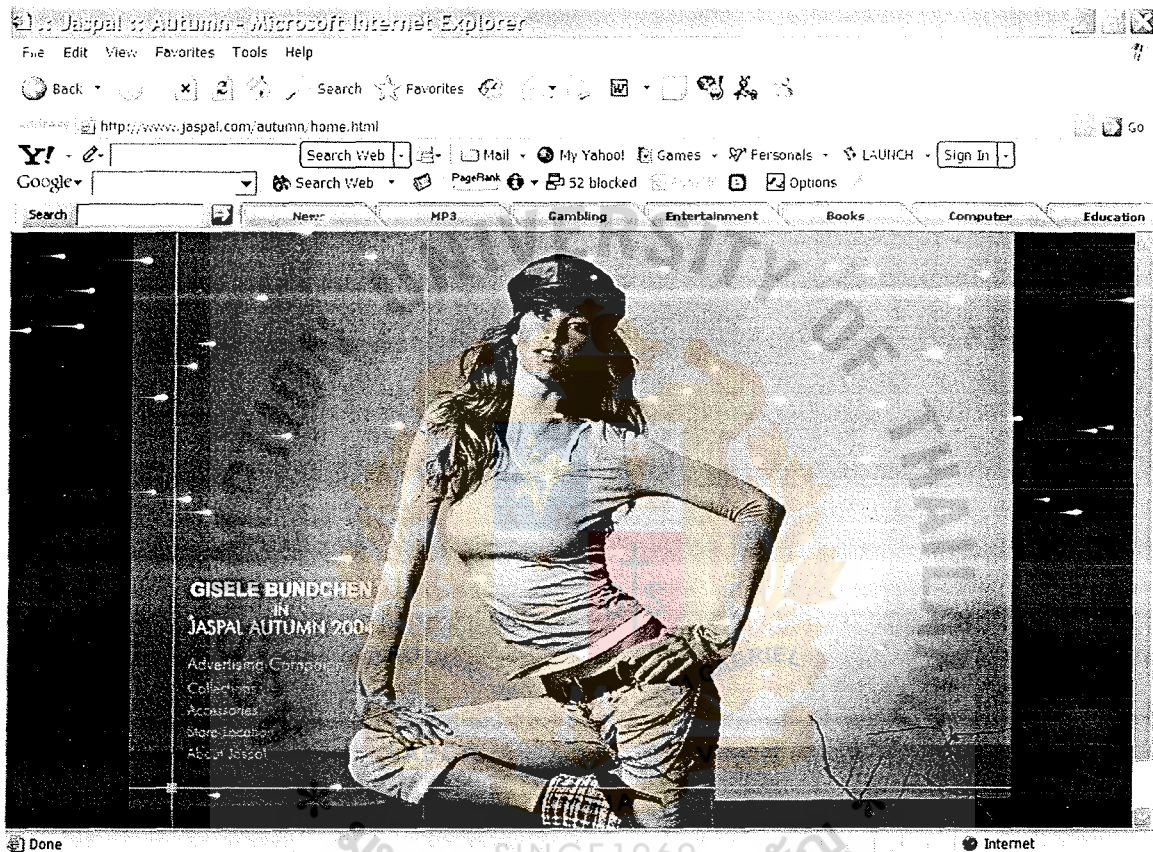


Figure 4.1. Home Page of Jaspal.

Jaspal has used the same strategies as our company. The difference is the design and the material that are used for the product. Jaspal has provided latest trend product to the market Website, which is one channel that will make their customers familiar with their company and no transaction created via this Website but it is a tool to generate indirect income. For example, some working woman works 6 days per week wants to

get a new outfit instead of find a free time and drive in to see a new collection of its product. She can access in the Website of select a product from a new catalog and promotions they offered that will save a lot of time.

Strengths

- (1) Well know company
- (2) This websites is like online catalog. Customers can come to look for their desired product immediately in the Website.
- (3) Have some special service to their customer
 - (1) Good marketing plan company
 - (2) A lot of brand loyalty customers

Weakness

- (1) Not many products on their online catalog.
- (2) Non-price available for each item.
- (3) Cannot see some links because they used bright color.
- (4) There are many problems about their performance of this site.

www.atozfashion.com

For the AIIZ Company, they have positioned themselves for lower target customer until developed their products for Kid, Teenage and Worker and they also developed marketing plans. Now they are one of the leading fashion retailers in Thailand

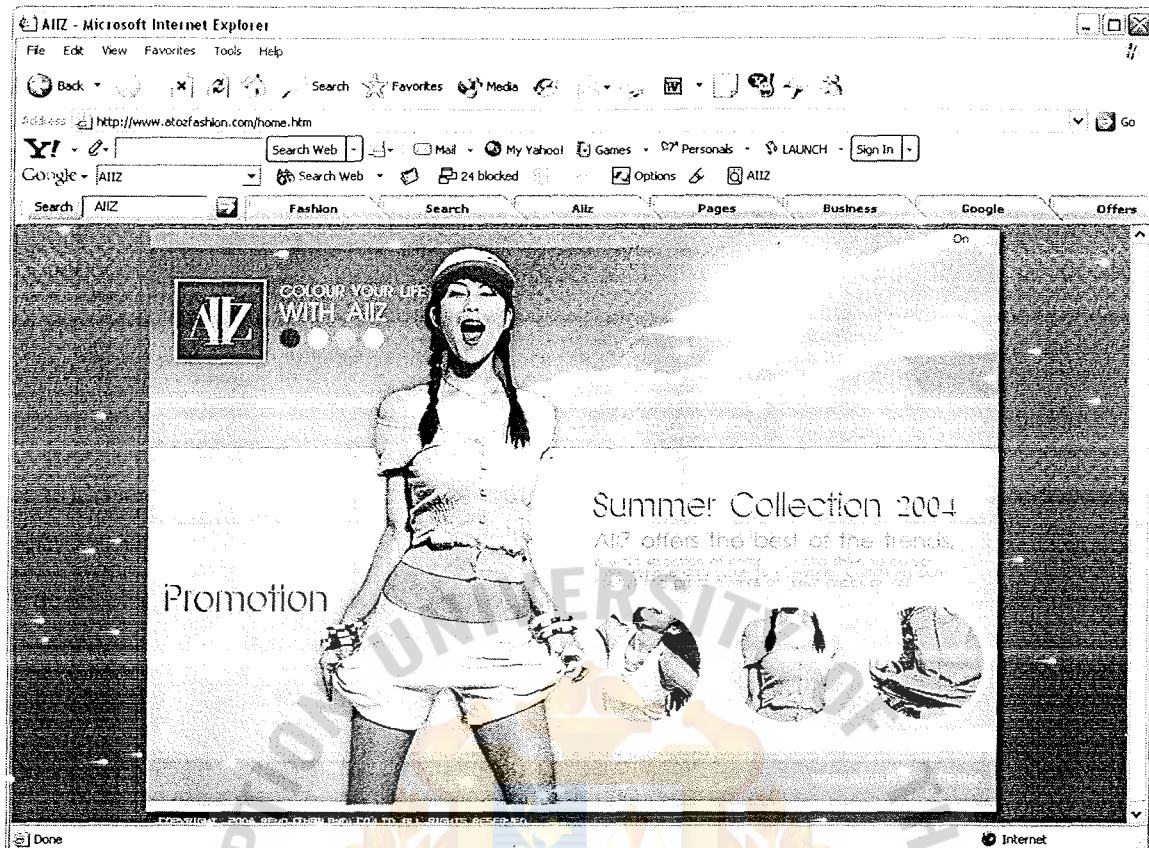


Figure 4.2. Home Page of AIIZ.

Strength

- (1) Provided full information to the customer
- (2) Have animation that doesn't make the Web site boring.
- (3) Product categorized by segments that make it easy to use.

Weakness

- (1) Customer cannot participate on the Web site.
- (2) Not frequency update on the site.
- (3) Ordering is not available.

For **the indirect competitors** like Fashion cloth shop like in Siam Square area

Strength

- (1) Cheaper price.

- (2) Price can be negotiated.

Weakness

- (1) No customer database.
- (2) Cost of shop rental is very high.
- (3) High competition.

4.4 Cost and Benefit Analysis

Initial Investment Cost

- | | |
|---|---------------------|
| (1) Hardware and software (2 set of PC, Printer and Related Accessories software) | 80,000 Baht. |
| (2) Hosting Fees and Domain Name Fee | 140,000 Baht. |
| (3) Miscellaneous | <u>12,000</u> Baht. |

Total Investment Cost 232,000 Baht.

Operating Expense (per Year)

Fixed cost

- | | |
|---|----------------------|
| (1) Salaries for corporate workers and staffs | 240,000 Baht. |
| (2) Leased line and hosting installation/year | 18,000 Baht. |
| (3) Miscellaneous | 100,000 Baht. |
| (4) Shop rental | <u>360,000</u> Baht. |

Total Fixed cost (FC) 718,000 Baht.

Variable cost

- | | |
|---------------------|--------------|
| (1) Cost of product | 25 Bath/unit |
| (2) Revenue | 50 Bath/unit |

Estimate of Income per year

- | | |
|------------------------------------|-----------------------|
| Free from sale product via Website | 250,000 Baht |
| Free from Gorgeous Shop | <u>1,000,000</u> Baht |

(2) Leased line and hosting installation/year	20,000 Bath.
(3) Miscellaneous	<u>12,000</u> Bath.
Total Investment Cost	112,000 Bath.
<u>Operating Expense (per Year)</u>	
(1) Marketing and Promotion Programs	500,000 Bath.
(2) Salaries for corporate workers and staffs	500,000 Bath.
(3) Hosting Fees and Domain Name Fee	140,000 Bath.
(4) Miscellaneous	100,000 Bath.
(5) Total variable cost	250,000 Bath.
Total Operating Expense/Year	1,490,000 Bath.
Estimate Operating Expense/Month	124,166.66 Bath.

4.5 Buyer Behavior

The role of the Internet in supporting customers at different stages of the buying process should also be considered. Figure 4.1 indicates how the Internet can be used to support the different stages in the buying process. The boxes on the left show the typical stages that a new prospect passes through, according to, for example, Robinson et al. (1967). A similar analysis was performed by Berthon et al. (1998), who speculated that the relative communications effectiveness of using a Web site in this process gradually increased from 1 to 6.

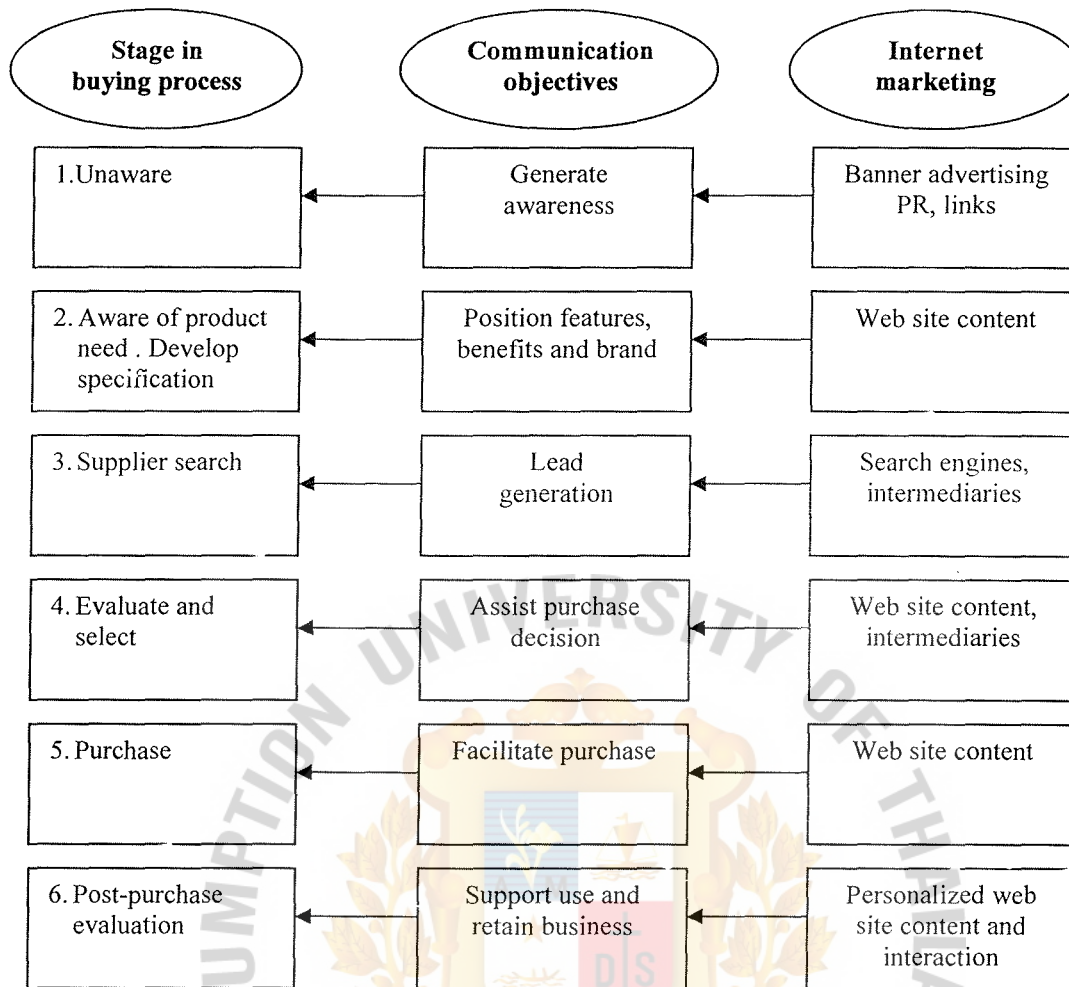


Figure 4.3. A Summary of How the Internet Can Impact on the Buying Process.

