



Outdoor Advertising Media Website

by

Ms. Tanunya Pensirikul

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 2004

Outdoor Advertising Media Website

by
Ms. Tanunya Pensirikul

A Final Report of the Three-Credit Course
IC6997 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 2004


Project Title Outdoor Advertising Media Website
Name Ms. Tanunya Pensirikul
Project Advisor Rear Admiral Prasart Sribhadung
Academic Year November 2004


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

Approval Committee :


(Rear Admiral Prasart Sribhadung)
Dean and Advisor


(Prof. Dr. Srisakdi Charmonman)
Chairman


(Dr. Ketchayong Skowratananont)
Member


(Assoc. Prof. Somchai Thayarnyong)
CHE Representative

November 2004

ABSTRACT

By the year 2004, it is expected that there will be more host computers connected to the Internet. Such a large and fast growing marketplace is too significant for any business to ignore.

In business world, there are a lot of competitions so advertising media has become an important tool to make businesses reach their set goal. From many researches, it is found out that outdoor advertising is the most expansive compared to other advertising media. Media advertising is a modern means like the Internet. The Internet is the most well known, and the largest implementation of internetworking, linking millions of individual networks all over the world. It has capacity to access target groups 24 hours a day, 7 days a week. That is why I chose to do an outdoor advertising media web site project.

This project provides information about outdoor advertising especially billboard and transaction on the web site by which any customers can make a reservation over the web site. I hope it will help customers to access the information and do transaction easily over the Internet.

ACKNOWLEDGEMENTS

For the success of this project, I would like to acknowledge many people who gave me advice and suggestions to accomplish this project.

This project would not have been complete without the help of Rear Admiral Prasart Sribhadung, Associate Dean of Graduate School of Internet and E-Commerce, who is my project advisor. I would like to thank him for his encouragement and valuable suggestions.

I extend my sincere thanks to Mr. Viva Chaweekaewdee, who gave me a lot of information. Finally, I would like to thank my friends and my parents who encourage me to do this project.



TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
LIST OF FIGURES	v
LIST OF TABLES	vi
I. INTRODUCTION	1
1.1 Background of the Project	1
1.2 Objectives of the Project	1
1.3 Scope of the Project	2
1.4 Deliverables	2
1.5 Project Plan	2
II. LITERATURE REVIEW	4
2.1 The Internet and the new information technology infrastructure	4
2.2 Website and homepage	7
2.3 Internet Marketing in B2B	10
2.4 Outdoor Advertising Media	13
III. MARKETING ANALYSIS	14
3.1 Market Target	14
3.2 Market Strategy	14
3.3 SWOT Analysis	14
3.4 Market Trend	14
IV. FINANCIAL ANALYSIS AND FORECAST	15
4.1 Sources of Income	15
4.2 Sales Forecast	15

<u>Chapter</u>	<u>Page</u>
4.3 Start-up Cost	16
4.4 Estimated Income Statement	17
4.5 Break Even Analysis	19
V. PROJECT IMPLEMENTATION	20
5.1 Hardware and Software requirements	20
5.2 Key Elements for an Effective Web Site	20
VI. WEB PUBLISHING AND DESIGN	22
6.1 Overview of Web Design	22
6.2 Site Content	22
VII. CONCLUSIONS AND RECOMMENDATIONS	24
7.1 Conclusions	24
7.2 Recommendations	24
APPENDIX A WEB INTERFACE DESIGN	25
BIBLIOGRAPHY	37

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
2.1 A Model of Organizational Buyer Behavior	12
4.1 Breakeven Analysis	19
6.1 Site Map of www.mediaadvertising.com	23
A.1. Index page	25
A.2. Information of billboard page at the top	26
A.3. Information of billboard page at the bottom	27
A.4. Register page for making a reservation	28
A.5. Confirm page	29
A.6. Warning dialog box	30
A.7. Services page	31
A.8. Status page	32
A.9. Status page continued	33
A.10. FAQ page	34
A.11. Contacts page	35
A.12. Detail of database	36

LIST OF TABLES

<u>Table</u>	<u>Page</u>
1.1 Time table of project plan	3
2.1 Major Internet services	6
4.1 Sales Forecast of mediaadvertising.com for the First Three Years.	15
4.2 The Costs Prediction for the First Five-Year Operation.	17
4.3 The Forecasted Income Statement for the First Three-Year Operation	18



I. INTRODUCTION

1.1 Background of the Project

Nowadays, the Internet has become an important tool because it provides access to every part of the world where there is a connection. The Internet is the most well-known, and the largest implementation of internetworking, linking millions of individual networks all over the world. It has ability to access target groups 24 hours a day, 7 days a week.

Businesses have realized the great potential of the Internet so e-commerce is emerged. It provides comfort and convenience to both buyers and sellers who do businesses through the Internet. Moreover, the Internet can expand the channel to make money for entrepreneur, reduce cost of advertising, and enhance the image of the entrepreneur. Among other various benefits, the Internet is more popular in the world of business.

In the modern world, advertising media has to improve itself all the time to be in line with the target market to increase efficiency of communication. One of the most developing advertising media is billboard. It is a tool to help promote the product to be outstanding and beautiful. Advertising media is a modern advertising technique so it is the reason why I chose to do the business transaction of outdoor advertising media via the web site.

1.2 Objectives of the Project

The objective of the project is to develop a prototype model for an outdoor advertising media website with the following goals:

- (1) To promote products and advertise the company.
- (2) To provide convenience and comfort to customers when they make transaction and reservation.

- (3) To provide up-to-date news about the product and the organization online to customers.
- (4) To create product awareness through online channels.
- (5) To provide an alternative choice, outdoor advertising media.

1.3 Scope of the Project

Outdoor advertising media web site project defines the scope as follows:

- (1) Outdoor advertising media information.
- (2) Outdoor advertising media categories.
- (3) Transaction over the Internet by making a reservation.

The final project includes SWOT analysis, Marketing Strategies, Financial Analysis, and Future Plan.

It also consists of the prototype website which shows how the company makes the transaction on the Internet.

1.4 Deliverables

Deliverables for this project will be as follows:

- (1) The final report will be delivered on due date and covers the scope of information as mentioned earlier.
- (2) The website prototype shows the concept of outdoor advertising media and online services.

1.5 Project Plan (Time table)

A plan is made in order to accomplish the project on time. The time table of the project plan is shown in the diagram.

Table 1.1. Time table of the project plan.

	DESCRIPTION OF TASK	START DATE	END DATE	Duration
1	Write Project Proposal	8-Sep-04	14-Sep-04	1 Week
2	Project Proposal Submission	15-Sep-04	15-Sep-04	Due
3	Generate Marketing Plan	16-Sep-04	22-Sep-04	1 Week
4	Web Development	23-Sep-04	2-Oct-04	1 Week 3 Day
5	Project Development	3-Oct-04	16-Oct-04	2 Weeks
6	Project Submission	17-Oct-04	22-Oct-04	1 Week
7	Present Project	12-Nov-04	12-Nov-04	Due



II. LITERATURE REVIEW

2.1 The Internet and the new information technology infrastructure

The Internet is a worldwide network of networks that uses the client/server model of computing and the TCP/IP network reference model. Using the Internet, any computer (or computing appliance) can communicate with any other computer connected to the Internet throughout the world. The Internet has no central management. The Internet is used for communications, including e-mail, public forums on thousands of topic, and live interactive conversations. It is also used for information retrieval from hundred of libraries and thousands of corporate, government, and nonprofit databases. It has developed into an effective way for individuals and organizations to offer information and products through a Web of graphical user interfaces and easy-to-use links worldwide. Major Internet capabilities include e-mail, Usenet, LISTSERV, chatting, Telnet, FTP, and the World Wide Web.

Many organizations use the Internet to e-mail, chat, and Usenet services to reduce communications costs when they have to manage organizational activities and communicate with many employees. Firms are also starting to realize the benefits of using Internet telephony, which enables Internet technology to be used for telephone voice transmission. Internet technology can also reduce communication costs by allowing companies to create virtual private networks as low-cost alternatives to private WANs.

The new information technology (IT) infrastructure uses a combination of computer hardware supplied by different vendors, including mainframes, PCs, and servers, which are networked to each other. More processing power is available on the desktop through client/server computing and mobile personal information devices that provide remote access to the desktop from outside the organization. The new IT

infrastructure also incorporates public infrastructures, such as the telephone system, the Internet, and public network services.

