



E-Commerce Technology for Online Spa Shop

by

Ms. Sayamol Nithakorn

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

November 2006

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Project Title E-Commerce Technology for Online Spa Shop


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ABSTRACT

The channel of communication via the traditional way such as facsimile and telephone has become difficult and tedious. Since it is not effective and unable to respond to customers' need rapidly, E-Commerce is the best solution to solve this problem.

The SpaMe has own website as a new distribution channel which serves customer's satisfaction. It will provide information about the spa including treatments offered with description of each treatment clearly. It can answer customer enquiries; moreover the customers can make the reservation anytime online without anxiety to operate with time difference. It will also let customers to shop online from the spa 24 hours a day, 7 days a week.

Before creating the online store, the company has conducted the analysis of strengths, weakness, opportunities and threats for online businesses including those of the cyber shop nowadays. To create the web site is difficult. The SpaMc makes a plan and analysis how to create the web site with effectiveness, convenience for serving the customers' satisfaction.

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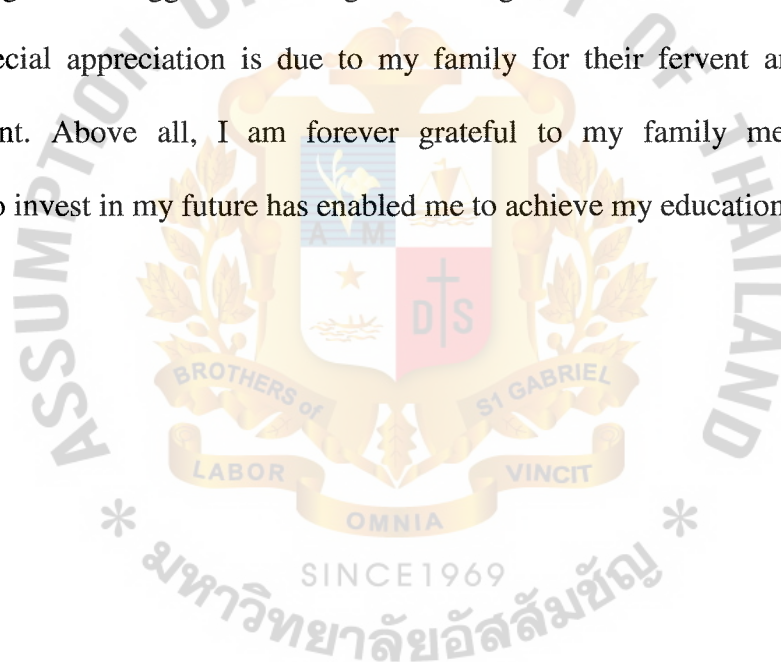


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I. INTRODUCTION

1.1 Background of the Project

Internet has become a part of daily life because of the growth in the technology that leads to a better life. It had a great influence over organization and individuals, as there are many advantages using internet as a tool in a business. Anyone can access the internet at anytime and anywhere in the world.

Many organizations have been using the internet as E-commerce for buying, selling and advertising their products and services, communication with business partners, customers and as well as customer service. E-Commerce is in attention of every type of businesses. It helps any size of businesses to work with efficiency and effectiveness. Moreover it is able to reduce the costs. Nowadays, there are many consumers using the internet for finding or searching, and making purchases goods and services from any E-shop on the network. The consumers can make purchases on the network while they view images of goods and read descriptions of features and benefits. Thus, the E-commerce is becoming as part of day-to-day businesses and lives.

We foresee the opportunity of using Internet as a new channel of the company to sell goods and services as well as provide customer service which is accessed by customers' personal computer from anywhere they are. With all information provided in our website, customer can book in advance for the treatment that they prefer through our website. Come to relax at SpaMe and you will believe that the heaven on earth does exist.

1.2 Objectives of the Project

The purposes of the study are:

- (1) To create and design a website for an existing business company as a new channel of communication and interaction for marketing, sales, and customer services.

- (2) To allow the customers to visit 24 hours a day and 7 days a week.
- (3) To lower the cost of paper based information as well as not only allow reduced inventories and overhead but also generate more sales and incomes from selling products.
- (4) To satisfy the consumer's behavior as the growth rate of internet users is still increasing.
- (5) To expand the marketplace in both of local and international markets with the minimal capital outlay.

1.3 Scope of the Project

- (1) To apply the knowledge and theory learnt in the course Master of Science in Internet and E-commerce Technology into this project.
- (2) To implement the marketing plan by conducting SWOT analysis, defining target market strategies.
- (3) To offer physical goods online as one of the sales channel and deliver them by using traditional means.
- (4) To use the web as a tool to support the physical stores.

1.4 Deliverables

- (1) The full report submitted will be covering the work scope as mentioned earlier.
- (2) The E-commerce website prototype is consisting of product information such as product description, price, etc.
- (3) All product items will be updated frequently.

II. LITERATURE REVIEW

2.1 What is the Internet?

Many people think that the Internet is a recent innovation, when in fact the essence of it has been around for over a quarter century. The Internet began as *ARPANET*, a U.S. Department of Defense project. The nature of the Internet changed abruptly in 1992, when the U.S. government began pulling out of network management, and commercial entities offered Internet access to the general public for the first time. This change in focus marked the beginning of the Internet's astonishing expansion.

The Internet is a network of networks, linking computers to computers sharing the TCP/IP protocols. Each runs software to provide or "serve" information and/or to access and view information. The Internet is the transport vehicle for the information stored in files or documents on another computer. It can be compared to an international communications utility servicing computers. It is sometimes compared to a giant international plumbing system. The Internet itself does not contain information. It is a slight misstatement to say a "document was found *on* the Internet." It would be more correct to say it was found *through* or *using* the Internet.

The Internet is the world's largest and most widely used network. The Internet is an international network of networks that are both commercially and publicly owned. The Internet connects hundred of thousands of different networks from more than 200 countries around the world. More than 400 million people working in science, education, government, and business use the Internet to exchange information or perform business transactions with other organizations around the world. Especially, for business, the Internet is creating a new "universal" technology platform on which to build all sorts of new products, services, strategies, and organizations. The internet provides the primary technology platform for the digital firm.

It seems like everyone is talking about the Internet these days because the internet has a great influence on many people and mainly in business, as well as, it has the explosive growth of the Internet worldwide. At present, the Internet has become a central fact of life for corporations. For a number of years the Internet has provided a vehicle by which employee can communicate with those outside the company using electronic mail and has provided a rich source of information that help employee to fulfill their job function

2.2 Why the Internet is so popular?

There are the most obvious reasons why thousands of companies, millions of people and virtually every major country in the world use the Internet.

First, the Internet is always on or never sleeps. It has provided convenience for many people and businesses. They can use the Internet for their communication. People can use the Internet as popular method as e-mail, chat, or send message. Any businesses use the Internet for the convenience of their customers to access products and services. Businesses can provide information, or people can buy via the Internet 24 hours a day, 7 days a week from anywhere in the world.

Secondly, the Internet software and modem are included in most sold computers and it is easy to set up the computer. Moreover, the Internet Service Provider (ISP) fee is cheaper than before. People just click on the Internet icon on the screen, register with a local Internet provider and away you go.

The Internet has played a large role in satisfying their craving for information. Then, it is not surprised why people use the Internet. As well as, the businesses also use the Internet, too.

2.3 How the Internet can benefit your business?

Many businesses get benefits from the Internet. It has enormous potential for

helping organization participate in electronic commerce and for reducing their transaction costs.

Many businesses set up their web sites. Because the web site can dramatically cut cost on printed material like brochures and catalogues. It allows customers who want products information find out on web site. It is also cheaper to update a web page than print new material each time introducing fresh products, changes prices or more premises. In addition, using e-mail to communicate will also reduce expenditure on phone, fax, postage and stationary.

The website gives businesses global exposure, all the time (24 hours a day, 7 days a week), to a potential market of millions. This is particularly valuable for businesses in smaller towns, especially if they deal in a niche product. Moreover, the web site can make the customers loyalty and find the new one. The web can return your Internet investment many times over.

Customers can get important business information from the web site such as photographs of your products, prices and ordering information, and answers to Frequently Asked Question (FAQ). The web site can also generate valuable feedback from customers about their products and services. Then, the businesses will know where they are going. If it is, they can take proper action and make the necessary improvements.

Obviously, the Internet can bring you a whole host of capabilities. Among the ways that users are taking advantages of the Internet are:

- (1) Sharing research and business data among colleagues and like-minded individuals.
- (2) Communicating with others and transmitting files via E-mail.
- (3) Requesting and providing assistance with problems and questions.

- (4) Marketing and publicizing products and services.
- (5) Gathering valuable feedback and suggestions from customers and business partners.

The Internet's potential is limited only by users' vision and creativity. And as the Internet grows, new and innovative uses will surely follow.

2.4 What is the E-Commerce?

E-Commerce is the process of buying, selling, transferring, or exchanging products, services and/or information via computer networks, including the internet. E-Commerce can be defined as many perspectives such as; from communication, commercial, business process, service, learning, collaborative and community perspectives.

E-Commerce is also the process of managing online financial transactions by individuals and companies. This includes business-to-consumer (B2C) and business-to-business (B2B) transactions. And its focus is on the systems and procedure whereby financial documents and information of types are exchanged. This includes online credit card transactions, e-cash, e-billing, e-cheques, electronic invoices, purchase order and financial statements.

The concept of E-Commerce originated in seventieth. Some big companies construct their computers' network to attain the data sharing with the different institutions and partners. This procedure is called EDI (Electronic Data Interchange) that could avoid hand mistakes, decrease cost and increase efficiency by transferring the standard data flow.

E-Commerce is rapidly developing with the internet. For instance, EDI technology has got out of company's local network which cost much and infiltrate in the Internet. Web technology has been directly used by more and more companies for

business activities. Thus, giving up E-Commerce means to give up an important business way.

2.5 How can E-commerce benefit to your business, individuals and society?

There are several benefits of E-commerce for conducting business, whether you trade business business-to-business (B2B) or business-to-consumer (B2C). E-commerce can offer your business many advantages.

- (1) E-commerce expands the marketplace to national and international markets. It enables the company to sell the hundreds of products or services to a global market via the internet. With minimal capital outlay, a company can easily and quickly locate more customers, the best supplier, and the most suitable business partners worldwide. Indeed, the business can open 24 hours a day, 7 days a week and 52 weeks a year on the world basis.
- (2) E-commerce reduces cost for material and service to support paper transactions. It decreases the cost of creating, processing, distribution, storing, and retrieving paper-based information. For instance, the business can publish a newsletter or catalogue online for customers to view. It is far less expensive to send information electronically than to print it on to the papers and send it by post. Moreover, this will save the man-hours and eliminate human errors.
- (3) E-Commerce also reduces inventory and overheads. The business can present hundreds of products without having to stock all of them. Because the company can arrange with the suppliers to supply it at short notice against order the company will receive.
- (4) E-commerce reduces the time between the outlay of capital and the receipt of products and services.

- (5) E-commerce initiates business processes reengineering projects. Changing processes, productivity of sales people, knowledge workers and administrators can increase by 100 percent or more
- (6) E-commerce lowers telecommunication cost. The business can use the Internet to communicate with its customers by e-mail or its web site.
- (7) Moreover, other benefits include improved images, improved customer service, new found business partners, simplified processes, compressed cycle and delivery time, increased productivity, eliminating paper, expediting access to information, reduced transportation costs and increased flexibility.

Furthermore, E-commerce also has many benefits for clients or consumers.

- (1) E-commerce allows consumers to shop or perform other transaction year round, 24 hours a day, from almost any location.
- (2) E-commerce provides consumers with more choices; they can select from many vendors and from varieties of products.
- (3) E-commerce frequently provides consumers with less expensive products and services by allowing them to shop in many places and conduct quick comparisons.
- (4) In the case of digitizes products, E-commerce allows quick delivery.
- (5) Consumers can locate relevant and detailed product information in seconds, rather than days or weeks. Also multimedia support is cheaper and better.
- (6) E-commerce makes it possible for consumers to participate in virtual auctions. These allow sellers to sell things quickly and buyers to locate collectors' items and bargains.

- (7) E-commerce allows customers to interact with other customers in e-communities and exchange idea as well as compare experiences.

Not only have several benefits for business or consumers, but also for society. E-commerce enables more individuals to work at home. As a result, it is less traffic on the road, lower air pollution, and use less natural resources. It allows people in the third world to enjoy products and services; indeed, they have chance to learn professions and earn college degree.

Hence E-commerce is a new way to conduct business and the latest technology that makes business, consumers and society get benefits from.

2.6 A Brief history of Spa

With more and more people considering spas for health, wellness, anti-aging and relaxation, spa-going has been described as a new cultural trend. But, in fact, spa-going (i.e., social bathing in "healing waters") has been practiced for thousands of years - from the Mesopotamians, Egyptians and Minoans, to the Greeks and Romans (the word spa actually originates from the Latin verb *spagere* - to pour forth), and later, the Ottomans, Japanese and Western Europeans.

Although spas seem to have sprung up overnight, that is not the case. "The Waters" can be traced back to early civilizations. Like water, spa popularity has come in waves throughout history. Prof. Jonathan Paul de Vierville, Ph.D., spa historian and owner of the Alamo Plaza Spa at the Menger Hotel in San Antonio, Texas, USA, notes that the popularity of spas has accompanied cultures with leisure time.

The Term "Spa" is derived from the name of a town in Belgium, historically patronized by those seeking a restorative or cure for tiredness or disease. Today's spa is a center for healing and nourishing mind, body, and spirit. People go to spas for fitness, stress management, peace of mind, pampering and pleasure, and health and wellness.

Spas offer a wide variety of techniques and services - traditional and modern, from the East and from the West - to meet the diverse needs of their clients: Swedish, Japanese Shiatsu, and Thai massage, European facials, acupuncture, Dead Sea salt scrubs, Moor mud wraps, thalassotherapy, aromatherapy, reflexology, hypnotherapy, classes in nutrition, meditation, journaling, yoga and Tai Chi, state-of-the-art fitness centers with personal trainers, and much more. The “spa” can be defined in the 10 domains or segments of the industry as:

- (1) “The Waters”
- (2) Food, Nourishment, Diet and Nutrition
- (3) Movement, Exercise and Fitness
- (4) Touch, Massage, and Bodywork
- (5) Mind/Body/Spirit
- (6) Aesthetics, Skin Care, Natural Beauty Agents
- (7) Physical Space, Climatology, Global Ecology
- (8) Social/Cultural Arts and Values, Spa Culture
- (9) Management, Marketing, and Operations
- (10) Time, Rhythm, and Cycles

Not every spa includes every domain. Spas come in many shapes, sizes, and focuses - from day spas where you can get a single treatment to destination spas where you can stay for a week or more to medical spas that treat cosmetic and chronic health problems. Spas are everywhere.

According to spa professionals, the real test of a genuine spa is the quality of the overall experience and the results delivered. Was the delicate balance of mind, body and spirit restored? Did the particular spa experience create a sense of well-being? Did the

individual feel as though they got a new lease on life? Did they leave the spa premises revitalized and bouncing with energy?

According to the International SPA Association (ISPA), an internationally-recognized professional association representing over 1,000 health and wellness facilities and providers and the voice of the spa industry worldwide, “Spas are entities devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit” and the “Spa Experience” is described as being “Your time to Relax, Reflect, Revitalize and Rejoice.” One of the stated ISPA objectives is to “revitalize humanity through the promotion of spa wellness.”

There is a clear consensus that while spas also offer “look good” beauty treatments along with “feel good” treatments, spas go beyond superficial pampering. Holistic healing is central to the spa concept

Today's spa is an interesting combination of ancient traditions and modern mechanical wonders. However, the heart of the modern spa, just as the ancient spa, is water and the rituals that evolve around it. Today's ritual is very similar to the spa ritual used at the Roman *thermae*. The spa today embraces and celebrates its origins in water and is constantly looking for new ways to express it.

2.7 Spa Sensation

Health tourism, a novel concept, is Thailand's ‘rising star’. The Royal Thai Government sees vast potential in fast-tracking the development of Thailand's healthcare and health-related services. The mission, spearheaded by the Ministry of Public Health and the Ministry of Commerce, aims to firmly establish Thailand's leadership position on three fronts – as Health Tourism Hub of Asia, Wellness Capital of Asia, and Thai Herbs for Health.

2.8 Thailand's Spa

Thailand's spa sector has witnessed phenomenal growth. A study undertaken by Intelligent Spas reports a growth of 64% for the period 2000-2002. Between June 2001 - June 2002, some 230 Thai spa operators attracted a total of 3.3 million spa users, out of which 2.5 million, or 79 per cent of the country's total spa clientele, were overseas spa patrons contributing a total of US\$85 million to Thailand's foreign exchange earnings – yet another clear vote of confidence for Thai spas. In 2004, Thai spas continued to register strong growth. They generated 5.3 billion baht in revenue, exceeding the original target by nearly ten per cent. The 2005 revenue target is 6.7 billion baht, an increase of 26 per cent. Thailand is now perceived as the Spa Capital of Asia, probably because we have as many as 450 spa centers throughout the country.

2.9 What is the Spa Treatment?

Most reputable spas embrace the true spirit and tradition of “holistic healing” and offer a spa menu that features a comprehensive but balanced range of exotic, revitalising ‘feel good’ and ‘look good’ treatments that go beyond the superficial health and beauty services available in the average beauty salon. Holistic spa programmes are specially formulated to restore balance and rejuvenate mind, body and spirit.

The typical spa menu presents an overwhelmingly impressive choice of tempting offerings which include traditional Thai, Swedish, Javanese, Lulur or Sports massage, therapies for jet lag, aromatherapy, reflexology, foot massage, skin care treatments such as facials, mud and body wraps, scrubs, treatments for hair, skin and face, herbal steam rooms, and floral baths. While herbal steam baths and massage techniques have evolved from traditional healing methods and herbal remedies, other state-of-the-art options including hydrotherapy and recontouring are also available. As spa operators feel the pressure of mounting competition and strive to differentiate to survive and excel, an

increasing number of spas in Thailand are developing their own lines of products that capture the exotic qualities of Thai herbs. This has contributed to a renaissance of traditional Thai herbal recipes and ancient remedies prized for the healing potency of the natural ingredients from which they are made.

An increasing number of spas have also turned to ancient philosophy, indigenous Thai folk wisdom, and traditional Oriental and Asian well-being remedies in search of tried and tested solutions to stress and ailments. This new realm of the spa experience incorporates mind and body activities such as meditation, tai chi, yoga, stress management and holistic wellness such as acupuncture.



III. EXISTING SYSTEM

3.1 Background of the SpaME

Welcome to SpaME, Thailand professional day spa located in the heart of the city of Angles. We invite you to explore this site to learn what makes a SpaME experience truly unique in every way. While there are many world famous spas throughout Thailand, all of them are affiliated with a hotel or resort. SpaME is the country's day spa and that in and of itself provides for a memorable experience. You won't run into hurried businessmen rushing to their next meeting or time consumed tourists heading for the latest sights. Set amidst the lush greenery of Bangkok's major suburban area, SpaME will make you feel at home from the moment you walk through the door

SpaMe diversity in creativity and design reflects the ability to adapt seamlessly to host cultures in surroundings and treatment areas conceived to rejuvenate and revitalize, and to make your SpaMe visits memorable and enlightening experiences. SpaMe therapists take guests on exhilarating sensory journeys, with their special skills and personal care through many forms of holistic healing and sense of well being. Be in harmony with energy flows and with professionals who guide you through options of body and beauty care, delivering them with serene and reassuring professionalism using products made only from natural ingredients and at one with ecological responsibility.

We provide a wide array of different spa treatments to be enjoyed as facials, body treatments and massages, to relax and rejuvenate your body and spirit. These soothing treatments are available as special spa packages, or as individual treatments, whichever suit you better.

Our spa experience is famous for four distinctive charms. Firstly, our spa practitioners are naturally service-minded, pleasant and always smiling. Secondly, most of our spa venues are designed with unique Thai characteristics intrinsically appreciated by foreigners. Thirdly, Thai massaging techniques are world famous. And last, but not

least, exotic spa products such as massage balls or Thai herbs, truly open a whole new experience for foreign customers.

3.2 SpaMe Products and Services

Our main services offering in the spa categorized into four different treatments, which are facial treatment, body treatment, message therapy and special treatments. Each categorized consists of many different treatments, on which the list of services offering in our spa is as below;

Facial Treatments

- **Collagen Ultimate Facial** (1 hour 15minutes)

This treatment is dedicated to increase moisture level to your skin and to banish the appearance of wrinkles and loss of firmness. Formulated with seaweed promedien, skin will be barred from dust and pollution around. Collagen owns a natural property, which promotes skin's firmness and elasticity and stabilizes skin's natural balance. The skin instantly recovers its natural resilience and radiance.

- **Detoxifying Facial (Warm Mask)** (1 hour)

Ideal treatment to improve skin metabolism and lymphatic activity. This self-warming set-mask treatment is outstandingly suited to impart a totally new skin. Our purifying warm mask effectively and quickly combats the complexion problems, which helps promote natural skin flora and impede the development of noxious bacteria that may lead to inflammation and skin impurities. After this treatment, you will have an even, fresh and clear complexion.

- Anti-Pollution Facial (1 hour)

Cure damaged skin, help restore naturally beautiful skin by peeling off dull skin caused by dust and other pollutions and energizing skin cells renewal. Good for those who are active outdoor, also great for those who spend too much time indoor, which can damage face skin by the enclosed air.

- Sensitive Skin Facial (1 hour)

Specially designed for sensitive skin. This treatment helps soothe the causes, effected coupons, reddish spots and easily irritated skin, intolerant of other skin care products. Help to protect skin from the unwanted environment and ideally establish self-defense for a better skin.

- Whitening Facial (1 hour)

This treatment is specially designed to decrease hyper-pigmentation spots (senescence marks, pregnancy marks and sun spots) and to promote a clarifying action of the face and neck. With the effective action of the marine ingredient, an exclusive natural pigment reducer, the melanin production process is regulated and diminished. The clarification action reveals healthier and radiant skin.