It is worthwhile reviewing each of the stages in the buying process referred to in Figure 4.1 in order to highlight how effective the Internet can be when used at different stages to support the marketing communications objectives.

(1) Generate awareness (of need, product of service)

Generating awareness of need is conventionally achieved principally through mass media advertising. The Internet is not very effective at this since it has a more limited reach than television, radio or print media.

Although banner advertising is widely used, it is more limited in the message that it can convey. It can assist in generating brand awareness. Some companies have effectively developed brand awareness by means of PR and media mentions concerning their success on the Internet, with the result that even if a customer does not have a current need for a product, that customer maybe aware of the source when the need developed.

(2) Position features, benefits and brand

Once a customer is aware of need and is considering what features and benefits he or she requires from product, then he or she may turn to the Web to find out which supplies are available or to find the range of features available from a particular type of product. Intermediaries are very important in supplier search and can also help in evaluation. For example, CNET (www.computers.com) provides detailed information and reviews on computers to help consumers make the choice. The prospect may visit sites to find out about, for example, features available in digital television or characteristics of a place to go on holiday. If a company is fortunate enough to have such a customer, then it has an early opportunity to enter a dialogue with a customer and build the product's brand and generate a lead.

(3) Lead generation

Once customers are actively searching for products (the directed information seeker of Lewis and Lewis, 1997), the Web provides an excellent medium to help them do this. It also provides a good opportunity for companies to describe the benefits of their Web sites and obtain qualified leads. The Internet marketer must consider the methods that a customer will

choose for searching and then ensure the company or its product is featured prominently.

(4) Assist purchase decision

One of the most powerful features of Web sites is their facility to carry a large amount of content at relatively low cost. This can be turned to advantage when customers are looking to identify the best product. By providing relevant information in a form that is easy to find and digest a company can use its Web site to help in persuading the customer. Brand issues are important here also, as a new buyer will prefer to buy from a supplier with a good reputation, it will be difficult for a company to portray itself in this way if it has a slow, poorly designed or shoddy Web site.

(5) Facilitate purchase

Once a customer has decided to purchase, then a company will not want to lose the customer at this stage. The Web site should enable standard credit-card payment mechanisms with the option to place the order by phone or mail.

(6) Support product use and retain business

The Internet also provides good potential for retaining customer since:

- (a) Value-added services such as free customer support can be provided by the Web site and these encourage repeat visits and provide value added features;
- (b) Feedback on products can be provided to customers; the provision of such information will indicate to customers that the company is looking to improve service;

- (c) E-mail can be used to give regular updates on products and promotions and encourage customers to revisit the site;
- (d) Repeat visits to sites provide opportunities for cross selling and repeat selling through sales promotions owing to the amount of information that can be displayed on the Web site.

Internet marketing techniques to support different aspects of marketing communications have been categorized by Breitenbach and Van Doren (1998). Their categories include the supply of in-depth product or company information, open communications (a two-way dialogue with the customer), real-time transactions and catalogue browsing, demonstrations ('try before buy'), club membership (or discussion forum). Give-away, entertainment (games or quizzes), virtual tours, instructional support and complementary services such as links and free customer support. The authors conducted a cross-industry survey of 50 company Web sites, and found that of these techniques, those most commonly used include in-depth product or company information, open communications and complementary services.

4.6 SWOT Analysis

The primary purpose of the SWOT analysis is to identify and categorize each significant factor, positive and negative, into one of the four categories and allow us to take an objective look at our business.

The SWOT analysis of the company is:

Strength

- (1) In trend products at lower price
- (2) Available for own factory
- (3) Flexibility because the company and a Web site are conducted by the Gorgeous teams who can manage by themselves.

Weakness

- (1) Brand and company recognition is non-existence
- (2) Lack of professional
- (3) Designers and the production part still have less experience.

Opportunity

- (1) The Growth of Clothing market
- (2) Government support by the Bangkok City of Fashion Project
- (3) High growth in Internet usage in Thailand

Threat

- (1) Reducing price strategies of competitor.
- (2) Other competitors try to imitate the company's products
- (3) The slowdown in world economic cause slow down in money supply in the market

4.7 Market Segmentation

The consumers of www.gorgeous.com will be analyzed by Geographic, Demographic, Psychographics and Behavior factors, which is the most important basis in market planning of the company and in order to get closer to the customers.

Geographic

Customers in central of Bangkok

Demographic

- (1) Male and Female
- (2) Undergraduate and Graduate Students
- (3) Ages between 18-30 years

Psychographics

The social appearance of them is priority. The lifestyle shows their social states as important.

- (1) Modernize new generation
- (2) Trendy People
- (3) Familiar with the Internet

Behavior factors

- (1) Less brand loyalty
- (2) Design is most important issue
- (3) Impulse to be interest

Customer value

- (1) Product value: Gorgeous shop has provided the information of the product's catalog to the customer. The concept of "Good price with Design" will be used in this section.
- (2) Service value: The Company Web site will make it easy to the customer to click in and check the company profile and found about company specialize.
- (3) Image value: The Web site will refer to a super model such as Sonia Cooling as a presenter of our products that can create image value.
- (4) Personal value: with the Internet technology, the Web could provide 24 hours service when the customer want to access to our Web site in order to gather information from anywhere and anytime in the world.

Customer cost

- (1) Monetary cost: Monetary cost is low because people can come to our company Web site to look company products and when they want to know what we offered for the promotion.

- (2) Time cost: Internet could reduce time cost with the real time interaction. E-mail system on the Internet is also lower cost than physical mail or phone.
- (3) Energy cost: Energy cost for searching the Gorgeous clothing and accessory are low because they can get the idea from the collection that provided in the site to check price and check their potentials.
- (4) Psychic cost: Psychic cost is high because people feel uncertain to use company products for the first time because of awareness of quality. Only customers that used to buy company products will know about the company potential. To reduce psychic cost, the Web site will increase the reliability by providing customers reference called "Customer Testimonials" to the new group of customer.

4.8 Target Market

The company has divided our target market into 3 groups

- (1) Undergraduate and Graduate Students 60%
- (2) Workers 30%
- (3) Foreigner 10%

As shown from the composition of the clothing market, the majority if the market is the students. It can be assumed that college student has a high consumption power than other groups, since they still supported by their parents. These people do not spend so much time to consider to buy things and they are also more sensitive to the value judgment of the society.

4.9 Marketing Strategies

Business plans for e-commerce cannot be planed for a long time because Internet is changing world. Every minute passes information and development in the cyber world. We can say that the interest is rapidly changing the market. The innovation

happens every minute, real time technology assists us to learn new trend of consumer's need. Sometime the plan might not be in the ways that are expected. It must be adjusted to get a long with the audience's demand. Therefore, the plan should be considerably flexible to the new-fashioned trend. In the clothing business, there are changing all the times but with the classic casual style is not affected by the other business.

Marketing strategies is the tragic of product, price, place and promotion or the four-Ps that will be listed below in detail.

Product strategies

In clothing business, there are thousands of suppliers who can do business, how can we complete with all these companies and make our company to be top in the clothing business?

Many companies try to give special service to the customers called as value added service for example Jaspal gave away free CD of Mariah Carey for every 1,200 bath purchasing. Since they known the trend of the market and research income of people aged between 20-35 who just work and their life style are going with the music.

The company has to put value added in company's product such as Satisfaction Guarantee, now the customer can return a product if they are not satisfy with our products within 30 days in full price.

Our company has to differentiate ourselves by positioning as the company that give high quality product only, inclusive of high quality materials and capture target market that want to pay more for better things.

Pricing strategies

We have segmented our target group into two groups that is

- (1) People who interest in a design section for this kind pricing will not high but we will emphasize on design by use fair to good material by controls budget.

- (2) The group of people who love good merchandise and design, high product quality will also inclusive. For this one our price will higher to the market because we want to keep our product standard by do not reduce speculation like other shop.

Distribution strategies

Since our target market is a Internet user who love to stay at home and some are working people who do not have time for physically shopping. We will use the Internet to offer information and service. When customers gather information enough and make a decision they will make an order through our Web site.

Promotion mix strategies

Gorgeous shop realizes the importance of the promotion as a tool to inform the target and to achieve the expected sales volume. We believe in the effective promotion tools will stimulate the demand of the customers. As a result, we carefully consider in selecting the type of the promotion used to convey and maintain the image of the Web. There are 3 types of promotional methods, which are follows:

Advertising

Advertising objective:

- (1) To create brand awareness
- (2) To create good brand image toward the Web site
- (3) To create preference of company Web site
- (4) To inform the customer about Web's function and its benefits

Advertising strategy

- (1) We plan to reach the target market by launching advertising by used Banner Exchange
- (2) Buy Mailing List To Send Electronic Invitation Card

(3) Register in top Search Engines

(4) Word of mouth

We used these media initially due to the low cost and catching our target group. The company products is things that you decides to buy in 5-10 minutes after reading but they have to use time to gather information before selection. However, we have planned to expand the market in the future and physical media will be used.

Advertising tactics

(1) Banner exchange

The reason that we choose banner exchange is that it has more targeted communication and ability to reach the focused audiences. Our target is Internet users, there are three types of banners consisting of static banners, animated banners and interactive banners. Our Web site will use interactive banners, which have movement to capture attention of audiences. Due to online advertising, customers would control for the content to consumer. The efficient advertising must be appealing and can express that the Web is relevant to their needs.

(2) Direct mail advertising

We will buy mailing lists from online advertising agents to send electronic invitation cards to our target's mailbox to invite them to visit our Web site. This media is the most personal and selective, because direct mail goes only to the people we wish to contact, there is almost no waste coverage. The cost is very economical comparing to the other media and beneficial. One millions E-mails cost only USD35, USD50 or USD75. We will use direct mail to distribute our advertising as well as sales promotion.

(3) Search Engines

Search engine likes the yellow pages for the telephone number searching. Internet users will visit the search engine's Web site to look for particular Web which contains

the targeted information. Therefore, it is the requirement for Siam herbs to have a list in search engines to announce to the world that our Web is available. We will register our Web site in top ten search engines: Yahoo, Netscape, MSN, Excite, Alta Vista, Lycos, Infoseek, Hot Bot, Snap, and Google.

Sale Promotion

Promotion objectives:

- (1) To create product awareness
- (2) To create an immediate sale
- (3) To create product perception
- (4) To create need

Publication

Trade show

We will contact with government agencies for joining in the Bangkok City of Fashion Project. We plans to participate in the fashion shows or exhibition supported by the Department of Export Promotion and Ministry of Commerce. The objective of fashion show is to introduce a company product and it is also benefits to foreigners as well as informing the customers about the Web site.

4.10 The Site's Goals

The company has to look for the new market and try to capture that market and also create brand awareness to the audience. Internet is selected as a tool to help the company to do the marketing plan.

www.gorgeous.com is created to encourage people to be more conscious in create and design work. The Web site has shown many designs style in order to make target market group felt of professional and quality work. Even through the Internet growth in Thailand expected to be more and more in the near future. Clothing Web site is also

increasing more and more just a few have no Web site. But in Thailand, Clothing Company Web Site is not much. Gorgeous Co., Ltd. has recognized early importance of Internet marketplace so we want to create online storefront that provide company work, to create company concept of good work, good price, good design. And also create brand awareness to the market. People in Thailand felt that brand product has good class more than unbranded product. Most Asian people have such kind of perception. For example, Japanese, Chinese or Thais when they shop at France, they will buy Louis Vuitton bags, Prada bags but for same quality bag that are located near by that area, there is no attention for Asian people. This is my direct experience, so that is the importance of making brand awareness. If you can make your brand to be well known to the market it will help customer to make an easier decision when they want to buy the same kinds of product.

4.11 Business Plan

In order to achieve the site's goal, Gorgeous shop has set two kinds of plan that is Short-term plan typically covers one year or less.