Connectivity is a measure of how well computers and computer-based devices can communicate with one another and “share” information in a meaningful way without human intervention. It is essential in enterprise networking in the new IT infrastructure, where different hardware, software, and network components must work together to transfer information seamlessly from one part of the organization to another. TCP/IP and OSI are important reference models for achieving connectivity in networks. Each divides the communication process into layers. UNIX is an operating system standard that can be used to create open systems, as the Linux operating system. Connectivity also can be achieved by using Internet technology, XML, and Java.

The World Wide Web provides a universal set of standards for storing, retrieving, and displaying information in a client/server environment, enabling users to link to information resources housed in many different computer systems around the world. Web pages featuring text, graphics, video, and sound can be used to create new products and services and closer relationship with customers. Web site directories, search engines, and “push” technology can help users locate the information they need on the Web. Web technology and Internet networking standards provide the connectivity and interfaces for internal private intranets and private extranets that can be accessed by many different kinds of computers both inside and outside the organization.

Wireless Web technologies enable Internet-enabled cell phones, PDAs, and other wireless computing devices to access digital information from the Internet from any location. Employees of businesses equipped with wireless Internet connections can access Web information from any location and make decisions instantly without being tethered to a desk or computer. Wireless Web applications, especially those that are

location-based, also represent a source of new products, services, and revenue. However, Wireless Web applications have not yet been widely adopted because keyboards and display screens on cell phones are tiny and awkward to use and data transfer speeds on existing wireless networks are still quite slow.

Table 2.1. Major Internet services.

Capability	Functions Supported
E-mail	Person-to-person messaging; document sharing
Usenet newsgroups	Discussion groups on electronic bulletin boards
LISTSERV's	Discussion groups using e-mail list servers
Chatting	Interactive conversation
Telnet	Log on to one computer system and do work on another
FTP	Transfer files from computer to computer
World Wide Web	Retrieve, Format, and display information (including text, audio, graphics, and video) using hypertext links
Gophers	Locate information using a hierarchy of menus.

Businesses need a series of software tools for maintaining a Web site. Web server software locates and manages Web pages stored on Web server computers. Electronic commerce server software provides capabilities for setting up electronic storefronts and arranging for payments and shipping. Customer tracking and personalization tools collect, store, and analyze data on Web site visitors. Content management tools facilitate the collection, assembly, and management of Web site content. Web site performance monitoring tools monitor the speed of Web site transactions and identify

Web site performance problems. Businesses can use an external vendor's Web hosting service as an alternative to maintaining their own Web sites.

Problems posed by the new IT infrastructure include loss of management control over systems; the need to carefully manage organizational change; connectivity and application integration challenges; the difficulty of ensuring network scalability, reliability, and security; and controlling the hidden costs of enterprise computing.

Solutions include planning for and managing the business and organizational changes associated with enterprise-wide computing; increasing end-user training; asserting data administration disciplines; and considering connectivity, application integration, bandwidth, and cost controls when planning the IT infrastructure.

2.2 Website and homepage

Every place to visit on the Internet has an "address" or URL. A website is the "location" represented by the URL. In order for a business to create a website or "location" from which to advertise, they need to write their website using HTML or Java. HTML is "a markup language that describes the structure of a Web document's content plus some behavioral characteristics" (Title & James 1995, p.37). This standardized language is a way of "representing text, and linking that text to other kinds of resources including sound files, graphics files, multimedia files, etc. That allows these different kinds of data to be displayed together, to let them augment and reinforce one another" (Title & James 1995, p.37). Once business has used HTML to create their Web document (or virtual storefront, for small businesses who plan to use the site to advertise), they must deliver it to a Web server. A Web server is, in simplest terms, another computer that is always on a 24-hours connection to the Net.

The term home page has been in use from before the time of the World Wide Web. A home page is typically the starting page in an individual or organization's set of

pages. A home page could be all the information that an author makes available through the WWW, though it is merely a starting page that introduces an author group and lists categories of information that are available from the author. Combined with the material prepared by the author, there are typical references to other resources available throughout the network. Often the term home page is used to refer to the total system of pages that an individual or organization has through a network address. Home page has the advantage that is; a personal home page can be useful for gathering and arranging networks resources that are often used. For example, access to specific newsgroups, telnet addresses, or tiles on the network can be established through a home page. Often people use their home pages to list references that they are interested in.

A company home page can be used to represent a company and its services to customers and potential customers. Taking a much-generalized view of a customer, government academic groups can communicate with their constituency in the same manner.

A home page should be added to the exiting communication with customers by making information more visible, easily accessible, understandable, and less expensive. One question about having a local home page is “what is the advantage of having one’s own home page?”

Having the opportunity to emphasize local interest, concerns and resources and to increase the level of using local resources including computers are some of the reasons. There may also be less likelihood of network inference. Providing a certain level of access to materials that are not available through the network and an easy access to a starting point are also the benefits of having the own page. There is also more control over presentation including accuracy and content and opportunity to learn for future projects or phases of the WWW project.

With the development of the Internet, companies and organizations now have access to immediate and easier means of advertising. This could help them to reach their potential customers. A home page or a website can be a relatively inexpensive way to reach millions of people, keep customers informed of new offers, make business transactions easier and more importantly, attract potential clients.

The Internet offers benefits to businesses of all sizes. The following are only a few ways the Internet can empower business:

- (1) A wide variety of choices (product depth, global reach, price choices);
- (2) Full information (detailed product information, inventory, order status);
- (3) Interactive, online support;
- (4) Traveling and parking problems can be eliminated;
- (5) Quick delivery.

For a business customer, the reasons for buying online may be similar; E-commerce also offers its customer the following benefits:

- (1) Lower purchasing overhead – especially for small value and repeat orders;
- (2) Greater choice (greater product depth and global reach);
- (3) Faster fulfillment cycle time (ordering, shipping, billing);
- (4) Greater ability to supply information (inventory, order status, etc.);
- (5) Lower cost than EDI
- (6) Easy exchange between suppliers is greater than with EDI.

Consumers must actively go to a Web home page. Therefore, marketers need to attract consumers, make them come back and motivate them to urge their friends to visit the site. Here are several techniques:

- (1) What's new:

Every home page should have a “What’s New” icon leading to a page that tells consumers about new information and features. Without this device, consumers may not find the latest updates. If we do not regularly add new features, people will stop visiting our site.

(2) Changing information:

Multiple impressions are keys to success for any advertising campaign. The more often a person is exposed to your message, the more likely it is that he or she will buy. Therefore, you must create something for people to come back to your site. You can do this by adding new features, information and offering free samples.

(3) Other interesting places:

At the bottom of a home page, you might consider listing related home pages that would interest your readers. This function will, with reciprocity from others marketers, lead to a valuable source of new prospects.

(4) Ordering information:

Placing the order must be easy. Your home page should contain an icon that links to an ordering form or displays a phone number in case they are concerned about online ordering.

(5) Register and comments:

Capturing names and addresses of readers is of paramount importance in creating relationships. Inviting strategies to gather this information include asking the reader to register and make comments about the homepage.

2.3 Internet Marketing In B2B

Business-to-business (B2B) is an e-commerce model in which all of the participants sell to other organizations.

2838 c.1

The marketing and advertising processes for businesses differ considerably from those used for selling to individual consumers. For example, traditional (off-line) B2B marketers use the following methods: trade shows at which they exhibit products and advertisements in industry magazines, e-mail and paper catalogs, and salespeople who call on existing customers and potential buyers.

In the digital world, these approaches may not be effective, feasible, or economical. Therefore, organizations are using a variety of online methods to reach business customers. Popular methods are online directory services, the use of matching services to find business partners, the use of the marketing and advertising services of exchanges, co-branding or alliances, affiliated programs, online market services, or the use of e-communities.



