



Thai OTOP Shop Online

by

Mr. Charoemchai Jaroensup

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

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

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ABSTRACT

This project is up to study the potential of doing business online in order to catch the higher marketing opportunities in the future where customers can visit the site 24 hours a day. New markets can be opened and new customer reached.

The report includes analyses of both sides of industry and business advantages, do competitive analysis, SWOT analysis, and cost and benefits analysis of the project.

The report also includes details in creating and designing a web prototype, with a site map and layout to show the web structure. It also includes the designed logical database and data flow for understanding the overall system.



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I. INTRODUCTION

1.1 Background of the project

Nowadays, many companies conduct their businesses by using the web site with their traditional way of doing business. Those companies may provide the information about their company and product, and how to contact them. A lot of web sites are becoming very popular, which make them become famous and boost up their brand awareness.

The Thai OTOP Shop Online is an exporter and producer of the artificial clay flowers in Thailand. The Thai OTOP Shop Online is co-operated in SME (Small Medium Business Enterprise) to create the new line of handmade products of the Thai people who are expert in handicraft. As the Thai OTOP Shop Online is the exporter of the clay flowers, the company has found a good way to expand the market to world wide countries by using the website to advertise products and product branding and also reach new customers. The company's website will serve the convenient e-catalog for customers to search for products and services every time and every where and also the pattern in the nice pot format.

Furthermore, the Thai OTOP Shop always has contact with the foreigner everyday so the company will use the website to collect the customers' information when they sign in at the website. The company also provides the information about the company, how to make the artificial clay flowers, how to maintain them, and the way to contact Siam Orchid.

1.2 Objectives of the Project

The objectives of the project are to design and develop an e-catalog website for an existing business to world wide customers and also to construct the additional artificial clay flowers' information channel by providing customers with complete data, updated, and quality information at the same time enhancing brand awareness, product categories, and lastly enhancing of goods and services quality of the artificial clay flowers shop online and at the same time constructing the company market efficiency by promoting the company to be bigger which is not in Bangkok but in the foreign countries. Moreover, the aim is also to reduce cost of promotions, cost distribution information supporting alliance and lastly cost of customers relationship management.

Additionally the company must generate the opportunity to reach global target markets and also have the opportunity to help people who do not have jobs to work; those people can be trained by the company. The OTOP (One-Tambon-One-Provice) organization gives benefits to Thai products especially Thai crafts which cannot be found in foreign countries. As the company expands the market by using the website to display products, it will cause the customers to know the production process. the way to deliver and faster service to customers.

1.3 Scope of project

My scope in this project is to relate the artificial flowers to the people who love to decorate their home and are interested in the orchid. The Marketing Plans for the Thai OTOP Shop Company Limited are to expand to international countries and to give convenience to customers to visit our website.

This project may be a prototype version that can be implemented in the future if needed.

1.4 Deliverables

- (a) A prototype of a web site
- (b) Hard copy of the final report
- (c) PowerPoint Presentation



II. LITERATURE REVIEW

2.1 History of Orchid Flower

Around 120 million years ago, when the dinosaurs ruled the land, much of the world was covered by primordial forest, and plant life was rapidly becoming diverse, flowering plants were evolving and one of the first of these was the orchid.

As the world underwent many changes, species of both plant and animal life died out or were replaced, but the orchid family expanded, populating every corner of the world except Antarctica, living on trees, rocks, in the ground or under it, tropical rainforest or lush grassland, high mountain or bog, they thrived, nothing seems capable of upsetting their evolutionary process, indeed it is generally accepted that in the world today, there are around 35,000 different species of orchid in existence; many myths abound concerning them, the most common of which is that they are parasitical plants, this is not so, orchids grow on trees – true, but they do not feed from them, they use the host merely as somewhere to be. The above facts must make them one of the most successful and adaptable family of plants, they will try to obtain elsewhere, some orchids which prefer a more acidic condition, will encourage ants to live on them, even in some instances creating suitable chambers for their guests to live in, and in addition to warding off their enemies, the ants increase the acidity on the plant through their own use of formic acid as a defense system. When it comes to reproduction, orchids are extremely versatile, but individually selective and have adapted themselves to use a variety of pollinators, with or without their consent. Where many insects are concerned, the plant attracts them either by smell or mimicry or in some instances even a little stealth. The smell factor is obvious, but mimicry? Well the flowers of many orchids are

so designed to look like either an aggressor of the pollinator or its sexual partner, in the case of the Bee orchids for instance, male bees are attracted to the plants because the flower looks like a receptive female, and during a frustrating attempt at mating with the flower, the male bee will become the unwitting carrier of pollen, which it will duly deposit on its next amorous flight of fancy. Some orchids adopt the lure technique and have long stems the tips of which bear their flowers; these can dance effectively in the breeze and look amazingly like butterflies, (*Oncidium Papilio*).

Orchids really specialize in their choice of a pollinator, this ensures the continuation of the species as the pollinator can only successfully gain sustenance from its chosen specie host, take for example the orchid *Angreacum Sesquipedales*, Darwin wrote about this one in his origin of the species, it produces beautiful waxy white star like flowers, which exude a heavy perfume at night, the back of the flower has a long spur, sometimes up to 12 inches or so in length, and at the bottom of this spur can be found a tiny source of nectar. Darwin reasoned that as the orchid was white, and only fragrant at night then the pollinator must be a moth, and that to be able to feed from the orchid the moth must have a tongue at least 18 inches long, unfortunately it was not until after Darwin's death that the Predict Moth was discovered, and the great man never had the pleasure of seeing his theory proven. Of course, orchids do not rely on insects alone, contribute to their reproductive successes.

Orchids produce masses of tiny seeds, one single pod could contain as many as 4 million seeds, it would seem obvious that with such a large harvest, the plants reproduction is assured, but remarkably orchids do have a major setback when compared to other forms of plant life, because the seed is so small, it does not possess the natural reservoir of food with which most seeds are endowed, and does not possess

the ability to convert food sources into the useful sugars etc. which it needs, therefore an amazing symbiotic relationship forms between the seedling and certain fungi, the seed must become infected early in its life cycle if it is to develop into a mature plant, and the miccorhizial filaments of the fungus become its lifeline to the outside world.

Orchids were on this Planet long before man arrived, and despite our efforts to cut back forests, pollute the air and generally interfere with the ecology of the world as only we can it is probable that they will be there long after we have gone. If the theory of some that it is the insects which will inherit the earth is true, then it is likely that the insects will unwittingly help to prolong the orchid's success as a survivor; perhaps it is the orchids who will really inherit the earth.

2.2 How to make clay orchid?

It is not easy to make the artificial clay flowers but it is easy for people who love and are interested in this field but it is hard to make it look like the real thing.

Before we make the artificial clay flower, we should prepare materials and then wash your hands clean before starting, otherwise the clay will be dirty. We have to make it step by step. First, we make the petals of flower; in this case we will make Cattleya Orchid which is the Queen of flowers. The petal of cattleya is white so we have no need to mix the clay with a white oil color. The color needs to be changed as the real flower. For example, green color is for leaves.