- (1) To make a publication of company Web site through E-mail, Brochure word of mouth
- (2) Check feedback of people who have visited to company site how they feel and their comment
- (3) To update profile at least once a month
- (4) Increase more service to customer like Make-up tips or How to pick an outfit for all occasions

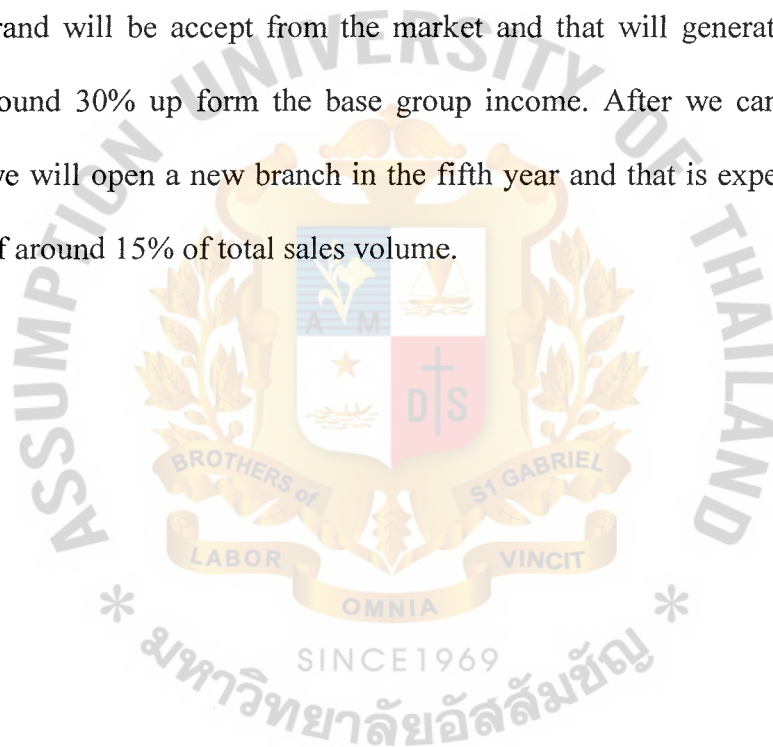
Long-term plan is planning deals with company-wide issues such as expanding or contracting production, markets and product lines.

- (1) To make the company more systematic in order to get easy management

- (2) To promote to international markets
- (3) To install professional program that will help user view 360 degree pictures
- (4) To create company product collection

4.12 Expected of Marketing Plan

The company expected that after having done their marketing plan, it will increase brand awareness among customers approximately 20% in first two years by 30% in the third year by 35% in fourth year and 40% from the fourth year respectively. With in five years our brand will be accept from the market and that will generate income to the company around 30% up form the base group income. After we can increase brand awareness we will open a new branch in the fifth year and that is expected to generate an income of around 15% of total sales volume.



V. THE PROPOSED SYSTEM

5.1 Proposed Website

www.gorgeous.com is launched out in order to solve the problem caused by existing system both for sales volumes and high cost of advertising, lack of convenience time to contact with our customer service. Company Website is provided a 24 hours service to a customer.

Moreover the company Website will provide easy way to communicate with the customer. It can create a big database to the company when customers come to leave their comment within the site.

5.2 Proposed Function

Company Website provided many functions to users that is:

Online catalog function: Catalog is used to show our products that is available to the customer and what are the new products that we launched to a new collection. It also provides the source of database for the company as well.

Customer service function: Our customer can visit Website and give them 24 hours service, the customer can send a problem anywhere anytime when they got a problem about their order.

Promotional function: The company Website generates the customer to be our privilege membership to get 10% discount for every product that they purchase, and use it to promote our annual sale or company event.

VI. WEB PUBLISHING AND DESIGN

6.1 Web publishing and Design

In the construction of the Website, Web publishing and design are the most important thing to be considered. Every audience is attracted to the beautiful and easy to use Web. The impressive Web will attract audience to reuse and introduce the Web page to their friends. Due to the increasing amount of Web site's rate, higher competition drives a web master to realize the importance of the Web design. Web design is the only thing that shows the image of the store to visitors and completed with the competitors. Audiences would evaluate the Web site according to Web design and its credibility. Web design can even determine whether that particular Web site will succeed or not. To create a Web site, the Web creator has to clearly determine the objective and its target group. Structure and information must be analyzed before creating the most appropriate design to be parallel with the assigned objective and target. The site's content will be categorized and organized systematically for convenience to self. There are various structures to be considered such as navigation bar, graphic, color and written characters. All structures must be summed up to be parallel and direct to the concept of the Web design's objective.

6.2 The Mission and Purpose of Company Website

The company Website can be most effective distribution channel and it created brand awareness to customer.

6.3 Site Content and Navigation

The process of site content will organize the information by identifying content and functional requirement as well as group content for target group to reach the content easily and do not get lost while visiting. To arrange the convenient usage of the Web,

scenario and site structure must be planned thoughtfully by considering each content relationship.

Home page is the first page, which audiences will see at first visit and it is very first of our company Website that can link to other pages. We designed this page to attract audiences by making it movable in order to attract the first impression. The big picture looked fashionable as this Website want.

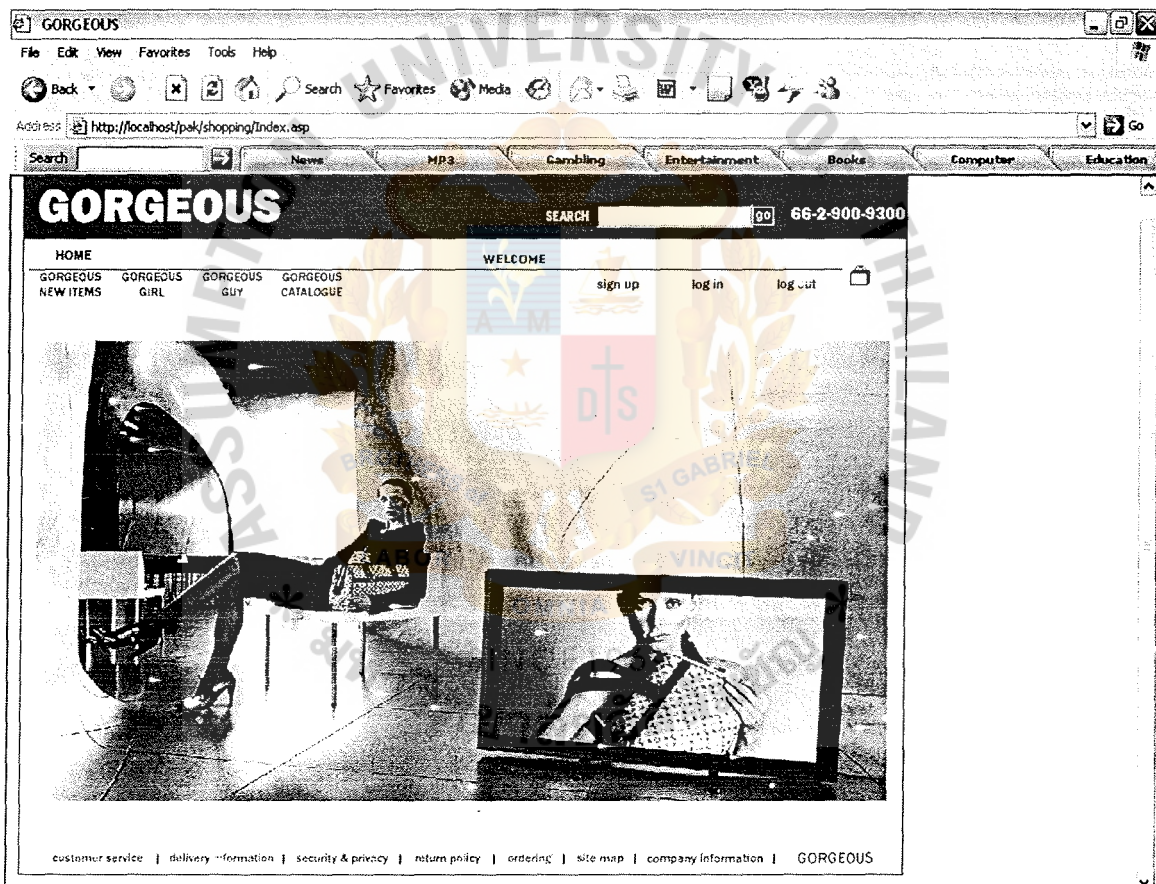


Figure 6.1. Home Page of www.gorgeous.com.

Our company needs all customers to participate with us through Gorgeous Website. So we invited them to be our privilege member and get special offers from us. Customers can fill out their profiles in a register page and it is very easy, requiring only general information. We get away from annoying users, if not they will leave the page.

The screenshot displays a web browser window with the title 'GORGEOUS'. The address bar shows the URL 'http://localhost/pak/shopping/registrationForm.asp'. The browser's toolbar includes buttons for Back, Forward, Home, Search, Favorites, Media, and a Go button. Below the address bar, there are tabs for Search, Birthday, Password, Address, Email, Male, Name, and Re-password. The main content area features the 'GORGEOUS' logo at the top left, a search bar, and a phone number '66-2-900-9300'. A navigation menu includes links for HOME, GORGEOUS NEW ITEMS, GORGEOUS GIRL, GORGEOUS GUY, GORGEOUS CATALOGUE, sign up, and log in. The central section is titled 'REGISTER' and contains a form with the following fields: Username, Password, re-password, Name, Surname, Gender (with radio buttons for Male and Female), Birthday (with dropdowns for dd, mm, and yy, and a text input for yyyy), Address, Email, Question, and Answer. At the bottom of the form are 'Submit' and 'Reset' buttons. The footer of the page lists various links: customer service, delivery information, security & privacy, return policy, ordering, site map, company information, and the GORGEOUS logo.

Figure 6.2. Register Page.

After finishing registration, a customer can login our Website right a way in a member login page. In case other users who are not participating with us can come and shop with us too, but they will not get any benefits that we provided. After logged on customers will see their user name on a member logged in page.

GORGEOUS MEMBER LOGIN

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Address http://localhost/pak/shopping/login_m.asp

Search Benefits Password Name Member Enjoying Start Today

GORGEOUS SEARCH go 66-2-900-9300

HOME WELCOME sign up log in

GORGEOUS NEW ITEMS GORGEOUS GIRL GORGEOUS GUY GORGEOUS CATALOGUE

MEMBER LOG IN

Member name Nattapong

Password

Log in Reset

Become a member, get 10% off

Start enjoying the benefits today!

Not a member? Join now

SINCE 1969

customer service | delivery information | security & privacy | return policy | ordering | site map | company information | GORGEOUS

Figure 6.3. Member Login Page.

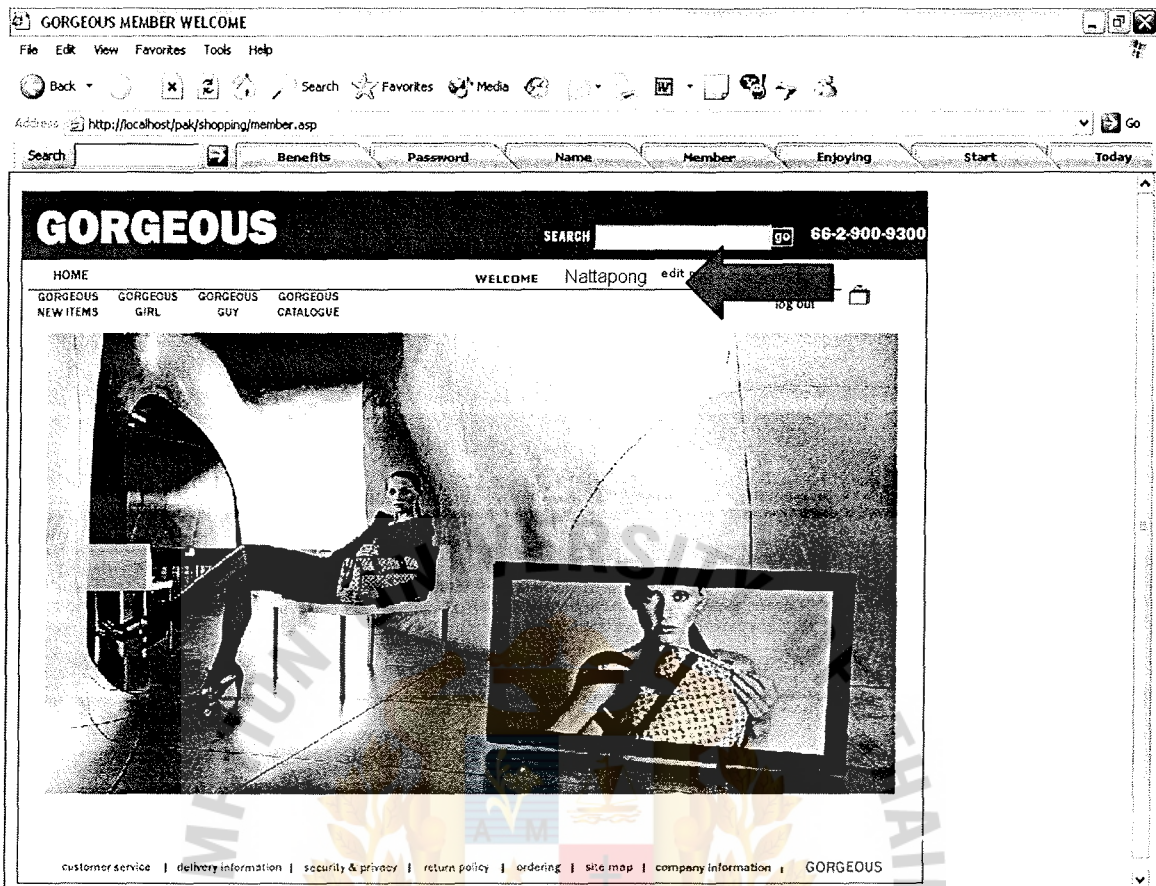


Figure 6.4. Member Logged in Page.