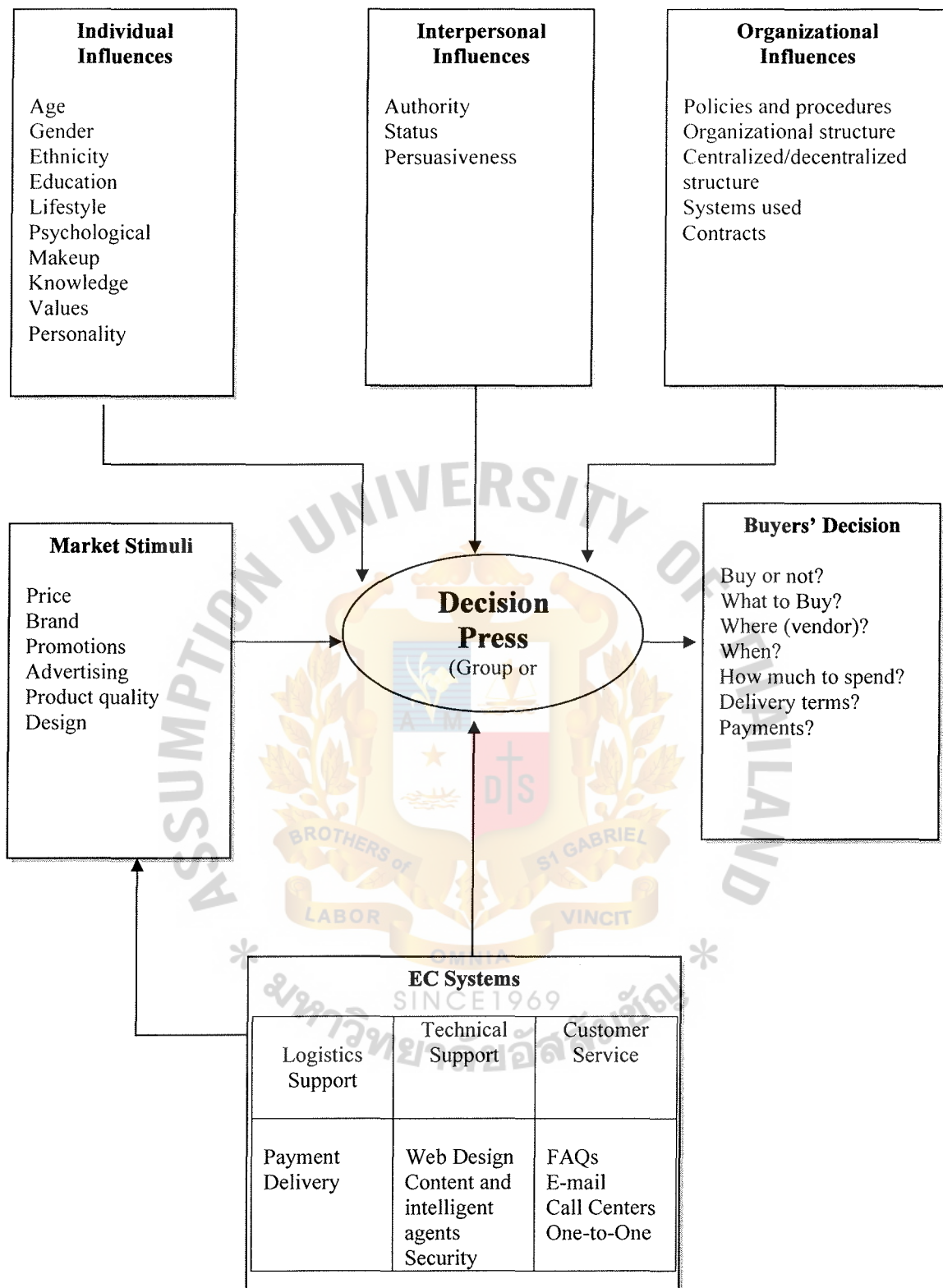


Figure 2.1. A Model of Organizational Buyer Behavior.

2.4 Outdoor Advertising Media

Media Advertising Co.,Ltd. has created and developed billboards with special characteristics that effectively reach target groups.

Features:

- (1) Outstanding and eye-catching appearance, with mono pole, double column, and steel truss.
- (2) High quality material to choose from, including plywood, vinyl, zinc louver, corrugated steel, etc.
- (3) Combines Inkjet and MMT technology for beautiful, clear, life-like images.
- (4) Reaches target groups with prominent locations.

Billboard is an outdoor advertising media that has been improve to have outstanding features. It can be divided into 3 features as follows:

- (1) Mono Pole - It is the standard feature of billboard that is designed to install in the suitable place with a modern design so it will enhance products' images.
- (2) Double Column - Another feature of billboard that is very big and installed in a limited area.
- (3) Truss - It is a type of billboard that is popular all the time.

III. MARKETING ANALYSIS

3.1 Market Target

Our target market is the organizations that would like to advertise their products on the billboard and would like to make transaction over the Internet.

3.2 Market Strategy

At first, we put emphasis on creating brand awareness by advertising online. After the web site has become well known, we will expand our business.

3.3 SWOT Analysis

The SWOT analysis identified the company's strengths, weaknesses and its opportunities, and threats.

- (1) Strength - Thailand Internet advertising Marketplace has Internet advertising management engine which is the most efficient and flexible tool for planning, selling and buying advertising online.
- (2) Weakness - It cannot provide full sites real time management. The users have to make reservation each position annually.
- (3) Opportunity - There are lots of websites that have high page views and have potential to increase their revenue but there are no proper tools for them.
- (4) Threat - Decrease in the use of major Internet advertising companies can put the Internet advertising into difficult situations.

3.4 Market Trend

Advertising media must be attractive in the market. Advertising media has to improve itself to be in line with the target market to increase the efficiency of communication. One of the most effective advertising media is billboard. It is a tool to help products to be outstanding and beautiful. Media advertising is a modern means like the Internet. Advertising media has a bright future.

IV. THE FINANCIAL ANALYSIS AND FORECASTING

4.1 Sources of Income

- (1) The company has its own traditional or physical store, which is a part of the initial investment in order to develop an online shop.
- (2) The main sources of the company's income come from the profit margin of the number of products sold. The company adds about 20% mark up for each item sold online. The company predicts the online sales revenue for the first operating year to be approximately 1,000,000 baht per month (which is equal to 12 million baht a year).
- (3) Another source of income is obtained from the banner advertisements of big companies. When the mediaadvertising.com becomes more famous and popular, the charges for the ads will be higher. Advertising fees depend on the traffic of that page, the location of the banner (choose either top or bottom of the page) and the size of the banner. However, in the first year of operation, the charge will be cheaper in order to attract more sponsors.

4.2 Sales Forecast*

The income the company expects to make is shown in the table below:

Table 4.1. Sales Forecast of mediaadvertising.com for the first three years.

TYPE \ YEAR	YEAR 2004	YEAR 2005	YEAR 2006
1) Product Sales	12,000,000 Baht	18,000,000 Baht	20,000,000 Baht
2) Banner Income	36,000 Baht	43,000 Baht	48,000 Baht
Total Sales	12,036,000 Baht	18,043,000 Baht	20,048,000 Baht

4.3 Start-up Cost

Low investment is the main strategy of the company's web site so the cost of launching www.mediaadvertising.com can be estimated from the essential factors. The costs are listed as follows:

(1) Investment Costs

Hardware Specification:	Baht
Computer Server	50,000
Computer Workstations	33,000
LAN System Installation (Hub Wiring)	9,000
Printer	5,000
Scanner	3,000
Software Specification:	
Operating System	30,000
Web Graphic Software	30,000
Total Investment Cost	160,000

(2) Implementation Costs

Domain Name Registration	600
Hosting Service	2,400
Web Development	30,000
ISP Airtime	7,000
Total Implement Cost	40,000

(3) Annual Operating Costs

Stationery	1,500
Maintenance Costs	7,200
Miscellaneous Costs	3,300

Total Annual Operating Cost

12,000

Total Start up Cost

212,000

Table 4.2. The Costs Prediction for the First Five-Year Operation.

COST ITEMS	YEARS				
	1	2	3	4	5
Development Cost:					
Hardware Depreciation Exp.	20,000	20,000	20,000	20,000	20,000
Implementation Cost	40,000	7,000	7,000	7,000	7,000
Office Equipment Cost	3,000	1,500	1,500	1,000	1,000
Operating Cost:					
Staff Salary	96,000	103,680	111,960	120,960	130,560
(Increase 8% per year)					
Operating Cost	8,000	8,800	9,680	10,648	11,720
(Increase 10% per year)					
Maintenance Cost	7,200	7,560	7,938	8,335	8,750
(Increase 5% per year)					
Utility Cost	18,000	18,900	19,850	20,840	21,880
(Increase 5% per year)					
Total Cost	192,200	167,440	177,928	188,783	200,910
Cumulative Cost	192,200	359,640	537,568	726,351	927,261

4.4 Estimated Income Statement

The Income Statement will show the shop's status in terms of sales amount and other income, the total expense of operation, and profit for each period of calculation.