- Deep Cleansing Facial (1 hour)

The cleansing treatment for all skin types. This profound cleansing process starts with exfoliating action to remove facial pores and dead skin cells, followed by a facial mask to detoxify and deeply rehydrate your tired skin. The unique experience is to reveal a cleaner, sleeker and healthier skin

- Anti-Stress Facial Massage (1 hour)

A pampering facial experience, which exfoliates, cleanses and moisturizes your skin to look and feel immediately smoother, softer and

more radiant. A soothing shoulder, neck and head massage helps to diminish tension and stress. Facial Mask is not accompanied in this treatment, but instead concentrates on face, neck and head massage.

Body Treatments

- **Algae Detoxifying Body Wrap (1 hour)**

The active seaweed ingredient, enriches with marine elements, helps to activate respiration, which in turn promoting detoxification for your inner body. It urges metabolism process to function more to get rid of unneeded subjects in the body. When the body is free of toxins, it becomes more receptive to the nourishing ingredients in the systems. You feel relieved, refreshed and lighter weight.

- **Re-mineralizing Marine Body Wrap (1 hour)**

An energetic burst of mineral for the whole body. The active marine extract helps to remineralize body and balance metabolism system. The combined essential oils urge body circulation to absorb healthy mineral more efficiently. The skin is strengthened and rejuvenated. This treatment is perfect for those who have dehydrate, dull and weak skin.

- **Slimming Body Wrap (1 hour)**

This mask treatment is specially designed to contour and firm the body. The active extract from seaweed assists in stimulating body circulation and increasing metabolism system to burn undesirable fats, release toxins and shape up sagging skin.

- **Ultimate Moisturizing Aroma Body Wrap (45 minutes)**

A natural moisturizing balance. This treatment is invaluable for anyone desiring to keep balance and achieve a smoother, softer and suppler

skin. It is very ideal in preparing the skin for refreshness exposure and to restore level of moisture afterwards.

- Relaxing Lavender Body Wrap (45 minutes)

This full body wrap treatment utilizes aromatherapy benefit to create a total refreshing experience. This special cell renewal treatment provides all the goodness of promoting moisture back to your skin while the aroma sense will leave you calmed and relaxed. Your skin will be rejuvenated and feel smooth as a child's skin.

- Oxygenating Green Tea Body Wrap (45 minutes)

The property of Green Tea will help refresh the skin by creating more oxygen and bring back the hydration and moisture to the skin. The aroma smell will calm and settle you to the stage of peace.

- Hot Mud Back Mask with Massage (1 hour)

The total back treatment is deeply cleaning the hard-to-reach area. The heating Marine Mud draws out impurities, detoxifies and soothes the skin on the back, while relieves tension and strains, unveiling renewed and silky soft back. The treatment finishes off with a deep tissue back and shoulder massage for total muscle tension release. It is a perfect treatment for anyone with back soreness.

- Hot Mud Feet Mask with Massage (1 hour)

This treatment uses heating marine mud, to concentrate on the nerve endings in the feet to bring a sense of relaxation to the entire body. The invigorating biochemical reactions release soreness, tension and stress, promoting circulation and reducing foot odor. The treatment is then followed by a deeply relaxing pressure point massage using essential oil, to improve

circulation and relieve tired, swollen legs and feet. It is an ideal treatment to deliver maximum softness and relaxation to your feet.

- Tired Legs Cold Wrap (45 minutes)

The special refreshing gel instantly relieves tired and heavy legs. Rich in marine plant extracts acting together; this gel stimulates the superficial microcirculation with a toning effect. The sensation of intense freshness permits the legs feel light and well balanced for many hours. Rich in Glycerin, this gel does not dry out the skin. It is very good for anyone wearing hi-heels shoes, walking or standing for a long period of time, even more superb for those who have tired body.

- Tummy Firming Hot Mask (45 minutes)

Our exclusive treatment specially designs for women after pregnancy and for those who would like to firm the stomach area. The calcium contained in the Marine ingredients, the vital extract in this treatment, stimulates the linkage of skin cells while increases the metabolism system to burn excess fat. The results are a more flattened stomach with flexible elasticity and smoothness.

Message Therapy

- Siam Herbal Heat Body Massage (1 hour 45 minutes)

A traditional Thai herbal recipe, this heated parcel of aromatic herbs and spices heavenly establishes healthy treatment when applied to the body. The steamy parcels are packed with Plai, turmeric, lemongrass, bergamot peel and other herbs and spices combined with pressure point massage. It will totally help penetrate and relax sore muscle. To add moisture back to your skin, the natural and botanical essential oil is then massaged to the

whole body creating a soothing experience. Very recommended for a Thai treatment experience.

- Ultimate Body Massage (1 hour 30 minutes)

SpaME own signature massage is aromatherapy combined with the Oriental practice applied pressure massage to convey the healing, harmonizing, and rejuvenating the body through rhythmic touch. The result is a feeling of absolute calm and relaxation. It is “a must” massage.

- Aromatherapy Body Massage (1 hour)

One of the most popular treatments at a spa, these integrated massage techniques combine the sense of smell with the healing value of touch and rhythm of the light massage. It will leave you feeling balanced and rejuvenated.

- Swedish Body Massage (1 hour)

Massage technique that helps create total relaxation by increasing your blood circulation, muscle stimulation and lymphatic flow of the body. Pressure can range from light to total firm to relax tensed muscles. You will feel lighted and refreshed.

- Sport Body Massage (1 hour)

A deep tissue massage, ideal for those who prefer deeper muscular manipulation, especially suitable for athletes to relieve muscles tightened from vigorous activities, daily stress or overused muscles. A special technique is applied to deliver a strong massage.

- Slimming Body Massage (1 hour)

For the requirement of the presence of aesthetics. It aids those on slimming and contouring effects. This treatment utilizes the specific massage

method; a manual technique, that helps improve the appearance of unsightly bulges. Indulge in a soft, light touch with an active contouring marine cream, followed by a special essential oil massage, offers you a slimmer appearance.

- Anti-Stress Back & Shoulder Massage (45 minutes)

A perfect introduction to the well-known benefits of Aromatherapy massage using essential oil blends. This treatment specifically eases muscle tension by concentrating on the tightened and stressed muscles of the upper-body to help in restoring your health and vitality.

- Royal Thai Body Massage (1 hour 30 minutes)

The most famous of all Oriental massage, this ancient technique has an ability to heal, relax and realign the body. By force on pressure points and stretching and bending the body, it releases the sluggish flow of blood and build-up of toxins that gather in tired or overworked muscles. No oil is used in this massage.

Special Treatments

- Hot Stone Body Massage (1 hour 30 minutes)
- Hot Oil Head Massage (45 minutes)
- Honey Salt Body Scrub (30 minutes)
- Siamese 1 (2 hours 30 minutes)

Honey Salt Body Scrub

Siam Herbal Heat Body Massage

Relaxing Foot Massage

- Siamese 2 (3 hours)

Coffee Bean Body Scrub

Siam Herbal Heat Body Massage

Anti - Pollution Facial

Moreover we also offering the spa package, which the details will be given as below;

- Signature (3 hours 30 minutes)
 - SPA Body Scrub
 - Remineralizing Marine Body Wrap
 - Seaweed Bath
 - Ultimate Body Massage
 - Collagen Ultimate Facial
- Slimming (3 hours)
 - Thai Pepper Body Scrub
 - Slimming Body Massage
 - Tummy Firming Hot Mask
 - Whitening Facial
- Thai Thai (3 hours)
 - Thai Herbal Body Scrub
 - Floral Milk Bath
 - Ultimate Body Massage Whitening Facial
- Rejuvenated (3 hours)
 - Relaxing Lavender Body Wrap
 - Spray Room
 - Swedish Body Massage
 - Anti-Stress Facial Massage

- Sensation (3 hours)
 - Milky Salt Body Scrub
 - Shower Bed
 - Aromatherapy Body Massage
 - Sensitive Skin Facial
- Relaxed (3 hours)
 - Marine Body Scrub Spray Room
 - Hot Mud Feet Mask with Massage
 - Tired Legs Cold Wrap
 - Aromatherapy Body Massage
- Pampered (3 hours)
 - Ultimate Moisturizing Aroma Body Wrap Shower Bed
 - Ultimate Body Massage
 - Hot Mud Feet Mask with Massage
- De-Stressed (2 hours 30 minutes)
 - Coffee Bean Body Scrub
 - Aromatherapy Body Massage
 - Anti-Stress Facial Massage
- Anti-Pollution (2 hours 30 minutes)
 - Seaweed Salt Body Scrub
 - Swedish Body Massage
 - Anti-Pollution Facial

- Body Conscious (2 hours 30 minutes)

SPA Body Scrub

Algae Detoxifying Body Wrap

Swedish Body Massage

- Refreshed (2 hours 30 minutes)

Oxygenating Green Tea Body Wrap

Aromatherapy Body Massage

Anti-Stress Back&Shoulder Massage

- Slender (2 hours 30 minutes)

Marine Body Scrub

Slimming Body Wrap

Slimming Body Massage

3.3 Reasons of going global Internet

Nowadays, with the latest Internet technology, many business and companies have direct and easy to access to their clients by having their own websites and e-mail addresses. Moreover it is also convenient for them to contact with their business partners. It could help them to reach their full potential. It helps to increase sale volume and improve the customer services and decrease the overhead cost.

There are two ways when the business decided to use Internet technology. The first way is the e-mail (or electronic mail) and the second way is the web page.

E-mail (or electronic mail) has involved sending electronic letters to the customers and also people who will be the customers via their electronic addresses. It is quite similar to having a PO Box in the cyberspace. It provides the customers convenience to have the business's promotion news or any information that they want from the business by checking their e-mail addresses. Moreover, having e-mail is now

very much compulsory, and many businesses just offer an e-mail address which they use as another way of communication. It helps the business easily and for real time communication with the company's business partners. And the last, it is an inexpensive tool to contact with the customers and business partners.

Deciding to have an electronic page for our customers can look at. A web page (or it is known as website) is much more attractive than e-mail, and enables the business to show photos, video clips, make booking, take order, and also give the customers the choice of moving around the pages. Moreover, it makes the business's image sharper and better than before. It lets the customers access the business's web site to order the products or make booking for the services any time and anywhere whether the store is opened or not. They can find the information quickly and easily.

For the information and the reasons that are mentioned above, which makes the business to use the Internet technology as sending an e-mail and have the website as an online store which is another new distribution channel, almost every business must or at least should have both website and an e-mail address.

3.4 How the Internet can maintain the existing customers and get the new customers.

An e-mail system and a website are great ways to show our customers that we are dedicated to keeping up with the technology needed to better serve their needs by communication which is quickly, efficiently and conveniently. Moreover, the website is an extremely flexible way for customers and business partners to find us. It acts as a display ad that can be changed on the fly or as a combination card, resume and marketing brochure which is rapidly becoming standard practice in the accounting industry and elsewhere.

We are not saying that web page can, or should, replace face-to-face contact or personal referrals as strategies for finding new customers or that a web page will overcome service that is less than high quality. Actually the professionals are quickly finding that a web page is a great supplement to many of their existing marketing efforts. It is a wonderful way to introduce prospects to our business without lugging round a box of marketing brochures and copies of articles. A web page is a cost-effective way to communicate new announcements about changes or additions to the business, a new location, or a new area of practice.

To maintain the existing customers is simply marketing common sense. The internet allows the business to extend and deepen the communication which the business already had with the existing customers.

(1) How a web page can maintain the existing customers.

The Web is used to complement the existing marketing to existing customer. Such customers may way to find out that the company is up to without actually visiting or ringing our business. If the web page truly exists or changes on a regular basis, then customers will want to visit our site out of curiosity. That makes the business send e-mail to all of the customers a 'check out what's hot in this week on our web page' message. Moreover, if the web page is exciting and easy to find on the Web, the company can also gain new business. New customers can make order by viewing the products and services on the Web and can pay by credit card. Present encoding standards for credit cards make this just as safe as or safer for customers than credit card orders taken on the telephone. In addition, the company can offer web page specials or promotions that are available only to existing customers and only to those that see it on the web page. Create some

exclusivity. For example, the business could offer special codes to favored customers that allow them to access certain parts of your web page offering special deals not available to everyone.

Not only the web site can maintain the existing customers, but also e-mail can do which will be discussed as below.

(2) How E-mail can maintain the existing customers

E-mail is another way the customers can contact to the business, instead of the phone and fax. Our many remote customers will save on postage or toll bills, while others simply prefer the speed, informality and immediacy of e-mail. E-mail is like having another post office box where the business accepts mail. Not having e-mail is shortly going to be the same. The business can e-mail customers to ask for feedback about how the business is performing, thereby conducting market research quickly and without hassle. Moreover, it is not only keeping the existing customers but also encouraging customer loyalty. The internet technology can help our business to get the new customers by using both of e-mail and website.

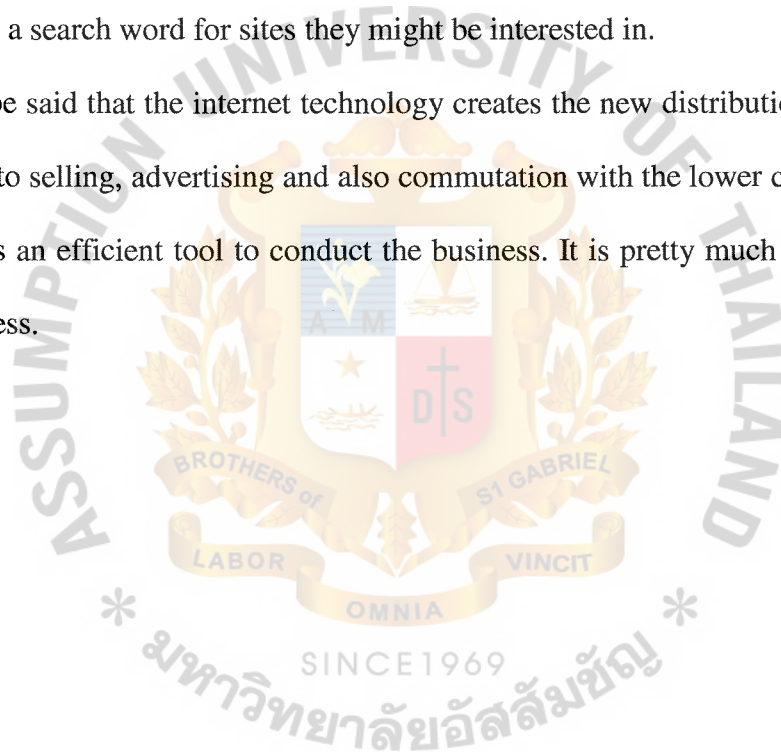
(3) How e-mail can gain the new customers.

By using e-mail, there are some e-mail lists that the business can buy (similar to direct mail lists) through care must be taken that we do not spend people a pure selling message. For example send the promotion e-mail to those who responds to the first offer. Because it is not be blacklisted by those who wish to keep e-mail free from commercial message. In the future, the business will offer an e-mail address and a competitor does not, and a customer finds that they need an e-mail suppliers. It is a competitive advantage over the other business.

(4) How the web page can gain the new customers.

By having the webpage, when the business advertised the website, the potential customers will note the address and visit the website. The question is how to make the potential customer access the website, which will be mentioned as follow; the webpage will be linked to the internet search engines. The business has told the search engines that it wants to be associated with a word like as 'beauty'. When the customers type in 'beauty' as a search word for sites they might be interested in.

It can be said that the internet technology creates the new distribution channel for our business to selling, advertising and also commutation with the lower cost. Moreover, the internet is an efficient tool to conduct the business. It is pretty much more benefits for our business.



IV. MARKETING ANALYSIS AND PLAN

4.1 Analysis Consumer Behavior in the Cyber Market

4.1.1 The online shopping experience

In the cyber markets, a trade occurs between buyer and seller. In the first step, the buyer logs on to the marketplace for searching goods or viewing online catalog from different merchants' world wide pages. Before selecting goods and services, he or she will compare price and gauge the best value based on brand name, price, quality and other variables.

The merchant or seller must prepare the order form containing the list of items, prices and total prices that include shipping, handling and taxes. The order form should be delivered from the merchants' server to the consumer's personal computer. After selecting the preferable goods and services, this order form and a means of payment are delivered to the merchants or sellers. The merchant ships the ordered goods and service.

From this process, the electronic payment is important in a shopping experience. The buyers or consumers select the means of payment such as digital cash, electronic cheques or credit cards. Each of the payments makes consumer or buyer aware. For example, many shoppers are afraid of mentioning the detail of their credit cards.

4.1.2 Analysis of Customers' needs.

Convenience is the best reason that attracts shopping through online websites. The customers can shop anytime and anywhere they are. There are many choices to choose on the online more than the offline. The customers just set and click search for preferable goods and services. They can control what they want to see. Moreover, it has shopping privacy. There is no pressure from the salespeople. In addition, for services, the customers do not want to shop in shopping mall because they cannot find the sale

assistants especially, during the long weekend or holidays the products are not in the stocks as well.

To understand the online customers, there are many reasons why people buy or shop online. One of the reasons is that they can turn into competitive advantages for the business.

However, there are some reasons why people do not want to shop online. The most obvious reason is security in payment transaction. Some of them do not want to fill the detail of their credit card or personal details. They fear to lose their money or fear that someone as hacker uses the personal detail illegally. Thus, the business should provide security and a trust worthy system in the web site concerning telephone number, e-mail address, signature, ad, or storefront information. In addition, the website provides references to satisfy customers, or includes a few testimonial phrases in the marketing information. Mail order catalogs use testimonials to reassure their customers.

4.2 Target Market

The business's target markets are the group of customer from both international and local markets, classified as business-to-consumer (B2C). The opportunity of the business seeking to make advantages of the capabilities of E-commerce is greater than merely adapting out present view of commerce to perform those buying and selling transaction over E-network. The service is a key tool for the business to have a competitive advantage and be different from competitors. It has created marketing strategies and plans including price, place, promotion and products (4Ps) so that it can serve customers' need as much as possible.

4.3 Market Segmentation

The business recognizes that buyers differ in their needs, perceptions, and buyer behavior. It tries to isolate broad segments that make up a market and adapt its offers to more closely match the needs of one or more segments.

In the market, it consists of buyers, and buyers differ from one another in one or many ways. They may differ in their wants, resources, locations, buying attitude and buying practices. Thus market segmentation companies divide large, heterogeneous markets into smaller segments that can be reached more efficiently with products and services that match with their unique needs and wants.

The business segments are categorized by behavioral, psychographic and demographic segmentations.

Behavioral segmentations

For behavioral segmentation, buyers are divided into groups on the basis of their knowledge, attitude, use, or response to a product. The business segments it is divided by benefits. Most of the products are made from natural ingredients. Thus, its customers will get the benefits from.

Psychographic segmentations

Psychographic segmentations divides buyer into different groups based on social class, life style, or personal characteristics. People in the same demographic group can have very different psychographic makeup. For SpaME, segment is considered by lifestyles. Its buyers are identified as health concerned persons.

Demographic segmentations

Demographic segmentation divides the market into groups based on variables such as age, gender, occupation, income, education and etc. Demographic factors are the most popular bases for segmenting customer groups,

transferring money or cash. The business assures that customers will be satisfied with this payment system.

Place

The business has operated as click and mortar. The shop has located at the well-known area, Sukhumvit, as well as on its website *www.spame.com*. Besides, the website has provided the map for the customer to access to the shop easily. To extend the market share, it lets customers to make booking online. For distributing the products, it might have some delivery fees depending on the distance, in the local country using EMS and international using FedEx.

Promotion

At present for the offline shop, the business also offers free products samples when it launches the new products. Moreover, the business has the special products for the special events. The website, *www.spame.com* has been just established. The business uses the website as advertisement medium and also for online sales.

4.5 Competitive Analysis

Every business has competitors and prospective business owners ignore the competition at their peril. The competition faced by the firm and the extent to which an entrepreneur can combat competitive forces are important determinants of commercial success. A competitor analysis is an important requirement in our business plan because it reveals the firm's competitive position in the market space, assists us to develop strategies to be competitive and satisfies the needs of funding agencies to determine commercial feasibility based on current and prospective competition, and how the firm intends to face that competition.

4.6 SWOT Analysis

Industry and competitive analysis for E-commerce entails monitoring, evaluating, and disseminating information from the external and internal environments with respect to launching an E-commerce project. Its goal is to identify the critical factors that will determine the success of the E-commerce project. A popular way to conduct such an analysis is to start with environmental scanning using SWOT analysis. The SWOT is an acronym used to describe particular strengths, weaknesses, opportunities and threats. Summarizing the results through SWOT analysis will clearly highlight the opportunities and threats. Appropriate planning to counter the threats and take advantage of the opportunities can then be built into the internet marketing plan. As is often the case with SWOT analysis, the opportunities available to a company are the opposite of the threat presented by other businesses. The strengths and weaknesses will vary according to the company involved, but many of the strengths and weaknesses are dependent on the capacity of senior management to acknowledge and act on change.

In order to exploit opportunities to gain competitive advantage, it is essential for businesses to act quickly. Competitive advantage tend to be short-lived on the internet since it is easy for competitors to monitors each other.

SWOT is a key to successful accomplishment of SpaME.com on our ability to coordinate between strengths, weaknesses, opportunities and threats to maximize the benefit to SpaME.com. The SWOT analysis allows us to translate the key strengths into capabilities that provide better value to customers. It also allows us to turn weaknesses into strengths and capabilities. The last, the potential threats in the environment can be avoided and minimized.

Strength

- (1) No animal testing, no alcohol, no artificial color and no artificial fragrance.

- (2) Comprehensive assortment of treatments which is expanding.
- (3) The business's return policy creates customers' trust in the products offered. In addition, customer services are also the key success tools for the business.
- (4) Thai culture and services is tending to make impression to most foreigners. In addition, customer services are the success tools for the business.
- (5) The business's competitive advantage in terms of lower prices than that in other countries. Due to its capability to manufacture products at a lower cost especially for labor costs.

Weakness

- (1) The business has just begun to set up.
- (2) The customers' base is still small.
- (3) The business will provide at the limited time. It cannot serve its customers all the time or 24 hours a day, 7 days a week.
- (4) The business has small capital investment.
- (5) The products cannot touch and feel before making any decision.