Second, you have to take a little clay to make it flat and put it in the clear plastic which is used specifically for making the clay flower, But before you put he clay in plastic, you need a lotion cream to rub it in order to protect the clay from sticking to it. Then you put the plastic with clay color in a powder cutting machine. When the clay comes

related organizations in Thailand and Japan. JETRO has been introducing local specialty products from the, one Village One Product in Thailand to the Japanese market since March, 2002. The range of products includes textiles, hand-made papers, basketry made of bamboo and other plants, ceramics and wood products. Experts who are active in the field of artifacts in Japan have been coming to Thailand to take part in the search/development of products that fit the life style of Japan. The expert team, comprising designers, buyers and magazine stylist has visited Nan, Chiang Mai, Lumpun, Roi Et, Surin, Burirum, Ang Thong, Suphanburi, and Chonburi Provinces. The collected product samples totaled 600 items including

- (1) Fabric (silk/cotton): 130 items
- (2) Basket : 110 items
- (3) Sea Paper: 80 items
- (4) Ceramic : 180 items
- (5) Wooden product: 100 items

2.2.1 Product Prototype

An expert team creates the concept design for product development utilizing OTOP. Mr. Yoshiyuki YAMANE, a JODC design expert based in Thailand, together with village producers jointly make prototypes in accordance with the concept design. Experts will hand over the design rights to be open to public in Thailand. The numbers of prototypes are 30 items. On August 15, 2002, Mr. Yoshihiro OTSUJI, President of JETRO Bangkok together with Mr. Yamane, a JODC expert in product design called on Prime Minister Thaksin Shinawatra to present product samples and prototypes in the Purple Room, at the Thai Koo Fah Building, the Government House.

2.2.2 Distribution Promotion

JETRO will Promote the distribution of OTOP using JETRO's facilities; (1)inviting one village producer to Japan for business and (2)joining, the Bangkok International Gift & House ware 2003 organized by the Ministry of Commerce.

2.3 Internet and Electronic Commerce

Internet is a worldwide collection of computer network, cooperating with each other to exchange data, using a common software standard. Through telephone wires and satellite links, Internet users can share information in a variety of forms. The size, scope and design of the Internet allow users to:

- (1) Connect easily though ordinary personal computers and local phone numbers.
- (2) Exchange electronic mail (E-mail) with friends and colleagues with accounts on the Internet.
- (3) Post information for others to access, and update frequently.
- (4) Access multimedia information that includes sound, photographic images and even video.
- (5) Access diverse perspective from around the world.

In addition to text document, the Internet makes available graphics files (digital photographs and artwork), and even files that contain digitalized sound video. Through the Internet, users can download software, participate in interactive forums where users post and respond to public messages, and even join "chats" in which users and other users type (and, in some cases, speak) messages that are received by the chat participant instantly.

E-commerce plays a very significant role in a rapidly increasing number of cooperation across a wide spectrum of industries. The ability to conduct secure business Transactions across the Internet can give instant access to a new way to reach existing and new customers. There are numerous advantages of selling online or by electronic commerce, but most of them come back to a single reality; it saves your company hard cash. From reducing reliance on call centers to eliminating printing and postage costs for catalogs, e-commerce enables business to address their customers directly and complete real-money transaction in highly efficient ways.

2.4 Electronic Commerce Impact on Web Site

Adding e-commerce raises the stakes of Internet marketing. Suddenly, a publishing medium must interact with the entire selling organization. The online system needs to be aware of inventory, taxes, shipping charges, and appropriate terms of sale. Orders the Web site must make their way to the proper company logistics systems. Pricing rules and product configurations must be established and made at least partially automatic.

Making the Web site directly responsible of revenue ties the Web site directly to the heart of company/customer interaction. This shows up in several ways. E-commerce sites must respond to customer demand, and they should work to strengthen customer relations. This may lead to conflict with other parts of the company and other channels of distribution.

- (1) **Raises Site Performance**, Adding e-commerce creates incentives to improve Web-site performance and customer responsiveness. E-commerce sites invest more in online performance than sites without e-commerce. E-mail response time is significantly faster for e-commerce sites.

Web-server performance becomes more important with e-commerce just as McDonald's compares themselves to Burger King or Wendy's in speed of service; online sites compare their performance against the competition. The system measures performance of a benchmark site, the company's own site, and sites of competitors. This gives an accurate reflection of how customers in different geographical areas experience a site. This is useful in identifying problems between ISPs and on overseas network. The practical solution for these problems is often to maintain mirror sites, where parallel Web sites are maintained in different locations and hooked into different portions of the Internet.

- (2) Increases Personalization, just as e-commerce encourages companies to invest in site performance, it creates a strong incentive to enhance their online use of personalization. E-commerce and personalization reinforce each other. Personalization raises the value of the online experience of a user, improving customer loyalty and leading to more customer/e-commerce contacts. Personalization encourages visitors to return to the electronic store. At the same time, e-commerce provides the crucial one-to-one link that is fundamental of effective personalization.

The personalization/ e-commerce link is especially strong for business-to-business marketing. Business-to-business marketers can take advantage of the detailed information suppliers have about their customers and long-standing relationships many businesses have with their vendors. Companies expect suppliers and vendors to be fully aware of their needs and

operations. Personalization is not perceived as a threat or invasion of privacy but as convenience, cost saving, and good service.

A leading example, which is being copied by many industrial marketers, is the Dell triangle approach. The total amount of company computer buying (strictly speaking, the expected lifetime customer value)

Determines the amount of personalization Dell provides to their corporate partners. This builds on itself, so that the highly personalized Dell extranets lead to even more purchases and a higher lifetime value.

This dynamic creates a personalization/ e-commerce virtual cycle. Recall that a virtual cycle is a dynamic process that feeds on itself, where growth in one part of the cycle leads to growth in the connected parts of the cycle. The stronger the e-commerce link, the more resources, incentives, and data are available to strengthen the personalization link. High levels of personalization show up as hosted and customized sites, special configurations matching customer's exact needs, and a close alignment of online support with the software, purchasing system, and delivery schedules of customers.

Consumer privacy concerns are being raised about the personalization/e-commerce link. The virtual cycle still exists, but it worries consumers and industry commentators. Consumers seem to be especially nervous about the reselling of data.

2.5 The Benefit of Electronic Commerce

Few innovations in human history encompass as many potential benefits as E-Commerce does. The global nature of the technology, the opportunity to reach hundreds

of millions of people, its interactive nature, the variety of possibilities for its use, as well as the resourcefulness and rapid growth of its supporting infrastructure, especially the Web, will result in many potential benefits to organizations, individuals, and society. These benefits are just starting to materialize, but they will increase significantly as E-Commerce expands. It is not surprising that some maintain that the E-Commerce revolution is just “as profound as the change that came with industrial revolution”.