The following is the estimated income statement of mediaadvertising.com for the first three years of business operation online.

Table 4.3. The Forecasted Income Statement for the First Three-Year Operation.

	Year 2004	Year 2005	Year2006
<u>REVENUES:</u>			
Sales of Products	12,000,000	18,000,000	20,000,000
Sales of Ads Banners	36,000	43,000	48,000
Net Sales	12,036,000	18,043,000	20,048,000
Cost of goods sold	1,000,000	1,100,000	1,210,000
Total Gross Profit	11,036,000	16,943,000	18,838,000
<u>OPERATING EXPENSES:</u>			
Implementation cost	40,000	7,000	7,000
Office Equipment cost	3,000	1,500	1,500
Staff Salary	96,000	103,680	111,960
Operating cost	8,000	8,800	9,680
Maintenance cost	7,200	7,560	7,938
Utility cost	18,000	18,900	19,850
Depreciation Expenses	20,000	20,000	20,000
Total Expenses	192,200	167,440	177,928
Income before Taxes	43,800	95,760	112,072
Taxes (35%)	0	2,288	3,700
Net Income	10,800,000	16,677,512	18,544,300
Cumulative Income	10,800,000	27,477,512	46,021,812

4.5 Break Even Analysis

It is planned to reach the break-even goal in the third month of the first year of mediaadvertising.com establishment. Mediaadvertising.com expects to be profitable in the forth month of the first year business.

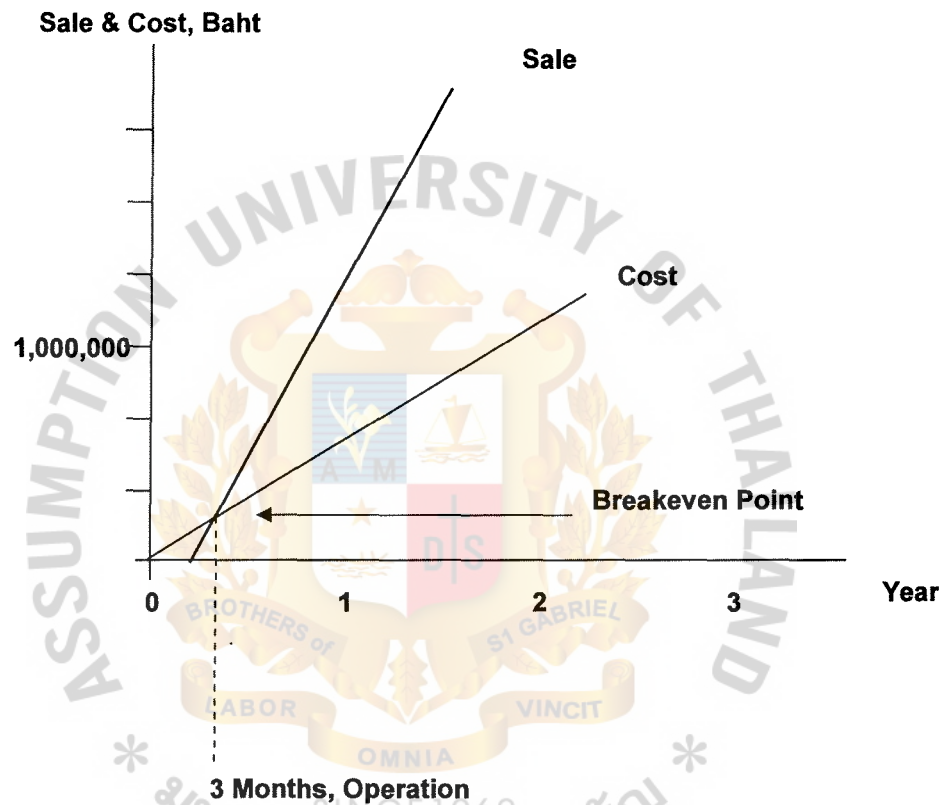


Figure 4.1. Breakeven Analysis.

V. PROJECT IMPLEMENTATION

5.1 Hardware and Software Requirements

Hardware Specification

There are 2 sets of PC; Pentium IV 1GHz Processor, 256 MB of RAM, 20GB of Hard Disk, 17 inch Monitor, Keyboard and Mouse, Printer, CD Writer and Modem are required to set up a website.

Software Specification

Window XP, Internet Explorer 5.0 and Netscape Communication, HTML Editor, Internet Access, XML and SQL application are required to design a website.

5.2 Key Elements for an Effective Web Site

The key success factors for a website design strategy can be summarized as the 6Cs: capture, content, community, commerce, customer orientation and creditability.

- (1) Capture – Since there are estimated over one billion web pages (the search engine Altavista references about 200 million web pages) it is very 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 such as ensuring the website can be easily located via search engines when the appropriate keywords are typed in or by means of banner advertisements to attract visitors to the site. There are also offline promotion methods such as including the company's web address in advertisements and stationery.
- (2) Content – The content is the key for a website, since this will be what attracts visitors to a website and, if they recognize the value, it will be what keeps them returning. Interactive content and personalization to a user's preferences can assist in generating return visits.

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

VI. WEB PUBLISHING AND DESIGN

6.1 Overview of Web Design

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

6.2 Site Content

The process of site content will organize the information by identifying content and functional requirement as well as group content for target group to reach the content easily and do not get lost while visiting. To arrange the convenient usage of the web, scenario and site structure must be planned thoroughly by considering content's relationship.

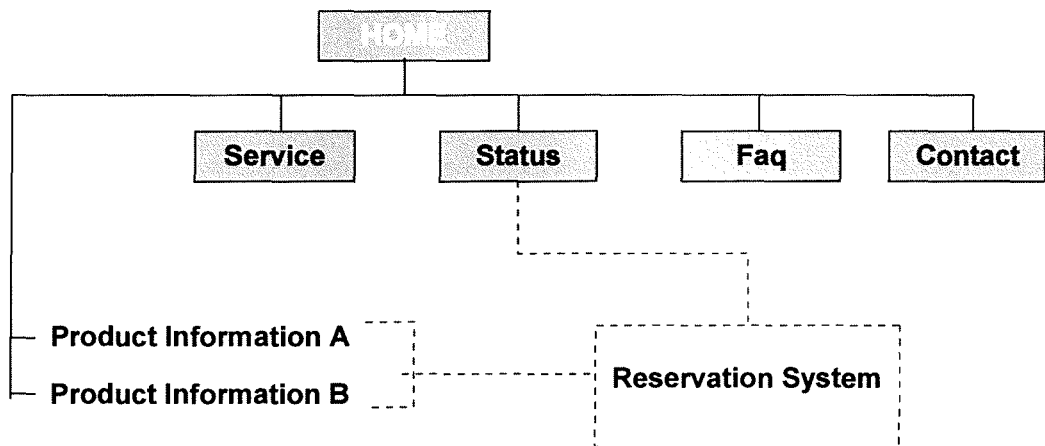


Figure 6.1. Site Map of www.mediaadvertising.com.



VII. CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

Advertising is a creative work that sends the message or information by using advertising media to communicate with consumers and advertise the products.

Product awareness is one of the very important factors in making decisions to buy the product so if communication takes place it will reach the target market well.

The Advertising Media has to improve itself to be in line with the target market to increase efficiency of communication. It needs to improve its website all the time. One of the most effective advertising media is the billboard. Advertising media has a bright future because it is a modern means like the Internet. The Internet has the ability to access target groups 24 hours a day, 7 days a week.

Finally, I believe that every household and organization in the future will use the Internet. The name of mediaadvertising.com will be known to the Internet users as a professional outdoor advertising media.

7.2 Recommendations

When Mediaadvertising.com has been established, we should consider many factors which are as follows:

- (1) Variety Product; in the future, we will expand the market share by adding more kinds of product such as airship, balloon and trivision.
- (2) Security, we must consider system security for the personal information of customers when they make a reservation online.
- (3) Update the content of the web. Audience or customers mostly want to see a new updated web site often to ensure that the site is still available.