Opportunities

- (1) Building the international brand image.
- (2) Trends of spa products and services are growing rapidly.
- (3) The internet tends to be the most important media for doing business in the future. Customers can see that electronic communication become widely used among business partners around the world.
- (4) The internet technology in Thailand is developing fast; as well as incoming broadband Internet will emerge in the near future. As a result, product display is available in the Internet as live presentation.

- (5) People get more knowledge about how to use computer and the Internet becomes as a part of our daily life.

Threats

- (1) Some people still like the traditional way of shopping because the customer can see, touch and ask the question that they want to know at the same time.
- (2) The lack of trust from customers to know another side of online business.
- (3) There are many competitors both with direct and indirect ways. All these competitors can see products online as same as the customers see 24 hours a day, 7 days a week.

From the SWOT analysis reviewing above, the business of SpaME has more strengths and opportunities than weaknesses and threats. It seems to be a good sign for doing this business online and to be more successful.

V. FINANCIAL ANALYSIS

The business that decides to advertise on the internet needs three areas of cost; the cost of getting outfitted with a computer system, the cost of creating www storefront and server costs. In order to join the cyberspace community, the business needs web server which can be used personal computer with a hard drive, internet and software to make sense of other computer database.

5.1 Cost and Benefit Analysis

Cost and Benefit analysis is used to determine whether the project is economically feasible or not. Numerous approaches have been developed to measure the value of proposed project to the business.

5.2 Return on Investment

To measure of the net income a firm is able to earn with the total assets. The return on investment is calculated by dividing net profits after taxes by total assets. Or in other meaning is what do I get back (“return”) for the money I am being asked to spend (“investment”)?

Return on investment will be calculated by subtracting revenue with integrating capital investment cost as well as pre-operation cost. The annual fixed cost and variable cost every year is calculated. The expense and revenue summary in the first five year is shown as below.

Table 5.1 SpaME Expenses summary

Expenses	Year				
	1	2	3	4	5
<u>Fixed Cost</u>					
Initial Investment	3,500,000				
Hardware and Software	32,400	-	-	-	-
Web Implementation	11,000	-	-	-	-
Internet/Hosting	9,100	9,100	9,100	9,100	9,100
Advertisement/Promotion	22,000	15,000	9,600	9,600	9,600
Office Supplies and Miscellaneous Cost	18,000	18,000	18,000	18,000	18,000
Total Fixed Cost	3,592,500	42,100	36,700	36,700	36,700
<u>Variable Cost</u>					
Labor cost :	792,000	871,200	958,320	1,054,152	1,159,567
Utilities	19,200	19,200	19,200	19,200	19,200
Inventory	3,628,800	3,991,680	4,390,848	4,829,933	5,312,926
Total Variable Cost	4,440,000	4,882,080	5,368,368	5,903,285	6,491,693
Total Expenses	8,032,500	4,924,180	5,405,068	5,939,985	6,528,393

Table 5.2 Five Year Accumulated Expenses

Year	Total Expenses	Accumulated Cost
1	8,032,500.00	8,032,500.00
2	4,924,180.00	12,956,680.00
3	5,405,068.00	18,361,748.00
4	5,939,984.80	24,301,732.80
5	6,528,393.28	30,830,126.08
Total	30,830,126.08	-

Table 5.3 SpaME Revenue summary

Revenue	Year				
	1	2	3	4	5
Sales	9,072,000	9,979,200	10,977,120	12,074,832	13,282,315
Cost of Goods Sold	2,958,750	3,254,625	3,580,088	3,938,096	4,331,906
Total Revenue	6,113,250	6,724,575	7,397,033	8,136,736	8,950,409

Table 5.4 Five Year Accumulated Revenue

Year	Total Revenue	Accumulated Revenue
1	6,113,250.00	6,113,250.00
2	6,724,575.00	12,837,825.00
3	7,397,032.50	20,234,857.50
4	8,136,735.75	28,371,593.25
5	8,950,409.33	37,322,002.58
Total	37,322,002.58	-

Table 5.5 Return of Investment

Return of Investment	Year				
	1	2	3	4	5
Total Revenue	6,113,250	12,837,825	20,234,858	28,371,593	37,322,003
Total Expenses	8,032,500	12,956,680	18,361,748	24,301,733	30,830,126
Total Return	-1,919,250	-118,855	1,873,110	4,069,860	6,491,876

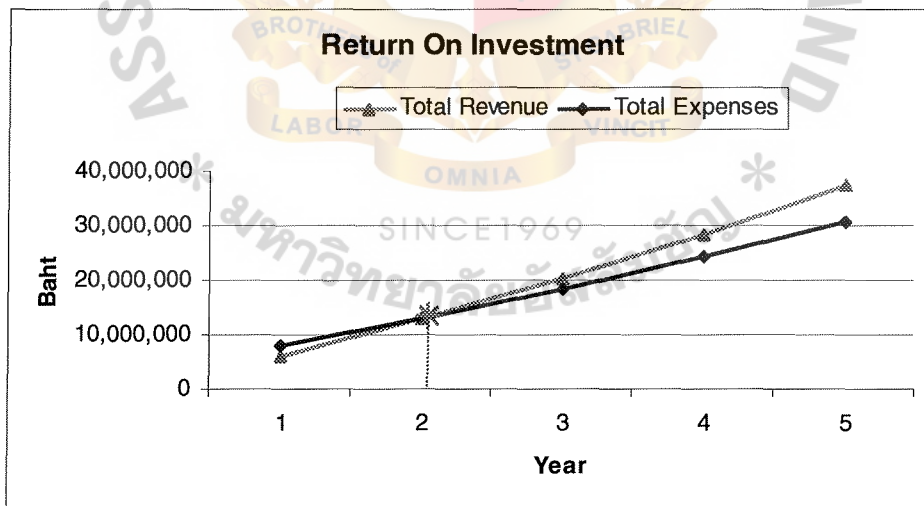


Figure 5.1 Return on Investment

V. WEB DESIGN AND DEVELOPMENT

6.1 How to Create Website

Creating a website can be very complicated. While some of the core technologies like HTML (or Hypertext Markup Language) are easy enough to master, developers seems to make numerous mistakes. The chief reasons for this are a lack of developer experience, a poorly defined process, and unrealistic schedules. Because of time constraints on inexperience, designers tend to begin from one extreme or another, and then jump right to implementation without considering the preceding steps. The design process consists of mocking up site pages in a visual design tool and then figuring out what to do from there. The resulting sites often consist of image heavy pages that look like online glossy brochures.

6.2 Web Design Process Planning

Planning can certainly help offset some of the problems that may be encountered during a web development project. Always consider the amount of planning with project management challenges is to create a formal process by which to plan, implement, test, and deploy a site in a structured manner. It is challenging to build a great web site. With so many different components ranging from visual design to database integration, there are plenty of rooms for things to go wrong. In order to minimize the risk of project failing it should have the process to guide. The more complex the websites, the more care should be given. The process should always be employed to help guide the web design and development efforts.

To help reduce the difficulty in construction sites, the business should adopt process model that describe the various phases involved in the website development. Each step can then be carefully performed by the developer, using guidelines and

documentation along the way that tell the developer how to do things and ensure that each step is carried out properly.

The website will be created as a combination of utility and usability. Utility can be described as the site's functionality that hopefully meets users' needs. Usability can be described as the users' ability to manipulate the site's features in order to accomplish a particular goal.

6.3 Website development Planning

It is important to consider many factors before a website is created. It will prevent major design or functional errors being made during the construction of the website. Such errors could be costly and time consuming to fix once the website becomes live and could also damage the brand. Such errors will hopefully be identified early on and then corrected. It involves the marketers responsible for the website and ideally the potential audience of the website in proactively shaping the website. This should result in a site that more closely meets the needs of the users.

6.4 Site Contents

Site content is one of the critical success factors that can create either negative or positive impression of the site because content is what makes up the site. The content of spame.com includes text, image, photos gallery and interactive activities such as e-mail, map links, etc. The main content of spame.com is classified as follows;

- *Home* – It is a homepage of www.spame.com
- *About Us* – Introduction or general information of SpAME
- *Product* – It can be divided into 3 categories; spa products, spa accessories and spa gift set.
- *Treatment* – It can be divided into 4 categories; facial treatments, body treatments, massage therapy and special treatments

- *Package* – it's including spa package and customized package, which customers can create their own spa package.
- *Photo Gallery* – 22 images of SpaME
- *Contact Us* – Details about SpaME that enables customers to find and contact us.
- *Reservation* – It enables customers to make a reservation of our services through online.

6.4.1 Site Content Design

The quality of content is determined by more than the text copy. It is important to achieve high quality content through design. To help this, it is useful to consider the factors that affect quality content. Although design and technology is a critical success factor in building a good website, the spame.com extensively uses such visual design as colors, graphics and text to provide audiences with a sense of place. As soon as visitors access SpaME website, they are impressed by modern decorative design website.

In conclusion, the visual design of www.spame.com is very eye-catching, attractive and appealing. All visual design provides visitors the sense of nice looking whenever they visit the site. A simple, clear and useful website has stimulated intended audience to enter and contact the site.

6.5 Key Elements of Effective Web Site Design

The key success factors for www.spame.com design strategy can be summarizes as the 6Cs of Capture, Community, Commerce, Customer orientation and Credibility.

The 6Cs elements are;

- (1) *Capture* – since it is estimated that there are over one billion 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 website to acquire

these users. This can be achieved by online methods ensuring that 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 method including the company web address in advertisements and stationary.

- (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 web site is one of the special characteristics of the internet. If the website can harness this, then it will be a great value in generating return visits to a site.
- (4) Commerce – all content on a site and the way in which it is designed should be targeted 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 mature of many marketing researchers and authors, who exhort companies to adopt a market orientation in marketing activities, customer orientation is the 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, it is important for business 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 business that summarized its pedigree.

6.6 Hardware and Software Requirements

Hardware Requirements

Spame.com uses only one computer for work as workstation and web server.

The list of all hardware below is used to create prototype of spame.com.

Table 6.1 Hardware Specification

HARDWARE	DESCRIPTION
Cpu	Intel PentiumIV 3.0 GHz
Main Board	ASRock775V88+
Memory	DDR-RAM Rambo 512 Mb
Hard Disk	Segate80/7200
Graphic Card	VGA Lemel FX5200 128Mb
Sound	Oker-168
Floppy Disk Drive 1.44	Default
DVD-Writer	Samsung 16X Double Layer5X
Monitor	LCD Samsung 713N
Modem	Creative 56K HCF Data Fax Modem
Printer	Epson Stylus CX3500

Software Requirements

Spame.com should have the following software below installed and working.

Table 6.2 Software Specification

SOFTWARE	DESCRIPTION
Web Server	Apache 1.3.9 or Higher
Web Development Tool	Dream Weaver MX2400
Graphic Tool	Adobe PhotoShop version 7.0.1 Micromedia Flash

6.7 Security for Online Ordering

Taking the order online is easy. Ensuring the confidentiality of the data might not be at least yet. Customer can easily order products in several ways. They can pick up the phone and call you for the order, send e-mail note, complete an online order form, or print out your order form and send it to you via fax. Questions of security arise for both consumer and merchant. The consumer wonders if her credit card information is secure on a network. Can hacker steal their credit card number? The merchant wonder if he can protected against fraud. Is the person ordering the legal owner of the card or a thief?

The specter of fraud exists for the merchant as well. He might receive calls from thieves who are placing orders with stolen credit cards. Good business practice calls for merchants to call the credit card authorization center to ensure the card is valid. However, fast thieves can place many orders online before the card's original owner realizes the card is missing and calls in to report the disappearance.

