



Casual Sport Website (Women Sportswear)

by

Mr. Nopparath Taweelarp

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

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

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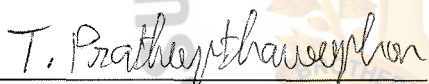
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Project Advisor Dr. Thanatphong Pratheepthaweephon

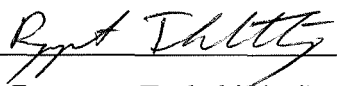
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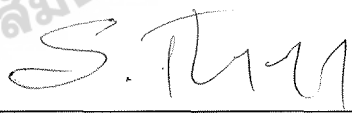
The Graduate School of Assumption University has approved this final report of the Three-credit course, IC 6997, E-Commerce Practicum submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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ABSTRACT

Trendy Sport Co., Ltd. Manufactures and sell women casual sportswear to many customers in Thailand and worldwide. The purposes of the project are create new market channel in cyber net, improve customer services to maximize profits

To conduct a complete advantage, SWOT analysis, and a detailed competitors analysis both direct and indirect. Also design strategies to meet competition and provide the marketing plan by selling target market, market position and promotional mix to sell physical goods online as and additional sale channels and delivery of goods takes place and using credit card online and on line payment system in Thailand.

From the project result, it could be concluded that sportswear market can be growth in electronic commerce with the benefit of e-commerce and increasing the efficiency of operation system. There is a great opportunity for sportswear market as the government is trying to promote Bangkok to be a fashion center of the world and in term of finance, the rate of return for this project is quite high. Overall the project is favorable and attractive for making investment with 3 years and 5 months for payback period.

ACKNOWLEDGEMENTS

Several people have made contributions to this project. I would like to acknowledge their efforts and thank them for their contributions.

I would like to thank Dr. Thanatphong Pratheepthaweephon, project advisor for his valuable suggestion and advice given in the preparation of this project.

I extend my sincere thanks to my parents, my family, my friends for encouragement and the help from faculty staffs to fulfill this project, especially the resources of information that I got to accomplish this project.



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I. INTRODUCTION

1.1 Background of the Project

It a fast changing world out there! The world of information technology has become an importance factor for everyday life. The Internet is rapidly becoming the technology of choices for electronic commerce because it offers business an even easier way to link with other company or individual at very low cost.

What is E-Commerce? A system that includes not only transactions that center on buying and selling goods & services to directly generate revenue, but also those transactions that support revenue generation, such as generating demand: offering sales support & customer service, or facilitating communications between business partners. Electronic Commerce is getting popular each day every where in the world. Since the Electronic Commerce came to Thailand around 1997, there has been an outstanding increase in the number of Internet users. The number of the Internet users in Thailand was around 1.65 million for the year 1999. It was to 4 million in 2000 and is expected to be 12 million in the year 2006. The growth of the internet Feb 2005 to Jan 2006 can be see from the Figure 1.1

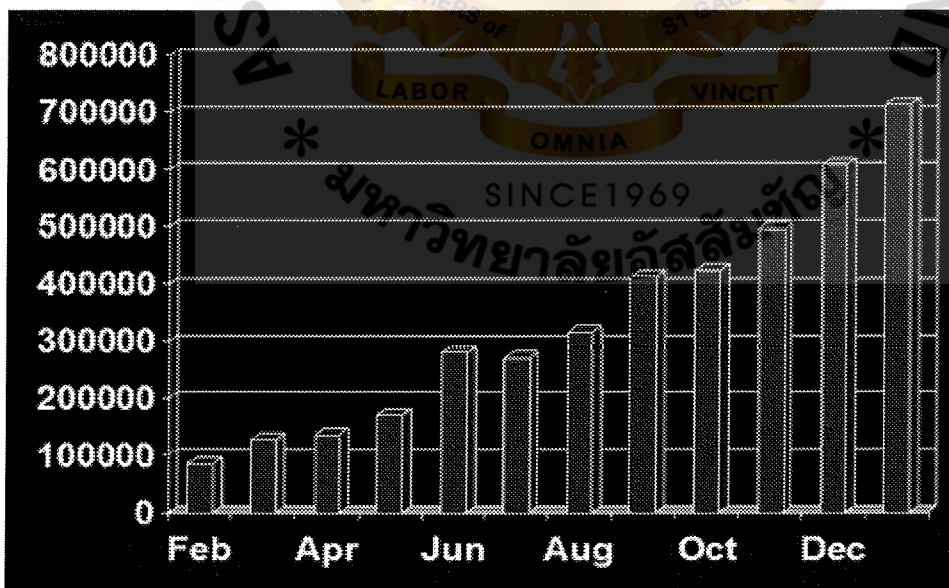


Figure 1.1 Bandwidth & Growth Statistic Graph

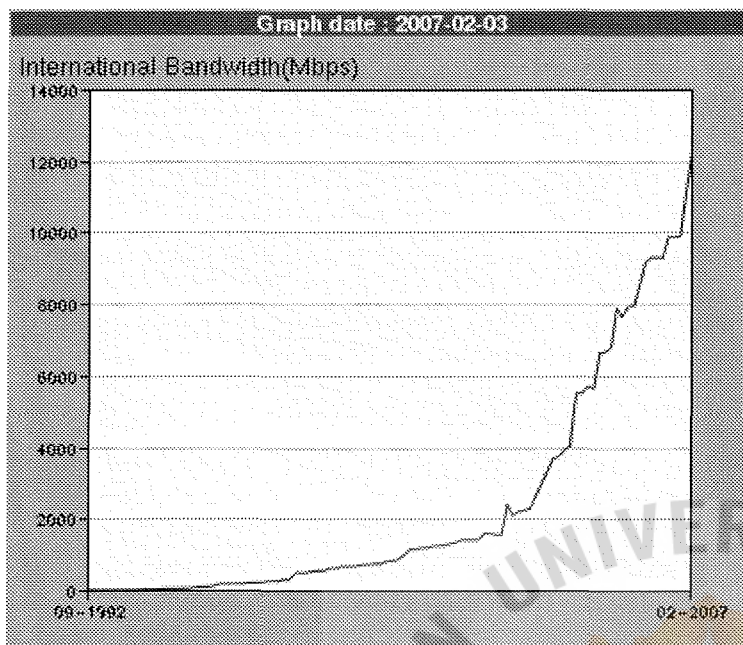
Table 1.1 Growth of International & Domestic Bandwidth of Internet in Thailand. Last update:2002/10/01.

Year/Month	Total International Bandwidth (Mbps)		Total Domestic Exchange Bandwidth (Mbps)		
	To	From	To IIR	To NIX	
	Thailand	Thailand			
2002/10	842.625	806.625	665	1839	2504
2002/09	846.181	810.181	665	1754	2419
2002/08	771.181	701.181	665	1738	2403
2002/07	769.181	699.181	978.63	1489	2467.63
2002/06	750.556	680.556	1014.63	467	1481.63
2002/05	741.756	637.756	1080.63	432.5	1513.13
2002/04	727.756	623.756	1080.63	220.5	1301.13
2002/03	691.256	576.256	1098.63	74.625	1173.26
2002/02	691.125	576.125	1066.63	44.625	1111.26
2002/01	690.5	575.5	1058.63	42.625	1101.26
2001/12	642	526.5	1046.63	42.625	1089.26
2001/11	642	526.5	1013.36	51.625	1065.26
2001/10	569.5	450.5	867.125	40.875	908
2001/09	568.5	449.5	866.125	34.875	901
2001/08	546	418.25	846.125	34.875	881
2001/07	539.625	414.375	738.125	34.375	771.75
2001/06	555.625	430.375	736.125	25.188	761.313
2001/05	522.625	397.375	746.125	25.188	771.313
2001/04	515.625	400.375	745.125	25.188	770.313
2001/03	526.625	407.375	657.125	25.188	682.313
2001/02	325.125	225.125	657.125	27.188	684.313
2001/01	316.375	215.437	599.375	25.187	624.563
2000/12	267.5	170.062	587.375	25.187	612.563
2000/11	265	167.562	559.375	25.187	584.563
2000/10	254.5	165.063	558.5	25.187	583.688
2000/09	228.25	161.25	558.5	25.187	583.688
2000/08	228.25	161.25	258.5	25.187	573.688
2000/07	224.25	161.25	511	20.437	531.438
2000/06	203.75	153.75	469.5	20.437	489.938
2000/05	205.75	155.75	461.5	120.437	581.938

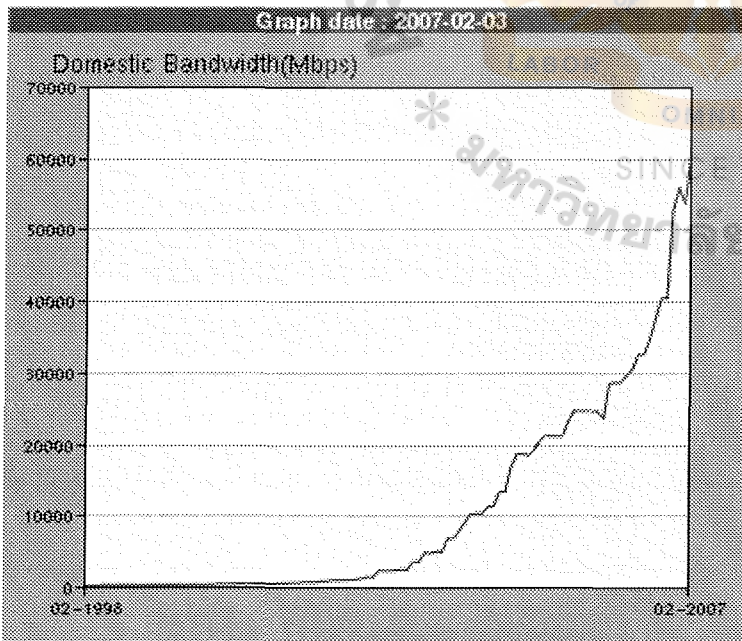
Table 1.1 Growth of International & Domestic Bandwidth of Internet in
Thailand. Last update:2002/10/01 (Continued).

Year/Month	Total International Bandwidth (Mbps)		Total Domestic Exchange Bandwidth (Mbps)		
	To	From	To IIR	To NIX	
	Thailand	Thailand			
2000/03	199.25	153.25	346	116.687	462.688
2000/02	202.25	148.25	343.5	116.687	460.188
2000/01	153.25	101.25	341	116.687	457.688
1999/12	118.25	66.25	250.125	116.187	366.313
1999/11	115.25	63.25	244.125	115.687	359.813
1999/10	109.875	61.875	242.125	109.437	351.563
1999/09	81.5	61.5	238.125	109.437	347.563
1999/08	73.5	53.5	230.625	109.437	340.063
1999/07	65.5	53.5	230.125	109.437	339.563
1999/06	62.875	50.875	230.125	109.437	339.563
1999/05	62.875	50.875	230.125	109.437	339.563
1999/04	58.875	54.875	230.125	109.437	339.563
1999/03	50.25	46.25	227.375	109.437	336.813
1999/02	49.5	47.5	227.375	109.437	336.813
1999/01	49.5	47.5	227.25	109.437	336.688
1998/12	37	37	227.25	108.562	335.813
1998/11	36.375	36.375	226.5	108.562	335.063
1998/10	36.375	36.375	226.375	108.562	334.933
1998/09	35.625	35.625	226.375	108.562	334.938
1998/08	35.75	35.75	225.25	108.562	333.813
1998/07	32.375	32.375	224.75	108.562	333.313
1998/06	29.875	29.875	224.375	108.562	332.938
1998/05	30.25	30.25	224.125	107.937	332.063
1998/04	34.25	34.25	224.125	18.562	242.688
1998/03	34.25	34.25	222.125	15.062	237.188
1998/02	30.75	30.75	222.125	12.562	234.688
1998/01	32.75	32.75	211.625	12.562	224.188
1997/12	32.5	32.5	211	12.562	223.563
1997/11	34.5	34.5	210.5	12.062	222.563
1997/10	22.6875	22.6875	210.5	12.062	222.563
1997/09	22.9375	22.9375			

Bandwidth/Traffic

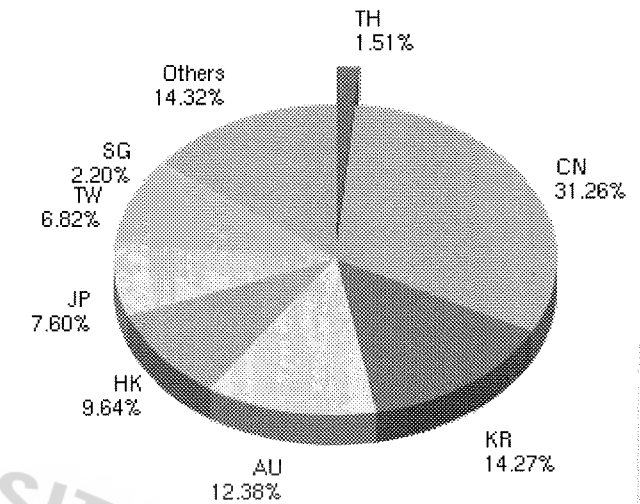


Total international Bandwidth 12255.176 Mbps (01-02-2007)