APPENDIX A

WEB INTERFACE DESIGN

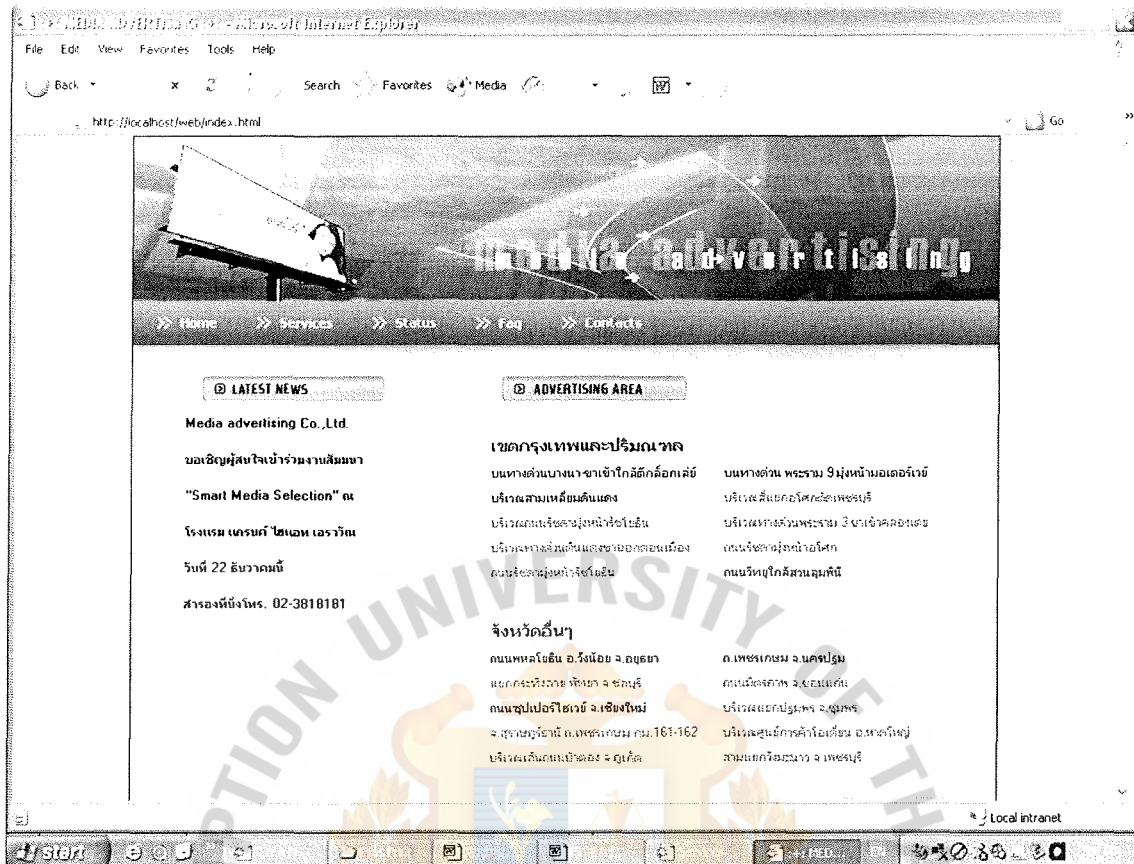


Figure A.1. Index page.

- (1) To access the web site, type URL <http://localhost/web/index.html>
- (2) “Latest News” is the updated news that company would like to post on the web.
- (3) “Advertising area” is the part that visitors can click to see all information about the billboard. It consists of two parts as follows:
 - (a) Bangkok and boundaries
 - (b) Others cities

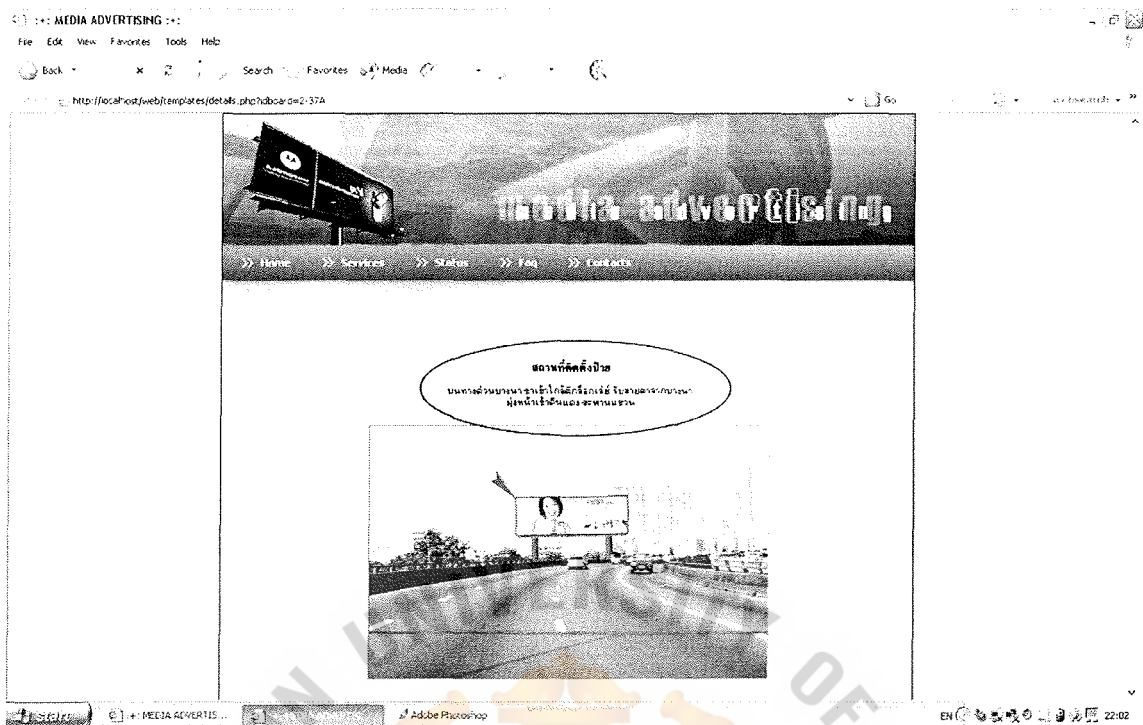


Figure A.2. Information of billboard page at the top.

If visitors have chosen the billboard already, this page will be open. It will have information about the place of the billboard at the top of the page.

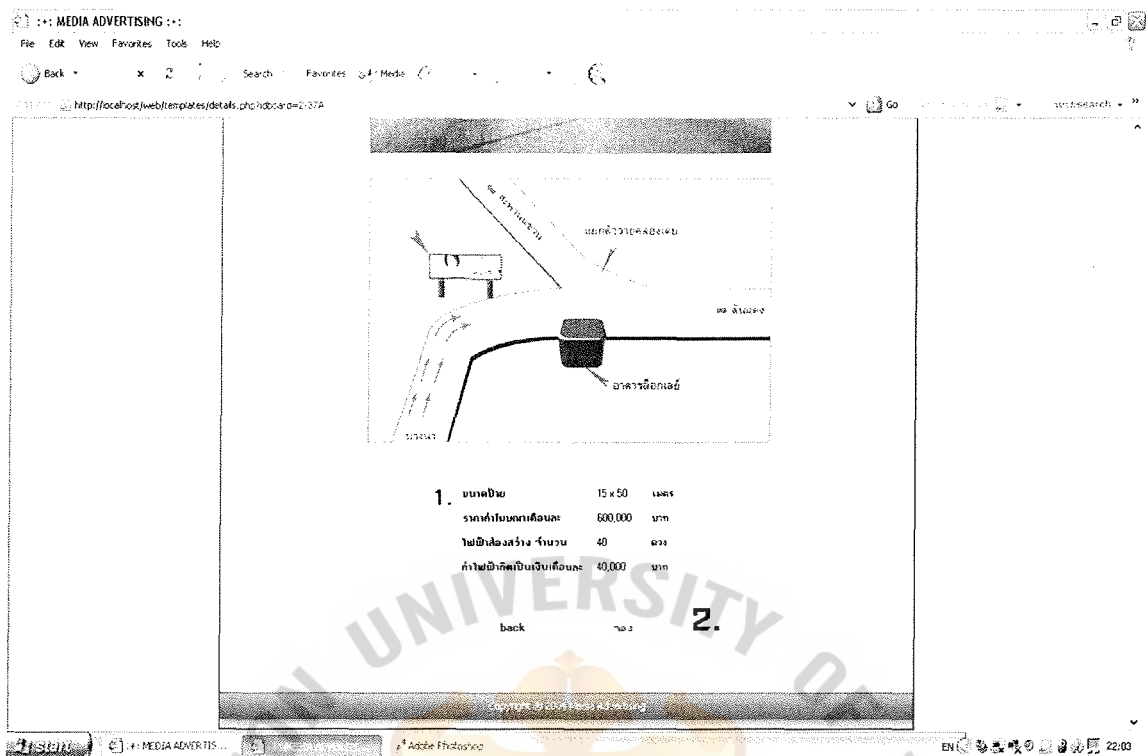


Figure A.3. Information of billboard page at the bottom.