VI. SPAME.COM WEB SITE

7.1 Site Structure

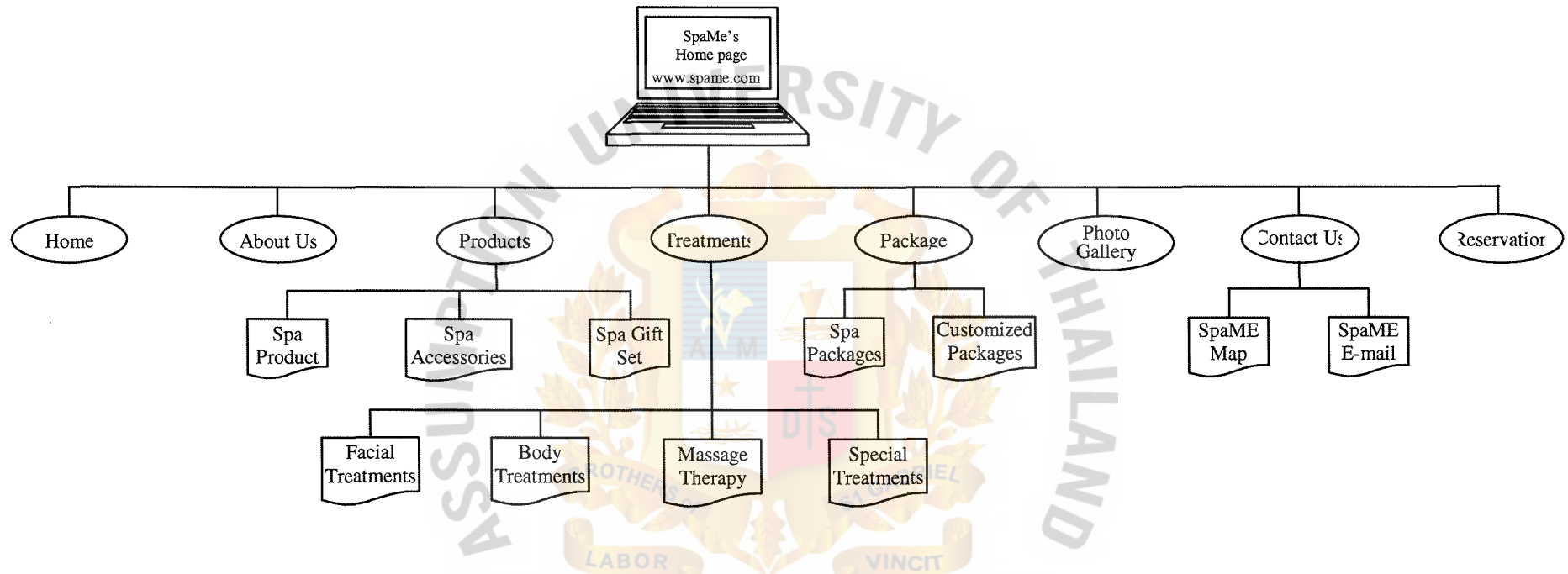


Figure 7.1 Site Structure

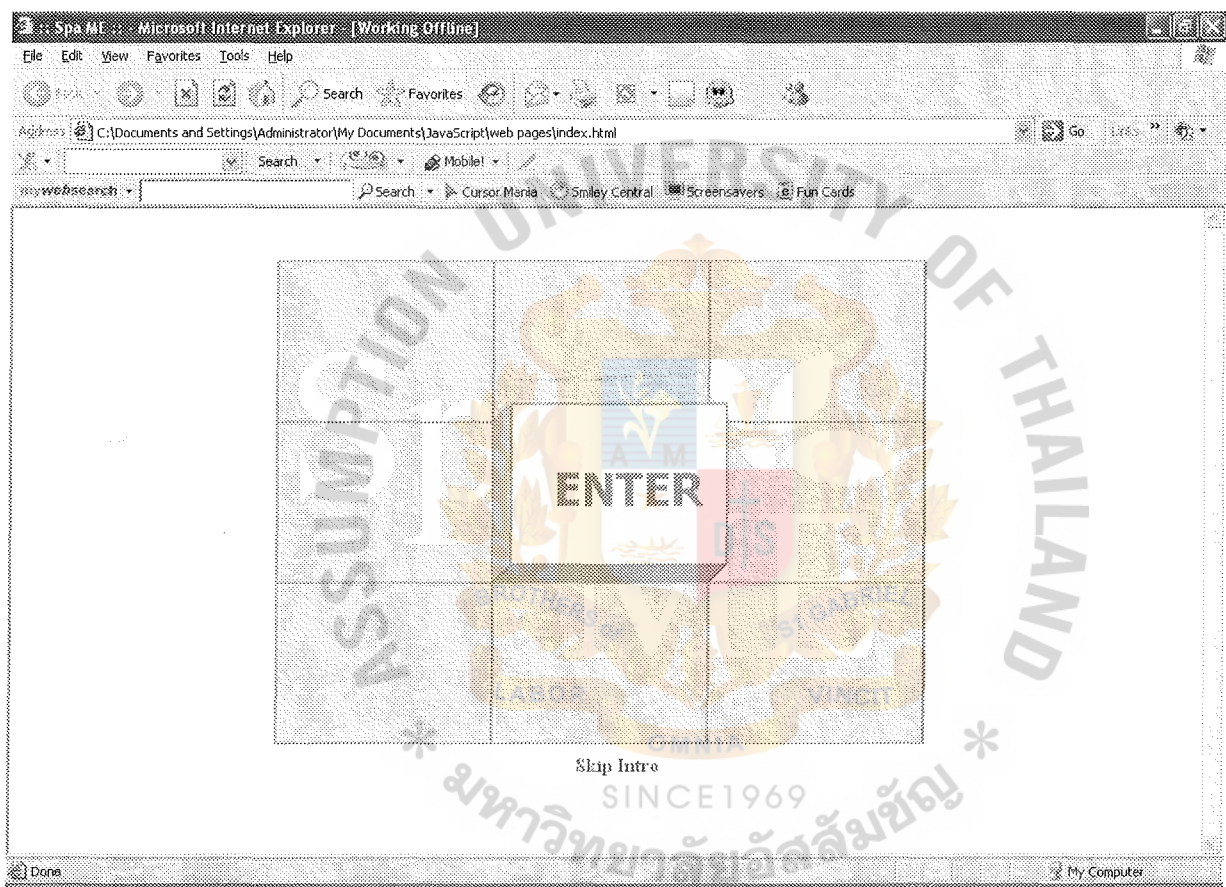


Figure A.1 Introduction Page



APPENDIX A

Web Interface Design

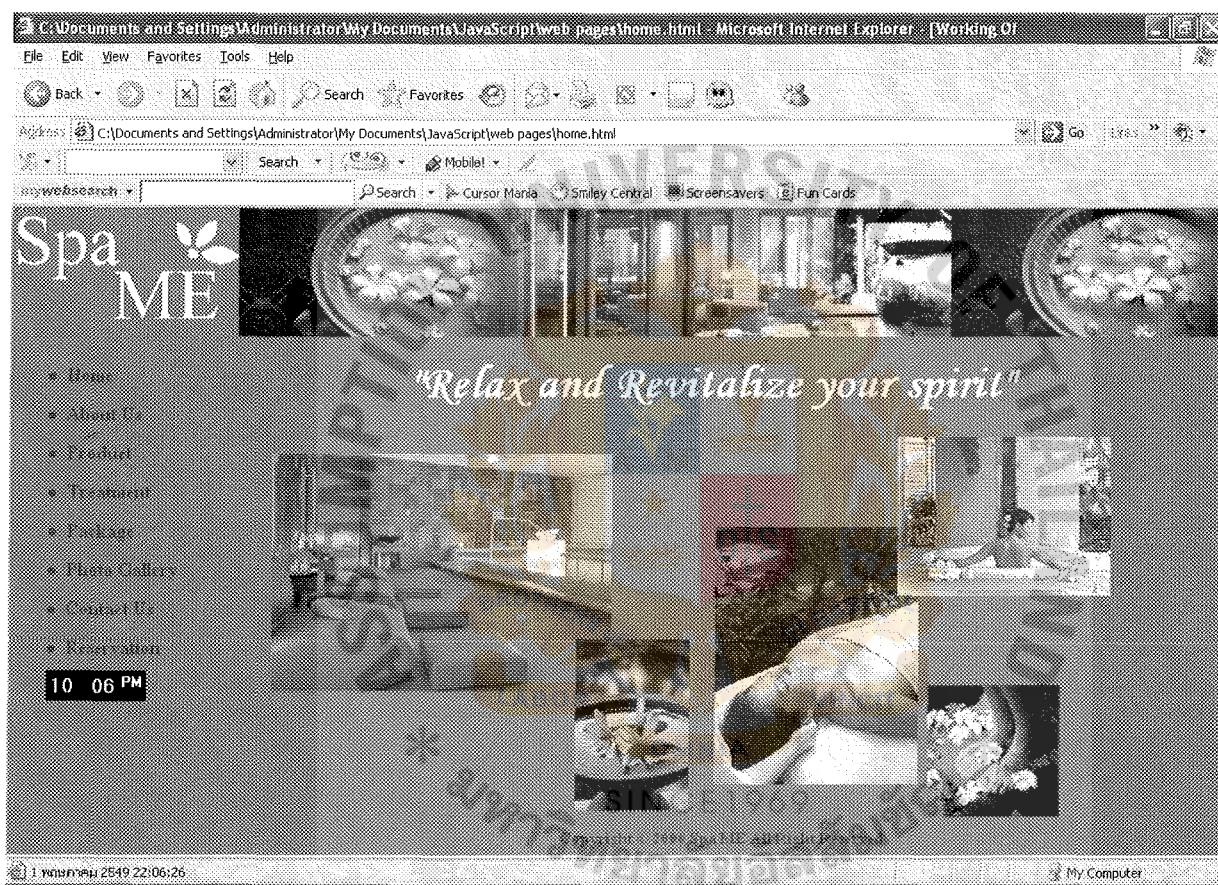


Figure A.2 Homepage

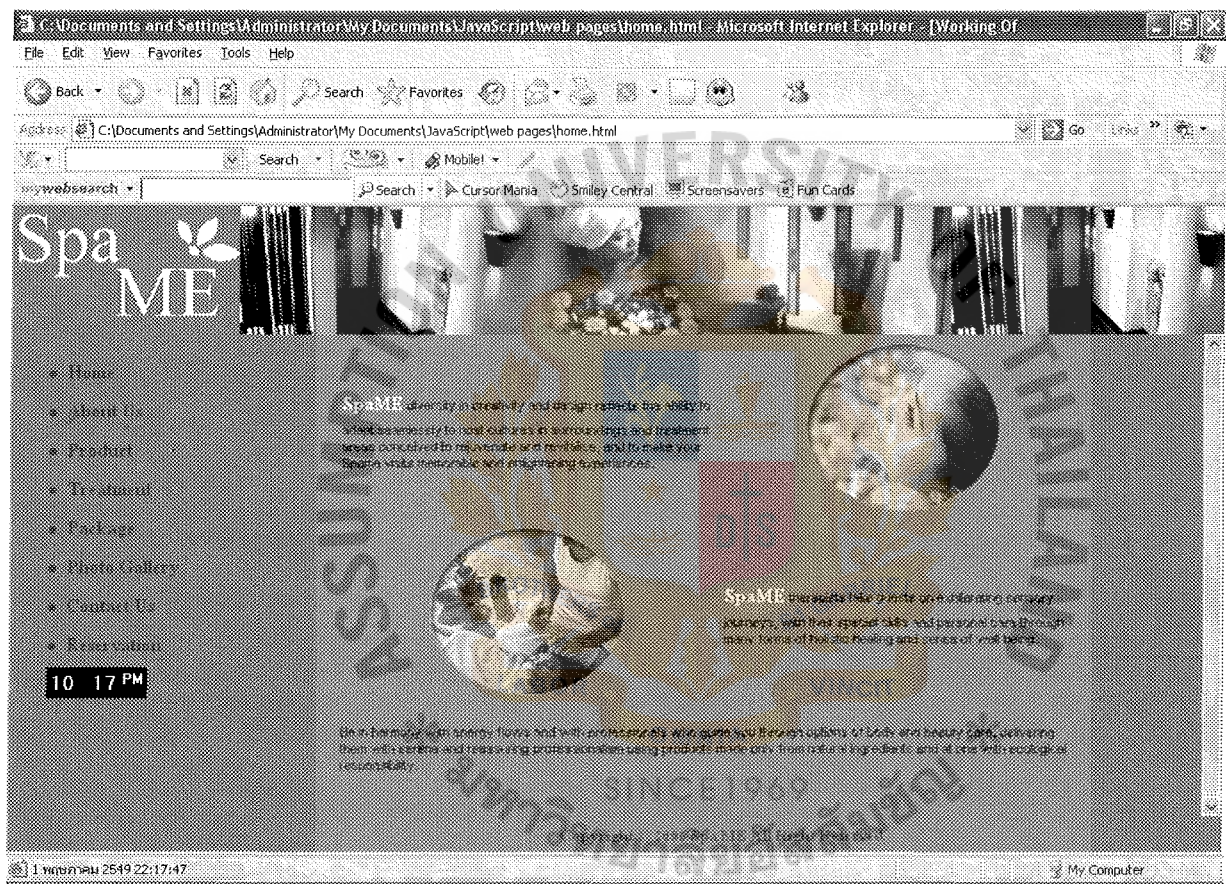


Figure A.3 About Us

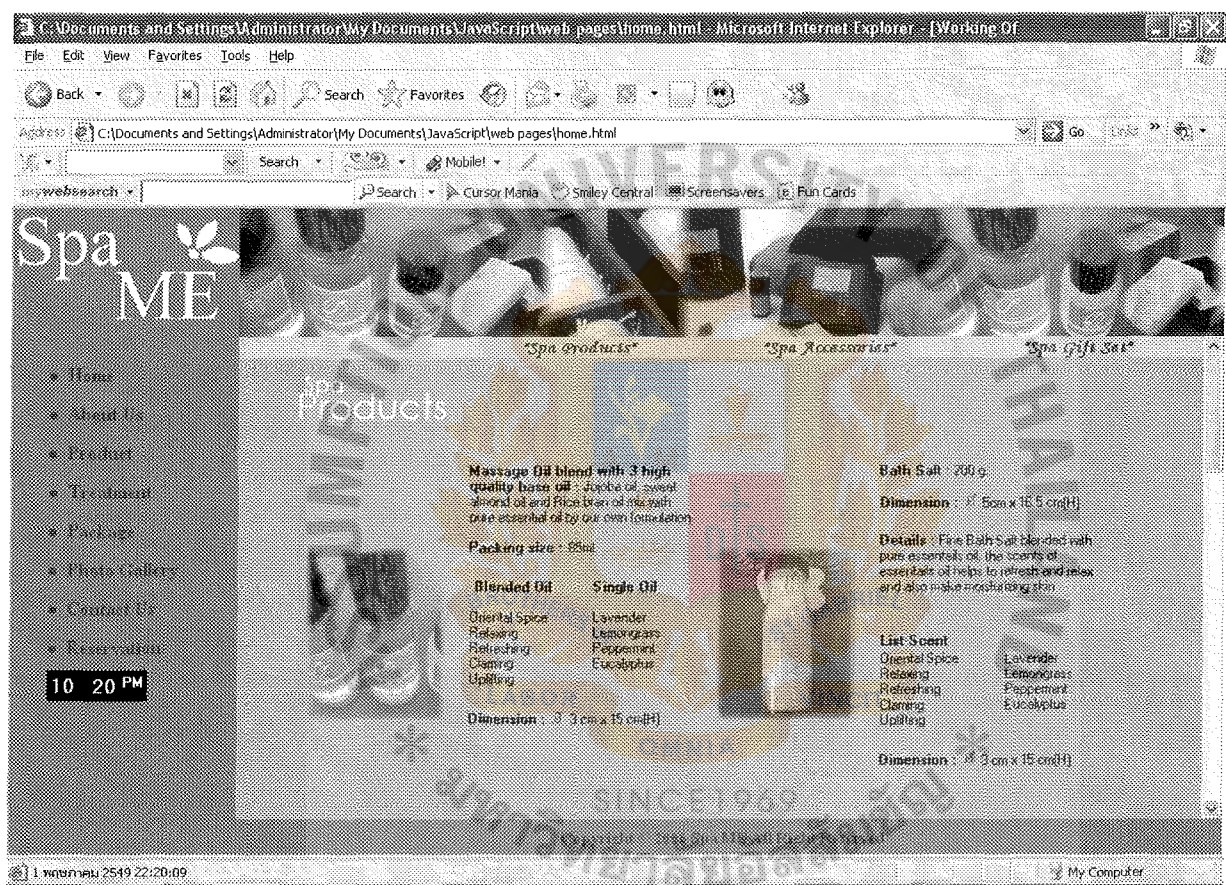


Figure A.4 Spa Products

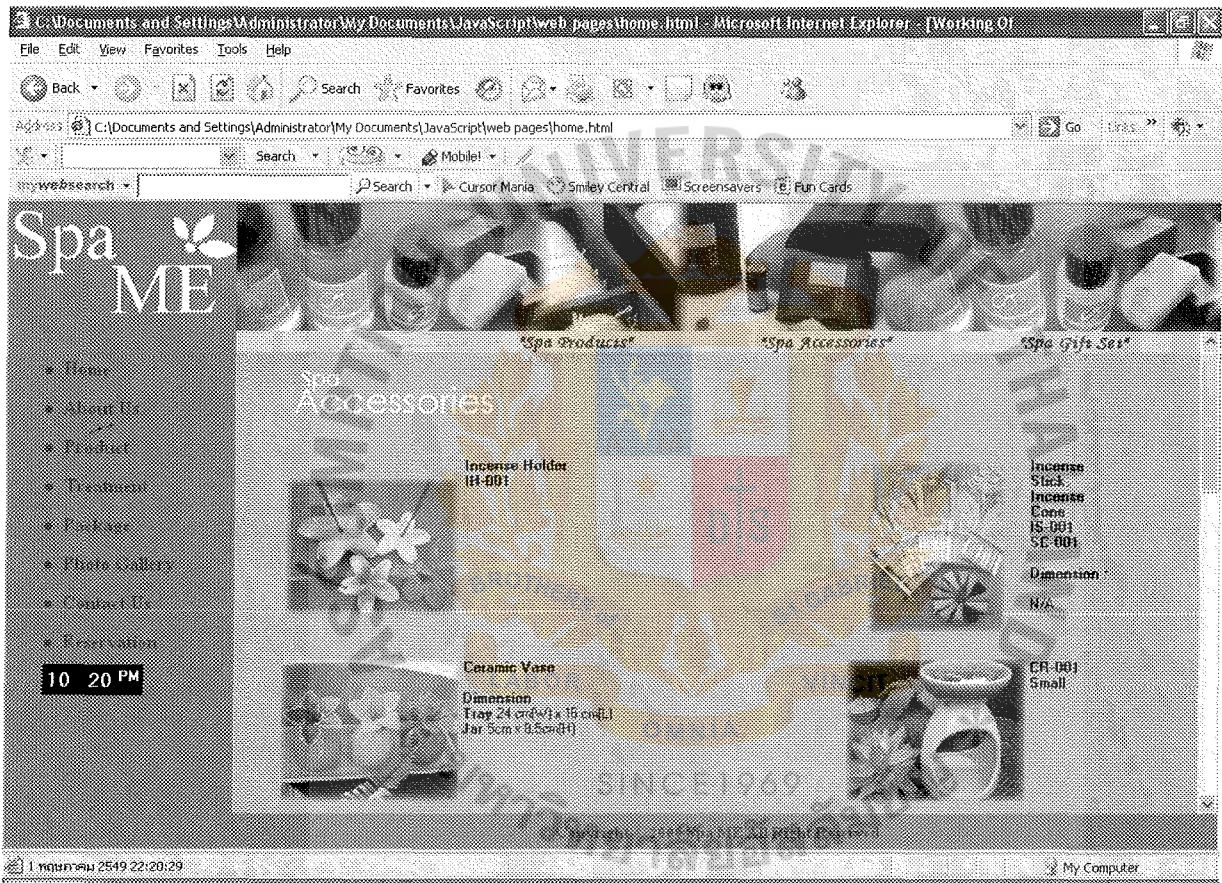


Figure A.5 Spa Accessories

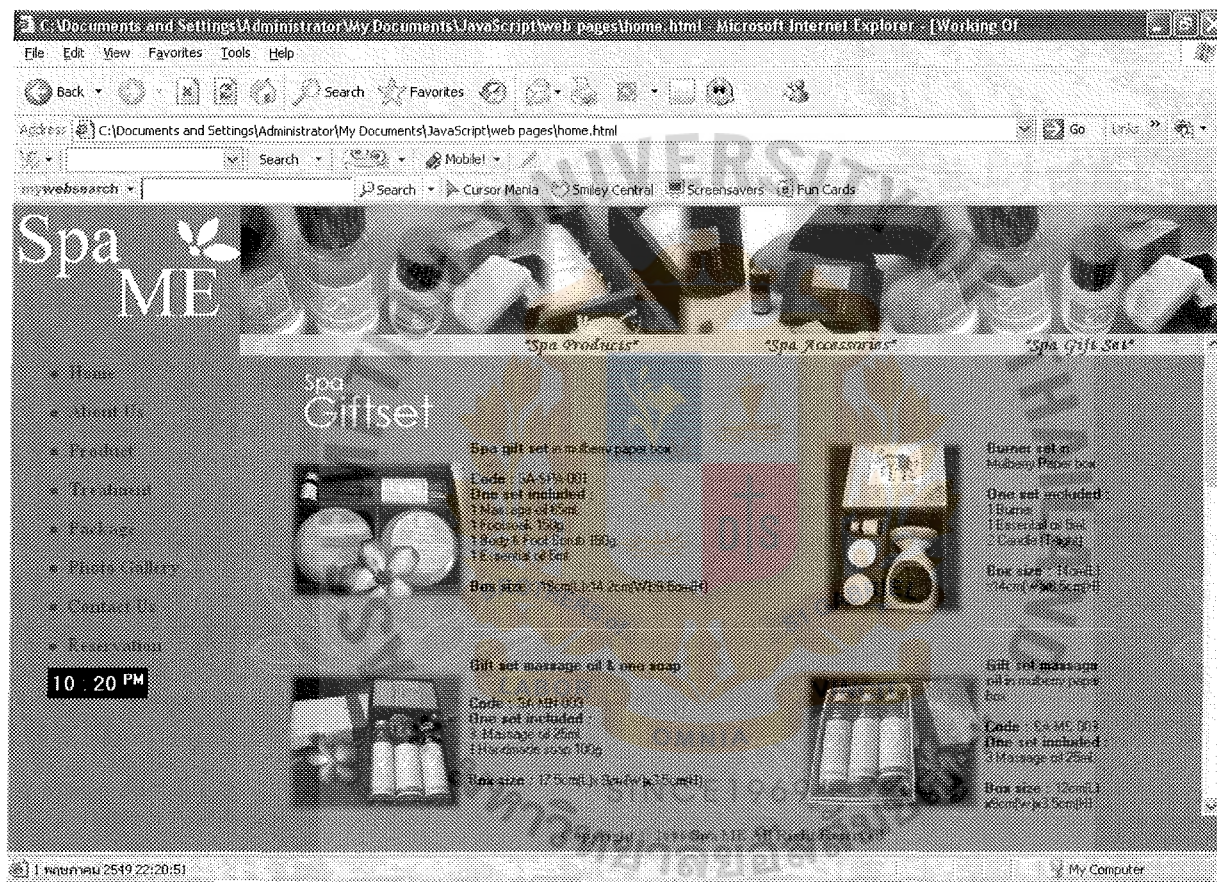


Figure A.6 Spa Gift Set

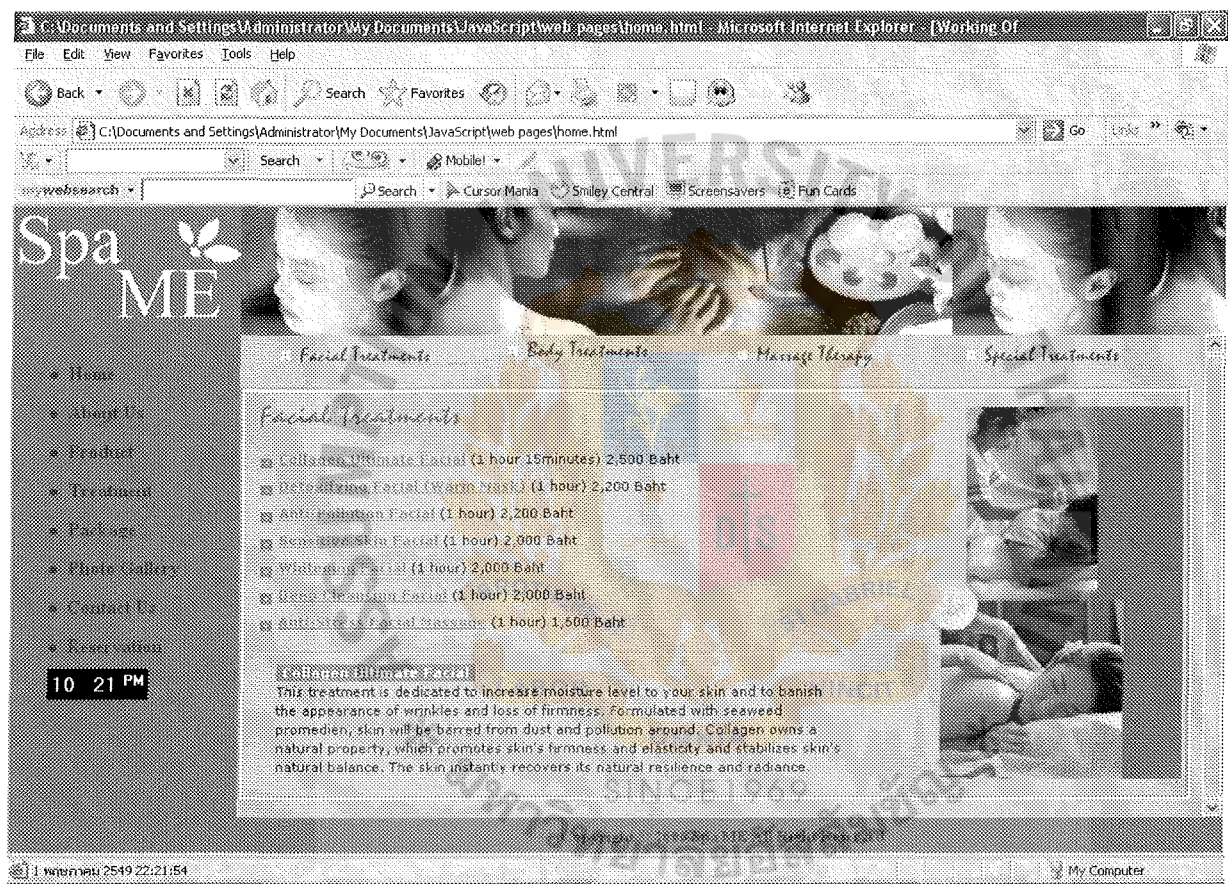