2.6 Electronic Marketing

The new virtual business opportunities created by e-commerce can be categorized into four 'virtual market spaces' using the ICDT model (Angehrn, 1997): a virtual distribution space and a virtual communication space, a virtual transaction space (Figure 2.1 Four virtual Space)

2.6.1 Virtual information space

The virtual information space consists of new Internet- based channels through which economic agents can display information about themselves and the product and services they offer. These include sites providing information such as brochure ware site where companies publish catalogues of the products and services, information service providing financial information and bulletin boards advertising employment opportunities. In addition to creating new opportunities to offer related service, such as Internet marketing and advertising consulting services and information search, gathering and filtering agents, etc.

2.6.2 Virtual communication space

The virtual communication space includes new opportunities in which economic agents can exchange ideas and experiences, influence opinions or negotiate. Examples are bulletin boards, chat room and videoconferencing. These opportunities deserve a

special mention as a number of new marketing practices have development using the Internet.

2.6.3 Virtual distribution space

The virtual distribution space consists of new distributing channels for a variety of products and services. The first category of products includes those products that can be efficiently distributed by means of the Internet. These are products that can be digitized and transmitted through computer networks, such as text, pictures, and digital music and video, software and computer games. The second category includes services such as text voice or video-based consulting and training.

2.6.4 Virtual transaction space

The virtual transaction space consists of new Internet based channels through which economic agents can exchange formal business transaction such as orders, invoices and payments. This can range from simple e-mail and online order forms to online ordering using a credit or debit card and online accounts, for example, for share dealing.

2.7 Why Internet Advertisement?

There are several reasons why companies advertise on the Internet. To begin with, television viewers are migrating to the Internet. The media follows, acknowledging that the goal of any advertiser is to reach its target audience effectively and efficiently. Advertisers recognize that they have to adapt their marketing plans to account for the ever-growing number of people spending increasing amounts of time online.

Numerous studies have found that over three-quarters of PC users are giving up some television time to spend more time on their computers. Add to this the fact that

many Internet users are well educated and have high incomes, it is only logical to conclude that Internet surfers are a desired target for advertisers.

Other reasons why web advertising is growing rapidly include:

- (1) Ads. Can be updated at any time with minimal cost; therefore, they are always timely.
- (2) Ads. Can reach very large numbers of potential buyers, both locally and globally.
- (3) Online ads. Are sometimes cheaper than television, newspapers, or radio ads. The latter is expensive since they are determined by space occupied, how many days (times) they are show, and how many national and local television and newspapers they are posted.
- (4) Web ads. Can effectively use the convergence of text, audio, graphics, and animation.
- (5) Games, entertainment, and promotions can easily be combined in online advertisements.
- (6) Web TV and Internet radio bring more people to the Internet.
- (7) The use of the Internet itself is growing very rapidly.
- (8) Web ads. Can be interactive and targeted to specific interest group and/or individuals.

2.8 Electronic Catalogs

An electronic catalog is hosted on a merchant server in a form of stored data and its database management system (DBNS), and includes all the necessary information to

conclude a transaction. The merchant server may include a file with customer information.

Electronic catalogs the virtual equipments of traditional product catalogs. Like its paper counterpart, an electronic catalog contains written descriptions and photos of products along with information about various promotions, discounts, payment methods, and methods of delivery. Electronic catalogs server software includes features that make it simple and relatively inexpensive to set up a catalog operation that has a straightforward pricing and product configuration. Among the features commonly included with this category of software are:

- (1) Templates or wizards of creating a storefront and catalog pages with pictures describing products for sale.
- (2) Web-based order forms for making secure purchases.
- (3) A database for maintaining product description, pricing and customer orders.
- (4) Integration with third-party software for calculating taxes and shopping costs and for handling distribution and fulfillment.

The following are the major advantages:

- (1) Inexpensive source of information
- (2) Inexpensive way of advertising
- (3) Inexpensive way of conducting market research
- (4) Inexpensive way to build or rent a storefront
- (5) Lower transaction costs
- (6) Niche market; specialty product are the best
- (7) Image and public recognition can be accumulated fast

- (8) Inexpensive way of providing catalogs
- (9) Inexpensive way and opportunity to reach worldwide customers

The following is a list of disadvantages and risks for small business:

- (1) Inability to use the expensive EDI, unless it is EDI/Internet
- (2) Lack of resources to fully exploit the web
- (3) Lack of expertise in legal issues, advertisement, etc.
- (4) Lack risk tolerance than a large company
- (5) Disadvantage when a commodity is the product
- (6) No personal contact with customers, which is a strong point of a small business
- (7) No advantage of being in a local community

2.9 Categories of Electronic Commerce

There are alternative ways in which electronic commerce transaction can be classified. One is by looking at the nature of the participants in the electronic commerce transaction. The three major electronic commerce categories are business-to-consumer e-commerce (B2C), business-to-business e-commerce (B2B), and consumer-to-consumer e-commerce (C2C).

Business-to-consumer (B2C) electronic commerce involves retailing products and music to individual shoppers. Barnes&Noble.com, which sell books, software, and music to individual consumers, is an example of B2C e-commerce.

Business-to-business (B2B) electronic commerce involves the sales of goods and services among businesses. Milpro.com, Milacron Inc.'s Web site that sells cutting tools, grinding wheels, and metal working fluids to more than 100,000 small machining businesses, is an example of B2B e-commerce.

Consumer-to-consumer (C2C) electronic commerce involves consumers selling directly to other consumers. For example, eBay, the giant Web auction site, allows people to sell their goods to other consumers by auctioning them off to the highest bidder. Another way of classifying electronic commerce transactions is in terms of the participants' physical connection to the web. Until recently, almost all e-commerce transactions took place over wired networks. Now cell phones and other wireless handheld digital appliances are Internet enabled so that they can be used to send e-mail or access web sites. Companies are rushing to offer new sets of web-based products and services that can be accessed by these wireless devices. For example, in Britain, customers of Virgin Mobile can use their cell phones to browse Virgin's web site and purchase compact disks, wine, television sets, and washing machines. Swedish mobile phone users can track stocks and receive travel information by linking to special web sites providing wireless services. The use of handheld wireless devices for purchasing goods and services has been termed mobile commerce or m-commerce. Both business-to-business and business-to-consumer e-commerce transactions can take place using m-commerce technology.

2.10 Barriers to Business and consumer Target Markets

Business-to-business electronic commerce presently represents the bulk of commercial volume over the Internet. Although business-to-consumer traffic is growing and the potential to become an even larger market, the primary reason why business-to-consumer electronic commerce has not kept pace is that Internet is still not as established in the home as it is in the office. Many businesses have invested in Internet access technologies, are online and ready to expand their commercial capabilities into this emerging marketplace. Consumers should come online as the costs

of Internet access decrease, data throughput increases and Internet connectivity as simple to initiate and commonplace in the home as television and telephones.

Low confidence in security technologies has also restricted growth of electronic commerce activity. Business-to-consumer electronic commerce in particular has suffered from poor consumer Confidence in secure monetary and personal data transactions. Business confidence in sure monetary and personal data transactions. Business confidence in sure transaction is higher and continues to increase as electronic payment and encryption technologies are widely employed. It is important to note that this issue is strictly about confidence. Secure technology exists today. This indicates that business is either more informed or willing to take risks than consumers are in either case, business-to-business electronic commerce is vibrant and demonstrated a confidence in the supportive technologies that should continue to transfer to customers.

