



## Thai Desserts Online

by

Mr. Somsak Wisetchonlathan

A Final Report of the Six-Credit Course  
IC 6998 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

July 2002



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Project Title	Thai Desserts Online
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Project Advisor	Rear Admiral Prasart Sribhadung
Academic Year	July 2002


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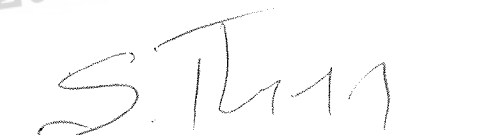
The Graduate School of Assumption University has approved this final report of the six-credit course, IC 6998 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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July 2002

## **ABSTRACT**

The Internet is going to change the people's way of searching for information, buying products and services. The Internet allows any business to gain more sales and growth opportunities. Understanding the Internet marketing and information search is the key factor for success of the business. Nowadays, there are hundreds of thousands of web sites around the world. In order to make the web site a success, good planning strategy to promote the web is necessary.

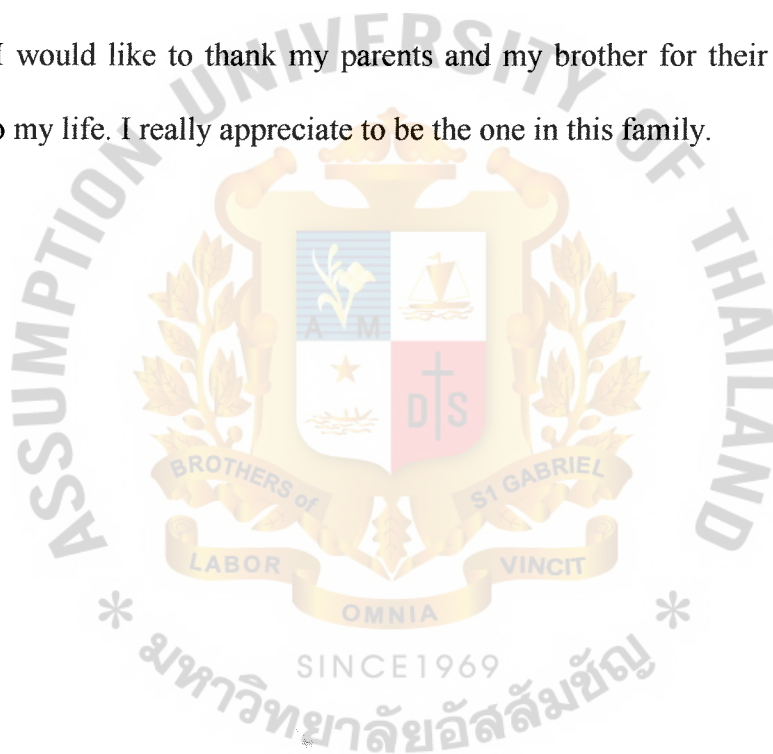
The report presents the Thai food desserts such as the history and information, Thai food recipe information, Selling products, Thai food events calendar and press release in Thailand and abroad. The scope of the project concerns Thai food desserts industry. We have been comparing the existing industry with the purposed system of the current industry. We create the web site to promote Thai food desserts as well as create a center of Thai desert community for information exchange.

This project provides information for Thai food desert information reference and the benefit of the proposed system presented in this report. We found that the proposed system can provide the readers both tangible benefit as well as intangible benefits. The writer of this report hopes that the readers will get benefit from this report.

## ACKNOWLEDGEMENTS

This project succeeded with the help of Rear Admiral Prasart Sribhadung who is my advisor. He gave me advice, ideas and points to succeed for this project. I would like to thank all my friends who supported me in all study periods and supported me to finish this project especially Miss Suchada Chartsakul who provided me the comments and suggestions to finish the project and also the Thai food dessert shops owners who provide the Thai desserts information and suggestions.

Finally, I would like to thank my parents and my brother for their kind support and warmth to my life. I really appreciate to be the one in this family.