Total domestic Bandwidth 68710.512 Mbps (01-02-2007)

IP Numbers

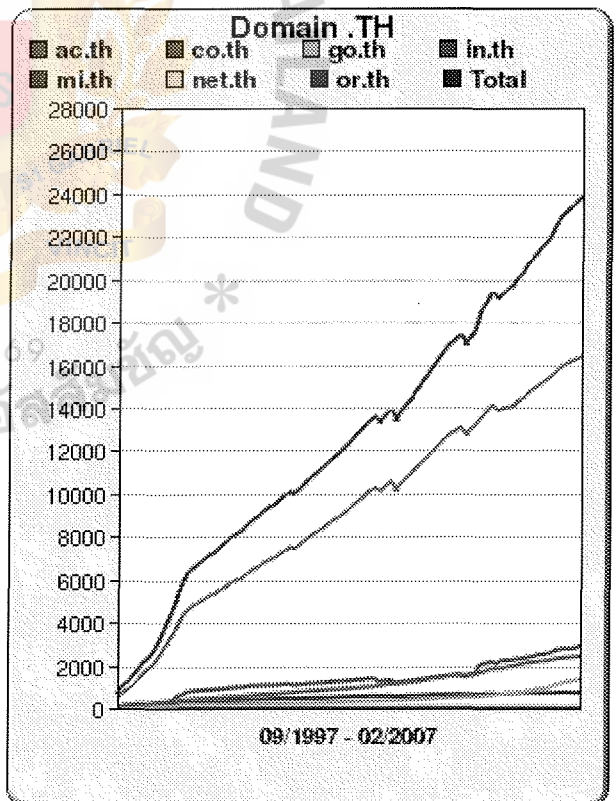


class-C IP numbers, 63 Autonomous systems i

Thailand

13596 Class-C (Thailand) (01-02-2007)

Domain



23926 Internet domains under .TH (01-02-2007)

Figure 1.2 The Internet Index of Thailand.

Table 1.2. Internet Information Research Center. Traffic Statistics 8-day Average (Last update October 16 2002 at 8:00).

	Traffic injected		Traffic taken		Total Data		Export			
	Into IIR		from IIR		Market Share		Import			
							ratio of			
							ISP		Line Utilization	
	kbps	Share	kbps	Share	kbps	Share	Ratio	Lina Speed (kbps)	To IIR	From IIR
Internet Thailand	1299.9	7.20%	1632.2	6.70%	2932.1	6.90%	0.8	200000	0.60%	0.80%
Samart	568.4	3.20%	2036.4	8.40%	2604.8	6.20%	0.3	0	4.00%	14.20%
AsiaAccess	0	0.00%	0	0.00%	0	0.00%	N/A	2048	0.00%	0.00%
AsiaInfonet	0	0.00%	0	0.00%	0	0.00%	N/A	0	0.00%	0.00%
ANET	0	0.00%	0	0.00%	0	0.00%	N/A	0	0.00%	0.00%
LoxInfo	1789.2	10.00%	4151	17.00%	5940.2	14.00%	0.4	36058	4.90%	11.30%
CSC Communications	3070.2	17.10%	5226.6	21.50%	8296.8	19.60%	0.6	0	8.80%	15.00%
FarEast	0	0.00%	0	0.00%	0	0.00%	N/A	34010	0.00%	0.00%
KSC	4701.3	26.20%	5553.8	22.80%	10255.1	24.30%	0.8	0	7.70%	9.00%
SGA	212	1.20%	334	1.40%	546	1.30%	0.6	0	2.60%	4.10%
WNET	1076.8	6.00%	1203.8	4.90%	2280.6	5.40%	0.9	8192	13.10%	14.70%
Line Thai	761.8	4.20%	245.8	1.00%	1007.6	2.40%	3.1	0	9.30%	3.00%;
CWN	0	0.00%	0	0.00%	0	0.00%	N/A	1152	0.00%	0.00%
IDN	0	0.00%	0	0.00%	0	0.00%	N/A	0	0.00%	0.00%
Ji-net	1237.5	6.90%	1194.1	4.90%	2431.6	5.80%	1	0	8.60%	8.30%
CWT	0.1	0.00%	0.1	0.00%	0.2	0.00%	0.9	6144	0.00%	0.00%
RoyNet	0	0.00%	0	0.00%	0	0.00%	N/A	34010	0.00%	0.00%
TOTOnline	0	0.00%	0	0.00%	0	0.00%	N/A	155000	0.00%	0.00%
TH-NIX	0	0.00%	0	0.00%	0	0.00%	N/A	16384	0.00%	0.00%
ThaiSarn/NECTEC	937.9	5.20%	1685.6	6.90%	2623.5	6.20%	0.6	100000	0.90%	1.70%
PubNet/NECTEC	1529.7	8.50%	93.9	0.40%	1623.6	3.80%	16.3	100000	1.50%	0.10%
SchooolNet/NECTEC	181.5	1.00%	169.2	0.70%	350.7	0.80%	1.1	100000	1.80%	1.70%
GITS/NECTEC	567.3	3.20%	824.2	3.40%	1391.5	3.30%	0.7	100000	0.60%	0.80%
TOTAL	17933.6		24350.9		42284.5			805558		

Average Traffic Circulation 2.1.1 Mb/s

Daily Traffic Volume 2.17.8 GB

Weekly Volume 1524.3 GB

Monthly Traffic Volume 6532.8 GB

In order to become more successful in the current business situation, the company much try to reach their customer by using variety way of approaching their customer, Offer variety of products and the most important is to offer the product that customer Wanted Internet is a new channel for the garment business in Thailand cause no one really yet sell their products on the net. I'm talking about business sportswear including

shirt and trouser that most of women wear 5 days a week on their work. Shopping for the same white / light blue long sleeve shirt, black/dark blue pant might be a painful thing for many women. Lot of women buy the same kind of shirt, same color, from the same brand, same department store. Some of them even have to come back and pick up their trouser later cause their legs length need to be adjusted. Some of the customer are brand loyalty but still concerning about the price and will only buy when a special discount offer.

How do we satisfy those customer need? Internet is the solution for product customization and discount ability. By using Internet technology I can satisfy customer by have them order on-line and choose their spec size which will be ready for them with in a week or less. As of usual online store, special discount must be offered to compensate time lost on the delivery and the pay first get goods later concept. E-commerce also saves company a lot of money on the commission that each company has to give out to the department store (that already 15-45% of the total sale each month).

1.2 Company Background

Trendy Sport Co., Ltd. The producing of well known premium business women sportswear name “Trendy Sport”. The company was established in 1992 Trendy Sport Co., Ltd. (THAILAND) acquired the privacy brand Trendy Sport. Now, the headquarter for Trendy Sport brand is in Bangkok, Thailand. There are more than 230 employees in the organization. The company mainly focus on domestic market which are 80 percent of the total sale. The manufacture capacity equal to 20,000 pieces per month including shirts, trouser, etc.



Figure 1.3 Trendy Sport Co., Ltd. Headquarter.

1.3 Objective of the Project

The purposes of the project are:

- (1) To create new market channel
- (2) To improve customer services
- (3) To maximize profits

1.4 Scope of the Project

- (1) To apply the knowledge learned in the Master of Science in Internet and E-commerce Technology in this project.
- (2) To conduct a complete advantage, SWOT analysis, and a detailed competitors analysis both direct and indirect. Also design strategies to meet competition and show how implementation will be don.
- (3) To provide the marketing plan by selling target market, market position and promotional mix.
- (4) To sell physical goods online as and additional sale channels and delivery of goods takes place through traditional means.
- (5) To use off line payment since most of Thai people still feel unsecured about using credit card online and on line payment system in Thailand still difficult to implement.

1.5 Deliverables

- (1) The final report covers the scope as mentioned above
- (2) The proposed e-commerce web site consists of the product information such as product description, price and so on. All product items will updated frequently.

II. LITERATURE REVIEW

What Is Internet?

Internet by definition is “A worldwide collection of computer networks that allows people to find and use information and with others.”

Internet & E-commerce?

Fortunately, accessing and the Internet is fairly simple. Internet marketing is a system for selling products and services to target audiences who use the Internet and commercial online services by utilizing online tools and services in a strategic manner consistent with the company’s overall marketing program.

World Wide Web is fast becoming one of the best ways for individuals and organizations to efficiently, and economically communicate with an influential consumer. So any web company requires to promote their business in cyberspace should implement Internet marketing in order to increase visitors and traffic in their web.

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

- (1) Connect easily through 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 if frequently.
- (4) Access multimedia information that includes sound, photographic images and even video.
- (4) Access diverse perspective from around the world.

During the last two decades, primarily academic institution, scientists and the government for research and communications used the network. The appeal of the Internet to these bodies was obvious as it allowed disparate institutions to connect to each other's computing systems and databases, as well as sharing data via E-mail.

In today's economy, 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 to selling online or 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 transactions in highly efficient ways.

There are two main approaches to do business on the Internet

- (1) Directly offering a product/services for sales at web site

The company can offer a product or services on web pages or offer free information to lure people to another web that products or services are available. This is the most popular way of making money on the cyberspace because it is easy to set up and get the initial profits overnight.

- (2) Sponsor ship or banner Advertising

The company tries to persuade as many visitors as possible to web by enticing them to come with something special available on the site, such as valuable information, help, files stuff, etc. then, once the visitor

Counts are high enough, the company can sell advertising space on the site or sponsorships of banner advertising.

In addition to text documents, the Internet makes available graphics files (digitized photographs and artwork), and even files that contain digitized sound video. Thought 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.

2.3 Benefits of the Internet

3239 e.1

As mentioned before that Internet can benefit company in many ways. Internet can help reducing communication costs, enchanting communications and coordination, accelerating the distribution of knowledge, improving customer service by increasing customer service ability. Some of the major benefit form adapting internet technology are:

(1) Reducing the cost of communication

The cost of using Internet is free (beside from the cost of Internet Service Provider that you have to pay to get the connection and cost of telephone line). In the early day, organizations had to build their own wide-area networks or subscribe to a value added network service for their own communication which involved in a lot of investment. Only large organizations have ability to do that. However, Internet technology had changed that entire requirement. Not only medium organizations can benefit from adopting Internet technology, but also small organizations and even home users can take a full advantage from the Internet technology. E-mail is one of the good example from adopting internet technology. By using e-mail, companies can send correspondence with each other in much faster speed compare to the traditional method. E-mail is not only capable to send text but it also capable to attach various kinds of media including, image, voice, video, even software.

(2) Creating strong company image.

Creating and owning the company website can create professional impression on visitors including business partners, customers, even competitors, etc.

(3) Enhancing Communication Ability

The Internet has made easier and less expensive for companies to coordinate small staffs when opening new markets or working in isolated places because they do not have to build their networks

- (4) Ability to explore new market channel.

Internet technology is an easiest method for the company to represent themselves internationally with very minimum invested cost. Company web site can be views by every internet users around the world. Company potential customers, Business partners can get a lot of information that the company provide to them through company web site. Being listed in search engine data base will also helpful for any potential customers to find out about the company. Compare to the early day that customers have to specific to individual region and actually got there to find out more information which cost them lot of expenses and so much time consuming.

- (5) Improving customer service.

Internet technology helps to improving customer service in many ways including provide product information, online order taking, technical support, etc. All of these services and be provide 24 hours a day, 7 days a week. Which mean the company can get in touch with their customers at all time.

2.4 E-Commerce Business Integration

The Basic idea of E-Commerce and Traditional Commerce is very similar to each other. Both concerning about providing product/service information and new activities including conducting online retail in virtual malls, publishing digital information, buying and selling products. How ever E-commerce is usually defined to specific business to business and business to customer interactions.

Some used of E-commerce are:

- (1) Sales promotion and advertising.
- (2) Good and Service trading.
- (3) Collaborative work interaction.
- (4) Electronic funds transfers and transaction process.
- (5) Digital content delivery.
- (6) Electronic funds transfers and transaction process.

- (7) Utility payment.
- (8) Accounts settlement.
- (9) Online sourcing.
- (10) Direct marketing.
- (11) Inventory management
- (12) Auction.
- (13) Etc.