Their barrier to growth is the concern of legal issues, mostly the uncertainty of litigious boundaries. Since the Internet crosses political boundaries, legal jurisdiction is in question. Although the Internet improves access to foreign markets. National export / import laws still apply to all electronic commerce transactions.

III. THE EXISTING SYSTEM

3.1 Background of the Organization

THAI OTOP COMPANY BACKGROUND

The Siam orchid Gallery co., Ltd established on March, 2003, is a subsidiary company of C.Wans Assets Co.,Ltd. The Company is being both a producer and exporter of Artificial Clay flowers. The Siam Orchid Gallery also has two branches which are in Hong Kong and The United States.

The Siam Orchid Gallery's head office is located in Bangkok Thailand, with a showroom and gallery in order to show how beautiful the clays flowers are to the customers and is the workshop as well. The workshop is not only the place for making flowers but also the quality control room. The clay flower will be out from our workshop after we make sure that every piece of product has quality.

The whole patterns of flowers are made form the natural raw materials which are not hazardous to anyone and protect the environment. All the clay orchids are 100 percent handmade by Thai Artisans, so every flower and leaf is unique and distinctive and the Siam Orchid Gallery tries to help people who have no job but have the skill to work with us.

The Thai OTOP Shop tries to find the best things for customers for example, "clay". The company has to import the clay from Japan because Japanese clay is smooth, soft, and fine in texture. Even though, Japanese clay is good for making flowers, the Thai clay is also good as well because it makes flower not bend when it is in the cool weather.

Under the concept of the Thai OTOP Shop Orchid Gallery, through the production of high quality clay flowers, the company presents the elegant products which look real and live to the customers with high quality

3.2 The Thai OTOP Shop Fact Sheet

Product type: All famous orchid flowers in the potting format including mini packs in plastic box and bouquet for special occasions; Congratulation dates, Anniversary dates and, Christmas day, etc.

- (1) Phalaenopsis Orchid
- (2) Cattleya Orchid
- (3) Cymbidium Orchid
- (4) Vanda Orchid
- (5) Paphiopedilum
- (6) Jokim
- (7) Oneidium Orchid
- (8) Rose, Lily, Tulip and etc.
- (9) Others*

Raw Material:

Japanese Clay: Artificial flowers and plants are considerably popular house decorative items. Look at the colors and appearances of our artificial flowers available nowadays, they are naturally beautiful and their beauty is very lasting. Our polymer clay flowers are made of Luna clay which is one kind of white polymer clay, developed in Japan and sometime known as Japanese clay. It hardens when exposed to the air. However, it does not totally harden nor become brittle. This flexibility and texture make its replica of flowers or plants look so real and beautiful to make clay flowers, the white polymer clay is dyed, molded and then carved to shapes.

Pot: We usually find the good shape and quality of pots and vases which are suitable for the flowers. We always choose the best pots for them.

There are many kinds of pots and vases:

- (1) Chinese pot
- (2) Natural Clay pot
- (3) Mango wooden Vase
- (4) Pearl pot
- (5) And etc.

Packaging: Packaging is very important in delivering products to customers because we realize that a better package comes from a strong raw material with a good quality to make up the suitable package for our products. Therefore, we choose the 5 ply with White carton box which have different sizes depending on the flowers. Usually, we use only four size of the white carton box that is:

- (1) Small box for size M:
- (2) Medium box for size ML-L:
- (3) Large box for size L-SL:
- (4) Larger box for size XL-XXL:

Before we pack we will use a hard bubble to wrap each flower in order to protect it from crashing each other when there are two or more items in one carton box. But we have to know the way to wrap it so as not to bend the flower or break it before delivering the product. After that we put them in the white carton box then close the box and write the code and description of product on top of the box.

Shipping: Thai handicraft products are an important part of our heritage which reflects not only the intelligence of our ancestors but the artistic excellence of their work. Continuous development has been undertaken with the aim of improving the products and meeting the specific needs of the customers. In addition, our sale has provided Thai rural people with the opportunities to earn money and find an outlet for their artistic talents.

We take care of all of your shipping requirements

- (1) Small orders can be handled via international courier service: TNT,DHL, FedEx, etc.
- (2) Large orders via freight forwarders: Me ark Logistics or Pearl Logistic.
- (3) Average time for transportation depends largely on the final destination of the shipment, and the method of transport employed. Cargo shipped by sea takes significantly longer, with the actual times varying depending on the distance of the journey. Lists below are the approximate lengths

of time it takes to ship goods, by ship, from Thailand to the following destinations.

- (a) Singapore: 5 days
- (b) Japan: 10 days
- (c) Hong Kong: 5 days
- (d) Korea: 12 days
- (e) Australia: 22 days
- (f) Taiwan: 9 days
- (g) China: 10 days
- (h) North America: 22 days
- (i) Europe: 25 days
- (j) Middle East: 22 days
- (k) South America: 35 days
- (l) Africa: 25 days

These times are from port to port only, and do not include processing time spent clearing customs on departure from Thailand, or on arrival the destination countries customs department.

3.3 Reason of Opening an On-line Storefront

3.3.1 The Factors of Industrial Advantage

The Siam Orchid Gallery has advantageous factors than other industries, which is separated into 2 sizes, which are:

(1) Demand size:

Artificial flower is more popular in Europe and Asia. It is a substitute for the real one because it can be kept longer and is easy to take care. The market will have the highest expansion in Europe and Asia.

(2) Supply size:

Thailand has many raw materials that support artificial clay manufacturing process, like using Thai clay instead of Japanese clay because the quality is the same. Therefore, the Siam orchid gallery cost is lower than importing from foreign countries.

Moreover, Thailand also has a lot of moss in North-East region and pots in each province of Thailand so the market can be expanded not only in Thailand but also in the foreign countries.

3.3.2 The Reason of Business

Nowadays, though the numbers of clay orchids are increasing more than in the past, the business competitions also affect the small and low capital business shops. Many Thai companies have opened their shops and displays in department stores. Moreover, the Thai government foresees the capability of Thai people doing hand made things so they support the project which is called “One-Tambon - OneProduct”(OTOP) And clay flower belongs to this project. Therefore, the small-medium size businesses

should try to increase more distribution channels via web sites, which use small investment cost but can reach more customers.

3.3.3 The Reason of E-commerce Benefits for Existing Businesses

(1) Distribution: We may have an opportunity to build a new channel and sale without the middleman taking the cost. This is often referred to as disinter-mediation.

(2) Border market reach: E-commerce can give us a geographic reach beyond anything our shop could normally handle with limited resources. Normal geographic expansion often request additional salespersons, distributors and money. But an E-commerce site can sell over the internet to anyone in the Bangkok area and foreigners with a lower cost.