## 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
II. LITERATURE REVIEW	4
2.1 Background of Thai Dessert	4
2.2 Thai Desserts History and Information	4
2.3 Thai Desserts Category	9
2.4 Existing Situation Analysis	11
2.5 Thai Desserts Online Industry Analysis	12
III. MARKETING ANALYSIS	15
3.1 Market Target	15
3.2 Market Strategy	15
3.3 SWOT Analysis	15
3.4 Market Trend	17

<u>Chapter</u>	<u>Page</u>
IV. THE PROPOSED SYSTEM	18
4.1 Hardware Requirement	18
4.2 Software Requirement	19
4.3 Web Site Hosting and Design	19
4.4 Web Design	20
4.5 Thai Desserts Community	22
4.6 Thai Desserts Selling Online	22
4.7 Cost and Benefit Analysis	23
4.8 Payback Period	25
V. PROJECT IMPLEMENTATION	26
5.1 Overview of Project Implementation	26
5.2 Program Testing	26
5.3 System Implementation	26
5.4 Promote the Site	26
VI. CONCLUSIONS AND RECOMMENDATIONS	28
6.1 Conclusions	28
6.2 Recommendations	28
APPENDIX A WEB INTERFACE DESIGN	30
BIBLIOGRAPHY	38

## LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
1.1 Site Map of Thai Desserts online	21
1.2 Home Page	31
1.3 History Page	32
1.4 Food Shop Page	33
1.5 Events and Calendar Page	34
1.6 Thai Desserts Recipe Page	35
1.7 Purchase Online Page	36
1.8 Thai Community Page	37
1.9 Contact Us	38





**LIST OF TABLES**

<u>Table</u>	<u>Page</u>
4.1    Hardware Specification	18
4.2    Software Specification	19
4.3    Cost and Benefit Analysis	24



## **I. INTRODUCTION**

### **1.1 Background of the Project**

Nowadays, Thai people are familiar with Thai desserts. Thai people know the good taste of Thai desserts but Thai desserts history, information, recipe are difficult to find especially online information. Normally, the information searched from the Internet are the Thai food recipes and places to go. We found difficulty in finding the Thai desserts information such as Thai dessert recipe, information support, the favorite Thai dessert producers.

Furthermore, Thailand is well known in traditional culture because Thai culture has a long history. Having the information online, Thai desserts can describe and provide a Thai history and other information related to Thailand.

From this point of view, Thai desserts online will mainly provide the Thai dessert information and go along with Thai cultural tradition to promote well-known Thai culture.

Moreover, Thai dessert online targets both consumers and new distribution channels of current business via web-base solution. The site creates a center of Thai dessert community for information exchange. With this reason, Thai desserts online will response to the requirement via web-base solution.

### **1.2 Objectives of the Project**

Thai dessert online set the objectives as follows:

- (1) To promote Thai desserts in Thailand and abroad.
- (2) To create new distribution channels of current business via web-based solution.
- (3) To provide online Thai desserts information through a web site.

- (4) To create a center of Thai desserts community for information exchange.
- (5) To provide information on Thai desserts events in Thailand and abroad.

Thai dessert online provides the Thai dessert information such as recipe, information. Furthermore, Thai dessert online will create the new distribution channel for the current Thai dessert shop owners to promote their shops and increase awareness to the consumers to find out.

Thai desserts online will use the web-based solution to create Thai dessert community for information exchange.

### **1.3 Scope of the Project**

Thai desserts online define the scope as follows:

- (1) Thai food history and information.
- (2) Thai food recipe information.
- (3) Thai desserts categories.
- (4) Selling products online and announcing new products and services.
- (5) Thai food event calendar and press releases in Thailand and abroad.

Thai desserts online deliver the Thai dessert history, recipe, and information through the web-base solution. Thai desserts categories will be defined. Currently, products of Thai desserts rarely sell online. Thai desserts online will use the web-base solution to sell the products online and announcing new products and services.

Meanwhile, Thai desserts online will provides Thai dessert or Thai food events calendar in Thailand and abroad through web site for audiences around the world.