Even through different E-Commerce site implement different approach use of E-Commerce method. But most of them will at least have 3 of the following function:

- (1) Product promotion through an online catalogues
- (2) Transaction process including order taking, exchanging digitized monetary information, choosing delivery method, etc...
- (3) Customer Service including order tracking, how to use product, FAQ, etc...

A lot of companies have already implement Internet and E-Commerce Technology And lot of them are planning to do so. What are the idea be hide that?

Well, the market for E-Commerce is growing as more consumers and business Gain Internet access and transaction processing technologies improve security. In the nearly future, more than 75%of current shopper will buy their stuff through the internet as if the products that looking for are offered. As in the United State or in many developed countries, most of their populations already enjoy shopping through the Internet. Before each of them desire to purchase anything, they will first check an on line offer first, which most of the time they will get a better due with that. surprising most of the successful online stores start out from very small companies; most of them don't even have actual officer. How can they do that? The benefits of E-Commerce to a small business including the following capabilities which allow them to manage and process with very minimum cost compare to traditional way.

- (1) No huge investment requires starting business. There are no needs to build up new building, investing in furniture, have lot of working space, etc. In fact people already earn lot of money from E-Commerce by using only 1-2 set of computers, their web site and garage. For example Amazons.com.

- (2) Ability to extend the range of sales territory beyond geographical and national boundaries. In fact, the company can launch their news, products through the entire world at the same time. The sale force will not limit only to the company territory unless the company said so.
- (3) Streamline communication to suppliers and clients. Live video communication will be standard for every one whom using Internet. Meanwhile Internet allows text communication between each other. Company can have live communication with their supplier and their clients which can be done 24 hours a day, 7 days a week.
- (4) Expand reach to new clients. When the ranges of sales territory have been expanded, it means the ability to reach out for new clients. Due to the fact that, in the internet world. There are no different in cost if the company web site will serve only their local area territory or serve entire world. So, most of companies web site will be build for international use which create a good opportunity for companies itself to reach new clients
- (5) Ability to improve service to existing clients. Product and service customization is one of the strength for E-Commerce. Cookies are one example that webmaster uses in order to tracking customer individual information including including default screen setup, color, number of visit, greeting screen, password, buying information, visitor address, etc.
- (6) Reducing paperwork and time spent on correspondence. Paperwork that running around organization cost a lot of money. By adopting internet technology will reduce the use on daily paperwork. Some examples are E-mail, Lotus Note and EDI (Electronic Data Interchange).
- (7) Improve collaboration on work projects. Ability of remotely work on different locations. Group project can be achieve even through each team members live on different location as long as they get an internet connection. Submitting and Exchanging information can be done at anytime.

- (8) Improve inventory control and order processing. Some technology such as EDI (Electronic Data Interchange) can be perfectly adapted to use with Internet in order to improve inventory control and order processing. Most of major department stores in the United State already implement this technology and they do save them a lot of money on inventory management. By using EDI on Internet technology, stores data base will be link with their suppliers' data base. On the supplier side EDI will tell the supplier if one of their products is almost out of stock in the store and have them ready to ship out before it run out or so call "JUST IN TIME DELIVERLY". This can help the supplier to managing and predicting on how much more products that should produce to server the up coming need which will reduce the risk of producing products over the demand. On the store side, EDI will help them reduce the amount of stock on hand compare to the traditional method in which store itself have to stock a lot of products because it will take them time for sending an invoice to supplier, supplier reply on product available, order conformation, delivery date setup and so on. By adopting EDI, store will know how much product available for them and when will the next shipment will take place because both store and supplier data base are link with each other.
- (9) Improve and expand product lines. Once company has established their homepage. There is a good chance that new suppliers will come to offer their products which can create a good chance for developing new product since the idea will start to come from different places. It can also increase a good opportunity to reduce the cost of producing products.

2.5 Web Site and Home Page

Web Site by Definition is: " A collection of Web pages. If you were to create more then one Web page and link them all together they become a Web site. Example: An online diary is a collection of Web pages with each page being about a different day." Every place to visit on the Internet has an "address" of URL. A Web site is the "location" represented by the URL. In order for a business to create a Web site or "location" from which to advertise, they need to write their Web site using HTML or

Java. HTML is a markup language that describes the structure of a Web document's content plus some behavioral characteristics.

Home page by definition is: This is the main page on a Web site. Usually this page will point to all other pages on the site and will be the page people come to first. This can be used to welcome visitors to your site and to tell them a little about what your site is about and/or who you are. A home page could be all the information that an author makes available through the WWW, though it more typically is starting page that introduces an author or group and lists categories of information that are available from the author. Combined with the material prepared by the author, there are typically 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 available through a network address.

2.6 What Should the Store Site Included to Make It Effective?

There are many things to concern when the company wants to come up with effective website.

- (1) **Functions and Features of the Site.** The company has to define their goal or the purpose of their own web site. What they want the visit to see. What will be the function that visit can use such as ability to search, shop, customer service, link, etc...
- (2) **Marketing Approach.** This is where variety of marketing strategies takes place. After creating all functions and features of the Site, the next thing to concern is how to make as much as people come to visit your site. It can be in the form of online special discount coupon, company special even, news about the new product collection, etc...
- (3) **Interactivity.** Try an interactive approach when designing the site. If possible, find ways for visitors to communicate with the company. In the case of men's wear store online, it can be in the form of size spec question, products maintenance, FAQ, even e-mail correspondence.

- (4) Distribution of Related Information. In addition to information about the site owner's products and services, consider providing additional information on items of interest to site visitors. For Men's Ware Store Online, it can be in the front of women fashion that can go along with current company fashion, information about department stores including its location and also the link to those department stores.
- (5) Web Link. It is also important that the company do what so call "link exchange". The company can coordinate with other site which related to the company in some senses. For example, Men's Ware Store Online might consider to link exchange with Fashion Magazine site, Car Magazine site, and even news channel site, and even news channel site. If the company can choose the link well, it can also help to promote the company reputation.
- (6) Look and Feel of the Site. Have it ever happen to you that when you visit some site, just the first page is enough to have desire not to go in and better go some where else. It might be too much information that you have no idea where you should click or take forever for site to load up. It is good to have lot of information in the site but most importance is to have a good management. For Sportswear Store Online, the site shouldn't have many colors or other word not too colorful to create a professional looks.

III. BUSINESS ANALYSIS

3.1 Background of Shop.

Trendy Sport Co., Ltd. The producer of well known trendy casual sport business women sportswear name “Trendy Sport” The company producing trouser, shirt, t-shirt, skirt, etc... There are more than 230 employees in the organization. The company mainly focuses on domestic market which is 80 percent of the total sale. The company distributes the products through the major department store for example The Mall, Central, Robinson. For the last 2 years, Trendy Sport product is range between 1 to 5 best selling women sportswear's in those department store (out of the total of more than 40 brands total on each store.

3.2 Reasons of Opening an Online Store.

There are many reasons that motivate out company to start stepping in online business.

- (1) Increasing in the amount of internet users, as mentioned before that the amount of internet users are increasing everyday. There also a possibility that it will keep going up in the future. People indent to participate more on shopping online cause it more convenience and better price offers.
- (2) Create Strong company image. People around the world can find information about our company as long as they have internet connection. It also easy for the company to use the site as a product showcase for foreign customers. Official website also creates strong reliability.
- (3) To gain an additional income. E-Commerce is just another market channel that the company tries to achieve. It also the place where the competition is still very low.
- (4) To become the leader in selling Women's Wear products online. Because not many garment business in Thailand have stepped in to the sector yet.

Most of them are just simple homepage which only display some set of fashion.

- (5) To reduce the middle men. Although there are so little competitors on online women's wear but in the main market such as department store, the competition become more and more aggressive each day. The amount of percentage that each company has to give out to the department store start to becomes a problem for many companies. By creating online store is very low compare to open an actual additional outlet.
- (6) Instant Product Information Center, 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. DOMAIN NAME makes it very easy for people to remember your web address. For example the full name of our company is Trendy Sport. So we had registered our domain to be www.trendysportswear.com to make it easy for people to remember. To have a web base store front also helping company staff member to reduce the amount of paper information that he or she has to carry around. What they need is just their business card with the company web address on it. They can tell their prospective customer to visit the company web site if they want more information about the company. Another good thing about doing this is that it also easier for both company and their customers if the information is in some kind of video clip or interactive presentation. It might not be a good idea that the company have to give out cd-rom that contain company information to every of it prospective customer except in some occasion. Some software like Flash , quick time allow user to interactive with the site and can also create better impression compare to normal video clip. It is also easy for the company to updating their data. Any change in the information can be done in a minute and every one who visit company site will notify the new Information at the same time.

3.3 How Can Company Web Site Increase Business from Existing Clients?

Imaging some products that most men have to buy quite often for their daily use, product like black & white shirt, trouser, etc... Shopping for the same black & white shirt, trouser, same color, from the same brand, same department store. Some of them even have to come back and pick up their trouser later because their arms lengths need to be adjusted. What we try to do here is to find the most convenience way to serve our customers. Customers can order our products from their home and have those really to use with in 5 business days including customize detail like arms lengths adjustment, trouser legs adjustment.

Our customers can visit our site to get a special discount or so call an online coupon that they can use in our head quarter showroom. This special coupon will be giving out only at specific date. What we try to do is to have customers keeping checking out the company web site. It also creates and opportunity for our company to promote our new products which will help in increasing our sell of those products in future.

E-mail is another tool that the company can use to correspond with the customer about up coming event.

3.4 The Proposed E-commerce Web Site.

The web site will cover the following functions:

(1) Sell function

The site will provide some kind of tool that may help in sell company product to customer. This sell function can be in the form of shop on line by using shopping cart. Customer can choose company products from an online catalog with electronic shopping cart. We try to make this section to look like customer is in the actual department store. Customer will be able to specify their arm length need or slack leg length together with their order. However we have required that in order to do so, each customer has to visit our actual shop in the department and have our professional representative measure your arm length or slack length. The reason that we doing this is to make sure that everyone using the same standard, no misunderstand on how to measure the length on each section. There will also be a size specification of our products provide to the customers. It will be in the form of table in which customer can see what choice will be the perfect size for them.

(2) Support International Markets.

Sometime it might not be possible to 100% know who will be your prospective customer or who are interested in your products at the moment. Sending and e-mail to all of them might not be an appropriate way to do the business. It will be much easier for them to find us. So the company web site should be able to support information to people around the world which mean we must be able to communicate with each other, in other word speak in the same language. This is way we design to create our web site in an English language.

The reason is pretty simple, English is an international language. If any one in the world who want to speak extra language beside the origin one, English will be their choice. Some people might argue that what about Thai people, don't you suppose to have Thai language in this website. We will have just some section that in Thai but most of the

section will be in English. The idea be hide that is we expected that most of our customers are well educated due the fact that our products aim to target middle to high income customers.

(3) 24 Hours Service.

I should say this is a nature of an online business. The company website will be able to take any customers orders, question, and even comments 24 hours a day, 7 days a week. An order information will be confirm back on the next business day and question and comments will be answer with in 2 business days.

(4) Function to update information.

The company web site will be able to update information that the company want to inform the customers. For example, change in spec size, defect products announcement, special care of new fabric, etc. This will also help the company to both quickly inform all customers and does save company a lot of money from printing actual handouts.

(5) How to dress section

Have any of you ever wonder that you wearing the right outfit with correct accessories? There are many time that men wear like tuxedo get people confuse on how to dress it, what will be an accessories to go with it. This section will be more like a guide line section for men dress up.

(6) Promotion section.

This section will include some kind of online coupon which will be able to use at head quarter showroom. This coupon will be giving out on specific date. There will also be an coupon that can be use in the department stores in some occasion to promote special sale even. It can also in the form of free gift . This free gift will be given to any customers who also visit the site in special day. The reason in doing this is to check for number of people who visit the site when there are any special give

away occasions. This can tell us on how many people will see our ad with it posted on specific period of time.

3.5 What Kind of Product Should Be Sold?

As the name implies “Men’s Store Online”, the product will be basically men’s Wear products under of the brand Trendy Sport. However, the product that can be sale on line should have the following specific identities.