All members can update their profiles and change their password by themselves in a edit member's profile page and the edit member's password page.

GORGEOUS EDIT PROFILE

File Edit View Favorites Tools Help

Back Search Favorites Media

Address: http://localhost/pak/shopping/editForm.asp

Search Birthday Address Email Male Name Question Username

GORGEOUS SEARCH 66-2-900-8300

HOME WELCOME Nattapong edit profile edit password

GORGEOUS GIRL GORGEOUS GUY GORGEOUS CATALOGUE log out

EDIT MY PROFILE

UserName: Nattapong

Name: Pakie

Surname: Kumnurdsin

Gender: Male Female

Birthday: mm/dd/yyyy 27/ 2547

Address: Dik

Email: pak@hotmail.com

Question: Nil

Answer: there

Submit Reset

customer service | delivery information | security & privacy | return policy | shipping | site map | company information | GORGEOUS

Figure 6.5. Edit Member's Profile Page.

GORGEOUS

File Edit View Favorites Tools Help

Back Search Favorites Media

Address: http://localhost/pak/shopping/chngpassForm.asp

Search Password Name Nattapong Re-name User Question Username

GORGEOUS SEARCH 66-2-900-8300

HOME WELCOME Nattapong edit profile edit password

GORGEOUS GIRL GORGEOUS GUY GORGEOUS CATALOGUE log out

CHANGE PASSWORD

User Name: Nattapong

Old Password:

New Password:

Re-New Password:

change Reset

customer service | delivery information | security & privacy | return policy | shipping | site map | company information | GORGEOUS

Figure 6.6. Edit Member's Password Page.

In Gorgeous.com we have four text-based navigations for shopping or see our products. For example Gorgeous New Items, Gorgeous Girl, Gorgeous Guy, Gorgeous Catalogue. Figure 6.7. shows a gorgeous new items page.

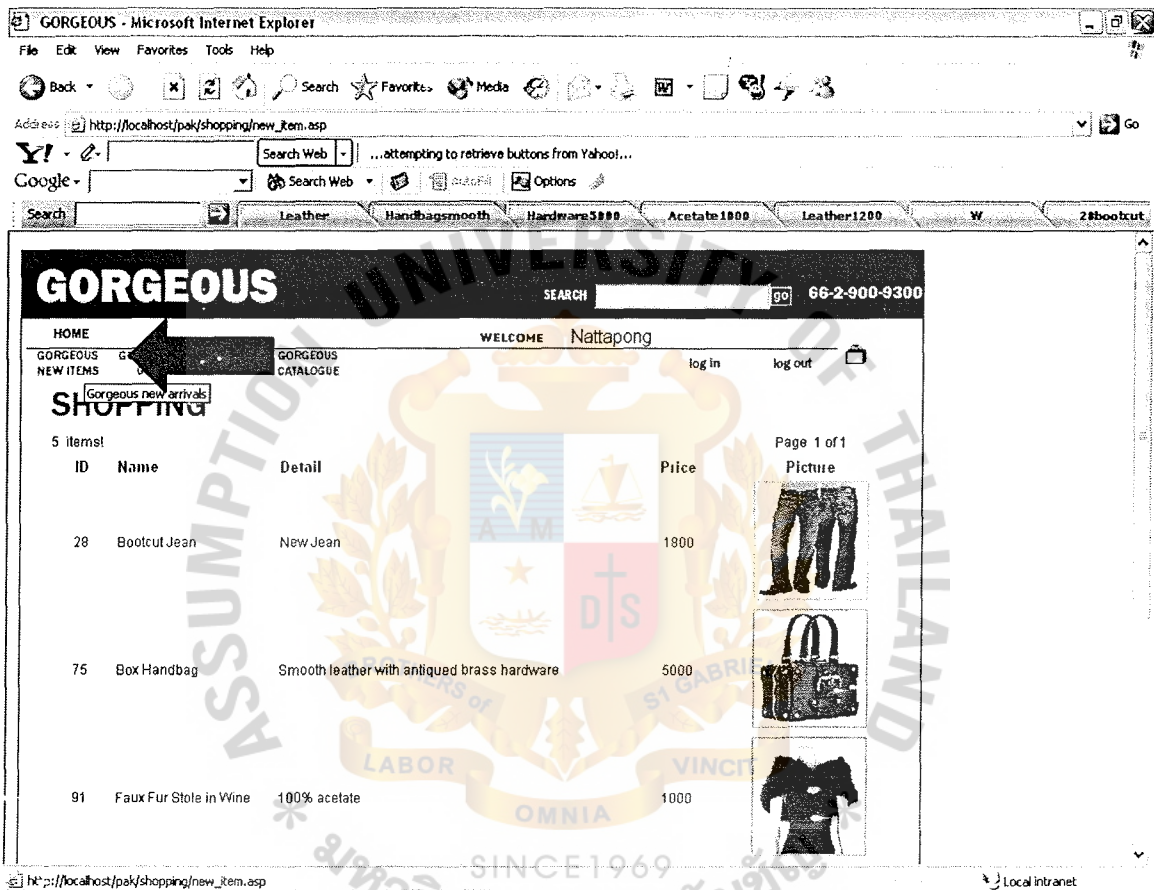


Figure 6.7. Gorgeous New Items Page.

When users click on a gorgeous catalogue, it will link to searching product in catalogue page. There are three options to search our products, because we knew that our customers have different ways to find a product, according to their situations and their limit. First of all, users can put any keywords about product types or product names. Another alternative is a price list in drop-down menu, we provide ranges of price to make it convenient for customers. A last option is created product categories in a categories drop-down menu, customers will see many products that we categorized by gender types, product functions and our new design.

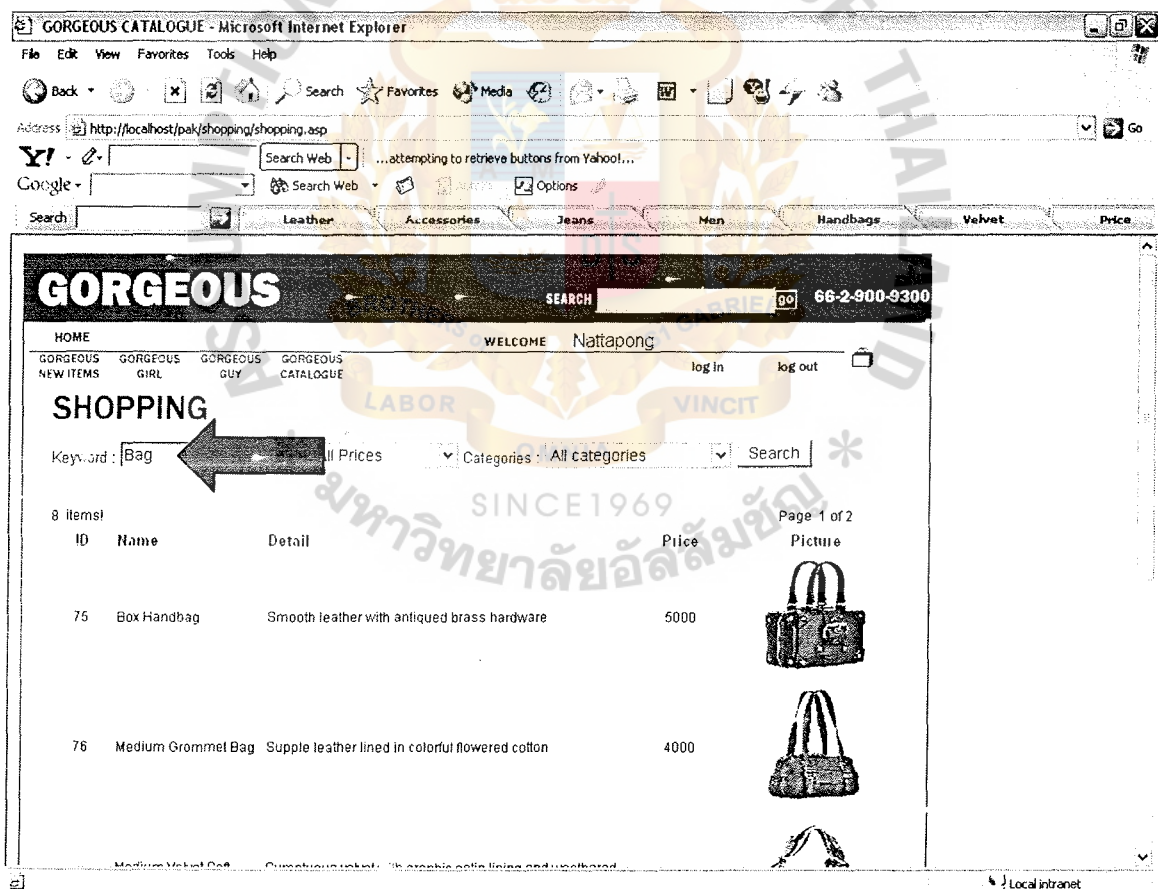


Figure 6.8. Searching Product by Keyword in Catalogue Page.

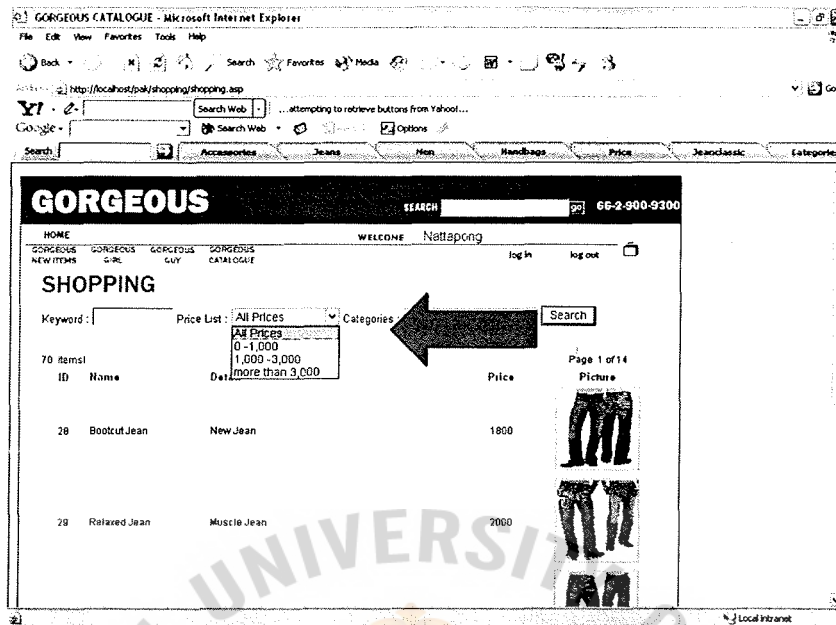


Figure 6.9. Searching Product by Price List in Catalogue Page.

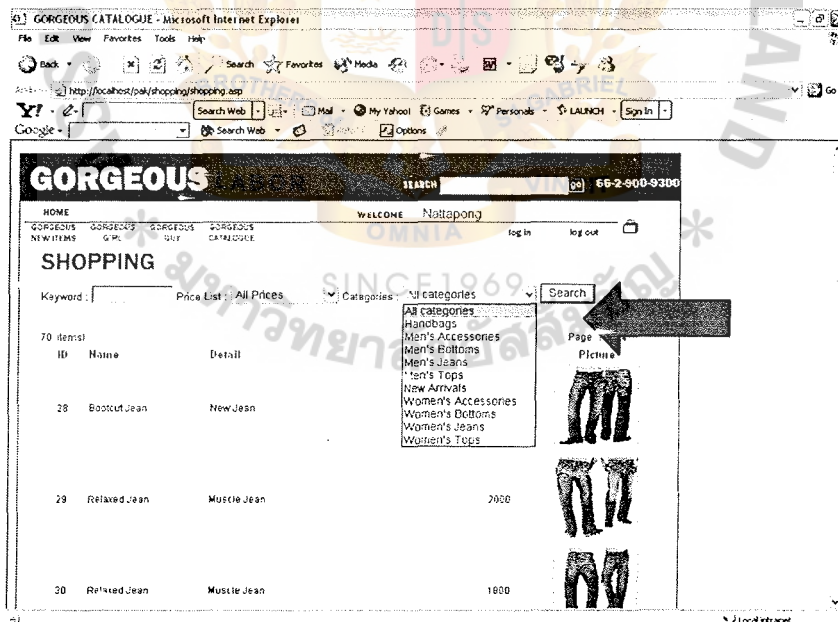


Figure 6.10. Searching Product by Categories in Catalogue Page.

Figure 6.11. Shows a result when a customer has chosen all prices and all categories in a catalogue page and we have 70 items in our catalogue. Figure 6.11. – 6.16. show the process of buying products in Gorgeous.com

For example, suppose a customer wants to buy a product ID-28, so he/she can click on the picture of its product and it will link to a show detail of product page. When he decides to buy it, he can click a buy button to select that product and it will link to a shopping page.