Figure A.7 Facial Treatments

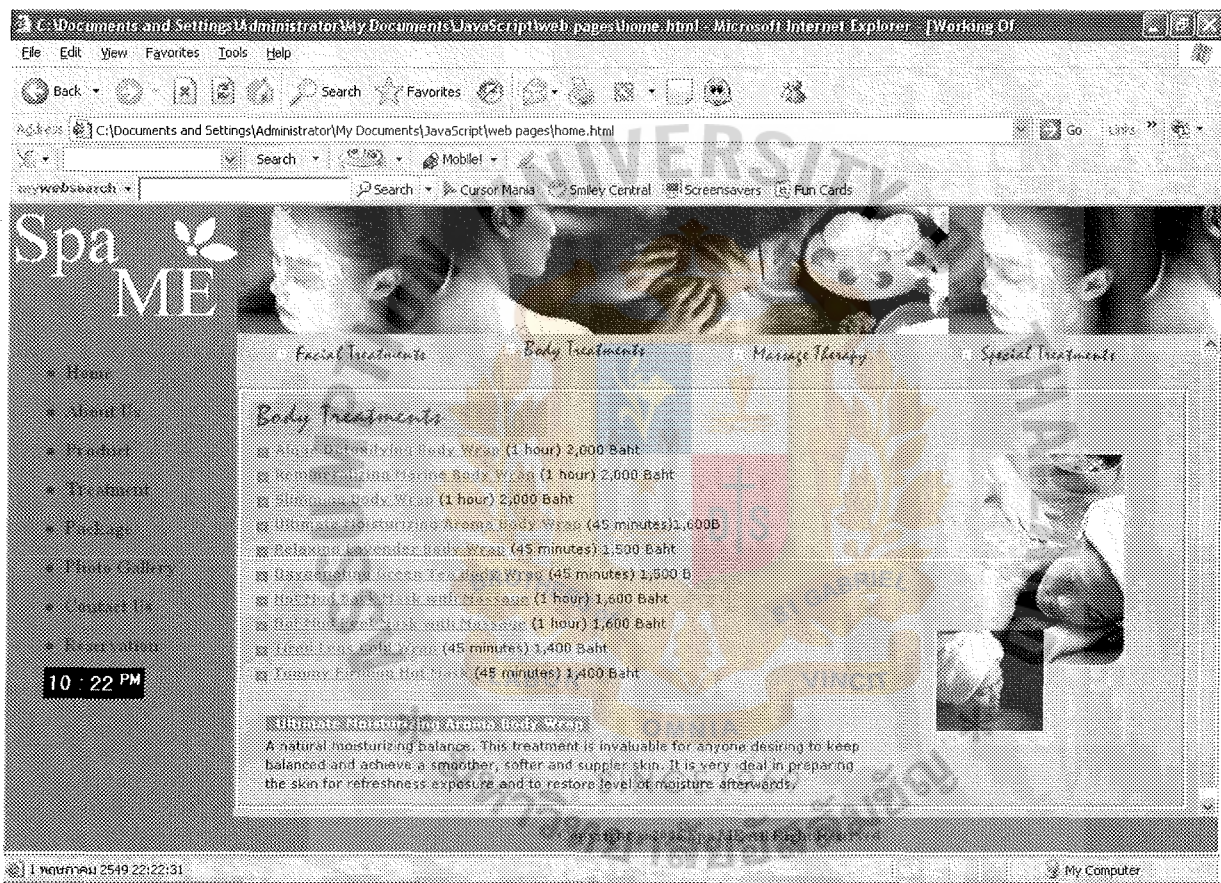


Figure A.8 Body Treatments

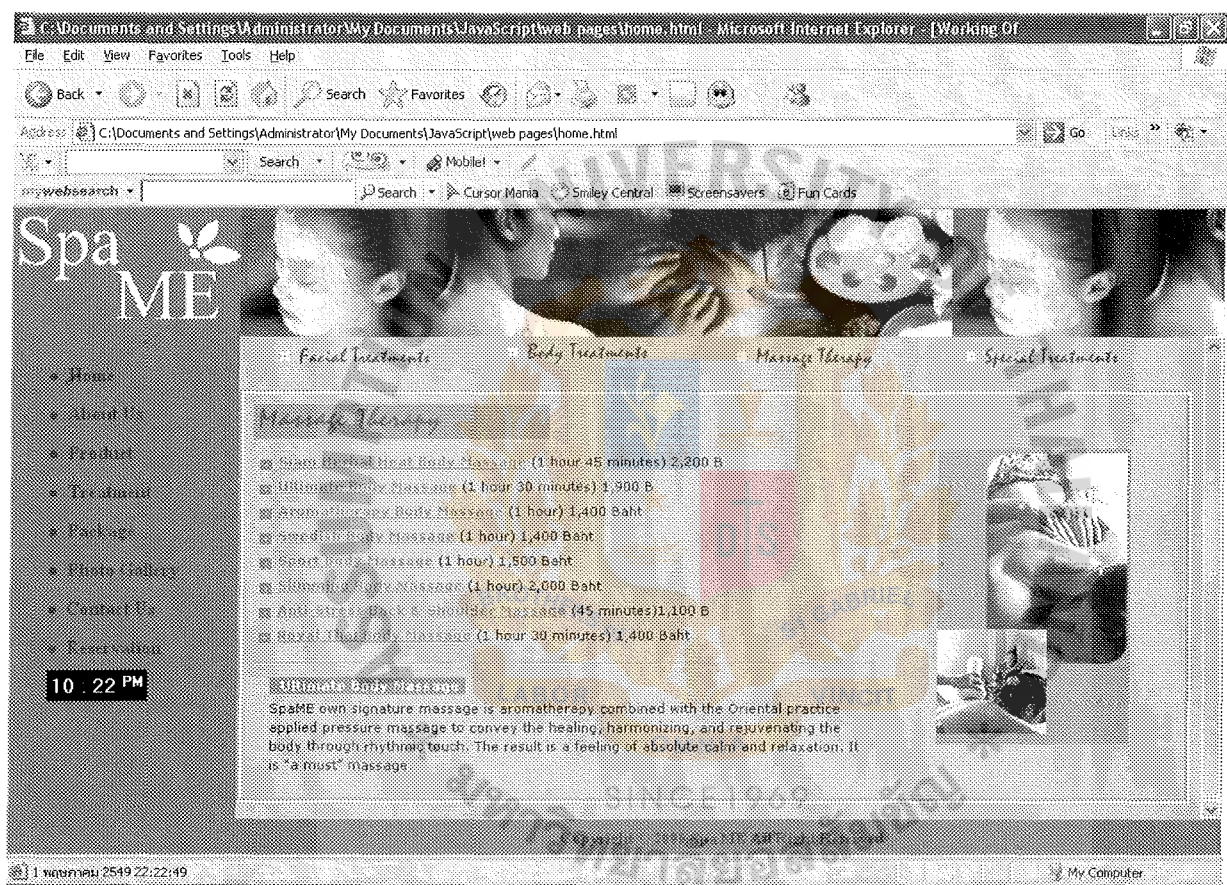


Figure A.9 Massage Therapy

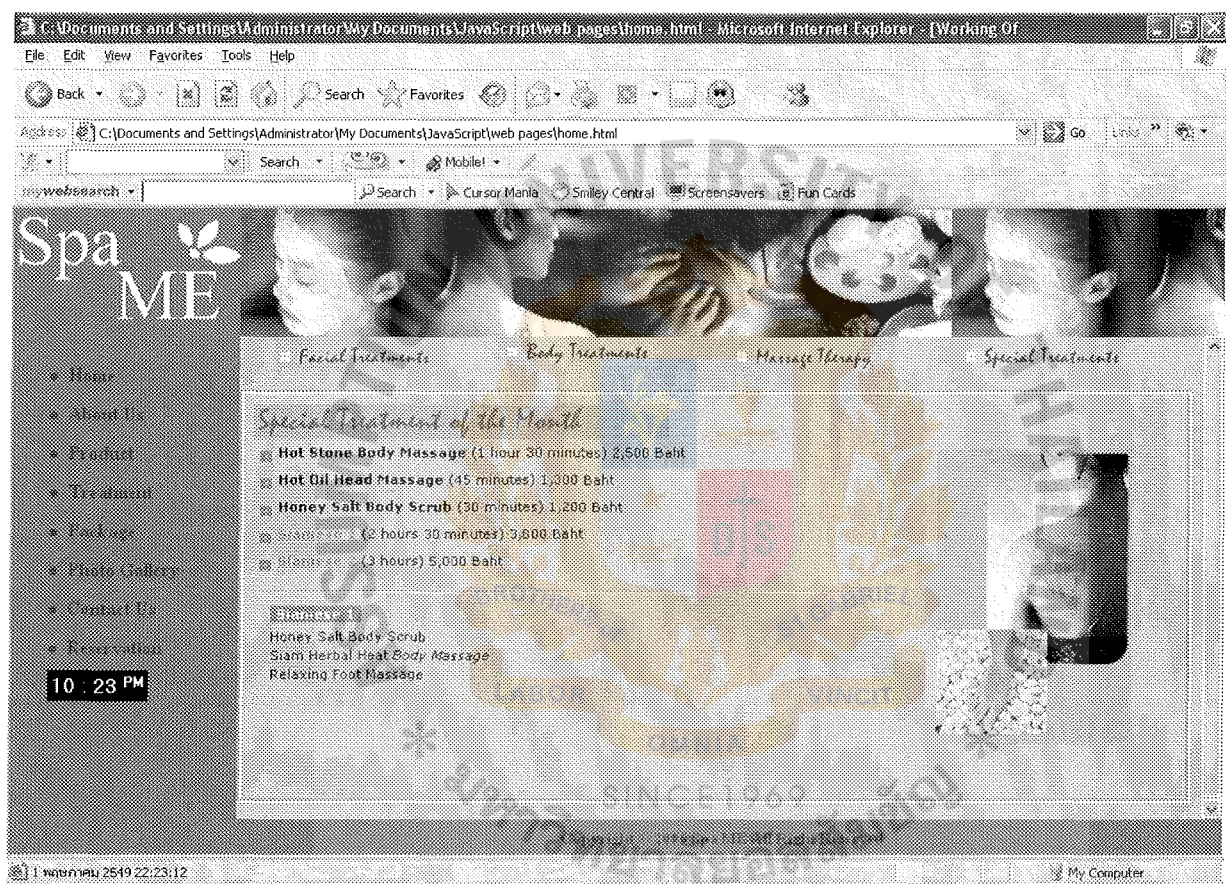


Figure A.10 Special Treatments

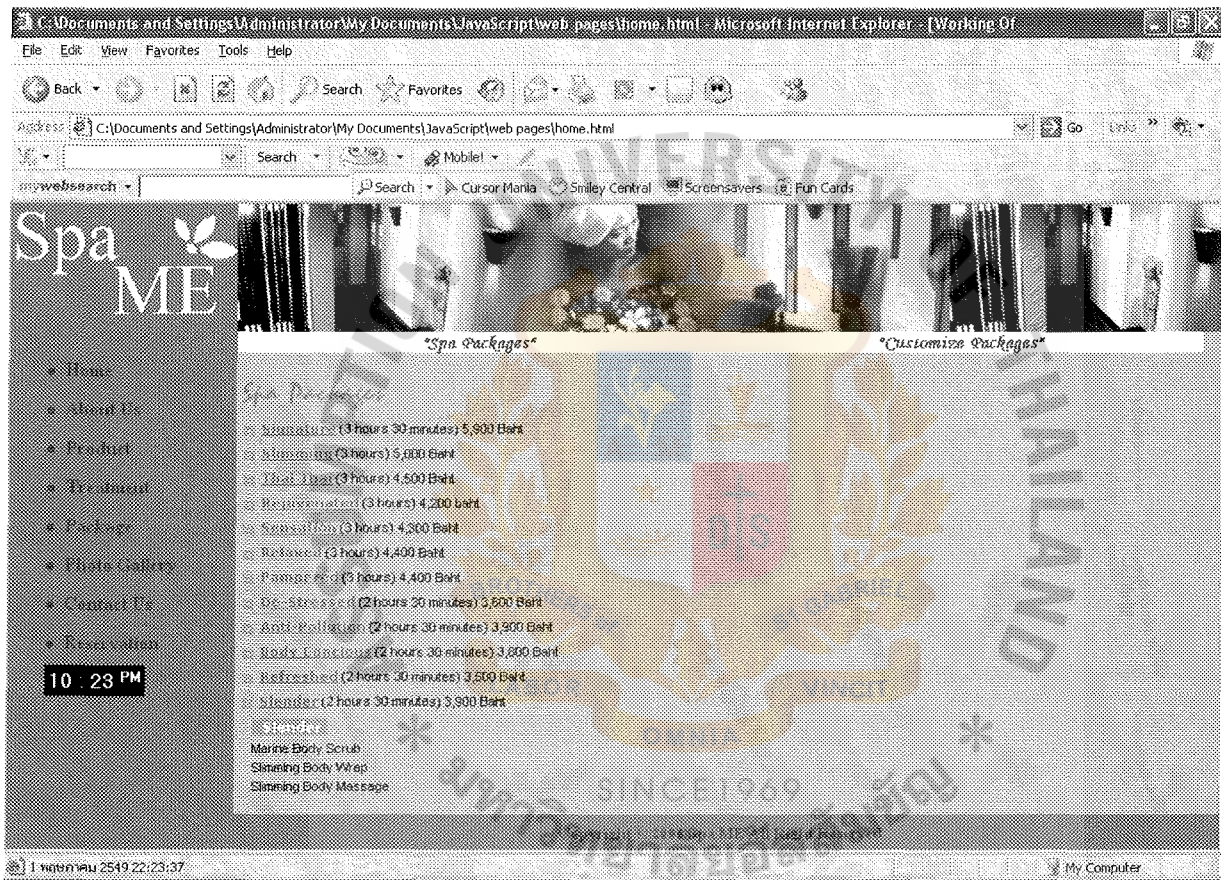


Figure A.11 Spa Packages

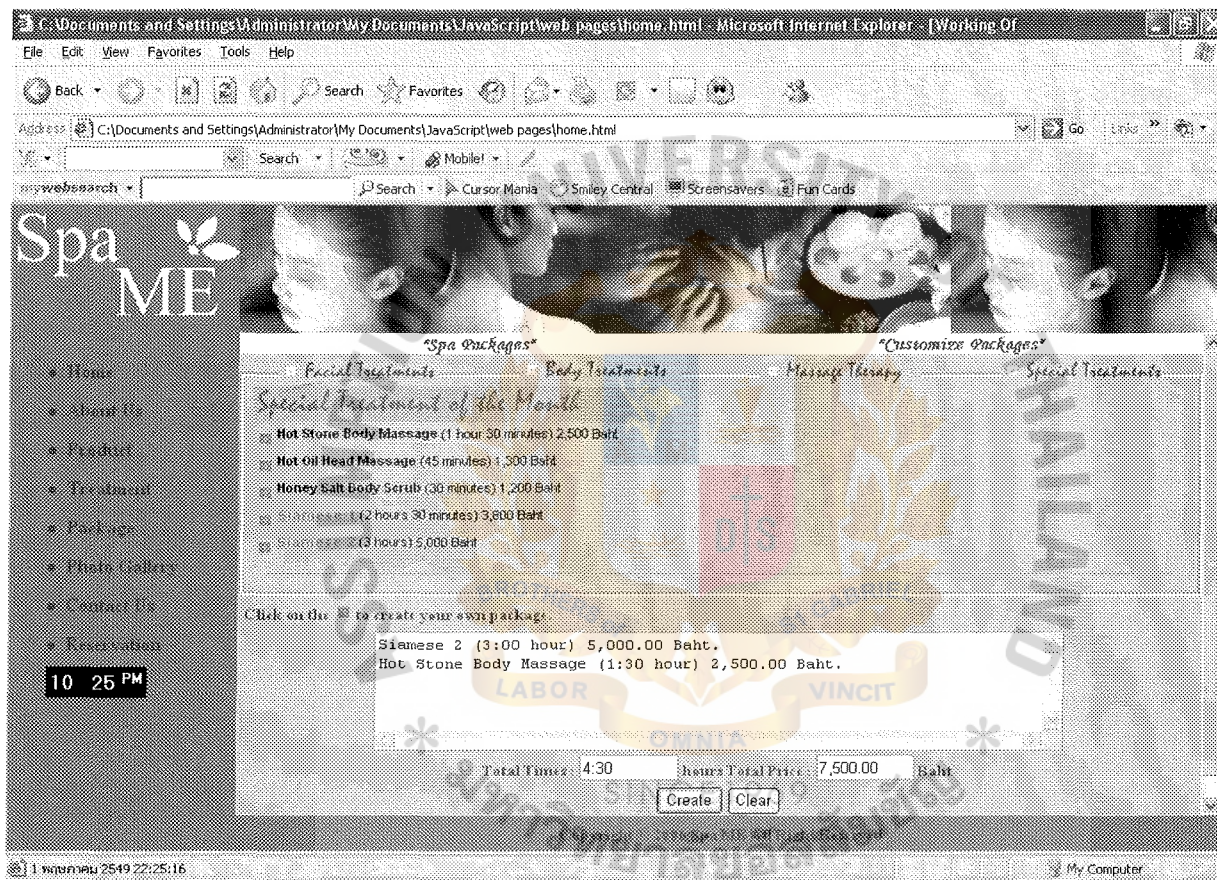


Figure A.12 Customize Packages

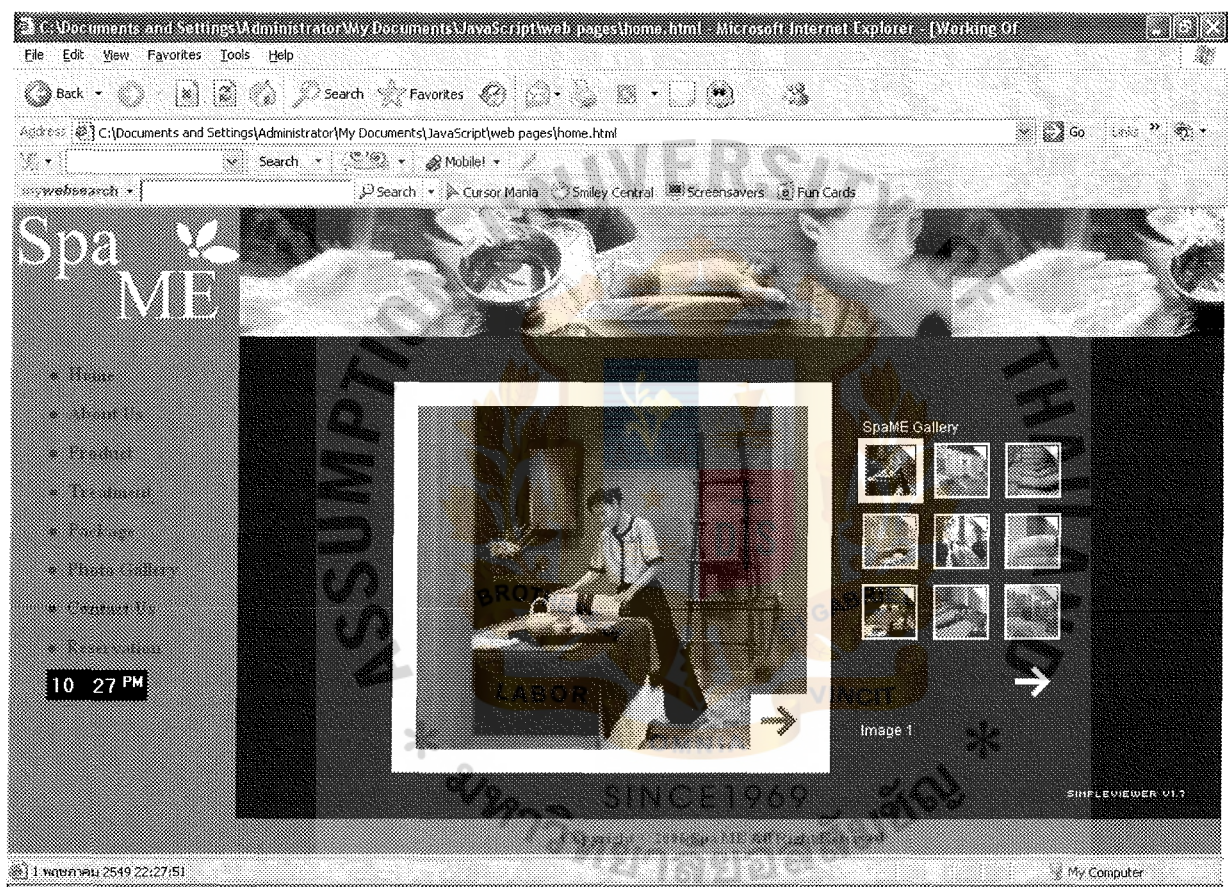


Figure A.13 Photo Gallery

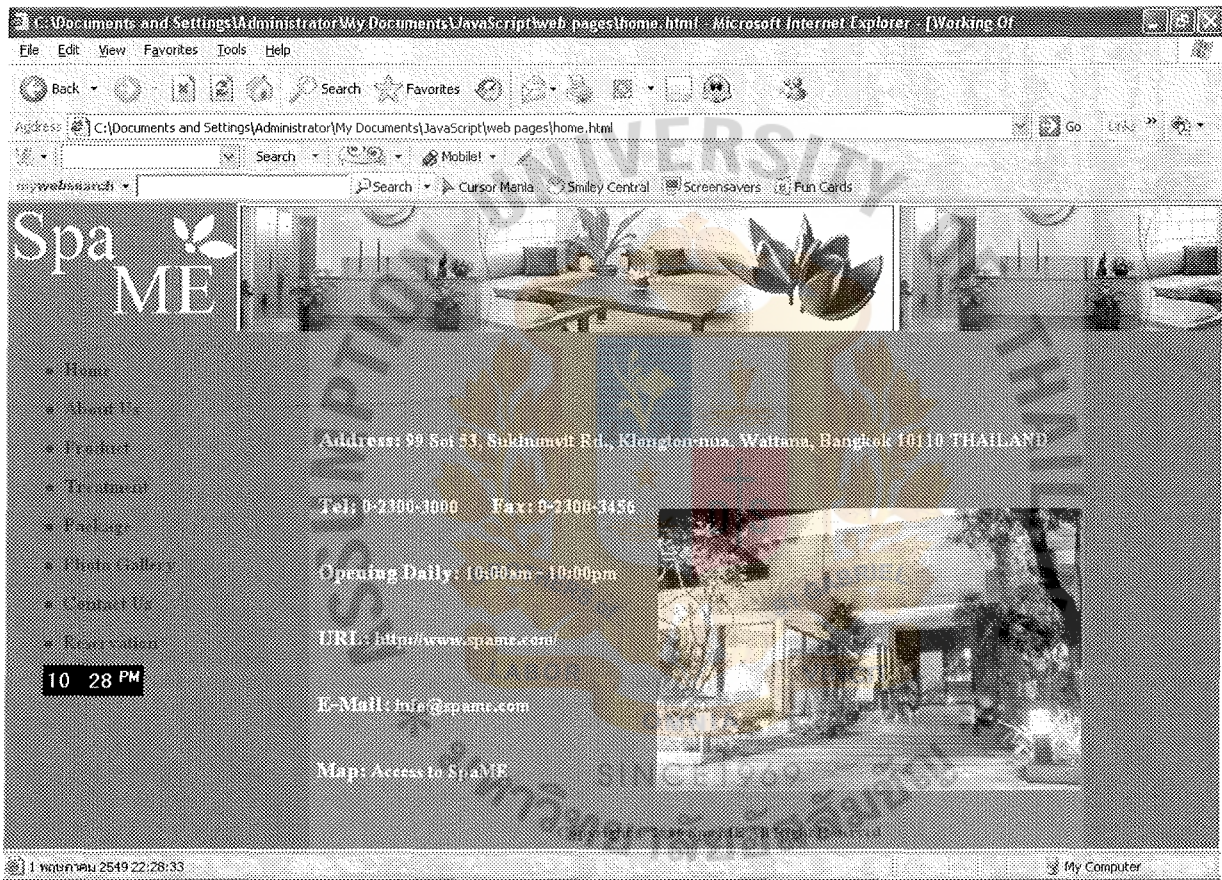


Figure A.14 Contact Us

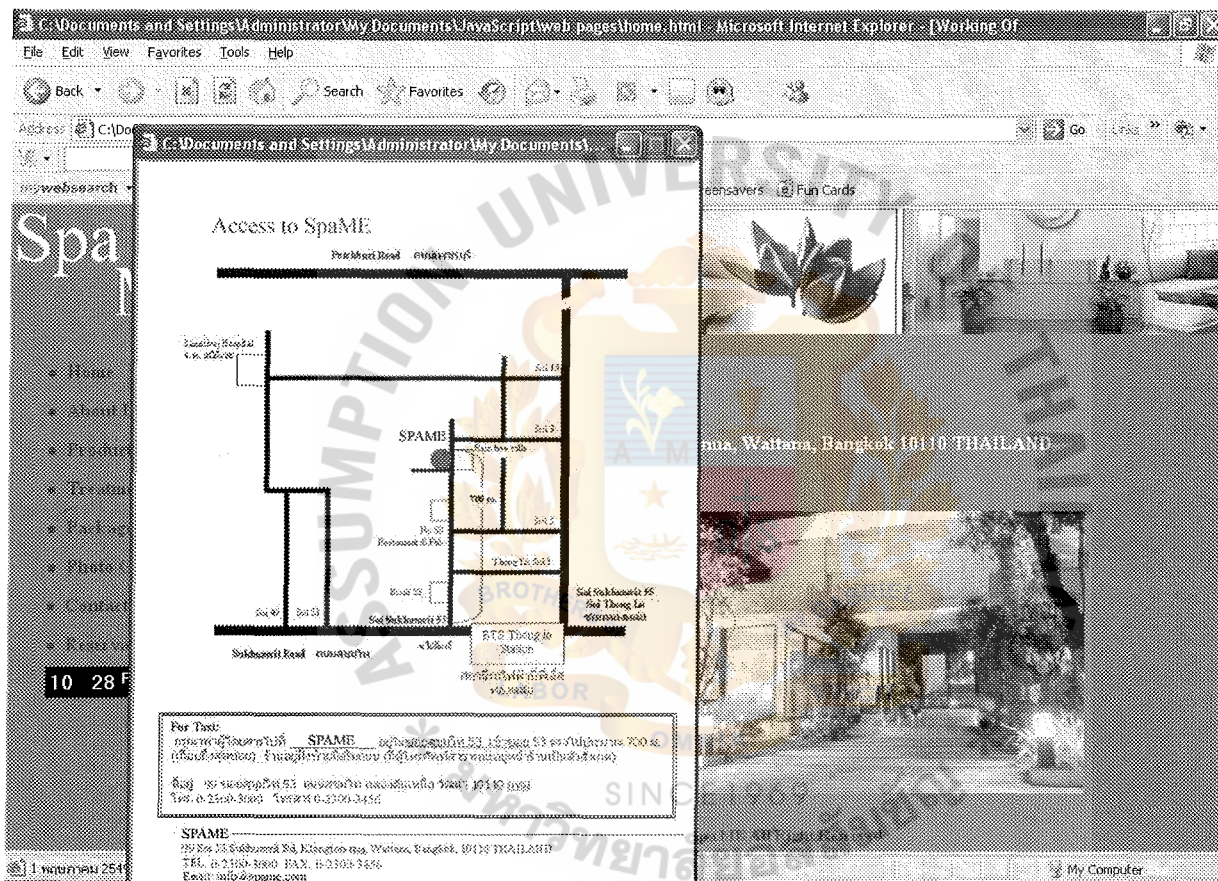


Figure A.15 Contact Us (Map)