- (1) Must be the product that no actual touching require which in this case, Most of garment product require customer to touch and feel the fabric. So in order for us to sale online, we must sell the regular product that customer familiar with. For example normal 100% cotton which usually sell in our shop in the department store. Regular polyester T-Shirt that generally sell in our shop. If the buyers are one of our regular customers, they will know what kind of fabric they expected to get, and that can help reducing the problem mentioned above.
- (2) Regular style and color. At the first stage, we will start to offer our products in a basic style color. The basic style refers to regular long sleeve shirt with one pocket. Short sleeve shirt with or with out pocket depend on style. The color on both will be in formal color including white and favorite light blue color. Also for trouser, the basic style will be offered or so call classic style. The color for trouser will be in dark tones which are black and dark blue. In the future, we might consider add more color and style to this section but that will be based on the respond of the market at that specific time.
- (3) Size. Unlike other products, the nature of garment product is that you need to have 8 shirts in stock in order to sell one to one customer. (In this case, we are assuming that we have 4 size available which are M, L, XL and XXL. There are 2 colors which are white and light blue. So we need to have a high volume of inventory to support that. It is true that we can inform customers that the product they ordered is out of stock. But we

are try not to have it happen because it will create a bad impression on the customers.

- (4) The product replacement ability. It might be a good idea that the product that offers online is easy to find raw material. Basically it should be routine products that company produce often. Product replacement is also importance. If one product is all sold out, do we have any thing to replace it? It would be a good idea if we prepare similar or close in performance/look product to offer to customer. That way we will make sure that we are not losing the customer even though the product is sold out.
- (5) Women sportswear products are one thing that most men use everyday in their life. This means it is good for us to sell those products because it will get old very quickly. Most women buy at least one shirt per month. Garment is one of the four basic need for everyone.

3.6 Adapting Women sportswear Product with Internet Technology.

Due to the fact that Internet support multimedia technology. People can interact With website in order to get their interested information. User can click on the topic that interested them. In our company case, users can check out all information about our company including about company section, shop on line, product specification, FAQ, etc. Their will also be a fashion section where there will and collection of new products from our company which was introduce be able to click on each of our product and see it specification. After they find the products they want, they can add them in what we call shopping cart. In there customer can specific some extra comment lie a request of arms length adjustment or legs length adjustment in case of trouser. Al these function mentioned above can be achieve easily by using an internet technology.

3.7 Mission and Goals

Our mission is to using Web site to provide product information, ordering, and customer support in order to increase in sales and more effective marketing. As for the goals, we want to be the first and the leader in Women sportswear wear online market. Since nobody actually step into this section yet.

We want to get in to people mind that if they want to buy Women sportswear online, they will have to think of our company.

Another importance goal is to reduce the dependence on department store. We plan to create the company online store to be second main income beside the department stores.

3.8 Business Plan

In order to achieve two of the goal that mentioned above which are to be the first company who actual sell full range of men's wear product online and to create an online store to be the major second source of in come of the company beside the department store. The company has come up with short term and long term business plan.

- (1) Short term plan which will cover the period of first and the second years
 - (a) created web site
 - (1) Determine what products will be sold on web. These products have to be selected very carefully because you have to be able to differentiate each product from each other which some time it difficult to be done on line. Some detail like the fabric finishing, color which sometime will show up differently on each computer screen.
 - (2) Set up domain name. Setting up domain name will make it easy for customer to remember our web site. It also a good idea if you can setup company website after company name. It will definitely help the company to have professional image. As for our shop, trendy sports have registered the domain to be www.trendysportswear.com which is the full name of our company. It also easier for our customer to remember. As for the web hosting, trendy sport designed to use foreign web hosting. There are many reasons for such a decision. First, it has a good price. It much cheaper than all service in Thailand. It only cost me \$6 per month for 40 megabyte of storage space. Second reason is the security. The web hosting we used has a pretty good security system. By the way, the name of my web hosting is hostsave.com.

- (3) Find information & create simple web site. This including the information on everything from domain name registration, finding web hosting, finding an ISP to get a connection, and how to create web site. There is a lot of software now a day that can help you create homepage. This software come with variety of tools that help you created professional web site in the much faster way compare to the old day that you have to use text editor software and do every trick by yourself.
- (b) Find customers and sell products. These including:
- (1) Create an online product catalog. Before you can sell anything, you need to have information to show to your customer to help them making up their decision. In the online product catalog, there will present it in the form of shopping mall. Customer can click on the item show and the product will show up on the different page with it specification.
 - (2) Promote company website. This can be done by:
 - (a) Advance through the companies shop in major department store including all Central Department Store, all Robinson Department Store, The Mall Department Store, Emporium Department, etc.
 - (b) Link exchange with other website. Try to advertise through other web site by put our web site banner on those sites.
 - (c) Sending invitation e-mail about our new web site to our existing customer.
- (2) Long Term Plan which will be from the third year and so on.
- (a) Analyze information and revise first business plan
- (1) Create more complex and attractive web site. This might be in the kind of increasing the variety of products sell on company website. Open more section for customers such as chat room.

- (2) Improve an online payment. Because the use of credit card for Thai people isn't popular in today situation. In fact, 90% of people still feel uncomfortable in giving out their credit card number on line. Also not many financial institutions providing and online transaction. So, I predict that by the next three years, the use of credit card will become popular as in foreign country. And more financial institution will support the online credit card transaction.
- (b) Advertising. By that time, after everything are setting up. (All online transactions are flow by themselves) It is the time to capture more customers by increase the amount of advertising. These can be done in the form of:
- (1) Using search engine. Increase the amount of search engine advertising. Advertise through different search engine. Might be in the form of different languages key word.
- (2) Using promotion method like free t-shirt with the company web address on it.
- (c) Abroad exhibition
- (1) Participate in the world garment fair which takes place every year.
- * (2) Participate in European garment fair. *
- (3) Participate in Asian garment fair.

3.9 SWOT Analysis

The basic need of structuring a business model is to create the SWOT analysis of the company. Summarizing the results through SWOT analysis will clearly highlight the strengths, Weakness, Opportunities and threats of the company. Any kind of business can be testing out by using this analysis, including Internet base business. As is often the case with SWOT analysis, the opportunities available to a company are the opposite of the threats presented by other companies. The strengths and weaknesses will vary according to the company involved, but many of the strengths and weaknesses are dependent on the capacity of senior of senior management to acknowledge, act on change and

the product itself. It will also require the company to act quickly go gain competitive advantage when the opportunity comes.

SWOT of www.trendysportswear.com

(1) Strengths, generally refer to the part where the company product or service better than competitors. In this case will be:

- (a) The brand Trendy Sport is already be known by lot of people.
- (b) The products can be seen in almost every department store. This make it real easy for customer to actual goes there and checks out for our product quality.
- (c) Full line of products. We have our fun line of Women sportswear. For example, shirt, T-Shirt, vest, trouser, short, skirt. This will help us to have more chance to present our products to the customer. It also takes some market share, based on each type of products.
- (d) Specialist, Our senior managers and many of our staffs have in garment business for more than 30 years.
- (e) Many outlets, as trendy sport mentioned before, our company have a shop in every department store which will make it easy for customer service.
Customer can just walk to one of our shop in department store and ask our sale representations for help on our products.
- (f) Ability to buy from online catalog. Customers can actual make a purchase through our web site. Our company web site is not only gives visitor information about the company, but also give ability to place and order too.
- (g) Product customization. Only company who offer product customization to the customer. Customer can have their arm length adjust to fit their size for free when purchase from us.
- (h) Free delivery. This campaign is offer to any customers who buy two or more products from our website.

(3) Weakness, generally refer to the part where the competitive product or service are better than the company. In the case of trendysportswear.com are:

- (a) No payment gateway support at the current stage. This due to the fact that many of financial institutions in Thailand are not fully or not offer a full payment gateway service yet. To have a full function payment gateway, the company has to go to those international payment gateway services. For example verisign. But the problem still exists that it has to be charged in us dollar which will create some confusion for many people.
- (b) Security problem. Even though we are not really use payment gateway yet, but the security problem still be concerned when during with any kind of internet activities. Since most of information that provide to customer are storing out there in the internet, this create a chance for group so call "hacker" to hack and do some terrible damage to our system.
- (c) Delivery time consume. As for the nature of any online purchases, the amount of time require for deliver product from seller to customer hand still be a problem. It will usually take 3 to 4 days for delivery time (In this case we assuming that customer place an order on Monday and the money has already been transferred to our account on the same day). It will become a real problem if the order was placed the last business day of the week cause when that happen, the packet that was send out will be stuck at the post office in the post office in the holiday and will be resent again on the next business day.
- (d) Lack of experience of selling product online. Since this will be the first time for our company to actual sell product through the internet, we still have no idea about what problem might be happen beside the one that we already predict to have.
- (e) Lack of touch and feel of the product selling. Many people still prefer to actual touch and feel everything before they make a purchase. Especially for clothing products. This is why we designed to start from selling those

basic products like white shirt cause you can't really go wrong that much for white color. Also basic style also a standard shirt that 90% of Women sportswear wearing now.

- (f) Cost of delivery product. Customer still has to purchase at least 2 SKUs in order to get a free delivery service.
- (g) A risk from packet lost between the shipments.

(3) Opportunities.

- (a) A good chance to reach new market channel Since no one really yet step in to this market channel, we will have a benefit of being a first move.
- (b) Opportunity to sell more products due to the amount of internet users that increasing everyday.
- (c) Building company strong image.
- (d) Building brand awareness among internet users.
- (e) Opportunity to leverage company main income from sell through department stores to sell products on line.
- (f) Opportunity to reduce cost. Selling online will save company a lot of money compares to tradition sell method. There is not actual out let to invest with. Selling product online can be done it very low cost compare to tradition method.

(4) Threats, Usually refer to thing we can't control. Or example climate, competitors, etc.

- (a) Bad economic. Political problem, War, also concerning in people shopping ability. When there is a chance in government or war, people will intend to save their money.
- (b) Imitation. This is when other company starts to step in to the same market (sell on line). This can took some of sale volume if we can't differentiate our products from competitors.
- (c) Other influence that might affect the on line sells. For example Special promotion in the department store like Central Private Sale, The Mall midnight sale, etc.

The above information seems to suggest that these products have more strength

than weakness and in fact more benefits from opportunity rather than threats, which is a good sign. However, on closer examination of weakness and threats, we realize that the weakness can be overcome quite easily. For example, the payment gateway system can be using credit card for international ordering and cash on delivery for domestic ordering, or electronic fund transfer while solution for customer service can be handled by both phone call and the online by using an e-mail and FAQ. As for threats, they are common to all companies. So other word, every one will have to same problem, the different will only be how each company solves the problem with it come.

3.10 Customer Cost

(1) Monetary cost:

Monetary cost is low because trendysportswear.com providing a new choice of shopping style that give them both convenience, less time consume and save customers money. Customers will be able to save on gasoline from actually travel to department store. Some of them have to travel twice cause they have to come back for picking up their goods that need to be adjust in size. By using cullinaninternational.com customer will be able to make an order from their home. Their order will be ship to their home. Their order can be customize to perfectly fit their size. Best of all, the price will be cheaper than buying from the department store.

(2) Time cost:

As mentioned before, Internet could reduce time cost with the time interaction. e-mail system on the Internet is also lower cost than physical mail. They can avoid those time consume cause by traffic jam.

(3) Energy cost:

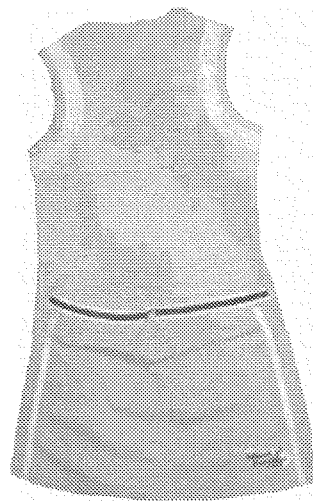
Energy uses for searching the products in company web site is low due to the customers do not have to travel to department store themselves. Convenience for online payment.

(4) Psychic cost:

Psychical cost will be high because it will be a lack of touching actual product before making purchase. To compensate this problem, we try to offer normal product that most customers already familiar with such as basic 100% cotton shirt. Customer will also be able to visit one of our shop which are every where in major department stores in Thailand.

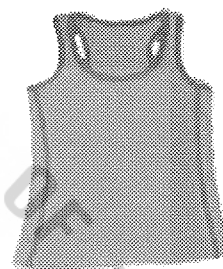
3.11 Product Overview.

- Shirts
- Shorts
- Trousers
- Skirt
- Size measurement & Color



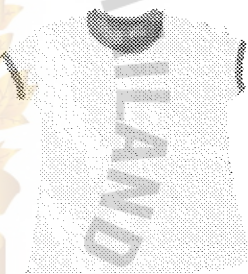
Vest

100% Cotton Vest shirt.
Having embroidery logo.
Machine washable.