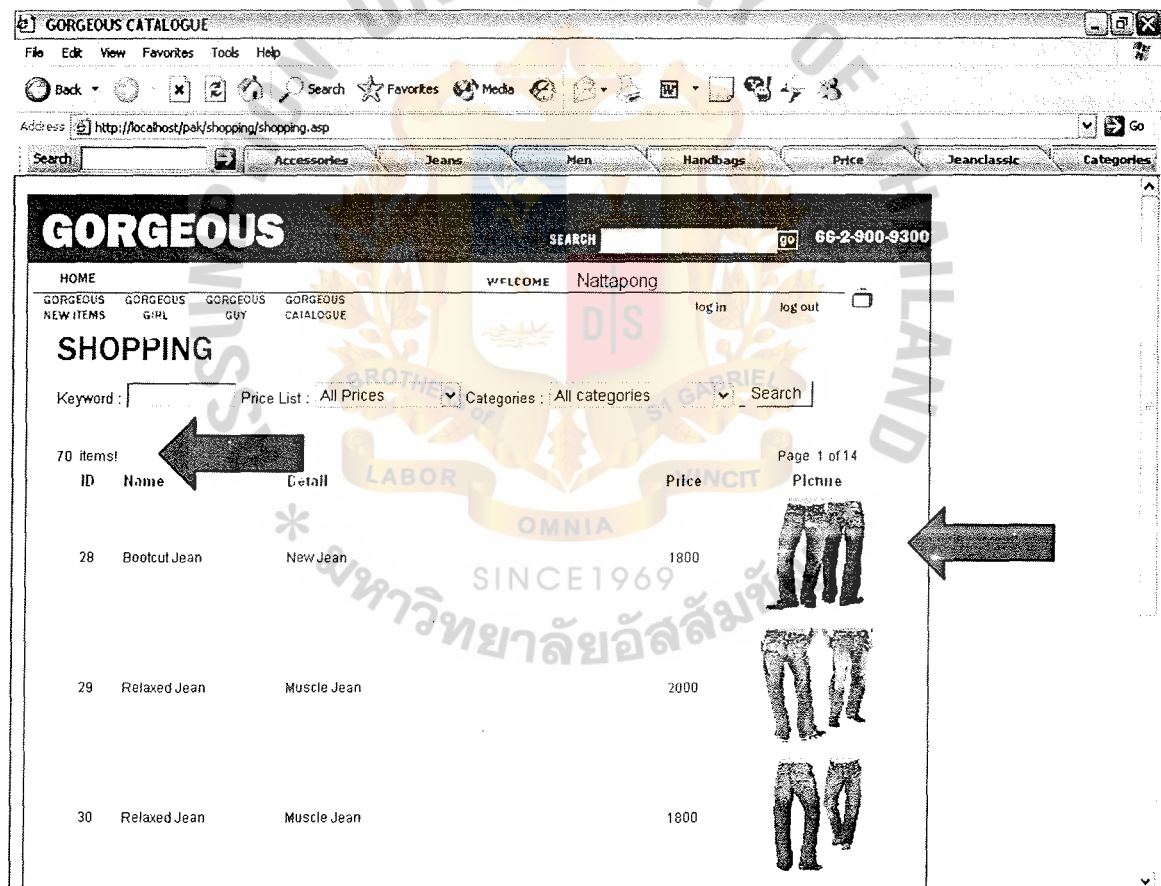


Figure 6.11. Catalogue Page Show All Items.

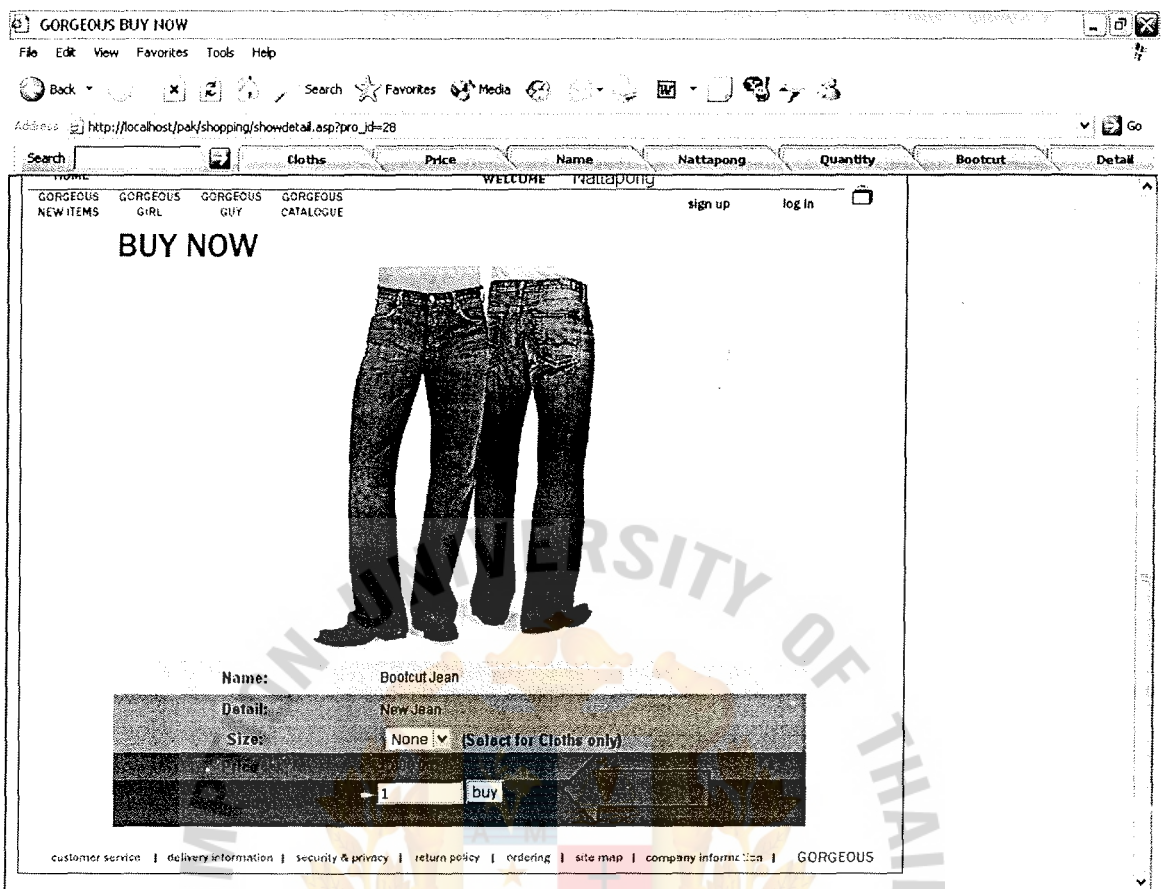


Figure 6.12. Show Detail of Product Page.

In a shopping cart page, if a customer wants to continue to buy more products, he/she can click on a go-shopping button and it will link to a catalogue page to begin another shopping, if not he can choose to continue in a check out process.

When a customer selected more products, it will show all items that he/she selected in a shopping page. A customer can click a calculate button for calculating a purchase and he can edit his shopping cart by deleting product that he doesn't want to buy and click on a check out button to continue another process.

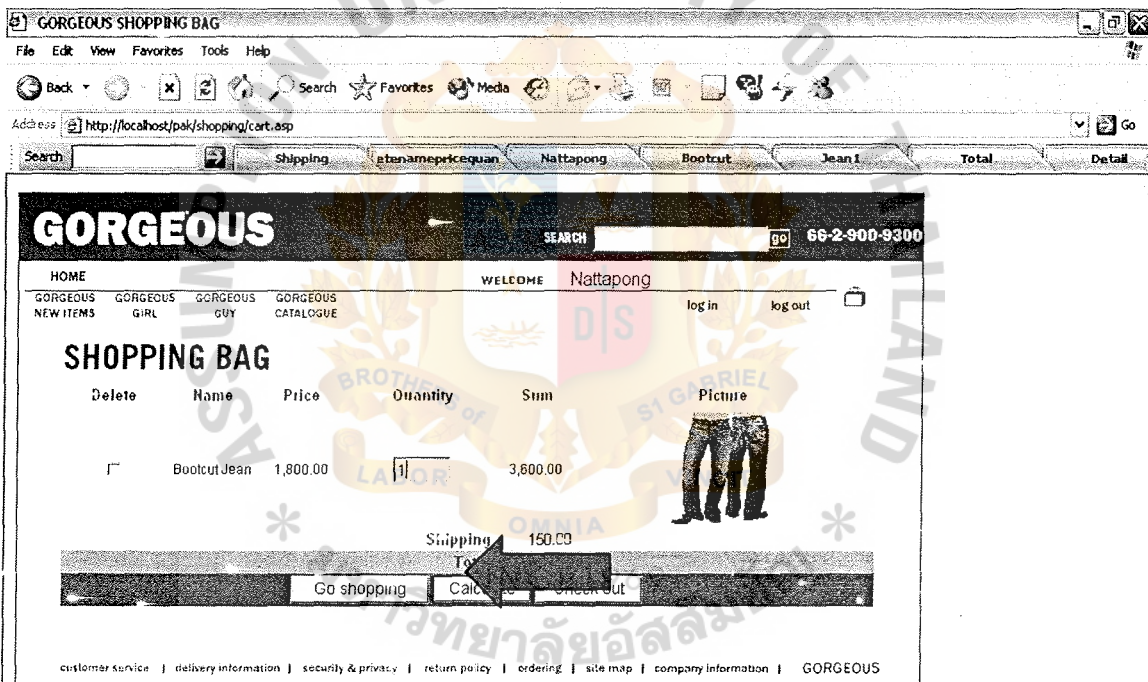


Figure 6.13. Shopping Cart Page.

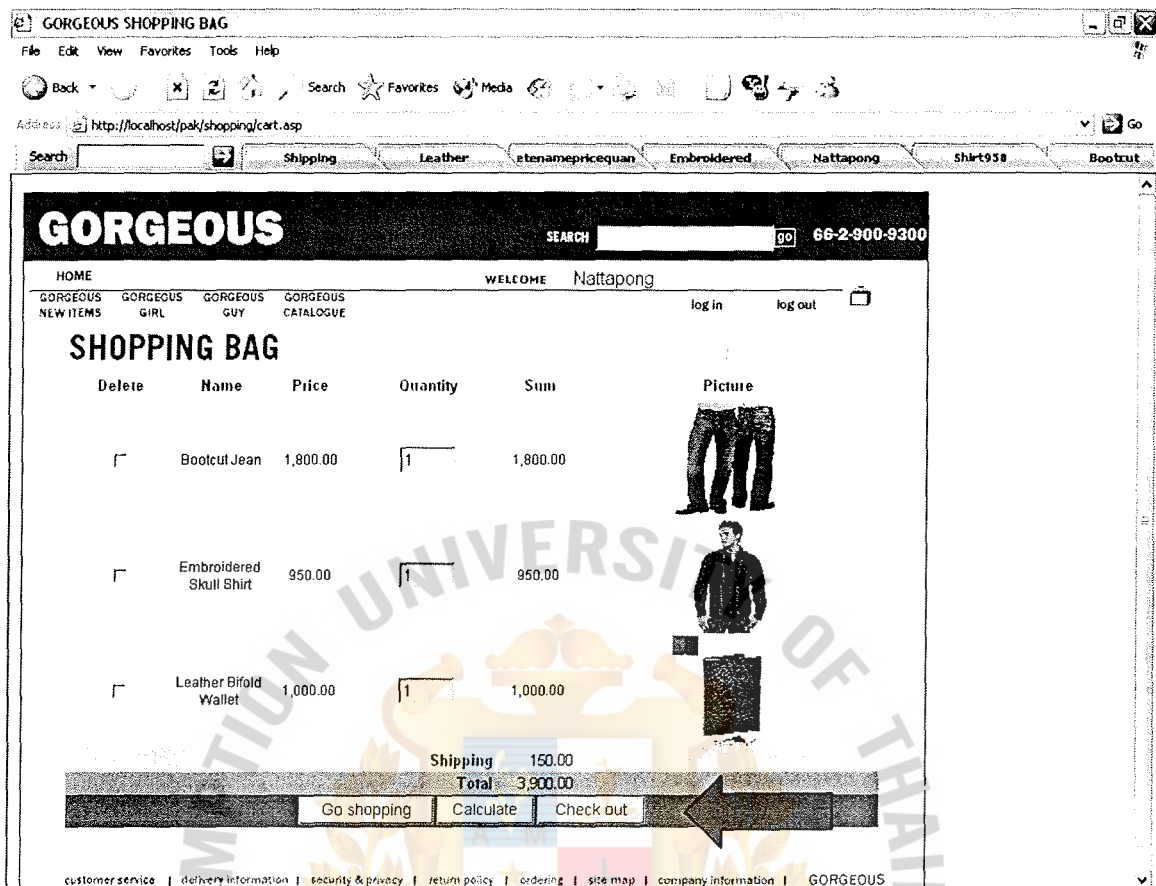


Figure 6.14. Added More Product in Shopping Cart Page.

After a customer clicks a check out button, it will link to a check out form page to fill out billing information and shipping information.