### **1.4 Deliverables**

Deliverables for this project will be as follows:

- (1) A final report will be delivered on the due date and cover the scope of information mentioned earlier.



- (2) A website will be designed and developed for showing the concepts of Thai food desserts information and online services. It will be applied in the final report.



## **II. LITERATURE REVIEW**

### **2.1 Background**

Thai food is internationally famous. Whether chilli-hot or comparatively bland, harmony is the guiding principle behind each dish. Thai cuisine is essentially a marriage of centuries-old Eastern and Western influences harmoniously combined into something uniquely Thai. The characteristics of Thai food depend on who cooks it, for whom it is cooked, for what occasion, and where it is cooked to suit all palates.

With their Buddhist background, Thais shunned the use of large animals in big chunks. Big cuts of meat were shredded and laced with herbs and spices. Traditional Thai cooking methods were stewing and baking, or grilling. Chinese influences saw the introduction of frying, stir frying and deep-frying. Culinary influences from the 17th century onwards included Portuguese, Dutch, French and Japanese. Chillies were introduced to Thai cooking during the late 1600s by Portuguese missionaries who had acquired a taste for them while serving in South America.

Furthermore, Thai dessert is the traditional food for Thai people long time ago and desserts are popular everywhere in Thailand, in the markets, on the street, in the food shops and restaurants. Thai desserts are served after meals and between meals. Anywhere and anytime, Thai desserts are always there.

### **2.2 Thai Desserts History and Information**

#### **2.2.1 Thai Desserts History**

There is no the exact information that when Thai desserts has been happened but in the history record found that Thai desserts are found in a stone inscription. Named found in a stone inscription is Kaikob, Nok ploi, Bualoi, Ai tue. There are the fist Thai desserts for Thai people.

desserts for Thai people.

## 2.2.2 Thai Desserts Information

### Special Utensils for Making Thai Desserts

**Brass wok:** Due to its special characteristic of preserving the aroma and color of Thai desserts, a brass wok or “Katha Thawng” named after the raw material used in its manufacture is a utensil for making Thai desserts. There are 2 kinds of brass woks: hand-beaten and cast. The cast wok has a smoother texture and nicer shape. Brass woks can be found in all kitchen equipment stores and also at Jatujak weekend market in Bangkok.

**Porcelain thimble cups:** these are tiny cups used as molds for steamed desserts, such as steamed pandanus Cake (Khanom Thuay), Steamed Tapioca Cake (Khanom Man Sampalang), Butterfly Pea Cake (Khanom Dawk Anchan). The smallest cup is about the same size as a Chinese tea cup, approximately 1 inch in diameter. This cup is the utensil usually used in making Steamed Pandanus Cake or “Khanom Thuay”. It is therefore sometimes called the “Khanom Thuay cup”. There are 2 kinds of thimble cups: white porcelain and metal. The porcelain cup usually has a smooth edge so that the pudding can be easily removed from the cup. The metal cup is rather bigger, its shape is similar to a muffin cup, and with either a smooth or wavy edge. This cup is usually used as a jelly mold.

**Steaming dessert pan:** A square aluminum pan used for steamed and baked desserts. It has 2 handles for easy removal from a steamer. The usual sized are 12” x 12” and 13” x 13” square by approximately 2”-3” deep. Normally the chef will steam or bake the desserts in this pan before cutting the finished products into the 2” x 2” pieces for sale. With the introduction of new technology, heat-resistant steamable plastic pan are now available. A good steaming pan should have a proper square shape and a flat



base, to ensure that the cooked dessert will have an ensure that the cooked dessert will have an even thickness. However, a cake pan is the best substitute if you do not have a steaming pan.

**Steamer:** this is the basic equipment used in a Chinese kitchen for steaming. It consists of a base, a single or more steaming trays (which can be added depend on the requirement), and a lid. The base is like a deep pot with 2 handles, the steaming trays are round trays with holes punched through the base in order to let the hot steam pass through, and the lid is a cone-shape cover. To use, the chef will fill  $\frac{3}{4}$  of the steamer base with water and place the steamer over the heat. When the water is hot, a steaming dessert pan is place on the tray which is placed over the hot water in the base. Cover the lid tightly, and steam until the dessert is cooked through. The metal steamer is more popular because it can be heated quickly and is easy to handle. However, those made of bamboo, which are usually used to steam Dim-Sum, are also acceptable.