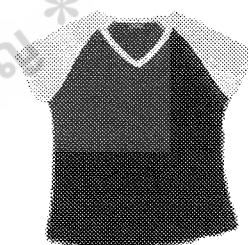
T-shirt

100% Cotton T-shirt short sleeves.
Having embroidery logo.
Machine washable.
Short sleeves Contrast neck and raglan sleeves.



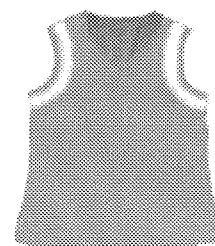
V-shape T-shirt

100% Cotton T-shirt short sleeves.
Having embroidery logo.
Machine washable.
Short sleeves Contrast V-shape neck and raglan sleeves.



Waistcoat T-shirt

100% Cotton T-shirt short sleeves.
Having embroidery logo.
Machine washable.
Short sleeves Contrast V-shape neck and waistcoat sleeves.



Polo

Polo Shirt in various color & Style.

Short sleeve polo with color tipping the collar and cuffs.

With or without pocket.

Suitable to Embroider your logo.

Available in TC, TK or cotton.

Machine washable.



Waistcoat Polo

Waistcoat polo with color tipping the collar and cuffs

With or without pocket.

Suitable to Embroider your company logo

Available in TC, TK or cotton.

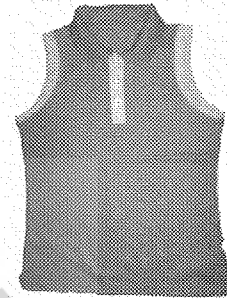


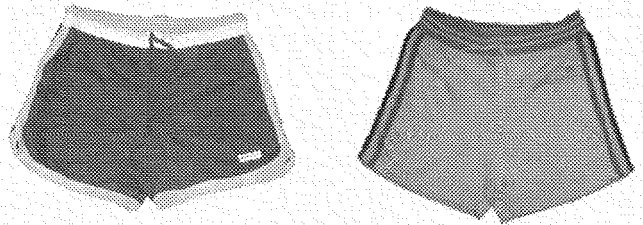
Figure 3.1. Shirt Overview.



Shorts & Trousers

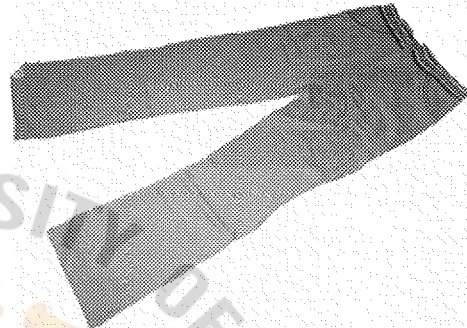
Shorts

Shorts in various color & Style.
Suitable to Embroider your logo.
Available in TC, TK or cotton.
Machine washable.



Trousers with weave waist

Trousers with color weave waist.
With or without pocket.
Suitable to Embroider your logo.
Available in TC, TK or cotton.
Machine washable.



Trousers with elastic waist

Trousers with color elastic waist.
With or without pocket.
Suitable to Embroider your logo.
Available in TC, TK or cotton.
Machine washable



Skirt

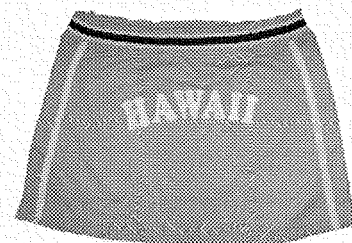


Figure 3.2. Trouser & Skirt Overview.

Size measurement & Color

TRENDY SPORTS SIZE MEASUREMENT & COLOR GUIDES						
ORDER SIZE	SS	S	M	L	XL	XXL
To Fit Chest (inches)	33-35	36-38	39-41	42-44	45-47	48-50
(cm)	84-89	91.5-96.5	99-104	107-112	114-119.5	122-127
To Fit Waist (inches)	27-29	30-32	33-35	36-38	39-41	42-44
(cm)	68.5-74	76-81	84-89	91.5-96.5	99-104	107-112

Black
Blue
Pink
Gray
White




Figure 3.3. Size measurement & Color Overview.

3.12 Product Strategy

The product strategy that we using are:

- (1) Premium quality product. We always believe that “customer is not stupid” we can’t lie to them by offering bad quality product. It is not worth to lose company image for just small amount of money.
- (2) No matter where you buy Trendy Sport products, you will always get the same product quality (excluding the imitating one). There will not be any different in cutting, finishing of discount products of online products compare to full price products. The only different will be design, size and color (might not be available in all size and color).
- (3) Professional pattern. Our entire product is designed by professional designer to be perfectly matched with Thai people.
- (4) Never ever reduce products quality to compete with compete with competitors on price cutting. As for many other company do, they chance to use very low quality fabric so that they can sell their product at very low price. Some of them even buy finishing shirts from china which not produce for them, put their logo on and sell it in their discount shop in department store.
- (5) Special online product might be considered later on. Special online collection product such as business shirt, trouser might be offer later to differentiate an online products with store products. The quality will be the same but the different will only be in fabric type.

3.13 Market & Sales Strategies.

Market Strategies.

- (a) We will still maintain our main market channel which is department store market while also starting to look after an internet market.
- (b) The new company web site will also be use as tools for promoting our products and sells.
- (c) Mainly focus in the domestic market.

Sales Strategies.

- (a) For Internet Market, We have come up with many sale strategies in which will motivate customers to buy our products thought our online store.

All sales strategies that our company planning to use are:

- (1) Special discount offer. It become a tradition that special discount have to be given for online shopping to motivate customer to buy from your site. This due to many reasons. Some of them form the low operation cost involve in selling products online, many competitors also another reason. But as for our company, the reason that we will give out special discount is because we want to compensate time lost in delivering products to customer hands. Special discount given will be from 25- 50% depending on product collection.
- (2) Excusive products. In the future, we are planning that if the products that we give special discount is interfere with the products that we sold in the regular shop, we will come up with excusive products that will only be sold through an Internet. By that time, an Internet market will be totally separate from the regular shop market. It will also be consider as a second major market for our company.
- (3) Free delivery service. If customer buys more than 2 shirts, they will get it deliver for free.

- (4) “More shop, More earn” this campaign is for our regular customers. We will record each customer amount of total buy on each year. At the end of year, we will sum up those numbers and give them special free gift as a complement of being royal customers.
- (b) As for the regular store market. We are planning to use our web site to be a tool to promote our regular store by:
- (1) Online special discount coupon. There will be a section where customers can come and print out special coupon in which they can use it to get special discount from our showroom. This coupon will be available only in specific time.
 - (2) Posting up grand sale date. When there will be a special grand sale in the department store. We will post up the information on the web so that people can check the date of that sale. We will also save company lot of money on printing ad (handout).
 - (3) Advertising with other website, Including one time advertising and permanent advertising. One time advertising will only be done on special even. For example, Central Midnight sale. As for permanent advertising, we will advertise through other relating industries sites or potential customer sites. For example Financial Institution Site cause they are one of our prospective customers, department store sites, and Thai Garment Manufacturers Association.
 - (4) Give customer handout in our shop in the department store. This handout will consist with the information of our website.
 - (5) Magazines advertisement. Since we often do advertise through media like magazine, we will put our company URL at the bottom of the ad to notify our customers about our site. As when the competition becomes more aggressive, we will advertise our site in full page and explain service available.
 - (6) New coming product. There will also be a section of new products collection. In this section, visitors can see what product will be available on next coming season. This will create some idea in customer’s mind of what they can expect in the next coming season.

3.14 Product Positioning.

We set our products positioning in middle – high market, there are many influences that our products have to be target to that specific group of customer.

- (1) One of them is the result from the cost of licensing that we have to pay to The brand owners in London as for many brand names do
- (2) High cost of production due to the fact that we use high quality cutting and fabric. This create our products to be expensive than our competitors.
- (3) Premium quality products by using premium yarn in order to produce Trendy Sport product.
- (4) Our products are only be sell in the major department stores such as Central Department store, Emporium Department store, Robinson Department store and The Mall Department Store.
- (5) Strong product image. Trendy Sport products always positioning in one Of the top 5 best seller women sportswear in Central Department Store.

3.15 Market Targeting

Since our product is very high in price compare to our competitors, we have to target to high income customers. We have divided them in to:

- (1) Medium High Class customer. There is a group of people who willing to Pay more for better product quality but the price still one of their concerns. They are educated customers who prefer a high product quality for themselves.
- (2) High Class customer. This is group of people who will be looking at the Quality of product before considering about the price. They are pretty neat in small detail. As long the product that offers to this group of customer is in high quality, there shouldn't be any problem.
- (3) Premium Class customer. This is group where price isn't their issue at all.

What they want is the best quality they can get. Some small details that many people can be ignore but for them can't, like cutting detail. Some premium yarn like EGYPTIAN YARN that use 2 of number 80 and twice them together to generate one number 160 EGYPTIAN YARN. This 160 EGYPTIAN YARN will be very light and soft. It will give feeling like silk while giving the look of cotton. The shirt that uses this yarn will be very expensive. It will cost

3 times more expensive than the regular shirt. However, this product still is able to sell to a group of premium customers.

3.16 Market Segmentation

Our company would segment the market in accordance with geographic segmentation, demographic segmentation and behavioral segmentation.

(1) Geographic segmentation: We segment the market into local market and international market.

(a) Local Market, this is our major market. The products we offer have been redesigned to match with Thai people including size and color.

(b) International Market, including Asian, European, and United States. The products to be exported to those markets will differ in size and style.

(1) Asian market will have close in size, except the way to represent it. Some markets like Singapore prefer to have size in number instead of alphabet. For example 50, 52, 54 instead of M, L, XL.

(2) European and United States market. The size will be totally different from us. Most of the time is 1 to 2 times bigger than in Thailand.

(2) Demographic segmentation: Our company website will consider age, gender and income for demographic segmentation. We believe that consumers at different ages have different demands. As for age, we assume that 90% of our customers will be women. 10% will be men who might stop by to get some information or to purchase as a gift. Income segmentation will be considered to know the purchasing power of our consumers. It will be beneficial for selecting products to be sold and for pricing strategy.

(3) Behavioral Segmentation: This will focus on buying behavior of each group of customers. Some customers will buy only new release products. Some buy because of their need. Some customers only make purchases with special promotions offered.

3.17 Marketing Mix (4P's)

Product.

- High quality production with 100% cotton
- Having embroidery screen or logo
- Customization by customer design
- Various colors and styles
- Planning for other category as Sportswear for men or female working suite

Price

- Competitive price with high quality
- One price policy in each of category
- Tax including

Place.

- 24 hrs. available store on at www.trendysportswear.com
- Promoting on search engine Barter website with partner
- Regular shop in major department store.
- Headquarter showroom.
- Air port duty free (coming soon).

Promotion

- Special discount from 20 to 40% of the price listed.
- Free sleeve length adjustment.
- Free shipping for purchase of at least 2 products.
- Free gift at the end of year for customer who regularly purchase at www.trendysportswear.com
- Free t-shirt on every 3,500 baths spend on www.trendysportswear.com

3.18 Competitors Analysis

(1) Direct competitors:

(a) Premium brand e.g. Nike, Adidas, Puma, Umbro, ...

(1) Strength:

- (a) Popular & favorite brand
- (b) Huge of investment
- (c) Inventing the essentials in product innovation and variable
- (d) More point of distribution. Due to the fact that this brand have been around for longer period of time than our brand.

(2) Weakness

- (a) Lack of professional skill in production and Marketing department cause their product development team and marketing team that was did the production and market since the beginning have been move to our company for last 5 years. Their totally sale in every department store start to fall down since then.
- (b) No standard quality, use very low quality fabric with a low skill cutting. The products that came out lately weren't have a good quality.

(2) Indirect competitors:

(a) Medium quality product. For example Columbia Sportswear

(1) Strength:

- (a) Have been around for more than 20 years (brand awareness).
- (b) More channel distributions.
- (c) Low price.

(2) Weakness

- (d) Old fashion.
- (e) Low in quality when compare to the price.
- (f) Low class brand image.

3.19 Cost and Benefit Analysis

Initial Cost information of the Project. Cost that involving in setting up system.

Initial Investment Cost

Hardware and software	100,000 (Baht)
(1 set PC, Scanner, Printer, Digital Camera, Accessories and related software)	
Internet Service Provider (regular 256k connection per month)	1,000
Domain name registration (\$20 per year)	860
Web Hosting (\$7.95/month x 12 =4102.2)	4,105.20
Miscellaneous	12,000
Total Initial Investment	117,965.20

Table 3.1. Five year estimate income, Baht.