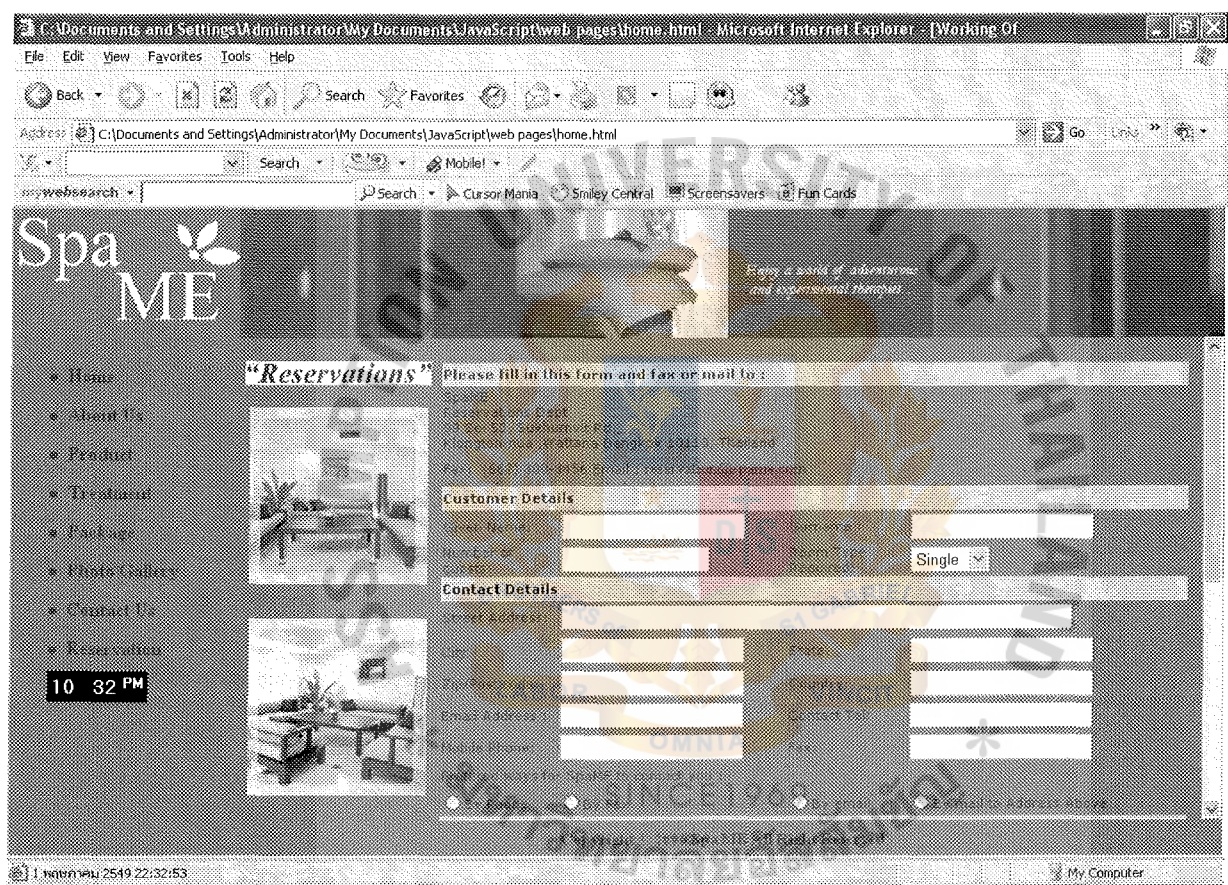


Figure A.16 Reservation

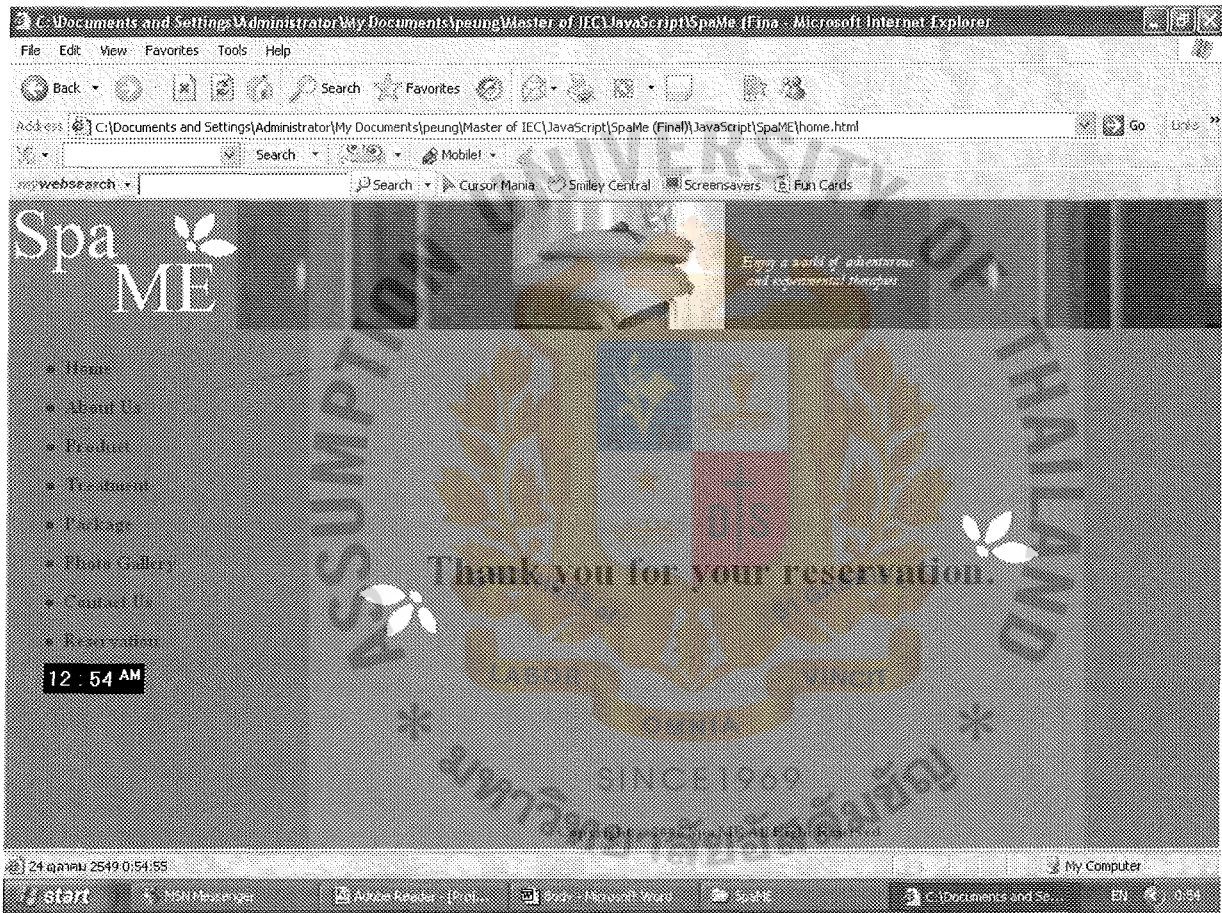


Figure A.17 Thank You

VII. CONCLUSION AND RECOMMENATION

8.1 Conclusion

The technology has changed people's life style. The world has become smaller and we are able to reach all corners of the world faster. The internet technology makes all this possible within a few minutes or seconds. Every business is moving towards the e-business, because of its ability of interactive communication, speed and low cost investment.

Online products and services spa, www.spame.com, has established to be a complement channel of the existing physical store. The main purpose of opening an online store is to increase a new distribution channel, facilitate customers and use as a marketing tool. The website is as a storefront which let the customers buy products and services for 24 hours a day, 7 days a week and can leave their questions through our e-mail, info@spame.com, at all times. There are many factors that both support and do not support the online channel. The non-readiness of the current customer to use this new technology, some weakness of the business in terms of character of the business's products which need to be touched and feel before making any decision, and high competition with competitors. These factors are the disadvantages of the business at this time. The rapid decline in technology cost when compared with its high performance and the increasing the number of business transaction on the internet are the opportunities for the business to develop an online electronic shop system.

SpaME had taken great pride in its natural products with the finest available ingredients. All products are manufactured only with the highest quality natural ingredients which include Thai local herbs, a variety of pure essential oils, seeds, herbs and grain. There are no artificial preservatives or synthetic fragrance in any of its products. The business does not use any detergents so it has no need for preservation.

The target market is only B2C (Business-to-Consumer). The customers who are interested in natural Thai spa products and services are both Thai and foreigners.

The marketing strategy includes product strategy, price strategy, place strategy and promotion strategy. The high quality of services and natural products with the finest available ingredients is our product strategy. The convenient ways of payments by credit card, transferring money or cash is our price strategy. The delivery service for the local customer will be via EMS and international customer FedEx company will be used, so that customer can ensure that the products will be reach at destination without any damage.

We have conducted the SWOT analysis and cost benefit of investing on the web site, www.spame.com. We have concluded that opportunities of setting up the website more advantages than threats. The opportunity for the business seeking to make advantage of the capabilities of electronic commerce is greater than merely adopting our present view of commerce to performing online booking and giving information about our services and products, and also those buying and selling transaction over electronic networks. Our strength can support the website to be successful, even though there are some weaknesses but it can be overcome by the management level.

After having the concept of marketing and website has been applied, the website would have been developed. The program and software that spame.com used in creating web pages are Netscape Navigator, preferably version 2.01 or higher, Dream Weaver, ASCII text editor-vi, emacs, Notepad. [Spame.com](http://spame.com) websites are designed to attract visitors by making style of the website looks smooth, easy to use, user friendly by using earth tone colour for the background.

This project has successfully fulfilled the objective of developing the prototype for providing products and services of SpAME.

8.2 Recommendation

Maintenance and continued development of SpaME website is necessary. As the technology is moving toward, we have to keep up-to-date the website both in technology and information. As our recommendation, the business's website should be providing following services;

- Electronic payment is one of the issues as there is question arise that “Is it safe to pay through internet?” Security is still a major concern. Future technology surely can solve this issue. We need to keep update of the payment and security technology, improve our payment system and data collection to be secure for the confidentiality of our customer database.
- Search Engine should be provided for customers to look for the topic that they are interested in by key words. We can use the search engine service in the market such as Yahoo, Amazon, etc.

The continuous development of the website is necessary. We can adapt and adjust our website to suit the requirements and customer preferences in order to increase the business taking advantage of the internet.

In addition, for the main important thing, which the business should concern is serving customer's satisfaction. There are several things to define what online shoppers' want, such as adding more products, improving logistics and sale for sending products on time and make the customers sure the security of the system. In the future, the business plans could be as following;

- The business will provide messenger to deliver products to its customers who live in Bangkok or in metropolitan area.

- The business should send a card and/or gift set for the special events for our special customers, such as our members, on their birthday, New Year, etc.
- The business will allow applying the membership via the internet and customers will get a discount from our products and services.

Besides, Spame.com needs the customers' loyalty. The business will manage the site content efficiently and remind the customer service as a great tool. Multi-language sites are recommended to build in the future.

8.3 The Key of Success

The key ingredients for a successful spa are the quality and variety of the services and products being offered, the price range, the friendliness and competence of the staff, design, atmosphere and ambience, and cleanliness. While the spa concept may have been 'borrowed', Thailand has done it better. Thai spas really do have it all. Nowhere else in the region will you find such variety and value framed in a perfect blend of Western leisure concepts and traditional Asian well-being therapies."

The quality of the spa product offered is unquestionably world-class and unsurpassed, particularly the level of service offered. Service and hospitality are vital assets and are key differentiating factors attributed to a centuries-old tradition of gracious hospitality and service. This is complemented by the friendly and caring nature and gentle ways of the Thai people. These are important traits and priceless assets for any spa operation.

The recent resurgence of "back to Nature" themes and consumer preference for natural health and beauty solutions have refocused attention on the healing power of indigenous herbs and plants – a key component in the ancient Thai tradition of natural healing. The country's great diversity of herbs and spices continues to provide a rich

assortment of natural ingredients for exotic herbal preparations. Many of the rejuvenating treatments offered in modern spas have evolved from these ancient recipes.





APPENDIX B

Basic Code to create webpage

- How to create date and time in the status bar

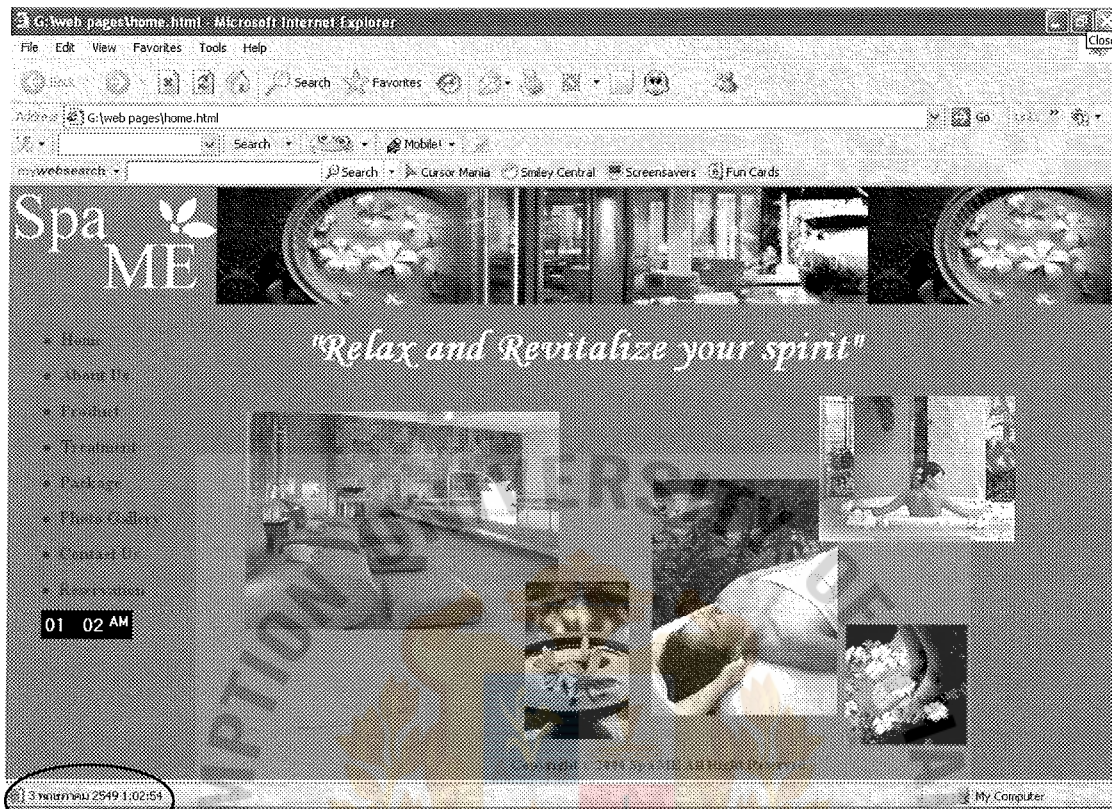


Figure B.1 Structure of create date and time in the status bar

```
<SCRIPT language="JavaScript">
<!--
function runClock() {
theTime = window.setTimeout("runClock()", 1000);
var today = new Date();
var display = today.toLocaleString();
window.status = display;
}
runClock();
//-->
</SCRIPT>
```

We called the function name “runclock”, to display time and date at the status bar of browser. *theTime = window.setTimeout("runClock()", 1000)*, to recall the function to be activate every millisecond (1 second). *var display = today.toLocaleString()*, to display the sequence of time and date according to the format of the computer.

- How to set time on the webpage

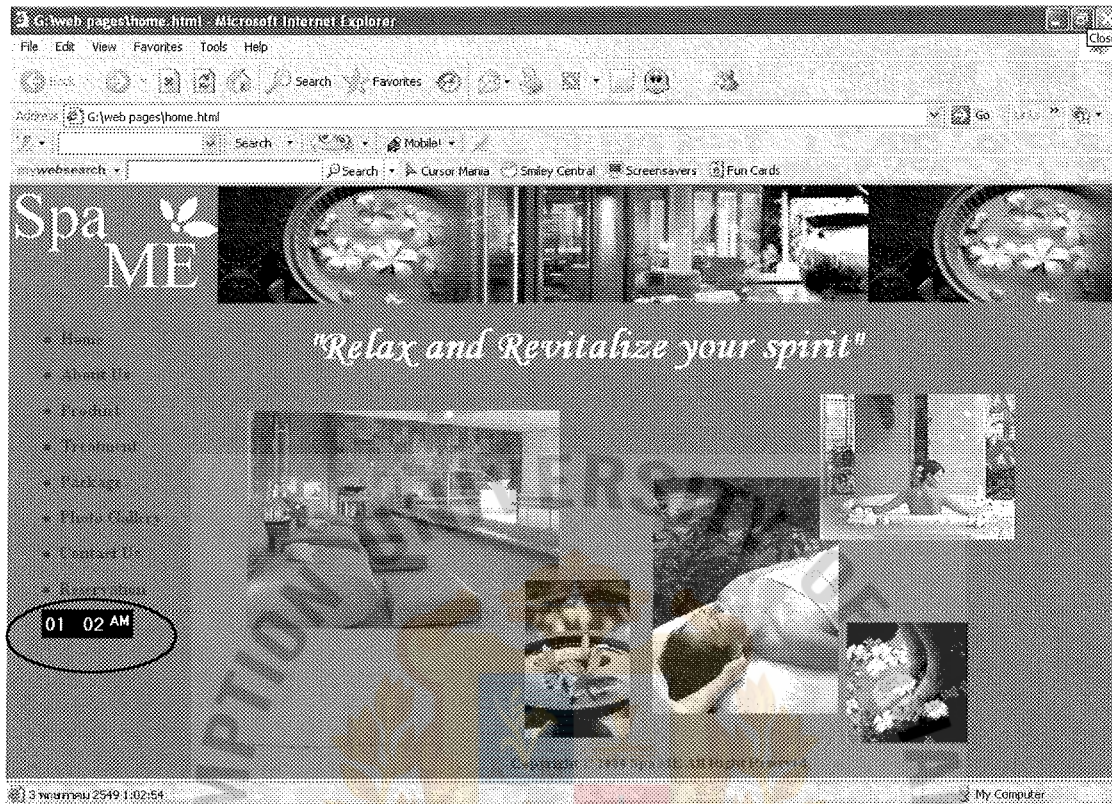


Figure B.2 Structure of set time on the webpage

```
<span id="digitalclock" class="styling"></span>
<script>
<!--
var alternate=0
var standardbrowser=!document.all&&!document.getElementById
```

Set the variables to check that whether the browser is standard or not. This is JavaScript in the body. If one of these documents exist then this browser is not standard. Those variables will be indicating the condition below.

Continue...

```
if (standardbrowser)
document.write('<form name="tick"><input type="text" name="tock"
size="11"></form>')

function show(){
if (!standardbrowser)
var clockobj=document.getElementById? document.getElementById("digitalclock") :
document.all.digitalclock
```

Continue.....

To set the format of the clock. If the browser is standard the format of the clock will follow the top 3 line of code above. But if browser is not standard, which occur in this case, then the span id will be called through this code (`var clockobj=document.getElementById? document.getElementById("digitalclock") : document.all.digitalclock`)

The condition, *if (hours==12) dn="PM"* or *if (hours>12)*, if integer is equal to 12 or excess than 12 then it will be "PM". *hours=hours-12*, if the integer is greater than 12, it has to minus 12 to get hour. *if (hours.toString().length==1)*, is to check the format of the text. *hours="0"+hours if(minutes<=9)minutes="0"+minutes*, set that if the string is equal to 1 the "0" will be add in front of that number.

```

if (standardbrowser){
if (alternate==0)
document.tick.tock.value=hours+" : "+minutes+" "+dn
else
document.tick.tock.value=hours+"  "+minutes+" "+dn
}
else{
if (alternate==0)
clockobj.innerHTML=hours+"<font color='lime'>&nbsp;&nbsp;&nbsp;</font>" +minutes+"
"+"<sup style='font-size: 1px'>" +dn+"</sup>"

```

```

else
clockobj.innerHTML=hours+"<font color='black'>&nbsp;&nbsp;&nbsp;</font>" + minutes+"
"+"<sup style='font-size:1px'>" + dn+"</sup>"
}
alternate=(alternate==0)? 1 : 0
setTimeout("show()",1000)
}
window.onload=show
//-->
</script>

```

This is the condition of the format how the clock runs. If the browser is standard, it will be according to the value set in the element in the form above (*document.write('<formname="tick"><inputtype="text"name="tock"size="11"></form>')*). In this, the colon will be blinking every millisecond.

If the browser is not standard, it will use span id which the colon will set to change color to “lime” and “black” every millisecond.

setTimeout("show()",1000){window.onload=show}, set function name “show” to perform every millisecond and the page will be loaded to perform function “show”.