**Khrawng Khraeng press:** this is a wooden stick; flat on one side and fluted on the other. It is used to make Mock Ark Shells (Khrawng Khraeng). A small portion of dough is pressed on to the fluted side and rolled to form a curl. Alternatively, the back of a fork can be used to achieve the same result.

**Banana leaf:** a very useful plant in the Thai kitchen; the whole plant can be used from fruit to stem. Ripe bananas can be eaten fresh, green bananas and the stem can be added to curries. The leaves can be used as containers for curried mousse, or Steamed Banana Cake. They are the proper liners for a steaming tray. They can be folded to make funnels or as wrappers. To use as wrappers, clean the banana leaf with a damp towel, tear into pieces about 7-8" wide, lay one over the other, and use to wrap various kinds of desserts such as Glutinous Rice Filled with Banana, Glutinous Rice whti Custard Topping, etc.

**Fragrant candle:** The mixture of bees' wax and various aromatic ingredients, is sometimes known as "Ylang-Ylang candle". It is used to smoke Thai cookies, such as Flower-shaped Cookies (Khanom Dawk Lamduan). The desserts are placed in a big container, with a well in the center. A candle is placed in a small bowl and lit for a few seconds, then snuffed out and placed in the container. The lid is closed tightly and the container with its containers left overnight.

### 2.2.3 Ingredient Used in Thai Desserts

**Rice flour:** Sometimes called "Plain rice flour". It is used as the main ingredient in most Thai desserts. The dry flour has a coarse texture, but when it is cooked, it becomes soft and smooth.

**Glutinous rice flour:** Also known as "sticky rice flour". It is used in many kinds of Thai desserts. The dry flour is creamy white in color. Normally it is added to the rice flour to give a soft and chewy texture.

**Coconut cream:** this is the extract of the grated flesh of mature coconut steeped in water. The first pressing gives thick coconut cream. Thin coconut milk comes from the second and third pressing. Coconut in a can or box is coconut cream. To make coconut milk: mix 250 ml. coconut cream with  $\frac{1}{2}$  cup of water.

**Golden mung bean:** There are shelled and halved beans from the mill. Before using must be soaked in water overnight or at least 2 hours in hot water. They are used as a filling in Stuffed Crescents with Mung Bean Fillings (thua Paeb), Mock Jackfruit Seeds (Met Khanun), or mixed with coconut cream to make Mung Bean Pudding (Tao Suan).

**Jasmine flavoured water:** Thai desserts always have some sort of natural flavoring, jasmine flavored water is one of them. However it has become less popular nowadays due to the changed of the Thai people life style and fact that its preparation is

rather complicated. Plain water can be used. But if you really want to get an aromatic flavor, a few drops of jasmine essence added to water can produce a result similar to the real thing.

**Butterfly pea water:** This is made from the purplish-blue flowers that are usually grown along the fence. Only the purplish-blue petals are used to give a natural food color. Soak a few petals in hot water for a few minutes to obtain the required color. Discard the petals, and use only the liquid.

**Slaked lime water:** This is a clear liquid made by mixing 2 tablespoons of lime with 5 cups of water, in a container stirring well and leaving the mixture to stand until the lime crystals have sunk to the bottom of the container. The liquid is then poured out and used to soak yams and potatoes to make their flesh crispy.

**Pandanus leaf:** a deep green, long narrow leaf with a sweet aroma. It is used as a food fragrant and food coloring in many Thai desserts. The leaves are pureed and squeezed to obtain concentrated green liquid to be added to the desserts. Sometimes, the leaves are cut into short strips and kneaded into egg mixtures or boiled in syrup to release their aroma. Besides being used as a fragrance or food coloring, they can be cut and folded to make containers for Tapioca Pudding. Pandanus extract and food coloring is now available on stores.