(3) Affluent target customers: Internet users tend to be more educated and more affluent than their non-web-serving friends. With E-commerce you can reach a new customer base with new products.

(4) Efficiency: Many E-Business solutions integrate credit verification, accounting, inventory, purchasing, and manufacturing process into their E-commerce solution. Taking advantage of some of this ability can take our business a long way toward efficiency.

In sum, I will get the benefit when I have a web site for my business like these.

(1) Online sales

A sharp image can create an on-line order taking service where viewers can actually order products and or service instantly, in real time. They can order whenever they please whether the stores are open or not. This is a very strong benefit of having a web site.

(2) Instant in formation

Most people like to find information quickly and easily. This is possible with a Web site. The Internet never closes. This means that the information that is online is readily accessible anytime. It is easy to find this information because a sharp image can set up web site and users can put that address anywhere they would like such as business cards, flyers, brochures, ads, billboards etc. People who are interested have the option to view a web site easily because of this address and find out about this company, products and services.

(3) Discount

With a web site, users can spark sales that they may not have otherwise got. One successful way to do that is to offer discounts from ordering online. This not only makes a web site more useful, but it also gives consumers a great reason to order with this company instead of the competitor.

3.4 How to do more business with the Existing Customers.

If you increase the business channel through a web site, consider how it can be used to increase business from exiting clients.

Our clients already have many choices to buy the clay flowers. So, we need to retain the existing customers and try to raise new customers.

- (1) Send e-mail and fax to show that we are dedicated to keeping up with the technology needs to better serve their needs by communicating quickly, efficiently, and conveniently.
- (2) Use the web site as an extremely flexible way for client and colleague to find us.
- (3) Use the web site to display advertising all the new product information and marketing campaign to existing customers.



IV. STRATEGIC AND MARKETING PLAN

4.1 Mission Statement

A mission statement sets one organization apart from others and is a prerequisite to developing a marketing mix and marketing plan of an existing company and to know the industry analysis and customer analysis.

4.2 Marketing Objectives

We target only the group of people who are interested in hand made products like artificial clay flower. First of all we will separate the group of customers into two different segments by people who like to decorate their home both in Thailand and foreign countries. Beside that, both wholesalers and retailers are playing the major role in the foreign countries too.

Segment A

This segment is provided for customers who are interested and like artificial flowers to decorate their homes.

- (1) Quality: The customer can check the quality of product by seeing, touching and observing product whether the clay flowers are broken or not.
- (2) Price sensitive:
- (3) Time: If customer is the foreigner and orders a hundred items per order, we will have to spend 60 days to complete this order. Shipping time is up to the region or countries of the customer.

Segment B

This segment is provided for customers who want to buy products for selling as retailers or wholesalers.

- (1) Quality: Products have to look good, valuable, and premium. They should be easy to care.
- (2) Price sensitive: Not quite expensive because they are middlemen and buy in huge amounts.
- (3) Time: Delivery time is not more than one month but it depends on distance of countries. By air freight will be shorter than shipping but the price will be high.

4.3 Market Positioning

Our position in the customer's mind will be high with the level of 30000 – 50000 baht or more. Our company sells artificial clay flowers especially a premium product because product price is quite high so our customers will be high class people in Bangkok and the foreigners who are really interested in Thai hand made products.

People have turned to buying the artificial clay flowers since the last 2 years because they can be the substitute goods for other artificial flowers. Therefore, our products have more competitors not only from people who are selling in the same field but also from other artificial flowers.

4.4 SWOT Analysis

SWOT analysis is a comparison of strength, weakness, opportunities, and threats. SWOT analysis assists the management team to summarize the major facts and forecast derived from external and internal analysis.

To understand more of the business situation including all other environment around our business, it is necessary to do SWOT analysis. It is needed to evaluate our internal strengths and weakness periodically. However, only the internal analysis is not enough, it is also needed to monitor key external environment that consists of opportunities and threats that outside the organization are not typically within a short-run control of the top management.

SWOT analysis of this project can be described as follows:

IFAS: Internal Strategies Factors Analysis Summary

Strengths:

- (1) The products are hand made and unique.
- (2) The company has the artisans who are professional in hand made crafts and have knowledge about orchids.
- (3) Our clay orchid looks real and life-like.
- (4) Can keep it a long time.
- (5) We provide varieties of pots for customers to choose and they can select them by themselves.
- (6) Easy to care and maintain.
- (7) The company provides up-to-date newsletter to existing customers in order to maintain good relationship and create brand loyalty.
- (8) High quality of product provided to customers.

- (9) Fewer competitors.
- (10) Clay flower is in a Five Start level of the OTOP project.
- (11) The company's booth is located in Central Chidlom which is the center point of Bangkok.
- (12) The company has more financial resources and investment fund.

Weaknesses:

- (1) It can be broken if touched roughly.
- (2) Beware of Sun light, and water.
- (3) Difficult to find the same pot if a customer has more orders.
- (4) Our warehouse is not big enough to contain materials.
- (5) Limited in variety of products.
- (6) We have no warranty for our products.

EFAS: External Strategies Factors Analysis Summary

Opportunities:

- (1) There are few competitors who open the clay flowers shops.
- (2) Ability to set a high price because of few competitors.
- (3) The artificial clay flowers in Thailand are growing rapidly.
- (4) The internet in Thailand is developing fast.
- (5) The numbers of clay orchid flowers tend to continuously increase.
- (6) The foreign market is expanding rapidly.
- (7) The opportunities to be a part of OTOP project that helps the clay orchid business to expand the market share in Thailand.

Threats:

In Thailand, many people want to see a product before buying.

Price :

Price is one of the most flexible elements; it can be changed quickly, unlike product feature and channel communications. The pricing policy is a profit – oriented objective. The premium product can get the high-price because the product has hand made uniqueness and uses high quality raw materials so the price will be higher than the other artificial flowers. The Siam Orchid Gallery shop online divides the product into 6 sizes of groups that are;

Table 4.1 The price for each size of products.

Size	Sales in Thai Baht	Sales in US.D.
S size	1,200-	28
M size	2,150-	48
ML size	2,250-	50
L size	3,120-	70
LL size	3,450-3,800-	78-85
XL size	4,500-5,500-	100-120
XLL size	6,000-8,000-	135-150

In the table, there are 7 groups of flower size and each size depends on the stem of flowers.

Promotion

Promotion is regarded as one element of marketing variable, where their major task is to communicate and attract the target customer in order to build up awareness and generate sales growth. The advertising method will have the following.

- (1) Our company's promotion is to give away the maintainable tools to our customers.
- (2) During the high shopping seasons such as A New Year period, the company will discount the price.
- (3) Print URL in every type of document and product
- (4) Register in search engine such as Google.com, Sanook.com, Yahoo.com, AV.com etc.
- (5) Banner exchange in the group concerning flowers or decoration.
- (6) Provide the URL in the leaflet and distribute at exporting events.
- (7) Use the direct electronic mail to promote the web site.