It is the bottom part of “figure A.2”. The elements are as follows:

- (1) The detail of the billboard
- (2) It has 2 knobs to click. They are “BACK” and reservation knob.

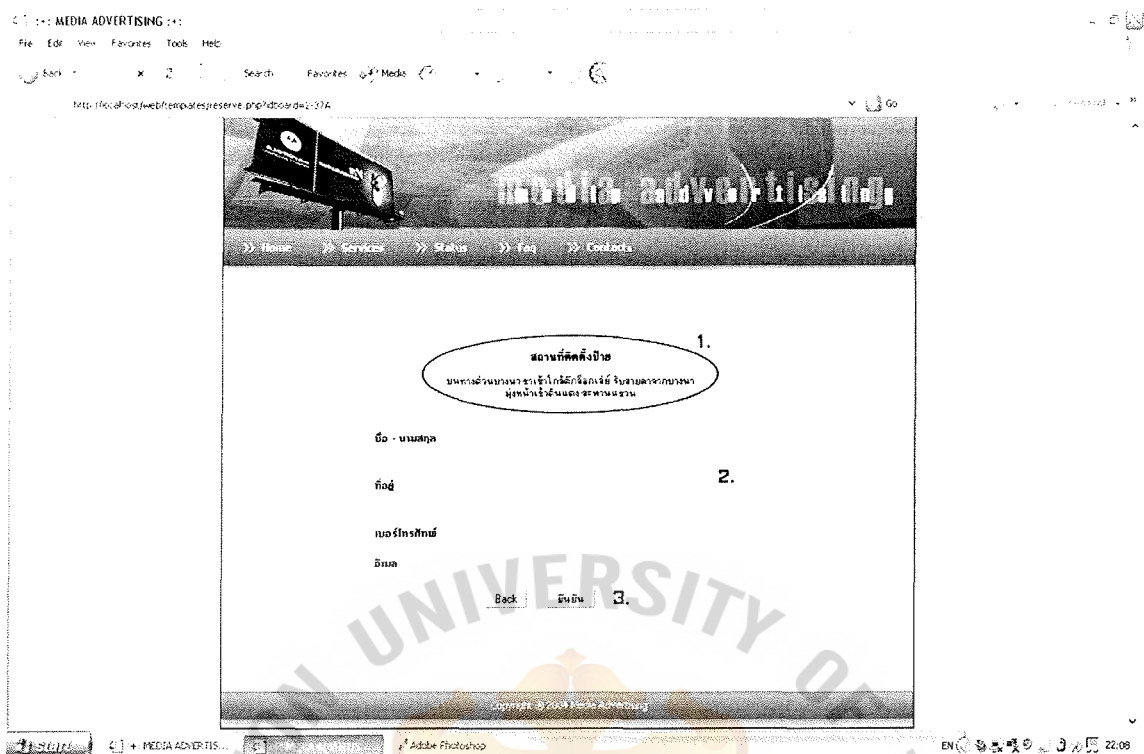


Figure A.4. Register page for make a reservation.

After clicking the reservation knob, it will show this page to customers who would like to make a reservation. They have to fill their personal details.

- (1) The detail of billboard setting place.
- (2) The personal information of customers are as follows:
 - (a) Name – Surname
 - (b) Address
 - (c) Phone Number
 - (d) E-mail address
- (3) Knob “BACK” and “SUBMIT”

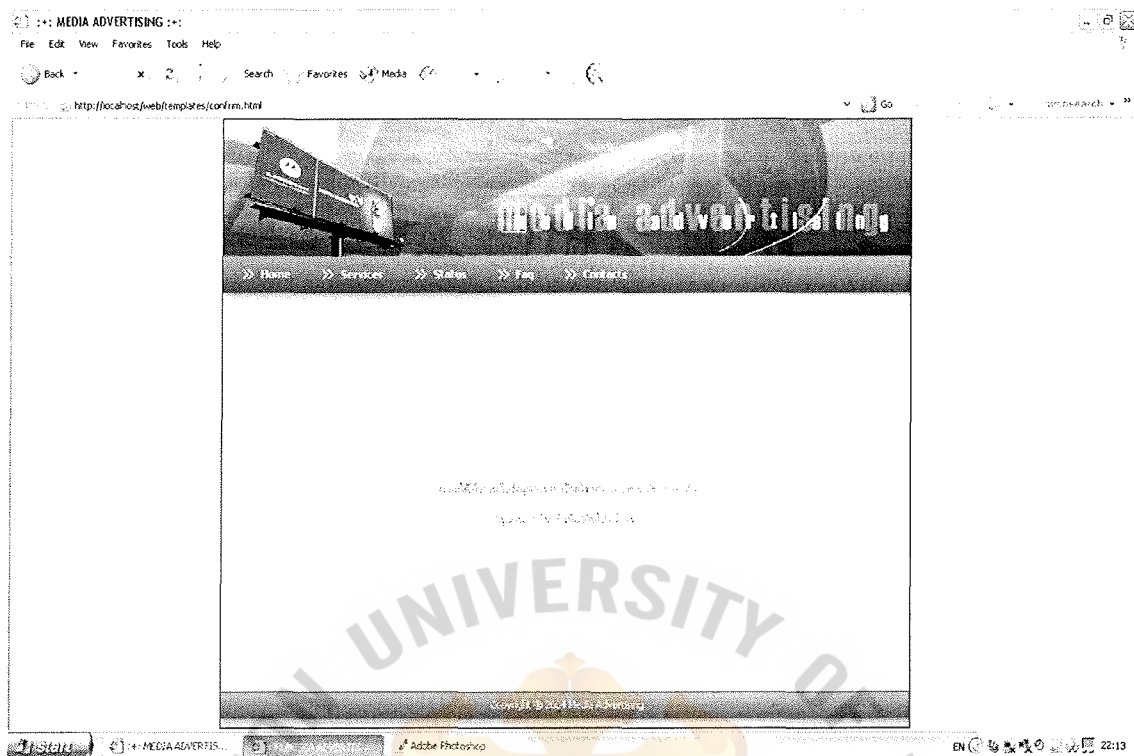


Figure A.5. Confirm page.

If customers click “submit”, the automatic system will tell the user that their information have been recorded in the database already and it will be back to the Index page by itself in 3 seconds.

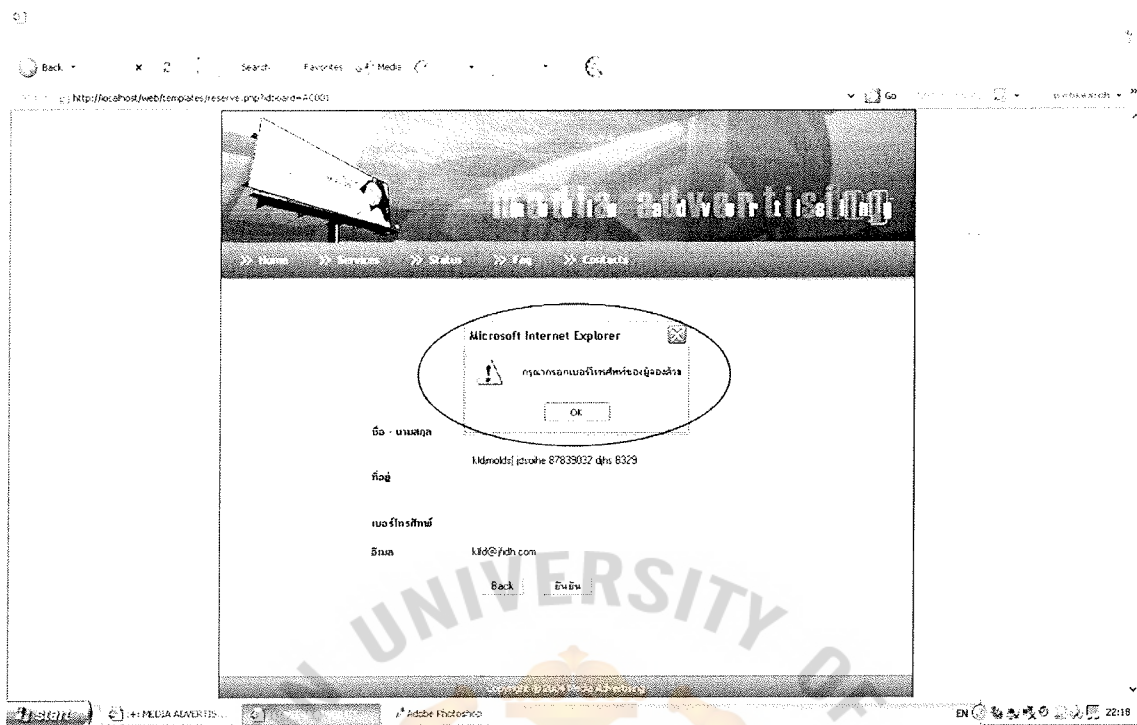


Figure A.6. Warning dialog box.