When finished fill out these information, click a submit button to send all information about ordering to our database. After submitted information, customers will see a pop up that show we will send a confirmation email according to their e-mail addresses to summarize their orders. Click the ok button to finish shopping process and it will link to a home page of Gorgeous.com

GORGEOUS CHECK OUT

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media

Address: http://localhost/pak/shopping/checkoutform.asp

Search Address Email Name Shipping Surname Nattapong Billing

GORGEOUS

HOME WELCOME Nattapong

GORGEOUS GORGEOUS GORGEOUS GORGEOUS

NEW ITEMS C-REL GUY CATALOGUE

sign up log in

CHECKOUT NOW

Name: Nattapong

Surname: Kumnurdsiri

Address: BKK

TEL: 01 171 3003

Email: pak@yahoo.com

☐ Same Info

BILLING INFORMATION

Name: Nattapong

Surname: Kumnurdsiri

Address: BKK

TEL: 01 171 3003

Email: pak@yahoo.com

SHIPPING INFORMATION

customer service | delivery information | security & privacy | return policy | ordering | site map | company information | GORGEOUS

Figure 6.15. Checkout Form Page.



Figure 6.16. Pop-up Show Shopped Successful.

There are two sections in a customer service page, first is the account information and second is ordering. We separated into two parts, because we want to make it easy for customers when they need our help, they can concentrate through it right a way.

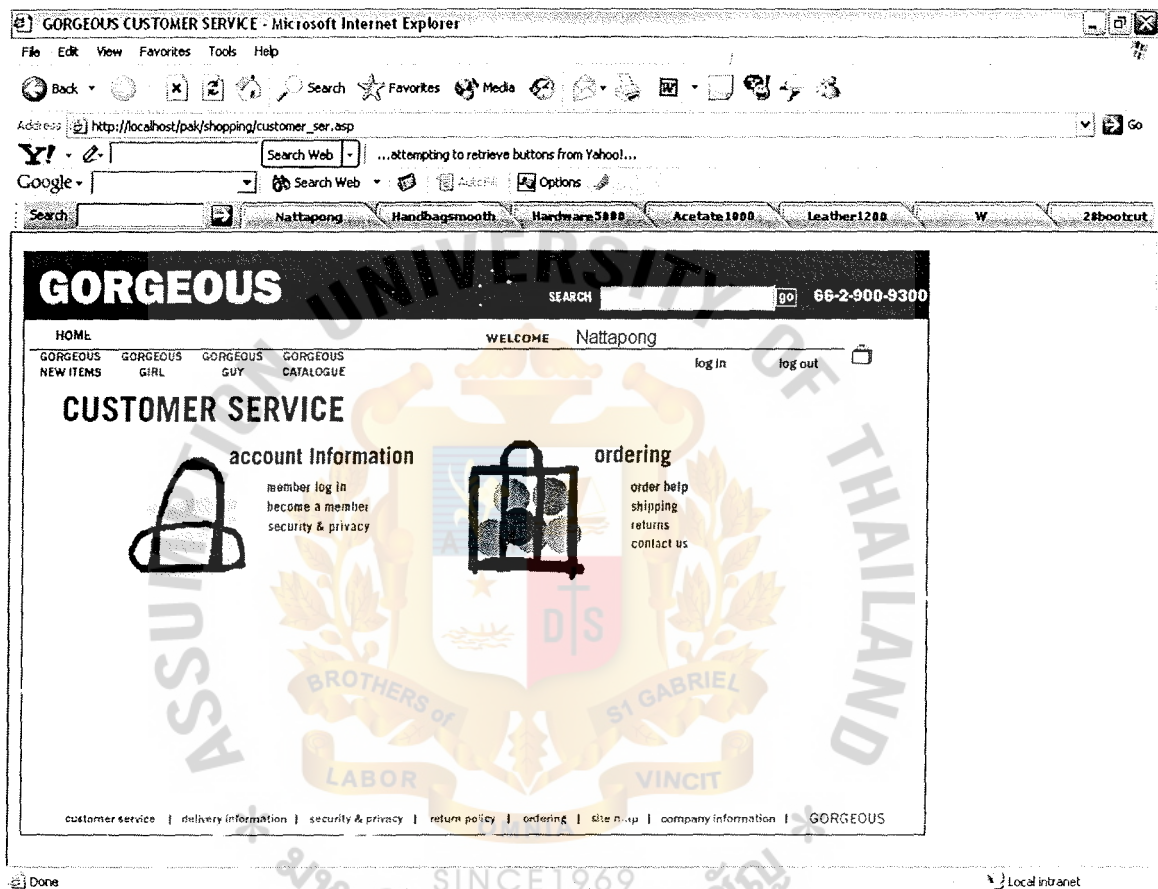


Figure 6.17. Customer Service Page.

In a delivery information page, we have information about Delivery Policy, Delivery Area, Delivery Time, Delivery Date and Delivery Status.

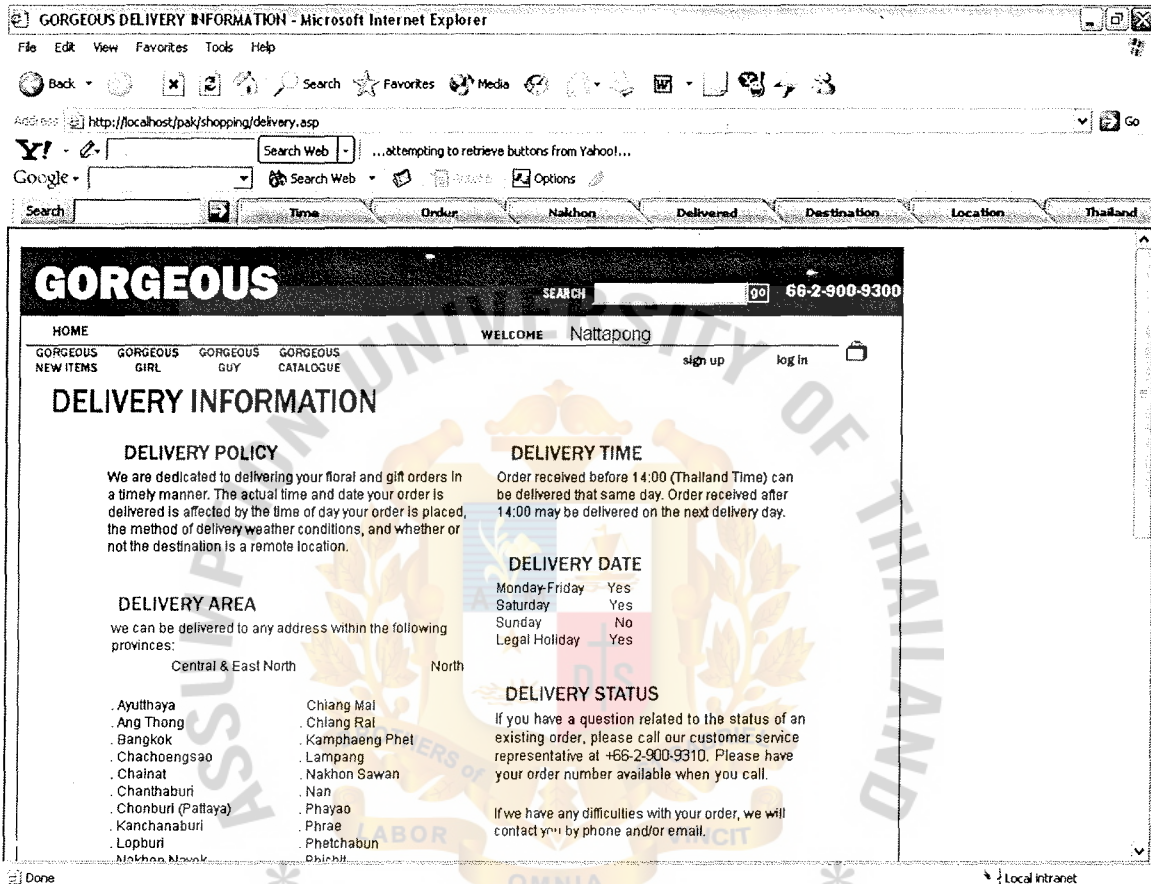


Figure 6.18. Delivery Information Page.

The big issues for the shopping site are the security systems technology and the customer's privacy. So that we provided a security and privacy page for showing that we are the trusted site, customer will know why shopping with us is safe.

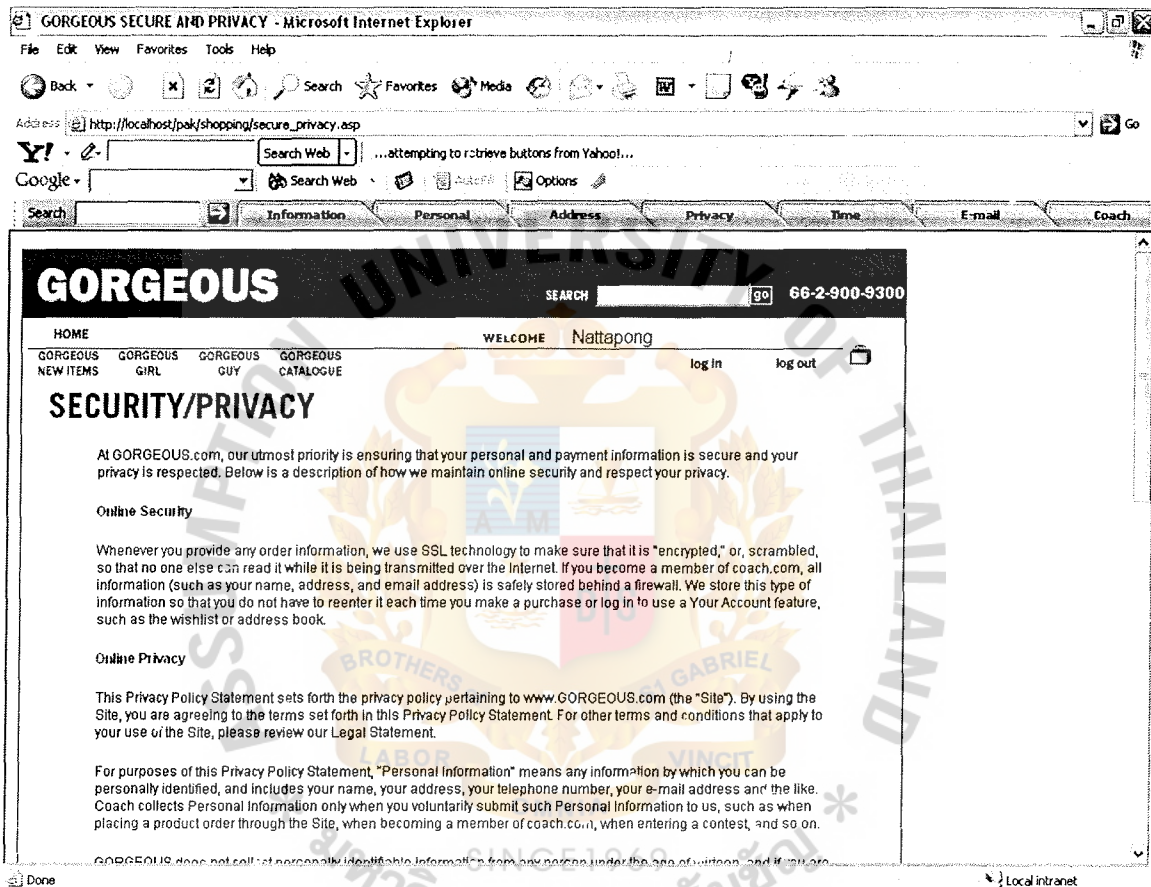


Figure 6.19. Security and Privacy Page.

At return policy page, user can find rules and regulations about how to return a product, if they are unsatisfied with them.