Both the active and passive advertising strategies for the web site share the goals of raising customer awareness and loyalty to increase our market share and be a leader in the artificial flowers market. Promotion is costly, but keeping customer loyalty is an even greater challenge.

Industry Analysis (Five Forces Analysis)

Threat of Entrants

In the past, artificial clay flowers were not much popular because there were no specialists in this field. Now people have more skill to create and innovate a product line into the market. In addition, One Tambon One Product has an effect on this industry for people in the country side have the ability to make it and sell at a low price so it will effect to the existing company.

Barriers to entry:

- (1) Product Differentiation: the newcomers will know the problem which occurs to the products. They will solve the problem and create a new thing for market in order to make them different from the others.
- (2) Switching Cost: Product cost is high because of the raw material which is used to make the clay flowers especially Japanese clay and a nice pot. The company has to keep it in stock if we do not have an order, the clay might be useless. For the pot might be out of date.

Rivalry Among Existing Firms

Intense rivalry related to:

- (1) Number of competitors: The artificial clay flowers business is increasing everyday. The market share will be more so it absolutely affects the existing company which gets a small order but high in cost if compared to the past. So the company has to find something different and new for customers in order to make us survive in the market.
- (2) Rate of Industry growth: in the recent market of this clay flower the industry is going up and this makes every party focus on their products and

their development through not rivalry yet. So the degree of rivalry is still not a serious problem for a company.

- (3) Capacity: there are quite a number of clay flower companies and this makes the number of production capacity increase from time to time. Finally this will lead to low price of product because the products is all over the place; consumers can find the product wherever they need.

Bargaining Power of Buyers

Actually consumers do not have much bargaining power because our company is unique in producing artificial flowers from Japanese clay and our products look very real. But buyers are powerful when they purchase large proportions of the company's products because they can negotiate about the price.

Bargaining Power of Supplier

The supplier is powerful because real. But buyers are powerful when they purchase large proportions of the company's products because they can negotiate about the price.

The supplier is powerful because:

- (1) Supplier industry is dominated by a few companies but sells to many companies.
- (2) Its product is unique. Japanese clay is hard to find. It is available only in Japan and/or has high switching costs. More over, the pot/vase manufacturer will order in large numbers so that the pot/vase manufacturer will produce for us.

- (3) Substitutes are not readily available. Supplier might not stock many kinds of product at the same time. For example, customer orders the Japanese clay but it has run out, so the substitute product might be Thai clay but it is not available too. So the supplier cannot supply products to customer at that time.



V. FINANCIAL ANALYSIS

5.1 Project Cost

The cost of project development and implementing in the first year are 71,500 baht for one-time cost and 41,600 baht for web-project cost, and 20,800 baht in the next years.

Table 5.1. One Time Project Cost.

One time Project Cost			
	No. of Unit	Cost (Baht)	Total Cost
Hardware cost	1	50,000	50,000
Software cost	1	12,000	12,000
Web Application Outsourcing	1	9,500	9,500
Next Year's Project Cost			71,500

Table 5.2. First Year Web-Project Cost.

Design Cost			
	No. of Unit	Cost / Page	Total Cost
Home Page	1	12,500	12,500
Web Page	5	2,000	2,000
Design Total Cost			22,500
	No. of Unit	Cost / Year	Total Cost
Secure Socket Layer	1	2,500	2,500
Web Hosting Setup Fee	1	1,000	1,000
Web hosting	1	15,000	15,000
Domain Name Register Fee	1	600	600
System Total Cost			19,100
First Year Project Cost			41,600

Table 5.3. Next Years Web-Project Cost.

Maintenance Cost			
	No. of Unit	Cost (Baht)	Total Cost
Make change to existing page and upload	10	500	5,000
Domain name Register	1	800	800
Web Hosting	1	15,000	15,000
Next Year's Project Cost			20,800

5.2 Project Revenue/Benefits

In the first year the project goal has been increased 3 percentages every year. The artificial clay flower shop online is intended to support the physical shop. Moreover, the benefits of the clay flower shop online are intended to get not only the money but also to make the reputation in the artificial products of Thailand.

5.3 Break Even Analysis

Break-even analysis is one of the most tools used in evaluating the economic feasibility of a new enterprise or product. The break-even point is the point at which revenue is exactly equal to cost. In this part, no profit is made and no losses are incurred. The break-even point can be expressed in terms of baht sales. That is, the

break-even unit indicates the level of sales that are required to cover costs. Sales above that number result in profit and sales below that number results in a loss. The break-even sales indicate the baht of gross sales required to break even.

Break even analysis is based on two types of cost that are fixed cost and variable cost. The first one, the fixed cost is the over-head type expenses that are constant and do not change as the level of output changes. In another one, the variable expenses are not constant and change with the level of output because variable expensed are often stated on a per unit basis.

Project break eve occurs between year 1 and 2. The first year of positive cash flow is used to calculate break-even function = $(65,513 - 16,642) / 65,513 = 0.74$ and actual break even occurs at 2.7 years.

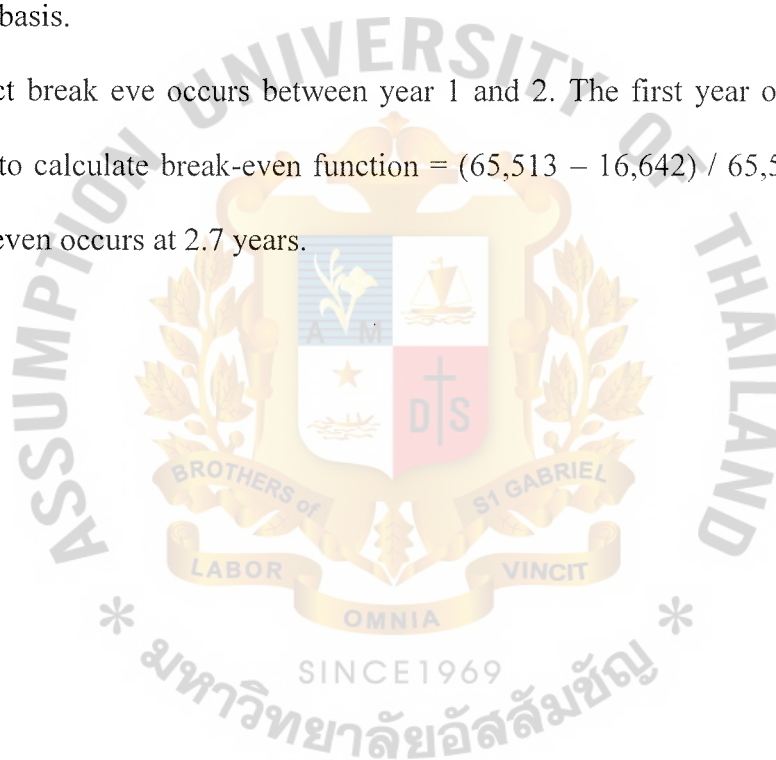


Table 5.4. Break-Even Analyses.