Income	Years				
	1	2	3	4	5
<u>Sales</u>					
(150,000 x 12) Growth 5%	1,800,000.00	1,890,000.00	1,984,500.00	2,083,725.00	2,187,911.25
Online Special Discount	800,000.00	700,000.00	600,000.00	500,000.00	400,000.00
Cost of Goods sold (50%)	900,000.00	945,000.00	992,250.00	1,041,862.50	1,093,955.63
Gross Profit	100,000.00	245,000.00	392,250.00	541,862.50	693,955.63
<u>Operating Expenses</u>					
Salary (Web Master)@10,000	120,000.00	126,000.00	132,300.00	138,915.00	145,860.75
Marketing & Promotion campaign	50,000.00	120,000.00	120,000.00	120,000.00	120,000.00
Miscellaneous	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00
<u>Initial Investment Cost</u>					
Total Initial Investment	117,965.20				
Paper					
Total Expenses	297,965.20	256,000.00	262,300.00	268,915.00	275,860.75
Earning Before Interest and Tax (EBIT)	-197,965.20	-11,000.00	129,950.00	272,947.50	418,094.88
Tax 30%				81,884.25	125,428.46
Net Income	-197,965.20	-11,000.00	129,950.00	191,063.25	292,666.41
Accumulated Net Income	-197,965.20	-208,965.20	-79,015.20	112,048.05	404,714.46

As the accumulated net income is negative in the first 3 years, but it is positive in the third year, payback period is therefore between the second year and the third year. Payback period can be calculated as follows:

$$79,015.20 / 191,063.25 = 0.41 \text{ year}$$

$$0.41 \times 12 = 5 \text{ months}$$

Therefore, the payback period is about 4 months. Please note that year 3 is the starting point. (3 years. 5 months)

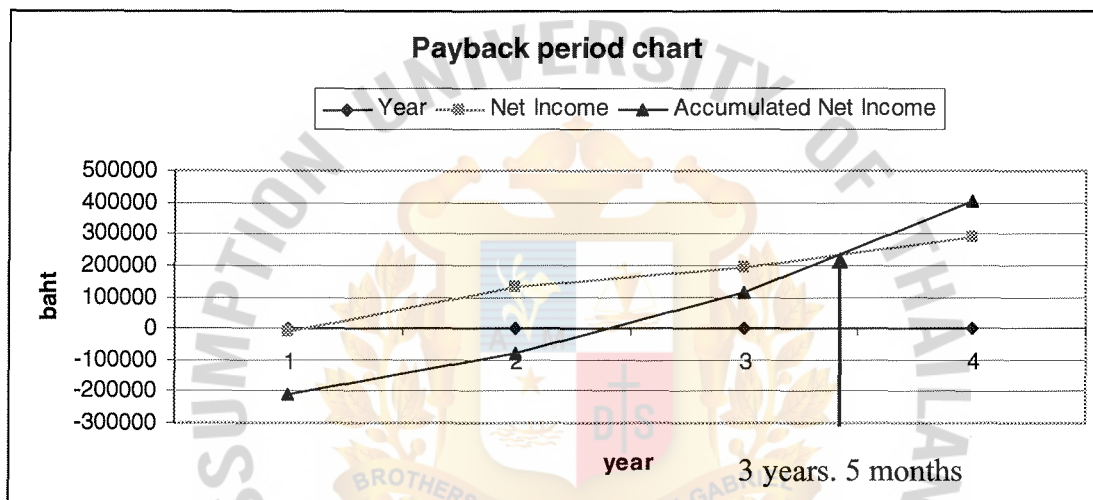


Figure 3.4 Payback Period Chart

IV. WEBSITE DEVELOPMENT & DESIGN

4.1.1 Hardware and Software Requirements

The requirement of system are as follows:

- (1) Hardware Specification
 - (a) ATHLON XP 1.7 GHz Processor
 - (b) 512 MB of RAM
 - (c) 40 GB of Hard Disk
 - (d) 52X CD-ROM Drive
 - (e) 17 inch Monitor
 - (f) Keyboard and Mouse
 - (g)
 - (h) Modem with internet connection.
 - (i) Hub 24 ports
 - (j) Laser Print Server
 - (k) LAN Cable UTP
- (2) Software Specification
 - (a) Operation System (Windows XP)
 - (b) Developer Software (MS Visual InterDev 6.0)
 - (c) Web Browser (MS Internet Explorer 5.0 or higher)
 - (d) Application Software (MS Office 2000 Professional)
 - (e) HTML Editor such as Front Page XP, Dream weaver.
 - (f) FTP software such as WSFTP or Cute FTP
 - (g) Adobe Photo Shop
 - (h) Adobe Illustrator
 - (i) Flash

4.2 Site Map.

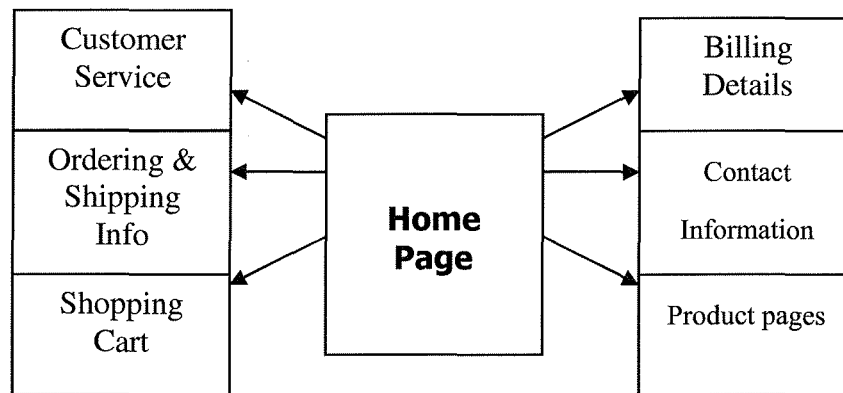


Figure 4.1 Site Map

The site is random structure presents information without a specific order. From the home page, visitors can choose any other web page freely according to their interests and will be pretty straight and forward as the major visitors of this site will be businessmen. There is absolutely no need to create complicate link. Each page can also be able to switch back and force or jump from on one place to the other place on just on click.

4.3 Designing Web Site.

Animation: our web site using Animated GIFs for logo and upper line tab for catch a visitor's attention.



Figure 4.2 Welcome Bar.

4.4 Company Web Content & Web Pages

Since I have mentioned before that this web site will be uses for both online selling purpose and to promote company traditional sell, the company has come up with the following web content:

1. Home Page (First Page).

This will be the first page the every customer will see on their first visit. It will consist of all content that available in the pages which are Company information, Shop Online, How To Dress, Special Offer, Customer Service



Figure 4.3 Homepage Default Page.

2. Product

This section will provide customer with detail information on product that customer click on the page before. This Product Specification Detail Screen will show each Product in detail such as some specific detail like type of collar, fabric construction, price



Figure 4.4 Shirts Page.



Figure 4.5 Shorts Page.

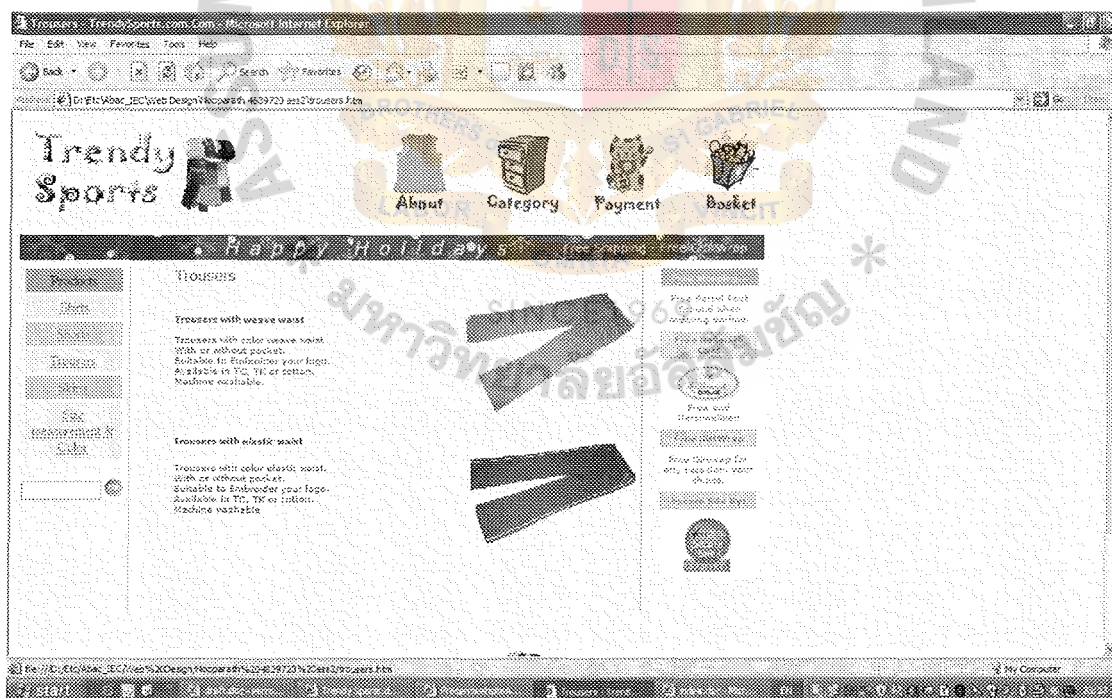


Figure 4.6 Trousers Page.



Figure 4.7 Skirts Page.

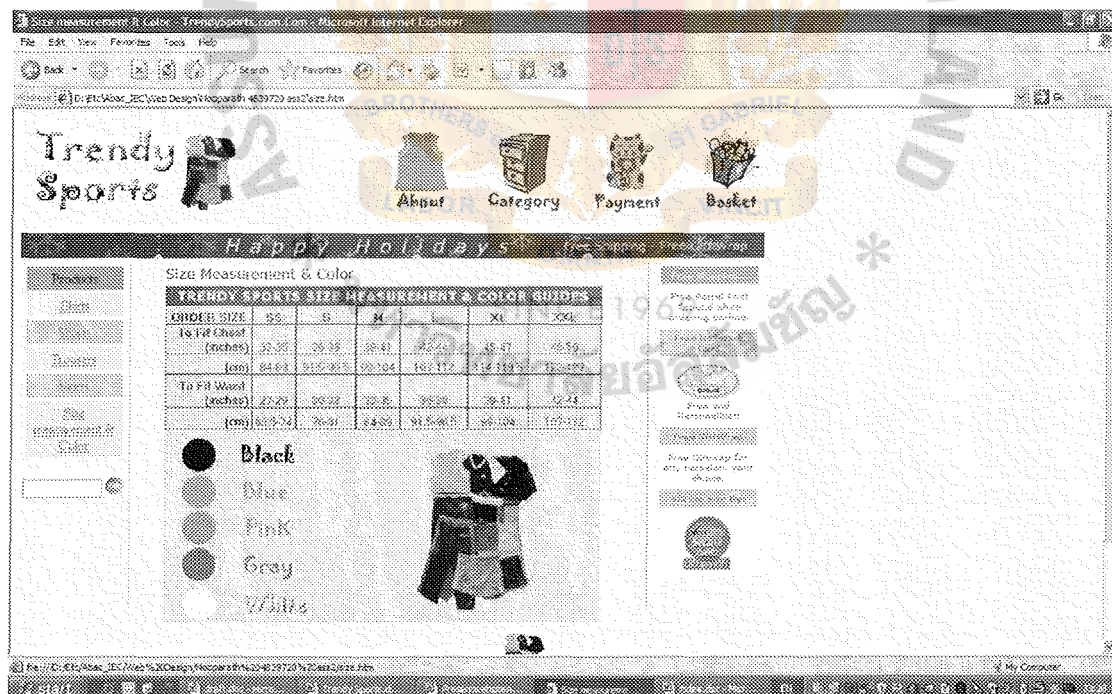


Figure 4.8 Size & Measurements Page.