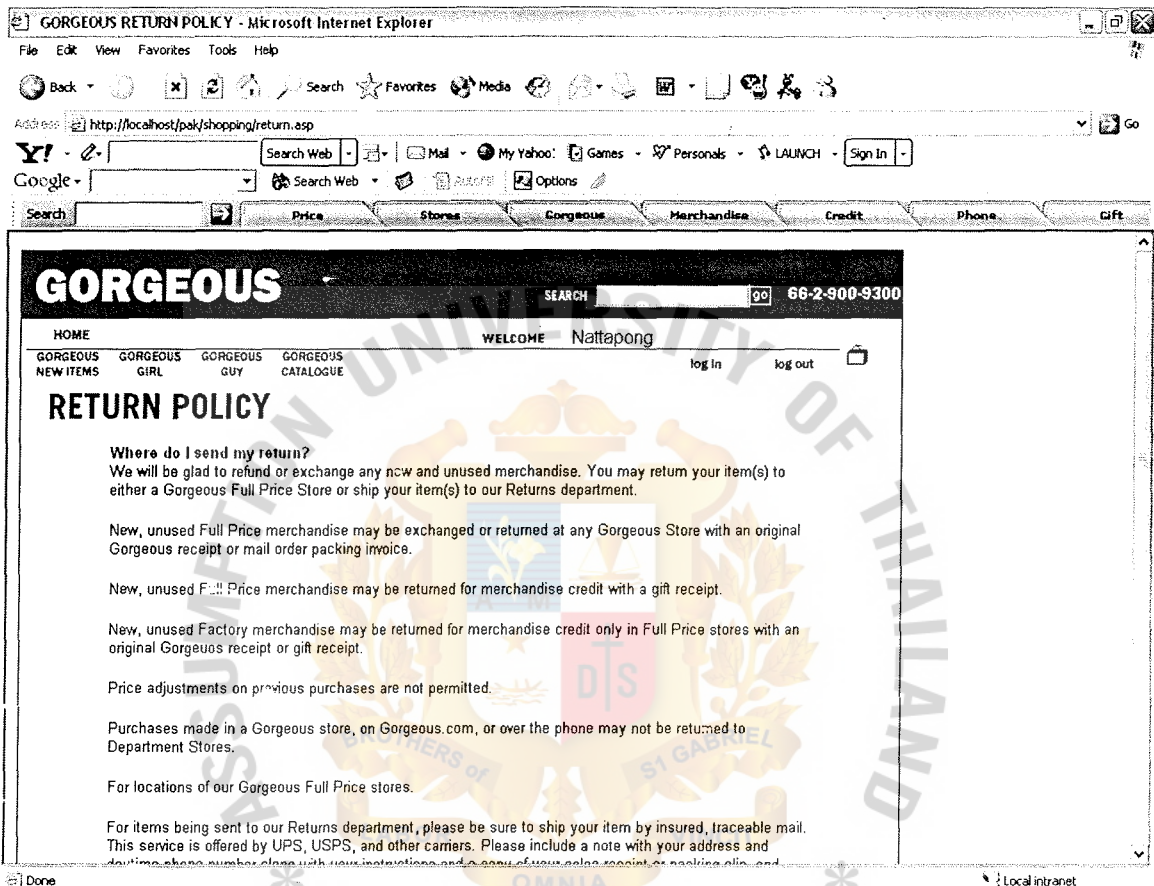


Figure 6.20. Return Policy Page.

Order help page can help customer with their order problems or their curiosities about shopping and ordering with us. This page can solve a problem by reading information about How to place an order with us, Full satisfaction guarantee.

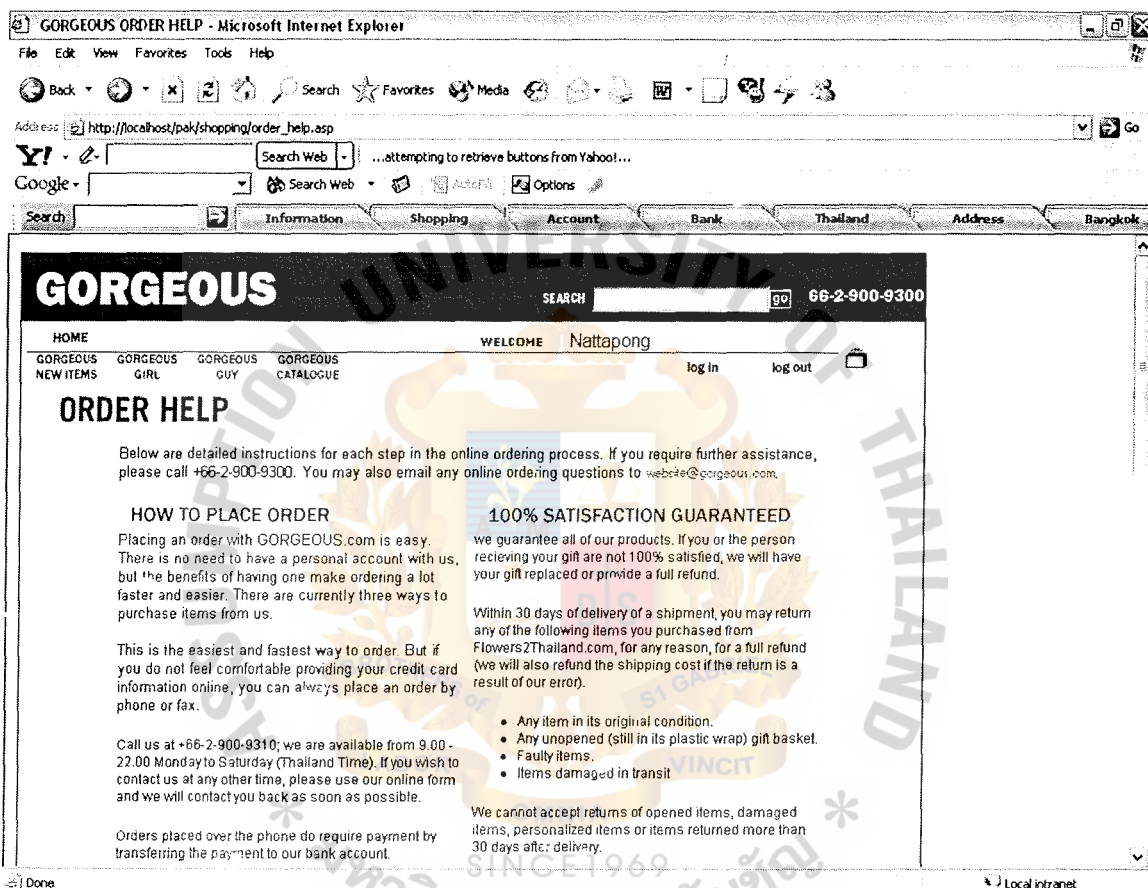


Figure 6.21. Order Help Page.

We provide company's site map in a site map page for easy navigations for users. It is important for most professional Websites to have a site map that shows how many links on a Website.

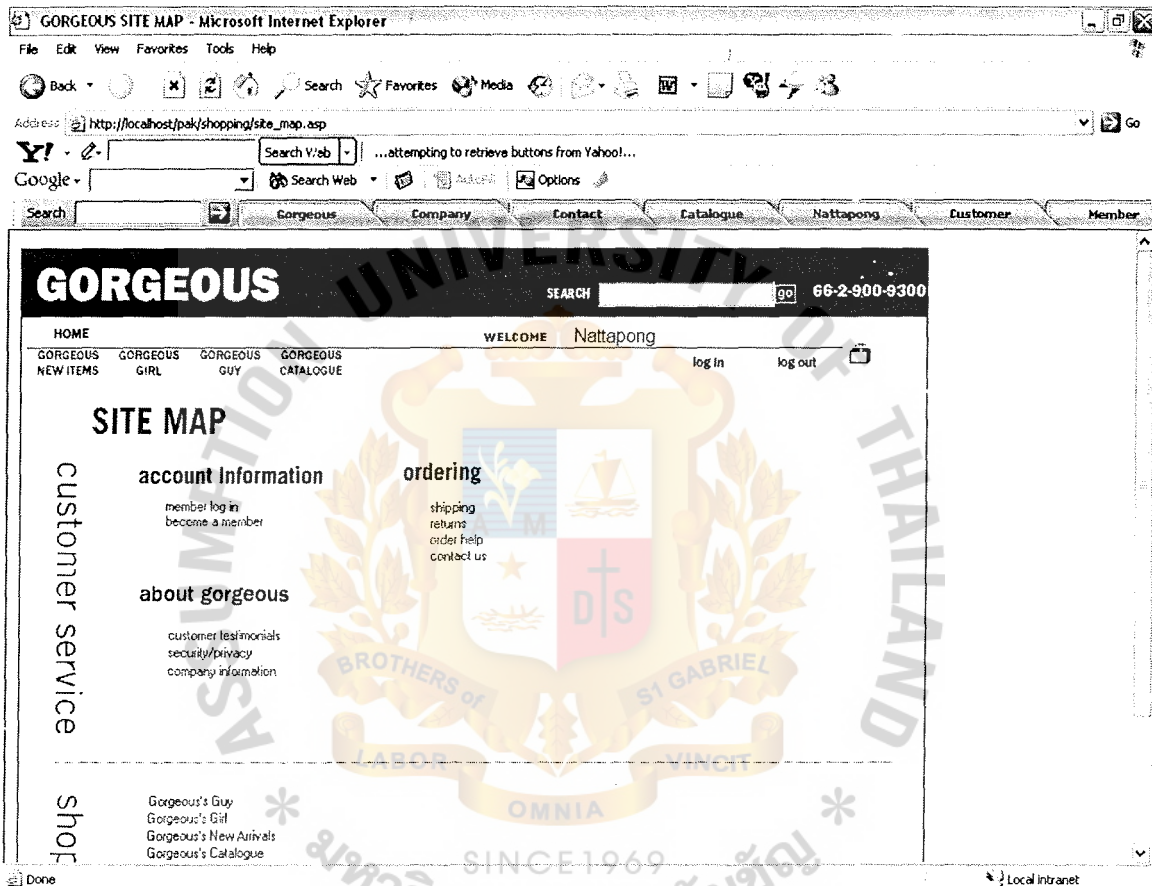


Figure 6.22. Site Map Page.

Company information page is provided information about Company Overview, Our Vision, and Contact us. We want to generate this page for customers, so they can click and find our profiles in one page.

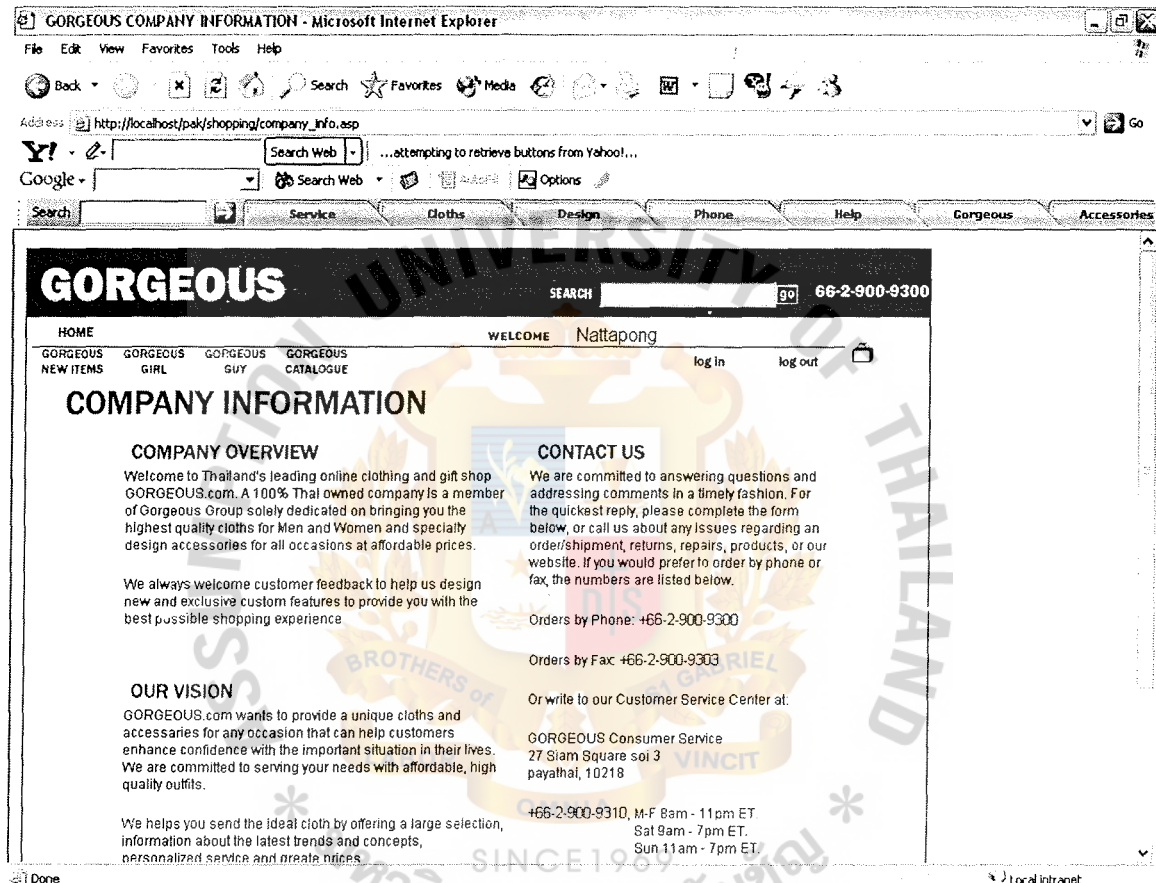


Figure 6.23. Company Information Page.

VII. PROJECT IMPLEMENTATION

7.1 Hardware and Software requirements

Hardware Specification

There are 2 sets of PC; Pentium IV 1 GHz processor, 256 MB of RAM. 20 GB of Hard disk, 17 inch Monitor, Keyboard and Mouse, Printer, CD Writer and Modem.

Software Specification

There are Window XP, Internet Explorer 5.0 and Netscape Communication, HTML Editor, Internet Access, XML and SQL application.

7.2 Key Elements of Effective Website

The key success factors for a Website design strategy can be summarized as the 6Cs of capture, content, community, commerce, customer orientation and credibility. We will now consider these factors:

- (1) Capture – since there are estimated to be over one billion Web pages (the search engine Altavista references about 200 million Web pages). It is highly unlikely that a casual user will visit an Internet site by chance. Web site designers must consider how to promote the Web site to acquire these users. This can be achieved by online methods such as ensuring the Website can be easily located via search engines when the appropriate keywords are typed in or by means of banner advertisements to attract visitors to the site. There are also offline promotion methods such as including the company Web address in advertisements and stationery.
- (2) Content – the content is the key to a Website, since this will be what attracts visitors to a Website and, if they recognize value, it will be what keeps them

returning. Interactive content and personalization to a user's preferences can assist in generating return visits.