If users do not fill in all the blanks or fill in with wrong information, the system will tell the users where to correct and fill the correct information.

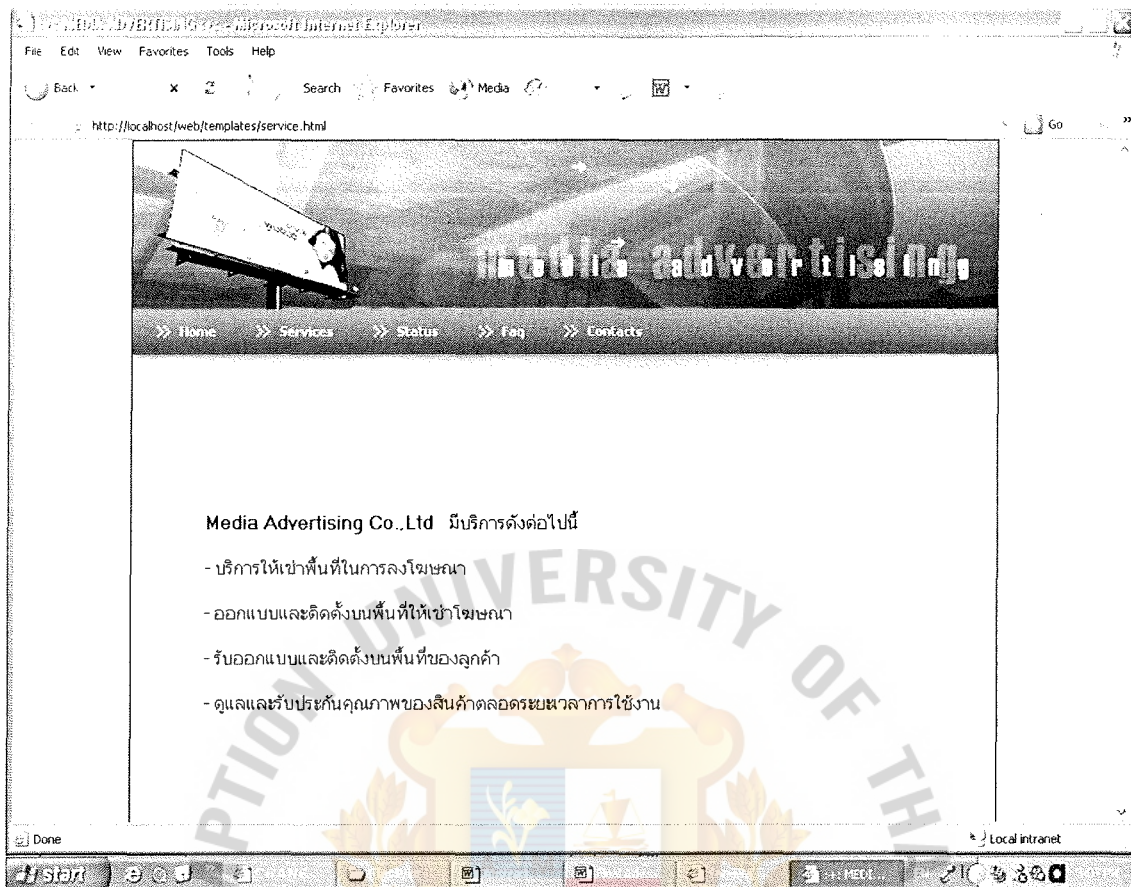


Figure A.7. Services page.

This page integrates service information of the company.

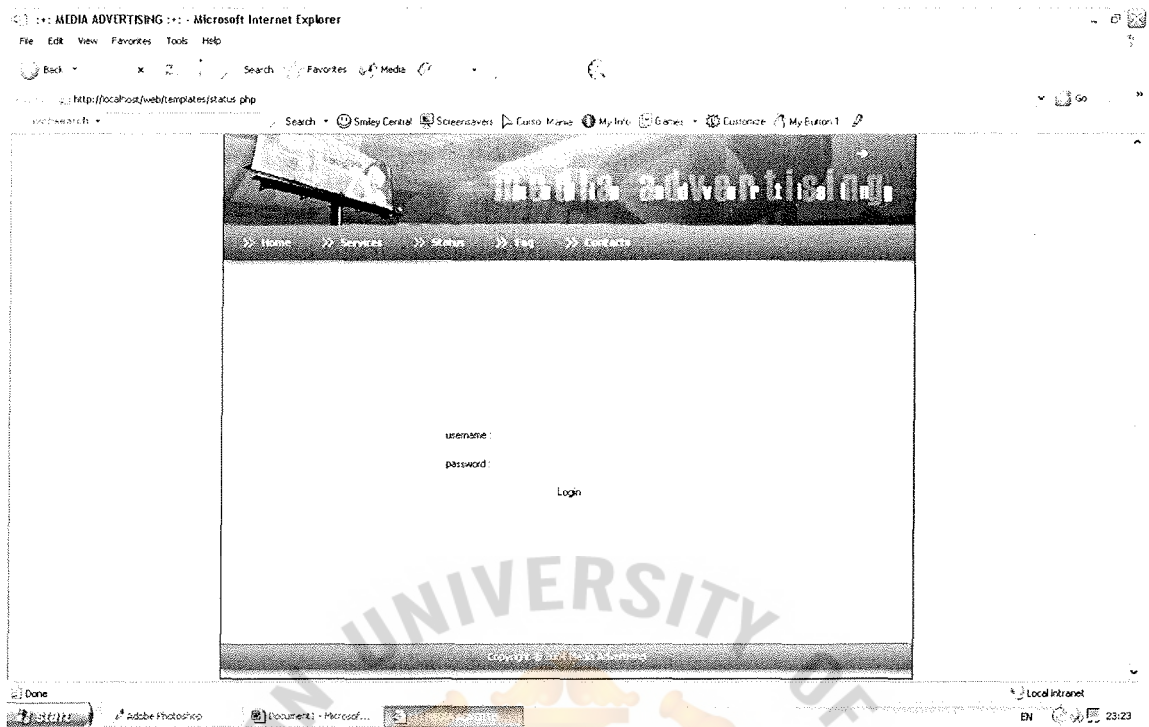


Figure A.8. Status page.

It allows only the person who already has the username and password before login.