3. Customer Service

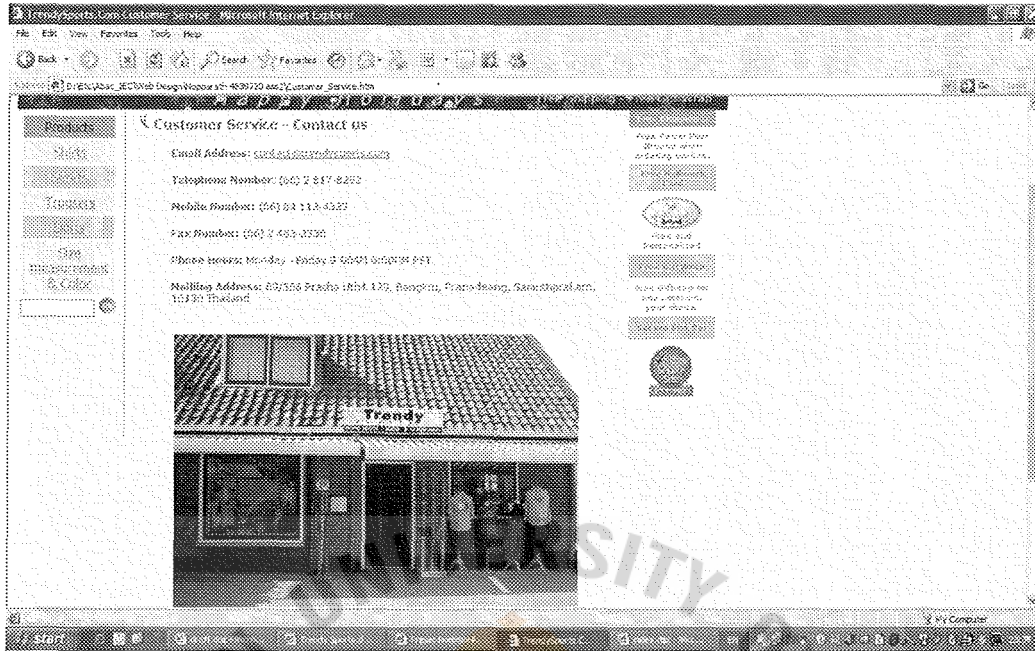


Figure 4.9 Contact Us Page.

4. Ordering & Shipping Info

Payments Methods Accepted: We accept Visa, MasterCard, American Express and Discover. We also accept Checks and Money Orders although Check Orders take longer to process as we must wait 10 - 14 days for Checks to clear before shipping Check Orders.

Order Processing Time: Most credit card orders placed by 11:00am EST Monday - Friday will ship the same day. Otherwise the order is shipped the following Business Day. We do not ship on Weekends, National Holidays and the day Before and After Christmas and New Years.

Delays in Processing Orders: If any Billing information can not be verified your order may be delayed or canceled. Please make sure ALL your Billing information is correct when filling out the order form.

In Transit Times/Estimates: Shipping service levels are calculated from the day your order is shipped, not when your order is placed, so please choose your level of service accordingly.

Shipping Guaranties: UPS Next Day Air, 2nd Day Air and 3rd Day Air are guaranteed. Refunds for guaranteed shipping service levels are available if the Shipping Carrier is at fault for the delayed delivery. Claims for shipping costs must be made via email within 14 days of the initial ship date.

a. Shopping Cart

In this page, Customer can check the product that they have been shop until that moment. It will show quantity purchase and total amount due. How ever, if customer some how change their mind or need to adjust or remove that item from shopping cart, For change in quantity will be same concept. Customer can just type in new number in quantity field and click on update icon.

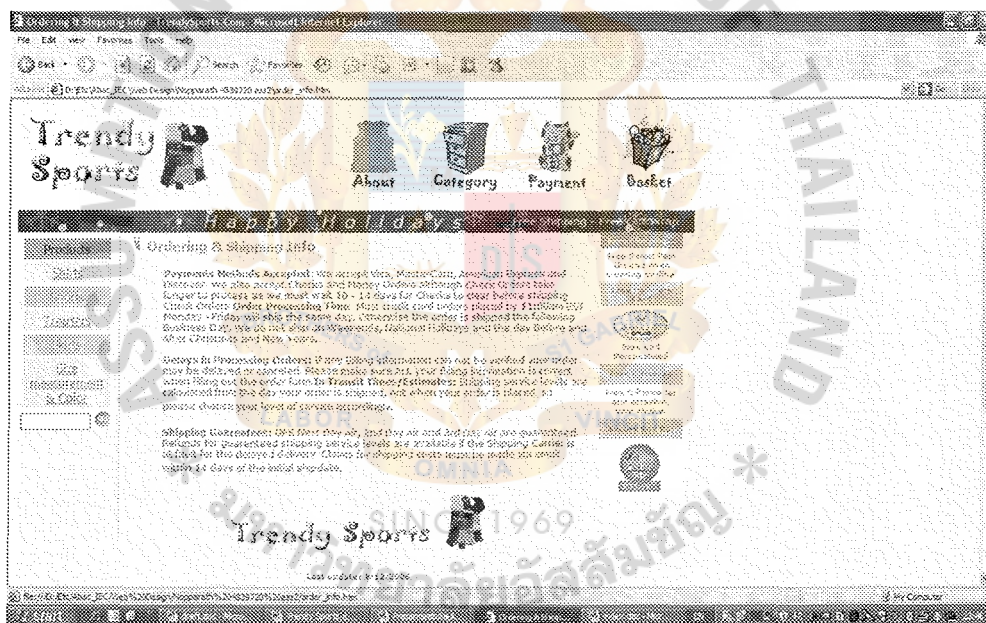


Figure 4.10 Shopping Cart Page.

b. Payment Page

In this page, customers have to give their Full Name with Last Name together with their both mailing address and shipping address. Customers will be able to choose 2 type of payment.

(1) First one is C.O.D. refer to cash on delivery. By using this method, customer have to pay for price of the product when product ordered arrive at their place.

(2) Second method is using electronic fund transfer. It can be done in many way. Most popular one will be by using and ATM machine. Customer cans also writing a cheque payment to Trendy Sport CO.,LTD.

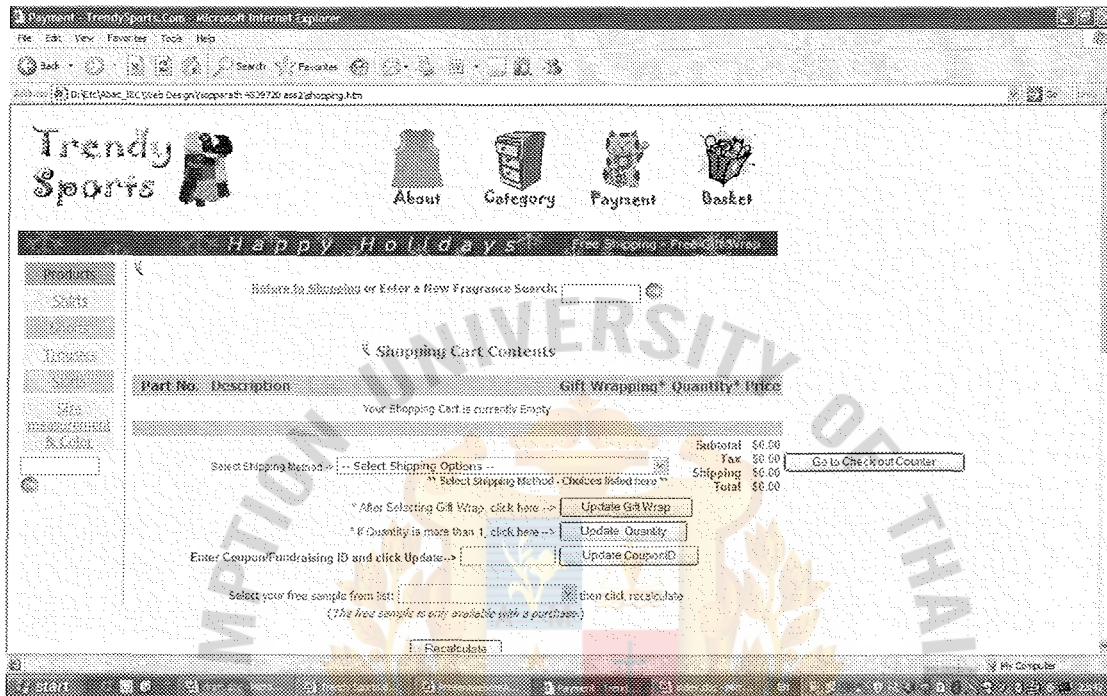


Figure 4.11 Payment Page

c. Billing Detail Page

The screenshot shows the Trendy Sports website's checkout process. The page has a navigation bar at the top with links like 'Home', 'About', 'Category', 'Payment', and 'Basket'. Below the navigation bar is a header with the site name 'Trendy Sports' and a 'Happy Holidays' banner. The main content area contains a form for shipping and payment information. The form is divided into sections for 'Shipping Details' and 'Payment Details'. The 'Shipping Details' section includes fields for Name, Company, Address, City, State/Province, Zip/Postal Code, and Country. The 'Payment Details' section includes fields for Card Number, Card Type, Expiration Date, and Cardholder Name. There are also checkboxes for 'Credit Cardholder's Card' and 'Check or Money Order'. A large watermark 'ASSUMPTION UNIVERSITY OF THAILAND' is visible across the page.

Figure 4.12 Billing Detail Page.

d. Price Matching Page

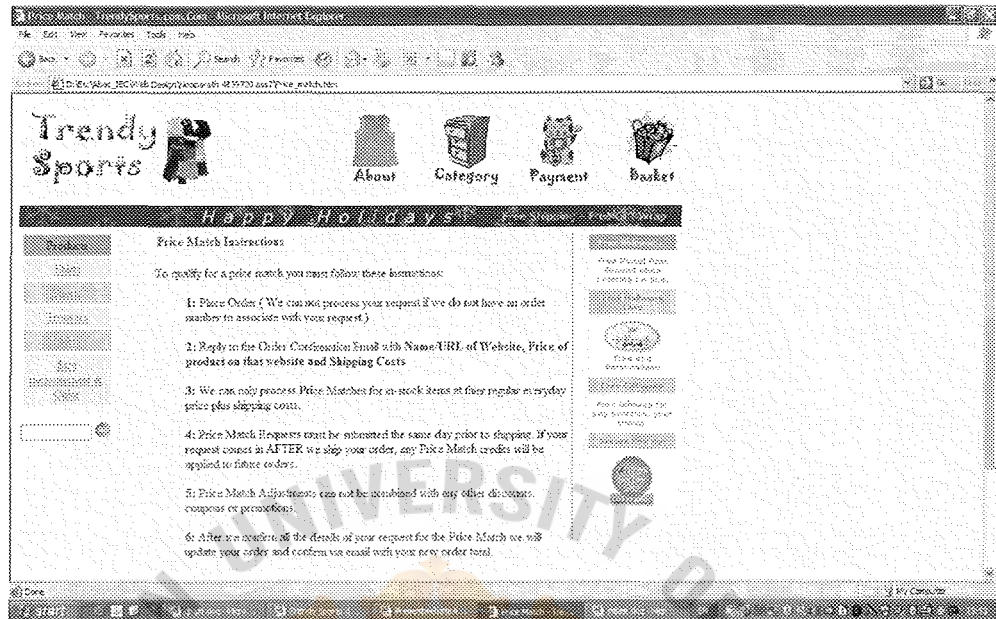



Figure 4.13 Price Matching Page.

e. Our Guarantee Page



Figure 4.14 Guarantee Page.

f. Return & Exchange Page

Trendy Sports  [About](#) [Category](#) [Payment](#) [Basket](#)

Happy Holidays [Free Shipping](#) [Free Return](#)

Customer Service - Return Instructions
[Print this page and include it with your return](#)

Return or Exchange must be made within 30 days of receipt of your order provided the perfume has not been opened and has not been used or tested.

A full refund, which includes shipping costs, is available only if the return is a result of our error.

If the return/exchange is not a result of an error on our part there will be service charge of \$5.50 to process the refund/exchange.

Return Check List:

- Provide explanation of return/exchange in the space provided below.
- Include the packing slip on this page inside package.
- DO NOT ship item in an envelope. The shipping container must be a BOX.
- Write ORDER NUMBER on the outside of the shipping BOX.

Ship To:
 TrendySports.com
 Sales Department
 88/156 Thachathani Rd. 12th, Bangkok, Sengkhroedong, Sengkhroedokom, 10110 Thailand


Trendy Sports  **SINCE 1969**

Figure 4.15 Return & Exchange Page.

5. Contact Information

This will be link to our company e-mail address which is contact@trendysports.com Customer can submit any question, comment by using this e-mail account. All answers will be reply within 48 hours or 2 days.