Analysis	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Net Benefit	36,000	72,000	108,000	144,000	180,000
Discount rate (10 %)	0.9091	0.8264	0.7513	0.683	0.6209
Present value of Net Benefit	32,728	59,501	81,140	98,352	111,762
NPV of All Benefit	32,728	92,228	173,369	271,721	383,483
Net Cost	136,300	20,800	20,800	20,800	20,800
Discount rate (10 %)	0.9091	0.8264	0.7513	0.683	0.6209
Present value of costs	123,910	17,189	15,627	14,206	12,915
NPV of All Cost	123,910	141,099	156,726	170,933	183,848
Yearly NPV Cash Flow	-91,183	42,312	65,513	84,146	98,847
	-91,183	-48,871	16,642	100,788	199,635
Overall NPV Cash Flow					

VI. WEB PROTOTYPE DESIGN AND DEVELOPMENT

6.1 Web Prototype Objective

The Siam Orchid Gallery web site design needs to satisfy the following objectives;

- (1) E-catalogue is provided for the existing company.
- (2) Provides up-to-date information to customers about new products.
- (3) Provides online technique instructions as well as to customers who are interested in tuning by themselves.
- (4) Provides newsletters to customers who apply for membership in our web site.
- (5) Customers can see the product from the Siam Orchid Gallery shop online at anywhere any a day and 7 days a week.
- (6) Providing Web Site structure that could support customer relationship management.

6.2 Web Site Hardware and Software Require

The hardware and software requirement for Siam orchid gallery shop online project are as follows:

(1) Hardware requirement

Only one portable computer is used as a workstation and web server in the shop. That is the existing hardware whereas the details of the hardware specification are listed below

Table 6.1. Hardware Specification.

Hardware	Description
CPU	Intel Pentium 4 2.4 GHz
Mainboard	A7V 8X-X KT400
Memory	Double Data Rate SDRam 256 Mb
Harddisk	Maxtor 60 Gb
Graphic card	SIS 6326
Sound card	Sigma Tel Codec
Floppy disk 3 inch	Default
Monitor	15 inch SONY
Modem	Lucent External Modem V.90

(2) Software requirement

The software requirement is listed as below, while the major function is the web server. The shop used Microsoft Window XP Profession (Microsoft Internet Information Server) as the operating system and Microsoft Access for database of web site because of flexibility.

Table 6.2 Software Specifications.

Software	Description
Operating System	Microsoft Window XP Profession
Database Server	Microsoft Access
Server-side Scripting Tool	ASP
Web Development Tool	Adobe GoLive
Graphic Tool	Adobe Photoshop
Screen Capture Tool	HyperSnap - DX
Upload Tool	VS-Pro (File Transfer Client for Windows)
Browser	Internet Explorer
Office Processing Tool	Microsoft Office

Web Site Content Designing

Although structure designing and technology are the critical success factors in building a good web site. Site content is also another major factor that can create either negative or positive impression of the site. Like other web pages, the content of the online web site consists of text, image, and animation.

This website content is very simple. They use simple English language. There are much in content and also images. Moreover, there are a lot of things to read. To help the users find the requisite information easily, the main content is grouped and labeled into categories as follows:

- (a) Home
- (b) Product
- (c) About Us
- (d) FAQs
- (e) Contact Us

Web Site Architectural Blueprint

This website's architectural blueprint has a hierarchical structure. It is divided into 5 main categories, including Home, Product, About us, FAQs, Contact us and Catalogue. Each group is divided into sub-categories and in all parts, there is a web site prototype. Every page of this website can be like each other because of the navigation menu bar which freezes at the top of every web page. This website structure is simple, clear, and easy to read.

Web Site Visual Design

A combination of text and images communicate the theme and the meaning of the whole site of being the unique website. The Visual Design creates memorable, accessible, and audience-friendly communications. The design helps focus on the goals and content along with the audience's needs to produce effective communications. The background and text color are easy to read. The website presents about the flowers so the color of the background and text is smooth and comfortable. The colors are the same but with different tones that make them look natural.

Define Navigation

It is the way in which the pages in the site are connected to each other. A good navigation system will allow users to access the information easily and quickly. Visitors tend to spend more time on the site: while at the same time it will result in increasing your search engine ratings. This website has obvious navigation links to users who arrive at the site.

Design sketches

From a visual perspective, the main content of the site is visible at the top of the page. The site navigation features containing every topic is usable, except Service part. Artistic innovation can help the balance between the size of the main content and the size of the navigation site.

VII. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This project is an example of business model that is doing business by using the Internet. It might be considered as the full electronic commerce web site as the physical product is directly sold to customers. Also, the web site was developed by applying the concepts of Internet marketing and web design. ASP, HTML, and Java script are used in creating the web pages of the clay flowers shop online. The web site is designed to attract people by projecting a sporty image and is easy to use.

At the beginning period, the web site will get the advantage from promoting our website in the product's label and send a VCD catalogue to customers. We show the company's profile to customers during exhibitions. Our shop can join the OTOP ad. By posting the shop's name on a direct mail or bill board.

So in order to increase the number of visitors, the shop will invest in promotion and advertising at the beginning and find the effective way to introduce the web site to the new users and also keep the old users by providing useful and up-to-date information every time that the users come to visit the web site. Forums is the useful tool that the web site uses to keep the customers visiting the web site because every time that the users come to the forums part, the shop will find new and interesting issues or discussions, especially if the users post the question or classified in the forums part, the users will come back several times to check for an answer and update.

Thus, we create our website by applying some ways in which we manage our proposed web site as follows:

- (1) To use and apply the knowledge that you learnt such as Internet marketing, web programming, web design, Marketing Management, and the subject to develop the web site.
- (2) Make the web site attractive to the customers.
- (3) Make the customers revisit our site again and again.
- (4) To conduct a SWOT analysis, customer delivered value (CDV), Marketing mix (4 P's).
- (5) Show how implementation has to be done.
- (6) To set a mission and goals.
- (7) To provide the marketing plan by setting target market, market positioning and promotional mix.
- (8) To sell physical goods online as one of the sales channels and delivery of goods to take place through traditional means.
- (9) To update the web site products frequently.
- (10) To use the web site as a tool to support the traditional storefront.



APPENDIX A

SITE MAP

Thai OTOP Shop

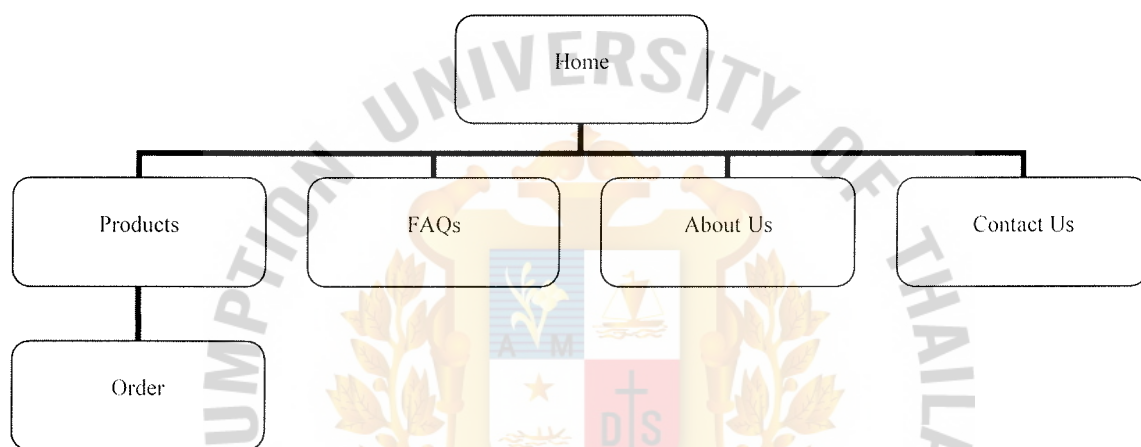


Figure A.1. Site Map.