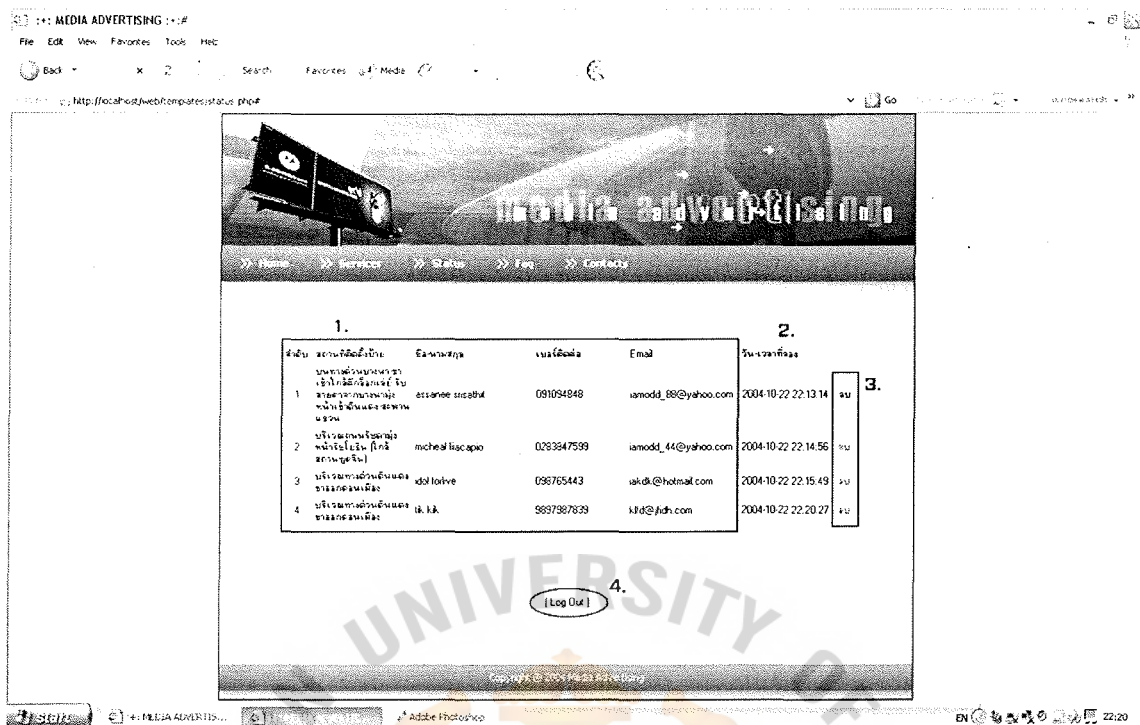


Figure A.9. Status page continued.

If username and password are right, it will show this page having 4 elements:

- (1) The detail of customers.
- (2) Date of registration. If the reservation is the same, it can be seen in “the position” or “date of registration”.
- (3) “Delete” knob.
- (4) Logout

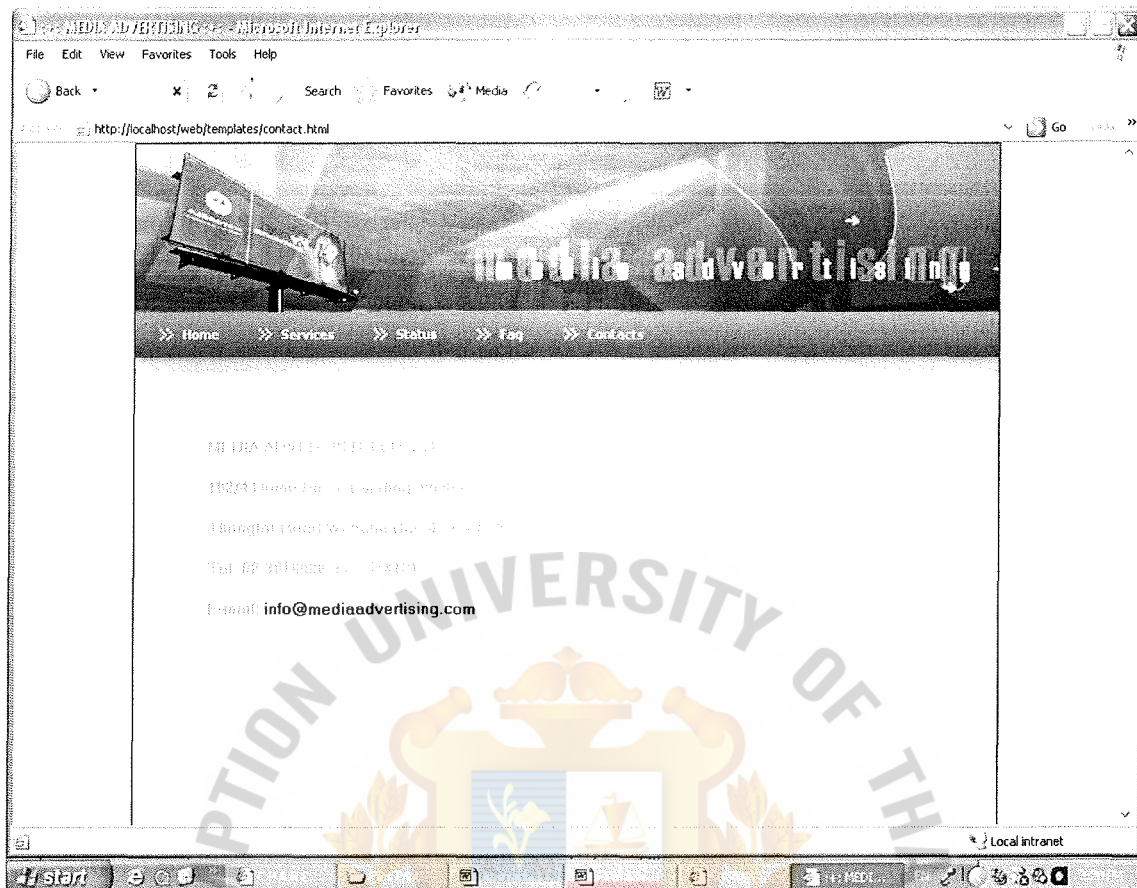


Figure A.11. Contacts page.

This page consists address, telephone number, and e-mail address of Media Advertising Co.,Ltd.

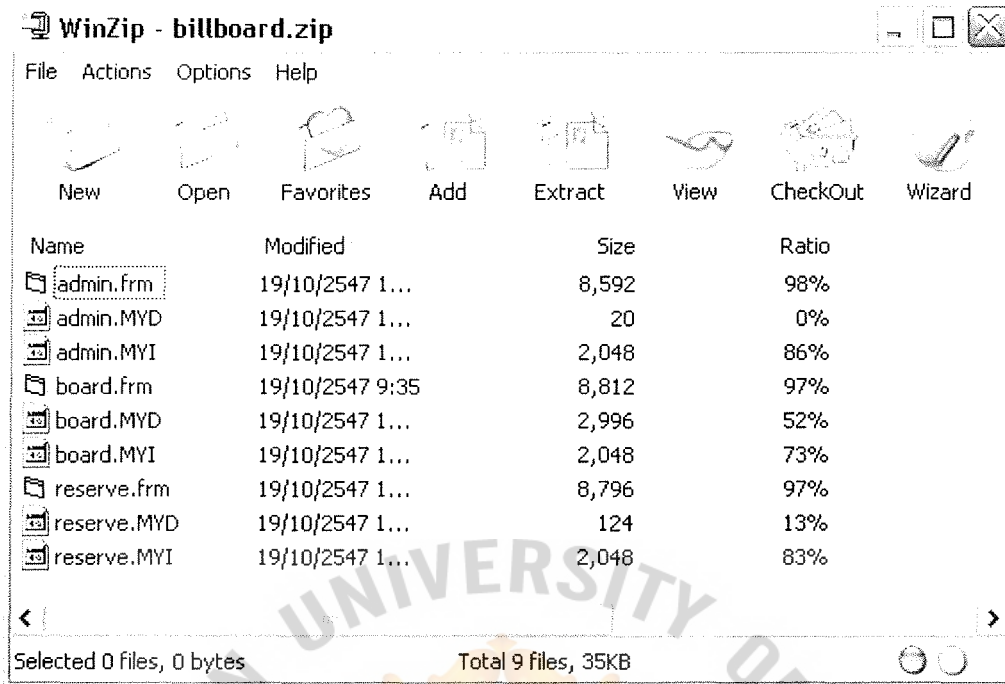


Figure A.12. Detail of database.

St. Gabriel's Library, Au

BIBLIOGRAPHY

English Reference

1. Donna L. Baker, "HTML", Wiley Publishing, Inc., 2003
2. Kenneth, L. C. & Jane, L. P., "Management information System", eighth edition, Prentice-Hall
3. Kotler, P., "Marketing Management", 11th Edition. New Jersey: Prentice-Hall, 2003
4. Strauss, Judy and Frost, Raymond. Marketing on the Internet: Principles of online Marketing. Upper Saddle River, New Jersey: Prentice Hall, 1999
5. Turban E., King D., Lee J. & Viehland D., "Electronic commerce", special edition, Prentice-Hall, 2004

Website Reference

1. <http://www.google.co.th>
2. <http://www.masterad.co.th>