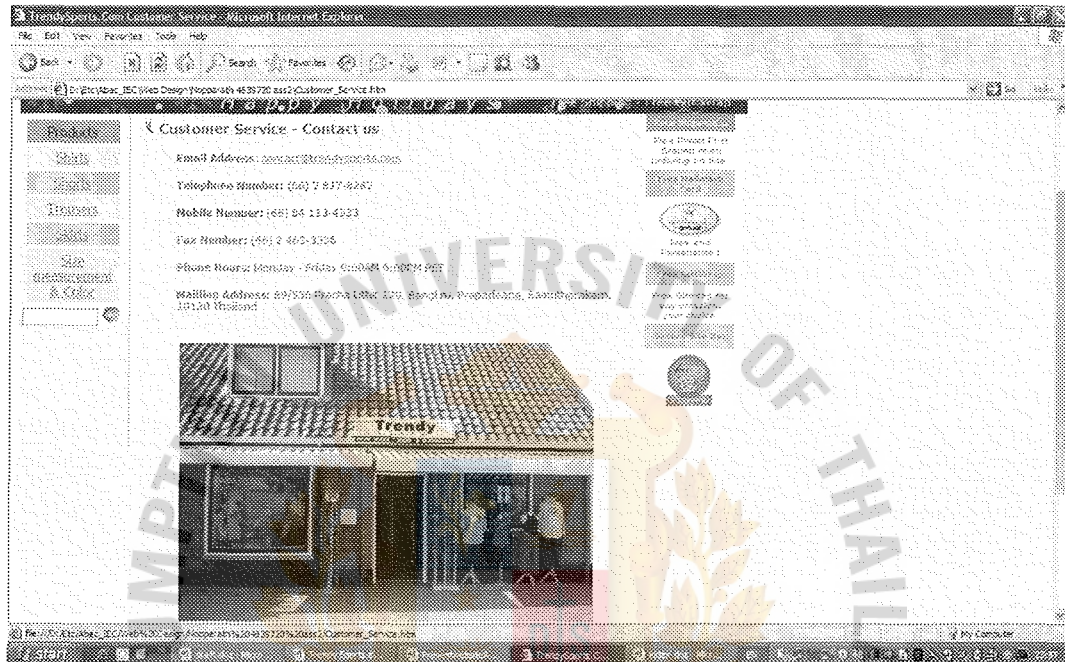


Figure 4.16 Contact Information Page.

6. Privacy Statement Page

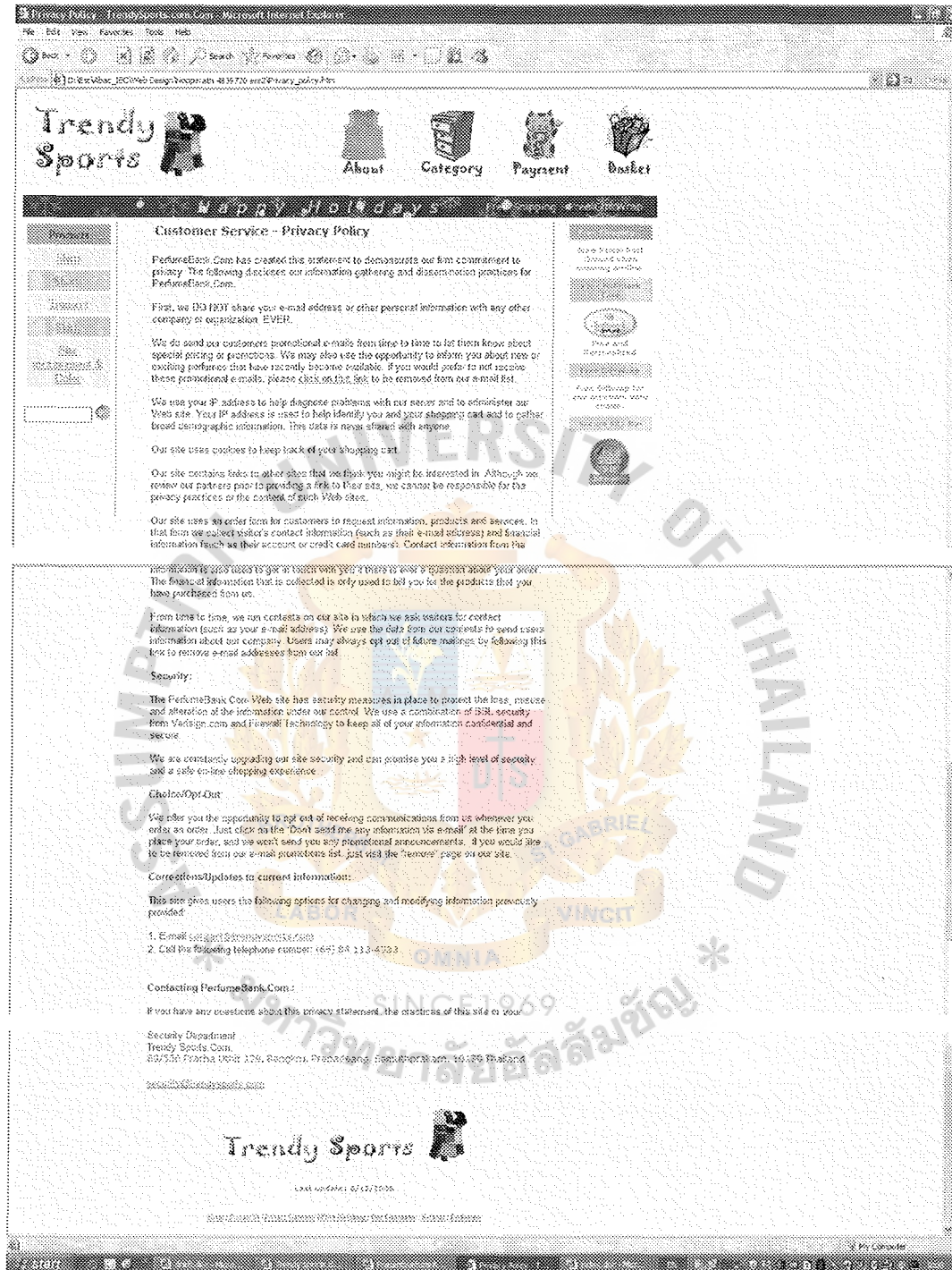


Figure 4.17 Privacy Statement Page.

4.5 Customer Database

Table 4.5.1 Structure of Customer Table.

No.	Field Name	Field Type	Index	Unique	Nullable	Foreign Key to table	Check	Key Type
1	Customer no	Char(6)	Y	Y				Primary Key
2	User name	Char(8)	Y			User		Foreign Key
3	Customer name	Char(50)						Attribute
4	Customer address	Char(200)						Attribute
5	Shipping address	Char(200)						Attribute
6	Customer phone no	Char(20)						Attribute
7	Customer fax no	Char(20)			Y			Attribute
8	Customer tax id	Char(12)						Attribute
9	Contact person	Char(30)						Attribute

Order Database

Table 4.5.2 Structure of Order Table.

No.	Field Name	Field Type	Index	Unique	Nullable	Foreign Key to table	Check	Key Type
1	Order no	Char(8)	Y	Y				Primary Key
2	Customer no	Char(6)	Y			Customer		Foreign Key
3	Sale staff code	Char(3)	Y			Employee		Foreign Key
4	User name	Char(8)	Y			User		Foreign Key
5	Order date	Date						Attribute
6	Delivery date	Date			Y			Attribute
7	Cancel date	Date			Y			Attribute
8	Credit date	Integer(3)			Y			Attribute
9	Total amount of money	Decimal(10,20)						Attribute
10	Vat	Decimal(9,2)			Y			Attribute
11	Discount	Decimal(9,2)			Y			Attribute
12	Net amount of money	Decimal(10,2)						Attribute

Product Database

Table 4.5.3 Structure of Product Table.

No.	Field Name	Field Type	Index	Unique	Nullable	Foreign Key to table	Check	Key Type
1	Product no	Char(8)	Y	Y				Primary Key
2	User name	Char(8)	Y			User		Foreign Key
3	Product name	Char(20)						Attribute
4	Product size	Char(3)						Attribute
5	Product color	Char (15)						Attribute
6	Quantity stock	Integer(7)						Attribute
7	Unit cost	Decimal(7,2)						Attribute
8	Unit price	Decimal(7,2)						Attribute

Ordered Product Database

Table 4.5.4 Structure of Ordered Product Table.

No.	Field Name	Field Type	Index	Unique	Nullable	Foreign Key to table	Check	Key Type
1	Ordered product code	Char(8)	Y	Y				Primary Key
2	Order no	Char(8)	Y			Order		Foreign Key
3	Product no	Char(8)	Y			Product		Foreign Key
4	Quantity ordered	Integer(7)						Attribute

Invoice Database

Table 4.5.5 Structure of Invoice Table.

No.	Field Name	Field Type	Index	Unique	Nullable	Foreign Key to table	Check	Key Type
1	Invoice no	Char(8)	Y	Y				Primary Key
2	Order no	Char(8)	Y			Order		Foreign Key
3	User name	Char(28)	Y			User		Foreign Key
4	Invoice date	Date						Attribute
5	Due date	Date						Attribute
6	Paid date	Date			Y			Attribute

Department Database

Table 4.5.6 Structure of Department Table.

No.	Field Name	Field Type	Index	Unique	Nullable	Foreign Key to table	Check	Key Type
1	Department no	Char(2)	Y	Y				Primary Key
2	Department name	Char(20)						Attribute

Employee Database

Table 4.5.7 Structure of Employee Table.

No.	Field Name	Field Type	Index	Unique	Nullable	Foreign Key to table	Check	Key Type
1	Employee code	Char(3)	Y	Y				Primary Key
2	Department no	Char(2)	Y			Department		Foreign Key
3	Employee name	Char(15)						Attribute
4	Employee Surname	Char(35)						Attribute
5	Employee address	Char(200)						Attribute
6	Employee phone no	Char(20)			Y			Attribute
7	Employee tax id	Char(12)						Attribute
8	Date of birth	Date						Attribute
9	Salary	Decimal(7,2)						Attribute
10	Start date	Date						Attribute

User Database

Table 4.5.8 Structure of User Table.

No.	Field Name	Field Type	Index	Unique	Nullable	Foreign Key to table	Check	Key Type
1	User name	Char(8)	Y	Y				Primary Key
2	Employee code	Char(3)				Employee		Foreign Key
3	Password	Char(10)					>=8 characters	Attribute

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The purpose of this project is to study for create new market channel in cyber net, improve customer services to maximize profits To sell physical goods online as and additional sale channels and delivery of goods takes place through traditional market and steam line of operation process and use the benefit of e-commerce with online ordering and payment by using credit card online and on line payment system in Thailand.

Sport seem to be a trend for the new generation and they are very much health conscious. The price is quite cheap when compared with other popular brand name sportswear so they can buy the good quality product with reasonable prices

Internet offers an efficient channel for information and another way to reach customers, but in order to grain full benefit of internet, we must know how to apply business concept in order to capture customer attention. Some business concepts that are used in this project are as Business Analysis including SWOT, Marketing Mix (Four P's) and how implementation has been done with marketing Plan including setting up target market, market segmentation, market positioning, and promotion mix that we can stimulating the market demand.

Besides business concepts, knowledge learnt in IEC class including web programming, internet and security, web design are also very helpful.

The company website allows company to expand markets beyond geographical, national boundaries, lower overhead cost and improve customer service including tracking customer satisfaction by using E-mail, online shopping store and how to dress section with benefit to reduce paperwork and time spent on correspondence and creating company strong image.

From the Cost/Benefit Analysis, the result is that the breakeven point between accumulated existing system cost and accumulated proposed system cost is 3 months. The payback analysis results in the payback period of 4 months. For both the breakeven point and the payback period, please note that year 2 is starting point. The company's guideline is that all investments must

have a payback period less than or equal to three year. The investment in proposed system is a good investment, as it has the payback period of 4 months.

5.2 Recommendations

Research and Development the products by Clustering target group and increasing product line for more market share and profitability (Category for men,...) Adding more product categories. Product like t-shirt, short sleeve, short, sock and more accessories will be added to create more variety products and adopting real time payment system. Once online payments become more popular, our company web site will accept credit card transaction so that it will be easier for customers for shopping with us.

Customer should be checking for their shipping status from our new order tracking section by EDI process and certificate authorized by the international standardization (ISO, UL,...)

Events marketing Exhibition Road Show (Event hall, QSNCC, Bitec, Impact,...) and cooperating with Department of Export Promotion : DEP for International Road show

Casual and sport garments, especially garments for women, as well as knitted tricots and pullovers, reveal an increasing trend in EU markets. By recognizing this tendency of casual and sport garments, and being experienced with standards and quality required by the EU market, responding to demands for fast delivery, running low labor costs, recognizing competition and above all by being energetic and creative in designing and marketing products (with Albanian trademarks), it is possible to get advantage of opportunities offered by the EU market (especially in EU countries featuring high consumption and income such as Germany, England, etc).

On-line Advertising & PR. (Banner, Nipa.com,...) and Off-line (Poster, Billboard, Sticker floor, J-Flag,..) with more activities (Product design Contest,...)

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