APPENDIX B

WEB DESIGN

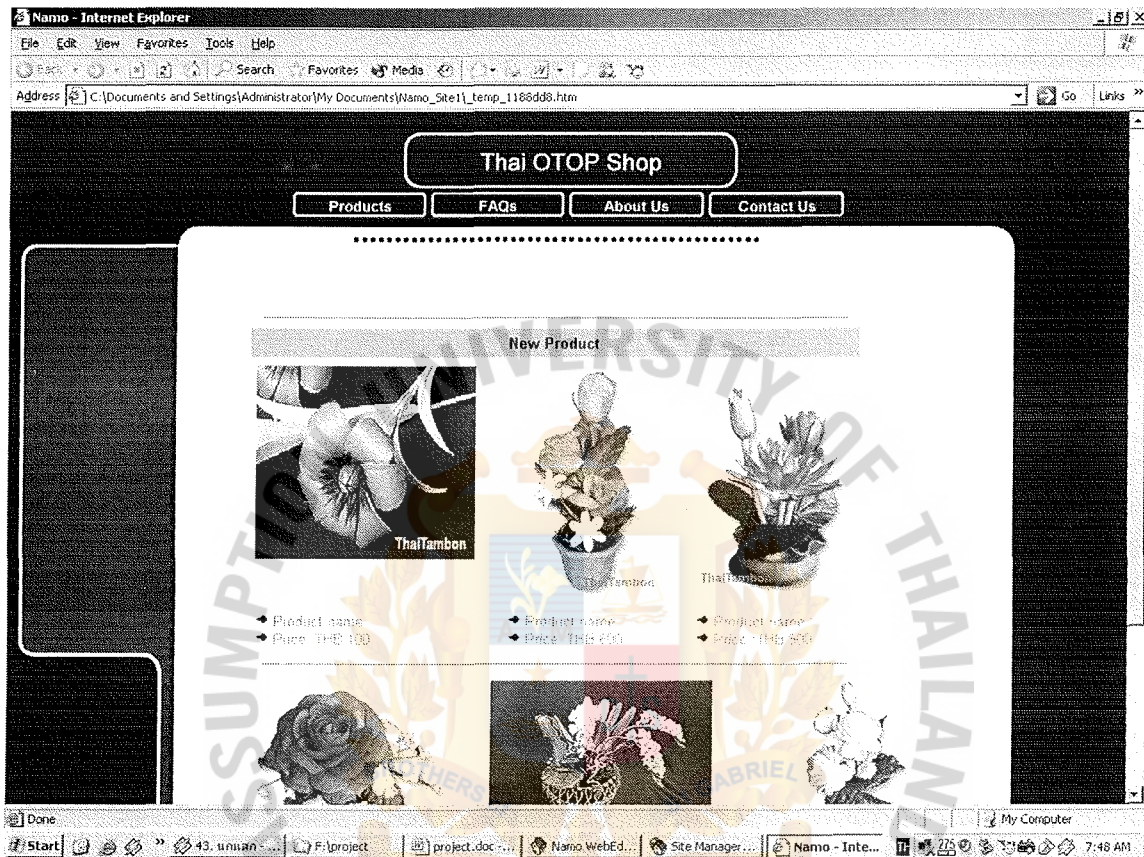
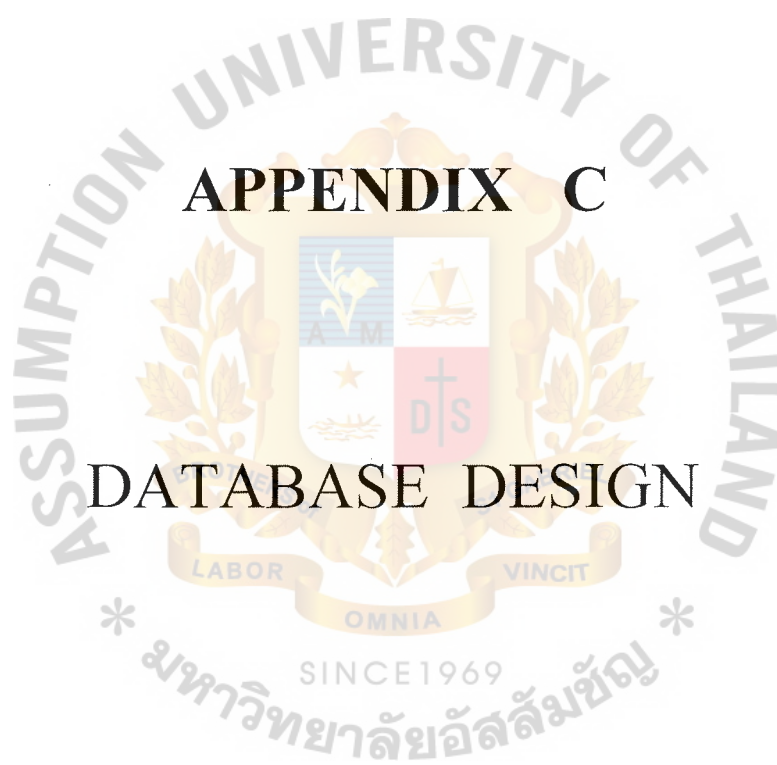


Figure B.1. Home Page.



APPENDIX C

DATABASE DESIGN

Database Design

The function Which is needed for the company is the database system. The database system that the company uses in prototype design is Access Application. In the design step it applies the normalization method for designing this database. The database is classified in to 4 tables, which contain product and customer information as follows:

ชื่อเขตข้อมูล	ชนิดข้อมูล	ค่าอธิบาย	
product_id	AutoNumber		
Product_name	Text		
Product_detail	Memo		
project_pix	Hyperlink		
project_price	Text		
groups_id	Text		

Figure C.1. Product Data Input.

Orderdetail : ตาราง		
	ชื่อเขตข้อมูล	ชนิดข้อมูล
🔍	Order_id	Text
	product_id	Number
	Price	Currency
	Quantity	Number
▶		

Figure C.3. Order detail Data Input.

Groups : ตาราง		
	ชื่อเขตข้อมูล	ชนิดข้อมูล
🔍	Group_id	Text
	GroupName	Text
▶		

Figure C.4. Groups Data Input.

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