- How to check whether we have flash or not

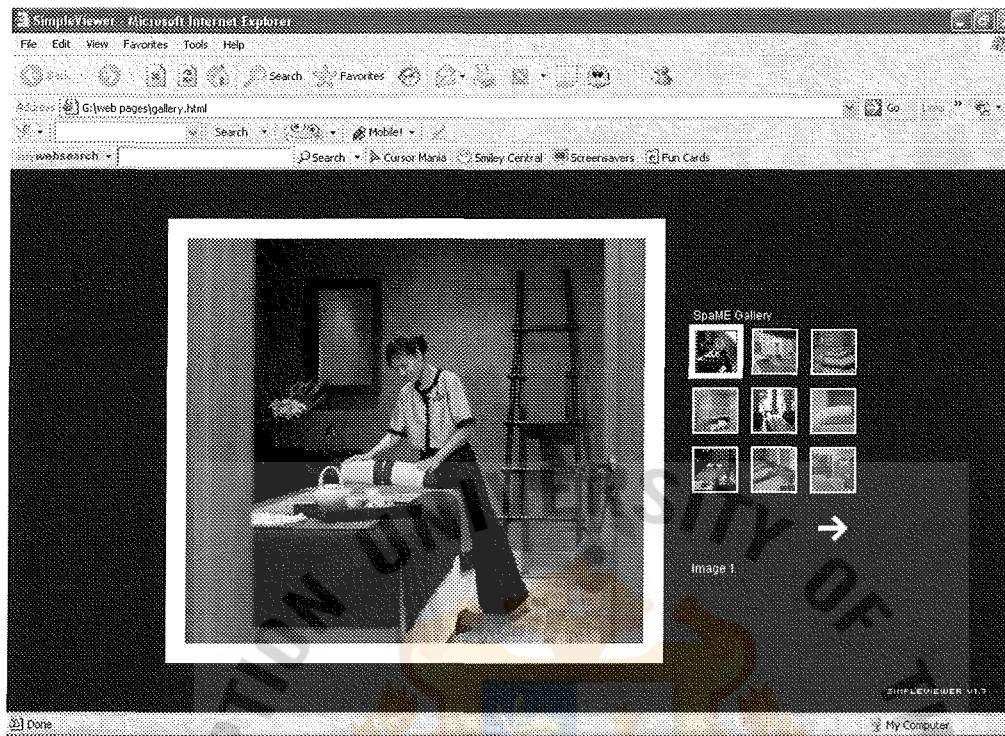


Figure B.3 Structure of check whether we have flash or not

```
<script language="javascript" type="text/javascript" src="js/flash_detect.js">
    <!--
    function getFlashVersion() { return null; };
    //-->
</script>
<script language="javascript" type="text/javascript">
    <!--
    var flashVersion = getFlashVersion();
    if (flashVersion < 6) {
        location.replace("upgrade.html");
    }
    //-->
</script>
</head>
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-249692-1";
urchinTracker();
</script>
```

This function is set to check whether that browser have flash program or not. If yes, the flash will activate. If not, it will ask the user to download the flash program. In this case we took the flash program (simple viewer v1.7) from Google.

- How to do pop up window

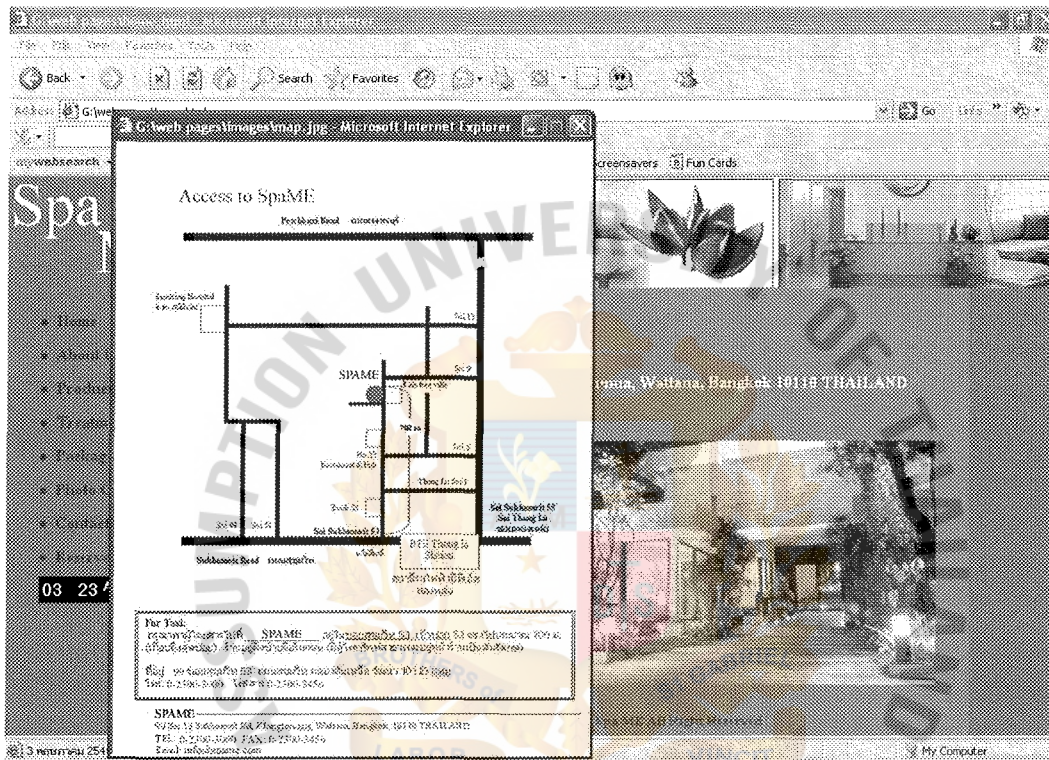


Figure B.4 Structure of pop up window

JavaScript can help to create pop up window. You can create code by yourself or use dream weaver to do it. To do pop up window from dream weaver, by open *code* then *JavaScript* then *window* then *pop up window*, and you will get the scr.

```
<script>
var popUpWin=0;
function popUpWindow(URLStr, left, top, width, height)
{
    if(popUpWin)
    {
        if(!popUpWin.closed) popUpWin.close();
    }
}
```

```

    popUpWin = open(URLStr, 'popUpWin',
'toolbar=no,location=no,directories=no,status=no,menub
ar=no,scrollbar=no,resizable=no,copyhistory=yes,width='+width+',height='+height+',lef
t='+left+', top='+top+',screenX='+left+',screenY='+top+');
}
</script>

```

Function *popUpWindow(URLStr, left, top, width, height)*, this is function that has been written to set the position of the image in the pop up window on that web page. It is an easy term for the user to be able to apply in the HTML. *if(popUpWin)* { *if(!popUpWin.closed) popUpWin.close();* to check whether any pop up window is currently activate or not. If there is, the current pop up window will be closed automatically. *popUpWin = open(URLStr, 'popUpWin',* the new pop up window will activate after the old has automatically closed.

The next line is the command to open the new pop up window and set the property of pop up window in the computer language.

Use in HTML by:

```

onClick="popUpWindow('images/map.jpg',100,100,463,600)">Access to SpAME

```

- How to check the version of Netscape

```

<script language="JavaScript" type="text/JavaScript">
<!--
function MM_reloadPage(init) { //reloads the window if Nav4 resized
  if (init==true) with (navigator) {if
((appName=="Netscape")&&(parseInt(appVersion)==4)) {
    document.MM_pgW=innerWidth; document.MM_pgH=innerHeight;
onresize=MM_reloadPage; }}
  else if (innerWidth!=document.MM_pgW || innerHeight!=document.MM_pgH)
location.reload();
}
MM_reloadPage(true);
//-->
</script>

```

This code is in the head part. It uses to check the appropriate Netscape to make to browser function fully. In this case, the checking in the code is a very old version. It use

dream weaver program to code it. In this website, we also used this JavaScript in “thanks” and “contact” pages.

- How to put image in the top frame

```
onLoad="parent.frames['topFrame'].window.location='h_contact.html'"
```

- How to set the slide show

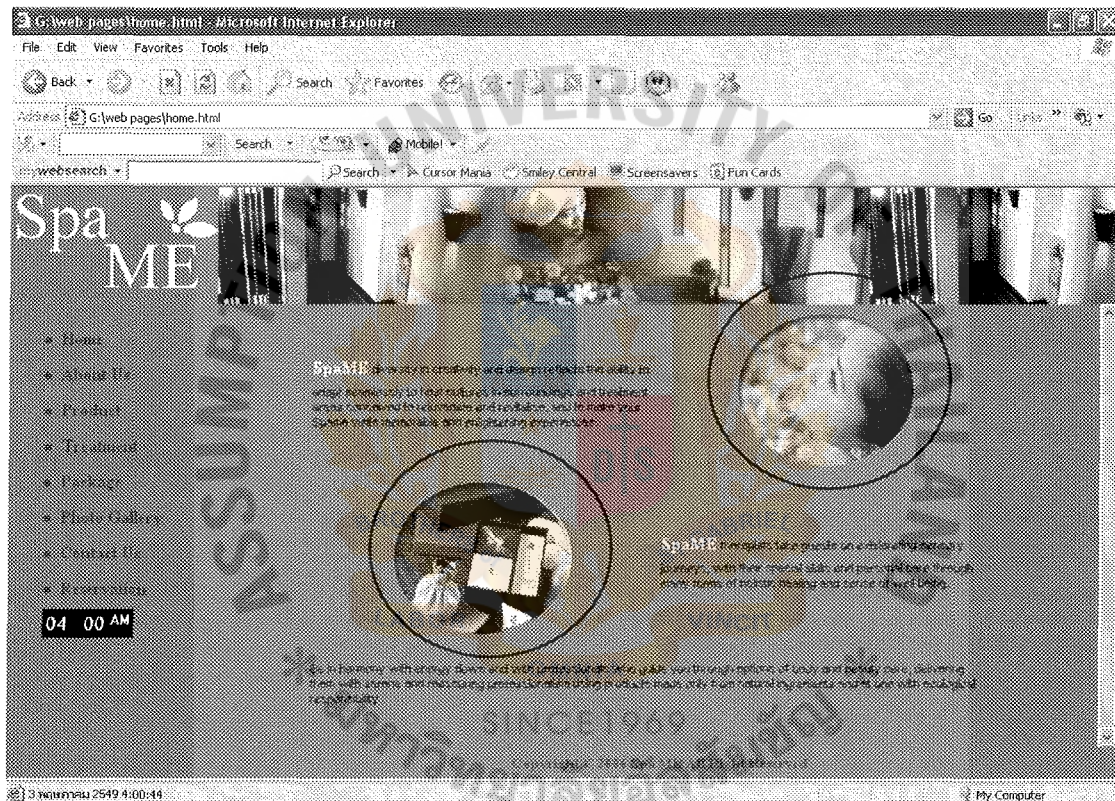


Figure B.5 Structure of set the slide show

This JavaScript makes slide show to change the images. It can be created by using dream weaver program. Open program and click on *code* than *JavaScript* then *image* and then *slide show*.

```

<script>
function switchImage(imgName, imgSrc)
{
  if (document.images)
  {
    if (imgSrc != "none")
    {
      document.images[imgName].src = imgSrc;
    }
  }
}

```

To check, whether the browser has those images or not. *if (imgSrc != "none")*, if does not have, it will not show.

Continue.....

```

var mySlideList2 = ['images/_111.jpg', 'images/_10.jpg', 'images/massage3.jpg'];
var mySlideShow2 = new SlideShow(mySlideList2, 'slide2', 2000, "mySlideShow2");
var mySlideList1 = ['images/_1.jpg', 'images/_2.jpg', 'images/_3.jpg', 'images/_33.jpg'];
var mySlideShow1 = new SlideShow(mySlideList1, 'slide1', 2000, "mySlideShow1");
function SlideShow(slideList, image, speed, name)
{

```

This is how to set variable to objects that use for change images. *mySlideList1*, '*slide1*', 2000, "*mySlideShow1*", this will set the array of the image to be loaded, tell the position which name of object (*var mySlideshow1*) that the image will be shown, it will be changed every 2milliseconds (2seconds) and the name that is used to recall the next image loaded to be activate.

Continue.....

```

this.slideList = slideList;
this.image = image;
this.speed = speed;
this.name = name;
this.current = 0;
this.timer = 0;
}
SlideShow.prototype.play = SlideShow_play;
function SlideShow_play()
{
  with(this)
  {
    if(current++ == slideList.length-1) current = 0;

```

```

switchImage(image, slideList[current]);
clearTimeout(timer);
timer = setTimeout(name+'.play()', speed);
}
}
</script>

```

The function of the slideshow to play. The position of images set in HTML. The command of javascript that use in HTML's body is:

```

<body
onLoad="parent.frames['topFrame'].window.location='h_aboutus.html';mySlideShow1.
play();mySlideShow2.play();">

```

- How to set link

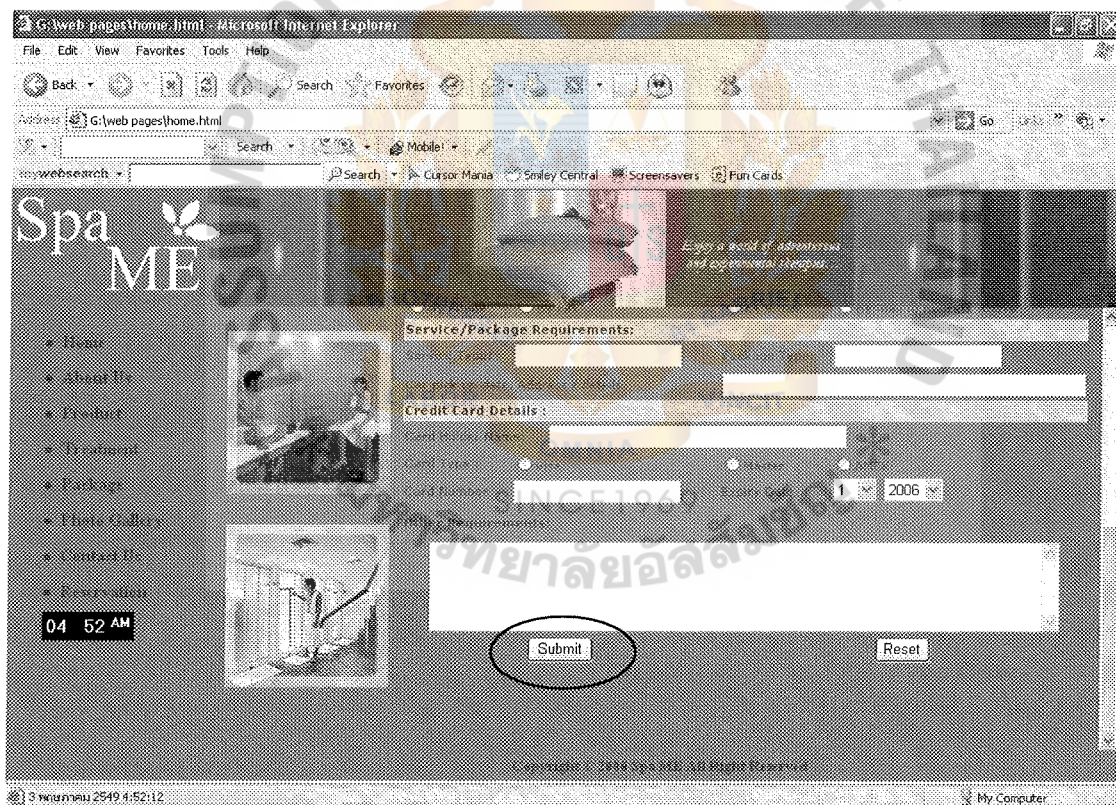


Figure B.6 Structure of set the link

- After users click “submit” button

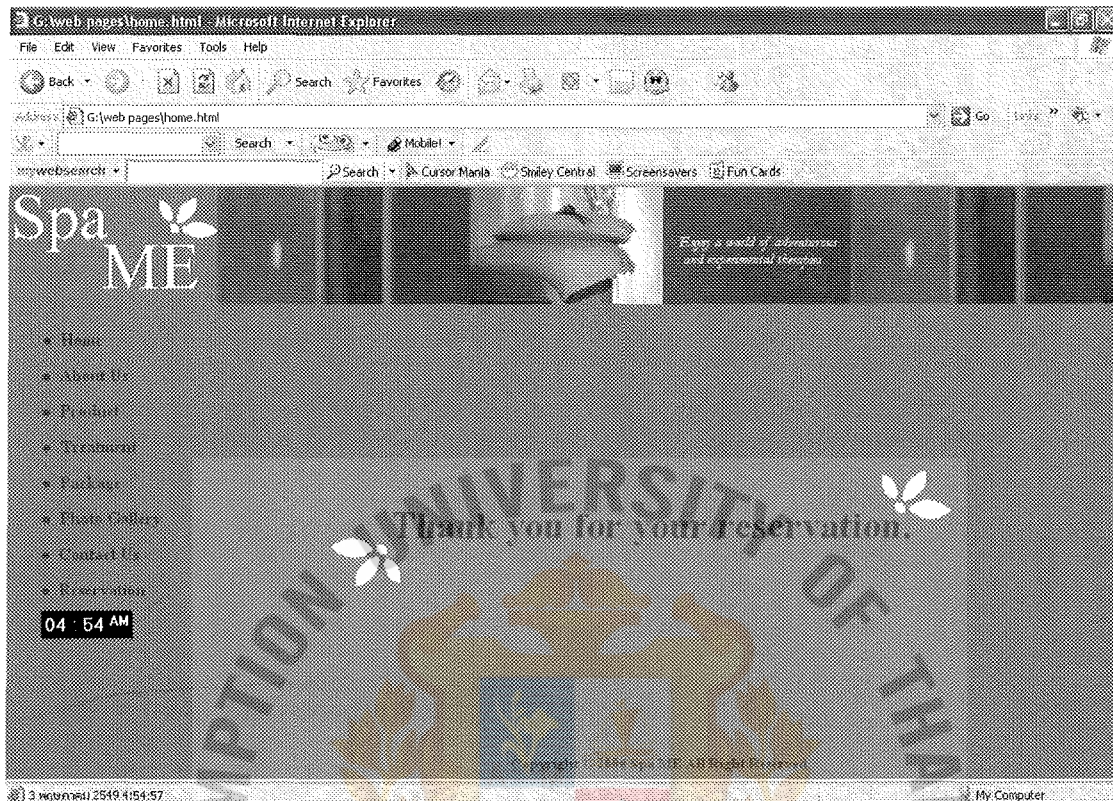


Figure B.7 Structure of after the user click on submit button

Javascript for link:

```
onclick="document.location.href='thank.html'"
```

When the users click on “submit” button, it will link to *thank.html* page.

- How to swap image

In this website we use JavaScript swap image rather than mouse over method. We use this method because the sentence does not save as a form of text but it has been save as a form of image instead.

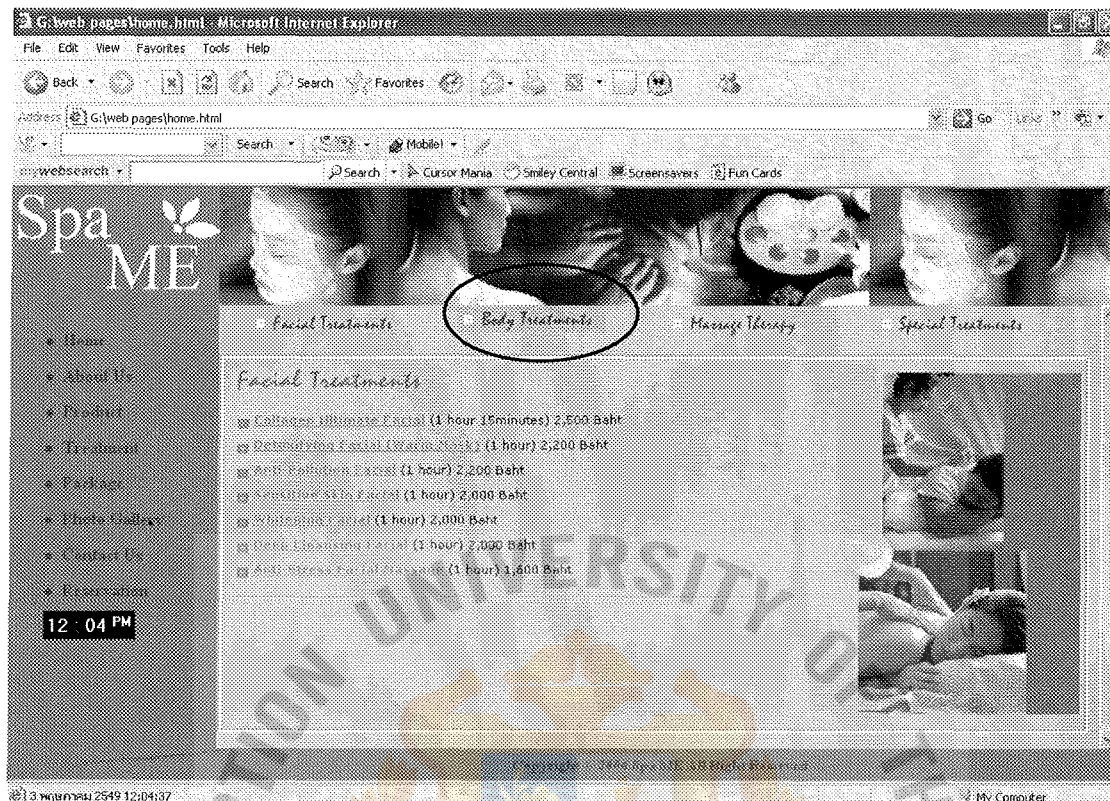


Figure B.8 Structure of swap page

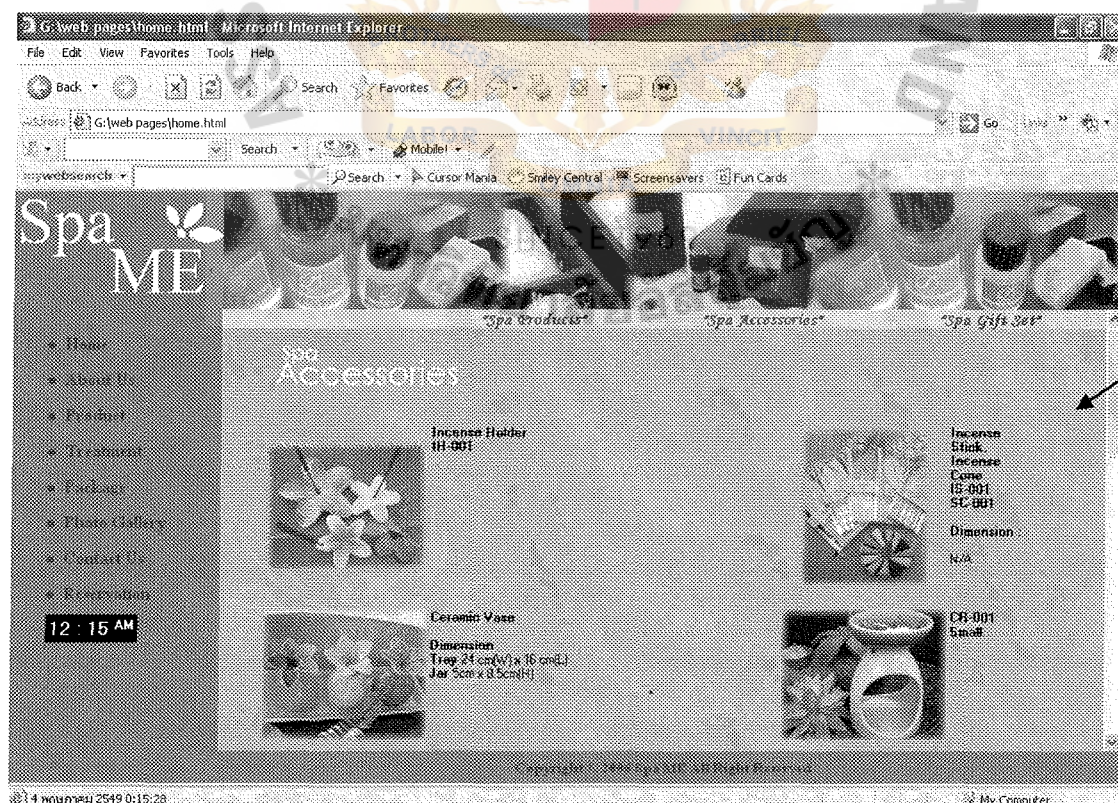


Figure B.9 Structure of swap page (Continued)

In this website we use this JavaScript in treatment page and product page. In treatment page<FigureB.8>, the swap menu has been used when the mouse over on each treatments. In the product page <FigureB.9>, the swap menu is used in swapping the background color of each spa product categories.