- (3) Community – the ability to develop specialized communities on a Website is one of the special characteristics of the Internet. If the Website designer can harness this, then it will be of great value in generating return visiting to the site.
- (4) Commerce – all content on the site and the way in which it is designed should be targeted at directly or indirectly generating additional sales transactions. However, many early sites did not offer the facility for online purchases or the call to action was perhaps too subtle.
- (5) Customer orientation – in accordance with the mantra of many marketing researchers and authors, who exhort companies to adopt a market orientation in marketing activities, customer orientation is a key in Website design. To help customers find the information they need, the content should be targeted at particular customer segments. Customers may be any types of person who uses the site, not just people interested in buying a product. They may include new buyers, existing users of products or other users.
- (6) Credibility – since the Internet is a medium where there are likely to be many competitors in any sector (with over five million commercial Website in 1999), it is important for companies to use the medium to establish that they are reliable and trustworthy. This can be achieved through a high quality brand identity and information about the company that summarizes its pedigree.

VIII. CONCLUSIONS AND RECOMMENDATIONS

8.1 Conclusion

At present Internet is the largest solution to all of life's needs. Internet is the biggest resource of Information plus Internet has touched nearly everyone in the developed World in some manner. Entering households faster than television or even the cell phone, Internet is here to stay. It offers an efficient channel for information and way to reach the customers, but it must be handled with care.

Internet will not work alone, but when it is used in combination with good business fundamentals and an existing offline infrastructure, it is an incredibly powerful tool to interact with both consumers and other industry players.

College students and workers are the majority of people who use Internet and these people have high power consumption. These people seem to have a more open mind to new things. Gorgeous.com is conducted to be a tool to sell and to advertise the products of our company. It also used to be tool to observe the needs of the target market and it will be a communication channel, which is an effective channel in order to generate a relationship with the customers.

This website will help the fashion business to be a leader of it's market according to the Thai government policy. This will make the company to gain advantages over the competitors in opening another market channel to the company and ease the way to sell products to customers.

According to the financial analysis part, our company will reach at the break-even in 2 years and 4 months operation with the continuous growing income from sales volumes. Our customers can pay for our products by transferring evidence to Gorgeous.com After the concept of marketing and the Website has been applied, the

Web programming with database, and we can manage many product files and update the price easily.

8.2 Recommendation

According to statistics, it is found that the World's fashion changes rapidly and it will turn around and it may come back again in the next decade. At present trendy fashion in Thailand followed fashions in Italy, Paris, New York and Tokyo, therefore in order to beat the competitor, it just has to be the fastest producer, and it also needs to be the first website that can offer the newest product to the customers. Therefore updating the web is quite a big deal, since it needs to be updated frequently, but it is very necessary to have the electronic clothing shop. After all, we will develop interactive payment online, so our customers can make payments via the Web.

8.3 Future Plan

- (a) Updating Web site consistency
- (b) Expand the Web section provide more service to the customer
- (c) Create member and give a special promotion or gift to the member
- (d) Open international market



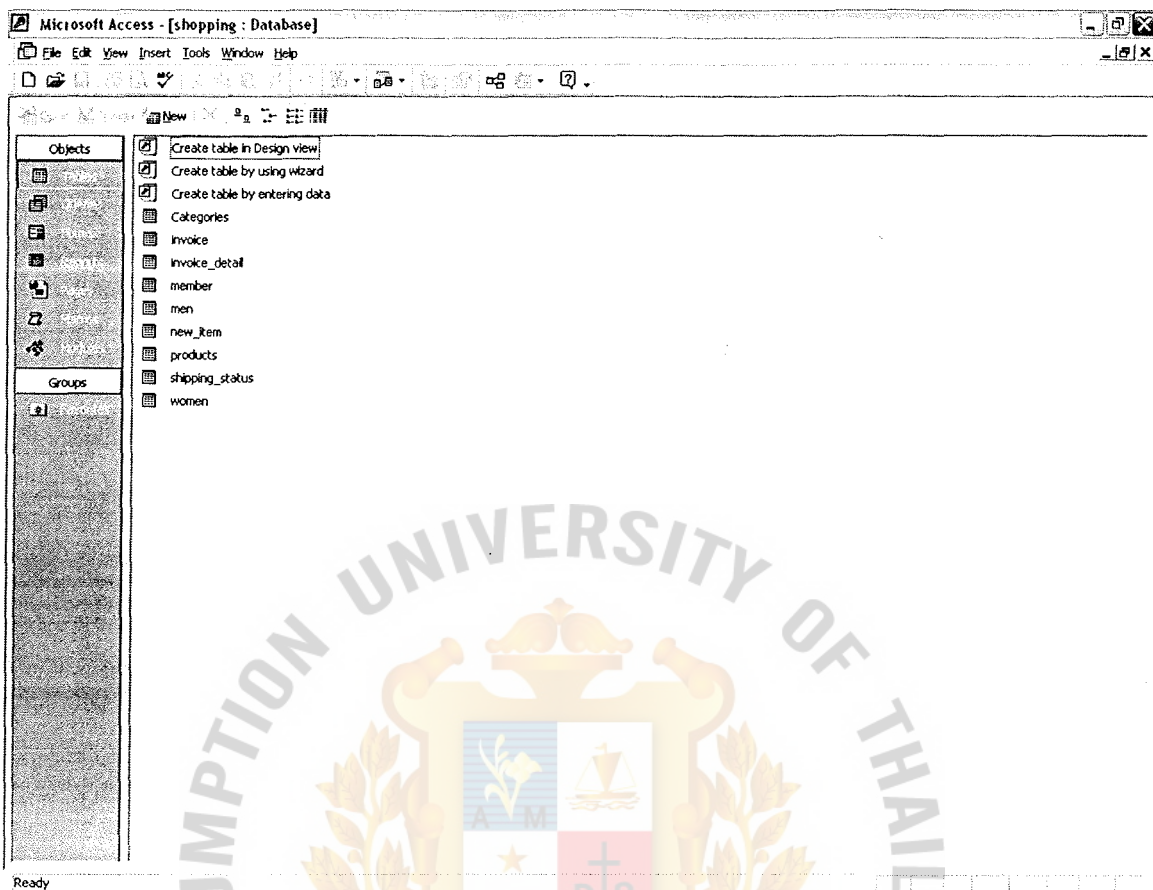


Figure A.1. Shopping Database of www.gorgeous.com.

Microsoft Access - [Categories : Table]

File Edit View Insert Format Records Tools Window Help

cat_id cat_name

1	Handbags
2	Women's Bottoms
4	New Arrivals
11	Men's Jeans
12	Women's Tops
13	Women's Jeans
14	Men's Bottoms
15	Men's Tops
16	Men's Accessories
18	Women's Accessories

(AutoNumber)

Record: 1 10

Datasheet View

Figure A.2. Categories Table.

Microsoft Access - [invoice_detail : Table]

File Edit View Insert Format Records Tools Window Help

Record: 14 of 6

Datasheet View

ID	inv_id	pro_id	pro_price	quan
27	52	61	750	1
28	53	64	1200	1
29	53	2	3000	1
30	54	28	1800	1
31	54	56	950	1
32	54	63	1000	1
*(AutoNumber)	0	0	0	0

Figure A.3. Invoice Detail Table.

Microsoft Access - [member : Table]

File Edit View Insert Format Records Tools Window Help

Mem_id	username	password	Mem_name	Mem_surnam	Mem_gender	Mem_birthday	Mem_address	Mem_email	Mem_Questio	Mem
8	pak	27	pakie	Brown	male	1/1/2004	bangkok	spikypak@yahc baa		mark
9	Nattapong	funnyguy	Pakie	Kumnurdsiri	male	9/27/1978	bkk	pak@hotmail.cc hi		there
10	bbbb	123456	Bobbie	Brown	male	1/1/1980	swiss	bob@kero.com who		me
11	loverboi	555	brithney	us	female	11/23/1984	usa	smatguy@msn how		100
12	madona	666	madona	baa	female	12/23/1925	california	mamamamam@ticket		3000
13	Kanom	1115	Kanom	Bau	female	9/6/1981	bkk	jaja@yahoo.cor ab		c
15	pook	111	Kattika	Kumnurdsiri	female	1/1/2004	thailand	pooklook@yahc how old		30
16	watdee	ppp	wattana	Kumursin	female	1/1/2004	BKK	wattana@yahoo what		i do
17	iam	123	Monika	Buneski	female	1/1/2004	uk	monni@yahoo.c ja		doo
18	naan	9103	teddy	chalachol	male	1/1/2004	wisconsin	adanaan@hotm love		you

* (AutoNumber)

Record: 14 of 10

Datasheet View

Figure A.4. Member Table.

Microsoft Access - [products : Table]						
File Edit View Insert Format Records Tools Window Help						
pro_id	pro_name	pro_detail	pro_price	pro_pic	cat_id	
28	Bootcut Jean	New Jean	1800	jean_001.jpg	4	
29	Relaxed Jean	Muscle Jean	2000	jean_002.jpg	11	
30	Relaxed Jean	Muscle Jean	1800	jean_003.jpg	11	
31	Tuck Jean	Classic Jean	1300	jean_004.jpg	11	
32	Pinklewagon Jean	Classic Jean	1100	jean_005.jpg	11	
33	Bootcut Jean	New Jean	1500	jean_006.jpg	11	
34	Bootcut Jean	New Jean	1800	jean_007.jpg	11	
49	Chuck Basic Wool Pant	This modern pant creates a professional, polished look without compromising c	1200	m_pant01.jpg	14	
50	Basic Pant	5 pocket jean cut with zip fly	1000	m_pant02.jpg	14	
51	Soho Pant	55% cotton, 45% wool	1100	m_pant03.jpg	14	
52	Quilted Knee-Patch Pant	98% cotton, 2% Spandex. Two front pockets, two back button-flap pockets	1000	m_pant04.jpg	14	
53	Twill Shorts	65% polyester, 35% cotton, Beltloop waist with button closure	800	m_pant05.jpg	14	
54	Twill Flat Front Shorts	Men's Philip cotton twill shorts	750	m_pant06.jpg	14	
55	Button Front Shirt	Front panel is woven 97% cotton, 3% Lycra; sleeves and back are soft cotton je	1100	m_shirt01.jpg	15	
56	Embroidered Skull Shirt	Double-button cuffs, black rose-logo buttons	950	m_shirt02.jpg	15	
57	Cheyenne Stripe Shirt	Lightweight, opaque weave, 100% cotton	1000	m_shirt03.jpg	15	
58	Shadow Plaid Shirt	100% cotton in deep brown with subtle white and grey plaid stripes	1000	m_shirt04.jpg	15	
59	Stretch Poplin Shirt	98% cotton, 2% Spandex	1200	m_shirt05.jpg	15	
60	Mini Rib Long Sleeve Cr	100% cotton knit, Softly ribbed texture	700	m_shirt06.jpg	15	
61	Flat Back Ribbed Henley	Cotton-twill buttoned placket and cuffs	750	m_shirt07.jpg	15	
62	Classic Ringer Tee	100% cotton jersey	500	m_shirt08.jpg	15	
63	Leather Bifold Wallet	Men's saffiano leather wallet	1000	m_access01.jpg	16	
64	Brown Leather Wallet	4" W x 2.75" H, Brown leather	1200	m_access02.jpg	4	
65	Messenger Bag	Canvas surface with leather outside pockets and trim	3000	m_access03.jpg	16	
66	Leather Overnight Bag	Dimensions: 21" wide x 17" high x 8.5" deep, Double handles are 16" long	3200	m_access04.jpg	16	
67	Men's Leather Reversible	Genuine leather reversible black/brown belt	850	m_access05.jpg	16	
68	Men's Pebbled Leather B	Simple. Stylish. This brown leather belt is quintessential Gorgeous	950	m_access06.jpg	16	
74	Patent Lunchbox	Patent leather with polished nickel trim	3500	m_bag001.jpg	1	
75	Box Handbag	Smooth leather with antiqued brass hardware	5000	m_bag002.jpg	4	
76	Medium Grommet Bag	Supple leather lined in colorful flowered cotton	4000	m_bag003.jpg	1	
77	Medium Velvet Soft Knot	Sumptuous velvet with graphic satin lining and weathered brass hardware	3500	m_bag004.jpg	1	
78	Pumpkin Patch Small S:	Suede, calfskin leather and metallic leather with canvas lining	3000	m_bag005.jpg	1	
79	Large Grommet Bag	Smooth, supple leather lined in colorful flowered cotton	2000	m_bag006.jpg	1	
80	Small Carryall	Supple leather lined in colorful cotton	2500	m_bag007.jpg	1	
81	Large Carryall	Smooth calfskin leather with colorful printed textile lining S	2500	m_bag008.jpg	1	

Figure A.5. Products Table.

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3. <http://www.clickz.com/stats>
4. <http://www.eluxury.com>
5. <http://www.hotkiss.com>
6. <http://www.jaspal.com>
7. <http://www.smartbargains.com>