Dream weaver is one of the helping tools to create image swap. After opening the program then select *common tool bar* then *rollover image* and then the box as < Figure B.10> will appear for you to fill in the require information in making swap image.



Figure B.10 Insert Rollover Image

Then after you fill in, you will get this below JavaScript. This JavaScript is including in the head part of HTML:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>Untitled Document</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<script language="JavaScript" type="text/JavaScript">
<!--
function MM_swapImgRestore() { //v3.0
  var i,x,a=document.MM_sr; for(i=0;a&&i<a.length&&(x=a[i])&&x.oSrc;i++)
x.src=x.oSrc;
}
function MM_preloadImages() { //v3.0
  var d=document; if(d.images){ if(!d.MM_p) d.MM_p=new Array();
  var i,j=d.MM_p.length,a=MM_preloadImages.arguments; for(i=0; i<a.length; i++)
  if (a[i].indexOf("#")!=0){ d.MM_p[j]=new Image; d.MM_p[j++].src=a[i]; } }
}
```

```

}
function MM_findObj(n, d) { //v4.01
  var p,i,x; if(!d) d=document; if((p=n.indexOf("?"))>0&&parent.frames.length) {
    d=parent.frames[n.substring(p+1)].document; n=n.substring(0,p);}
  if(!(x=d[n])&&d.all) x=d.all[n]; for (i=0;!x&&i<d.forms.length;i++) x=d.forms[i][n];
  for(i=0;!x&&d.layers&&i<d.layers.length;i++)
x=MM_findObj(n,d.layers[i].document);
  if(!x && d.getElementById) x=d.getElementById(n); return x;
}
function MM_swapImage() { //v3.0
  var i,j=0,x,a=MM_swapImage.arguments; document.MM_sr=new Array;
  for(i=0;i<(a.length-2);i+=3)
    if ((x=MM_findObj(a[i]))!=null){ document.MM_sr[j++]=x; if(!x.oSrc) x.oSrc=x.src;
x.src=a[i+2];}
  }
  //-->
</script>
</head>

```

- How to display and hide text

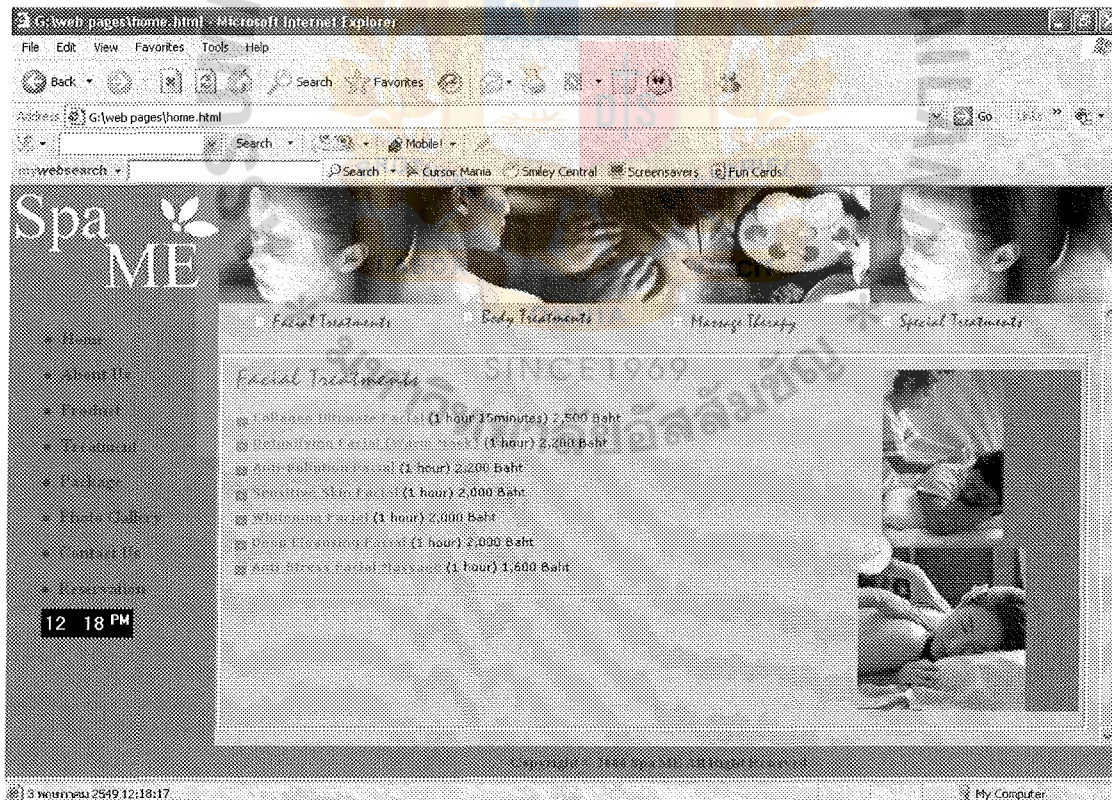


Figure B.11 Structure of display and hide text

This is the webpage that the text has been hidden, and the text that has display in the webpage when users click on the green underline text.

- How to display and hide text (Continued)

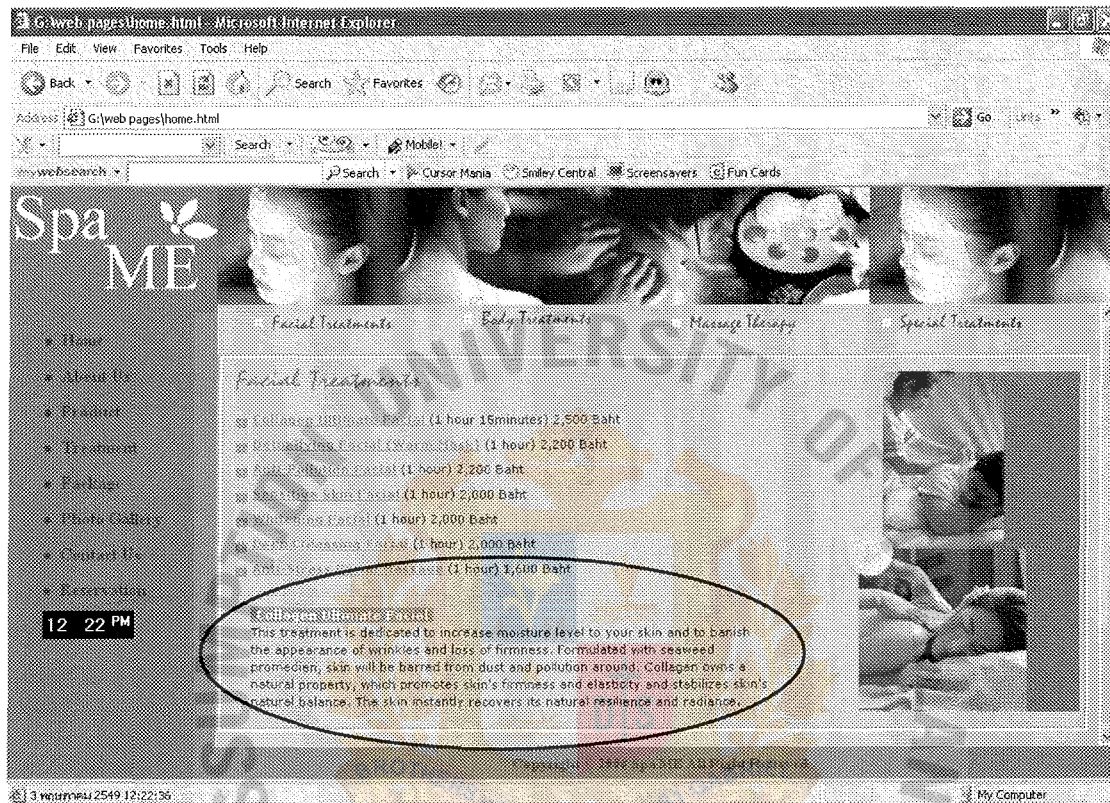


Figure B.12 Figure of display and hide text (Continued)

First write the switch menu function:

```
<SCRIPT type=text/javascript>
if (document.getElementById){ //DynamicDrive.com change
document.write('<style type="text/css">\n')
document.write('.submenu{display: none;}\n')
document.write('</style>\n')
}

function SwitchMenu(obj){
    if(document.getElementById){
        var el = document.getElementById(obj);
        var ar =
document.getElementById("masterdiv").getElementsByTagName("span");
//DynamicDrive.com change
        if(el.style.display != "block"){ //DynamicDrive.com change
            for (var i=0; i<ar.length; i++){
                if (ar[i].className=="submenu") //DynamicDrive.com change
```

```

        ar[i].style.display = "none";
    }
    el.style.display = "block";
} else {
    el.style.display = "none";
}
}
}

```

This JavaScript will use to set the condition to operate the hide and display. *if (document.getElementById){ //DynamicDrive.com change*, this line and the next 3 lines are set that if the browser is not support layer or those style sheet dose not exist then all the text detail will be display.

if(el.style.display != "block"){ //DynamicDrive.com change, set that if the click text (submenu) is not already display the detail. Then, *for (var i=0; i<ar.length; i++) {*, it order to loop back to close other submenu.

El.style.display = "block", command to display detail of the clicking submenu. *el.style.display = "none"*, if the detail of the clicking submenu is already display, it will order to close it.

This JavaScript is use in treatments, product, package and customize package page.

On the other hand this JavaScript set the condition to specific which text has to be hide or display:

Continue.....

<treatments page>

```

function display(page_id) {
    document.getElementById(page_id).style.display = "block";
}
function hide(page_id) {
    document.getElementById(page_id).style.display = "none";
}
function changePage(page_id) {
    if(page_id=='facial_tab') {
        display('facial_tab');
        hide('body_tab');
        hide('special_tab');
        hide('massage_tab');
    }
}

```

```

        document.form1.img_show.src="images/treat_bann.jpg";
    } else if(page_id=='body_tab') {
        display('body_tab');
        hide('facial_tab');
        hide('special_tab');
        hide('massage_tab');
        document.form1.img_show.src="images/images2.jpg";
    } else if(page_id=='massage_tab') {
        display('massage_tab');
        hide('facial_tab');
        hide('body_tab');
        hide('special_tab');
        document.form1.img_show.src="images/mass.jpg";
    } else if(page_id=='special_tab') {
        display('special_tab');
        hide('facial_tab');
        hide('body_tab');
        hide('massage_tab');
        document.form1.img_show.src="images/img6.jpg";
    }
}

```

In this JavaScript, function has been set to hide and display depends on the “page id”. *function changePage(page_id)*, on ward, if the “page id” facial _tab has been click. The facial_tab will be display and the least will be hide.

This JavaScript have been used in treatments page and product page. It helps users to be able to choose what they want to see and add the trick to the page. But there is additional JavaScript in the product page when user click at the menu bar the page will start from the top. The use of this code is when the page have the scrolling bar (the actual page is excess that browser). So no matter the user scroll to the end of the page, if users click texts in the menu bar, it will start at the top again. (**the additional is in pink text*)

```

function display(page_id) {
    document.getElementById(page_id).style.display = "block";
}
function hide(page_id) {
    document.getElementById(page_id).style.display = "none";
}

function changePage(page_id) {
    if(page_id=='product01') {
        document.body.background="images/p1_files/bk002.gif";
    }
}

```

```

        display('product01');
        hide('product02');
        hide('product03');
    } else if(page_id=='product02') {
        document.body.background="images/p2_files/bk003.gif";
        display('product02');
        hide('product01');
        hide('product03');
    } else if(page_id=='product03') {
        document.body.background="images/p3_files/bk004.gif";
        display('product03');
        hide('product02');
        hide('product01');
    }
    document.location.href="#top";
}

```

Example of JavaScript in HTML on treatments page:

```
<A class=text onclick="SwitchMenu('sub1')"
```

Example of JavaScript in HTML on product page:

```

<TR>
    <TD align=middle width="33%"><a onClick="changePage('product01')"
class="header_prod">"Spa Products"</a></TD>
    <TD align=middle width="33%"><a onClick="changePage('product02')"
class="header_prod">"Spa Accessories"</a></TD>
    <TD align=middle width="33%"><a onClick="changePage('product03')"
class="header_prod">"Spa Gift Set"</a></TD></TR></TBODY></TABLE>
</TD></TR></TBODY></TABLE>

```

This is the JavaScript that use the “onclick” command to recall the condition in function switch menu to be activated.

- How to fix menu bar position in browser

This JavaScript is used to assign the menu bar to be in the same position. So it seem that when ever user scroll the page up or down, the menu bar looks like it moves up or down follow the page. The example is in the product page:

G:\web pages\home.html - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Home

Address: G:\web pages\home.html Go Stop

Search Search Cursor Mania Smiley Central Screensavers Fun Cards

Spa ME

- Home
- About Us
- Product
- Treatment
- Package
- Photo Gallery
- Contact Us
- Reservation

12:15 AM

Spa Accessories

Incense Holder
IH-001

Ceramic Vase
Dimension
T: 24 cm (V) x 16 cm (L)
Jar 5 cm x 8.5 cm (H)

Incense Stick
Incense
Cone
IS-001
SC-001
Dimension :
N/A

CH-001
Small

Copyright © 1999 Spa ME. All Rights Reserved.

4/14/2004 2549 0:15:28 My Computer

G:\web pages\home.html - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Stop

Address: G:\web pages\home.html Go

Search Mobile

Search Cursor Mania Snkey Control Screensavers Fun Cards

Spa ME

- Home
- About Us
- Product
- Treatment
- Package
- Photo Gallery
- Contact Us
- Reservation

12 56 AM

Spa Products

Ceramic Vase
Dimension
Tray 24 cm(V) x 16 cm(H)
Jar 5cm x 8.5cm(H)

Spa Accessories

CH-001 Small

CH-002 - Bag Burner

Spa Gift Set

CH-003 - Burner Leaf Shape

Scent Candle CH-001

The Herb Green Tea Leaf

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My Computer

Example of JavaScript:

This JavaScript asks user to load `src="js/top.js"` from the file. This program is legal and can be loaded from google. This program in product page, the menu bar will fix in the same position all the time.

We can put “onLoad” that help to preload images in “()” to be in browser. So when users click on to change images, it’s changing faster.

`<div id="p_menu"`, this line on ward tell the position of product menu.

- How to convert time

In this website, it has part that customer can create their own package. So the browser needs to be able to calculate total time for customer when selected. You can use dream weaver as helper to create JavaScript. By opening dream weaver, select *code* then *JavaScript* then *time convert ion* then select *hour-min* and *min-hour*

You have to create function to convert hours to minutes and minutes to hours.

```
}  
function hoursToMinutes(hrs) { return hrs*=60; }  
function minutesToHours(min)  
{  
  var hrs = Math.floor(min/60);  
  min = min % 60;  
  if(min<10) min = "0" + min;  
  return hrs + ":" + min;  
}
```

Set variable to return number into string (to be hours and minutes). By calculating integer with base of 60 to be hour and the excess part of 60, $min = min \% 60$, will be minute. $return\ hrs + ":" + min$, to return in to string and that form.

- How to arrange currency's format

In this website, it have part that customer can create their own package. So the browser needs to be able to calculate total price for customer when selected.

The method is first, arrange format of currency by potting comma in.

```
<!-- Begin  
function checkNum(data) { // checks if all characters  
  var valid = "0123456789."; // are valid numbers or a "."  
  var ok = 1; var checktemp;  
  for (var i=0; i<data.length; i++) {  
    checktemp = "" + data.substring(i, i+1);  
    if (valid.indexOf(checktemp) == "-1") return 0; }  
  return 1;
```

```

}
function dollarAmount(amount) { // idea by David Turley
    Num = "" + amount;
    dec = Num.indexOf(".");
    end = ((dec > -1) ? "" + Num.substring(dec, Num.length) : ".00");
    Num = "" + parseInt(Num);
    var temp1 = "";
    var temp2 = "";
    if (checkNum(Num) == 0) {
        alert("This does not appear to be a valid number. Please try again.");
    }
    else {
        if (end.length == 2) end += "0";
        if (end.length == 1) end += "00";
        if (end == "") end += ".00";
        var count = 0;
        for (var k = Num.length-1; k >= 0; k--) {
            var oneChar = Num.charAt(k);
            if (count == 3) {
                temp1 += ",";
                temp1 += oneChar;
                count = 1;
                continue;
            }
            else {
                temp1 += oneChar;
                count++;
            }
        }
        for (var k = temp1.length-1; k >= 0; k--) {
            var oneChar = temp1.charAt(k);
            temp2 += oneChar;
        }
        temp2 = temp2 + end;
        return temp2;
    }
    eval("document." + form + "." + field + ".value = '" + temp2 + "';");
}
// End -->

```

Function checkNum(data), is function that check all character, if it is all digit number. It is only check if the all characters is digit number or not.

Function dollarAmount(amount), this form of function is can be search from google (JavaScript currency). This function is use to put number in to currency form by add comma and put decimal number. The condition said that, (*checkNum(Num) == 0*)

- How to calculate time and currency

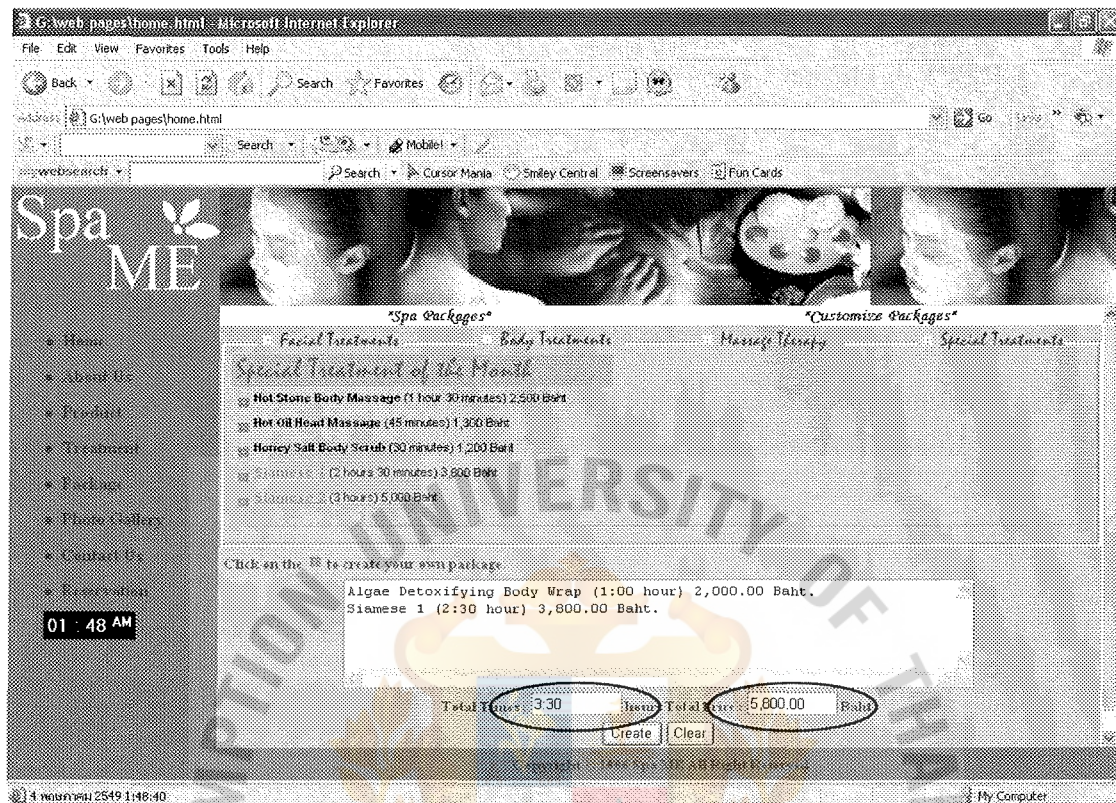


Figure B.15 Structure of calculate time and currency

This part is use with how to convert time (function `hoursToMinutes(hrs)`, function `minutesToHours(min)`) and how to arrange currency's format(function `checkNum(data)`, function `dollarAmount(amount)`, function `replaceCharacters`). So you have to set those functions first then afterward set function `additem`.

Example:

```
function addItem(name,time,price) {
    cart = document.form1.cart;
    t_price = document.form1.total_price;
    t_time = document.form1.total_time;
    cart.value += name + " (" +minutesToHours(time)+" hour) " +
dollarAmount(price) + " Baht.\n";
    t_price.value = dollarAmount(parseInt(replaceCharacters(t_price.value,',','')
+ parseInt(price)));
    if(t_time.value.indexOf(':')>0) {
        t_time.value =
parseInt(hoursToMinutes(t_time.value.substring(0,t_time.value.indexOf(':')))) +
parseInt(t_time.value.substring(t_time.value.indexOf(':')+1));
```

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6. <http://www.macromedia.com> (flash)
7. <http://www.bkkmaps.com>
8. <http://www.jivaresort.com>
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