**Pandanus juice:** this is green water made from pandanus leaf used to color and add aroma to food. Pandanus juice is made by crushing 1 cup of chopped pandanus leaves, and blending these with  $\frac{1}{2}$  cup of water. The juice is obtained by squeezing the green liquid mixture through cheesecloth into a cup and discarding the leaves.

**Syrup:** To make the food Thai sweets, the right syrup is one of the key elements. The process is quite simple: combine sugar and water together, bring to a boil over medium heat until it becomes syrupy. The key is that the syrup itself must reach the



right thickness according to the recipe of each dessert.

### 2.3 Thai Desserts Categories

(1) In coconut milk

Banana in coconut milk

Pumpkin in coconut milk

Taro in coconut milk

Sweet potato in coconut milk

Rice balls with poached eggs in coconut milk

Taro balls in coconut flesh

Mock ark shells in coconut cream

Young coconut flesh in coconut cream

Assorted ice sweets

Mock pomegranate seeds in coconut ice syrup

(2) Puddings

Corn pudding

Rice pudding with longans

Black glutinous rice pudding with young coconut flesh

Tapioca pearls pudding with young coconut flesh

Mung beans pudding

(3) Boiled sweets

Poached eggs in ginger syrup

Mung beans in sugar syrup

Sweet potato in ginger syrup

Glutinous rice fingers

Pandanus rice balls

Stuffed creascents with mung bean fillings

(4) Steamed cakeds

Steamedbanana cake

Steamed pumpkin cake

Steamed taro cake

Steamed pandanus cake

Two-tone layers cake

Steamedbutterfly peacake

Steamed pandanus tapioca pearlcake

(5) Custards

Thai custardwith pumpkin

Thai custardin youngcoconut

Pandanus custard spread

Mung bean thai custard

(6) Candied fruits

Candied-nam wabanana

Candied-taro

Candied-cassava

Candied-khai banana

Mock jackfruitseeds

(7) Jellies

Pandanus coconutjelly

Coffeejelly

Custardjelly

## (8) Cookies

Crispy mock ark shells

Crispy puffs

Flower-shaped cookies

Coconut cocoa cookies

## 2.4 Existing Situation Analysis

It is important for us to understand the demographics of the web, particularly when we determine a strategy that will attract consumers, we should look at how current consumers are operating, but we must also see where the trends are leading us. With a vast international community of users and potential consumers, the Internet offers an opportunity that merchants and suppliers of information and services have never seen before. Today the majority of users are still located in North America and Europe. However, new markets are also coming as the impact of Internet continues to grow.

For the development of the marketplace, obviously the growth and sophistication of patterns of users will determine how quickly expansion and adoption will happen. The information taken as part of a US Government e-commerce report in June 1999, illustrates the high percentage of populations now gaining on-line access. This will ultimately provide the foundation of the growth of the industry.

The most popular activities of users continue to be email, finding information about a hobby, and general news. These continue to outrank on-line shopping as an activity. However, on-line shopping is growing in popularity. As it becomes easier to facilitate the delivery of goods and services using the Internet and associated overnight shipment services, the convenience of shopping on the Internet is catching on fast.

The trends also indicate that more and more users are not just browsing or using



email, but are in fact shopping on the Internet. Of those 55 million that are shopping, more than half (28 million) are buying as well.

### Online Sales Keep On Growing

The government says that U.S. retail e-commerce sales for the first quarter of this year were an estimated \$9.849 billion, up about 19 percent from the first quarter a year ago but down from last year's holiday-packed fourth quarter estimate of \$11.2 billion. The figures from the Commerce Department's Census Bureau are based on a survey of about 11,000 retailers. Total retail sales for the first quarter were estimated at \$743.8 billion, so e-commerce represented about 1.3 percent of total sales, up from about 1.1 percent of the total in the first quarter of 2001.

The government figures for some reason exclude estimates for some popular online purchases, such as airline and concert tickets and spending at online brokerages. When the government first started making e-commerce retail sales estimates, e-commerce sales were .7 percent of total sales, in the fourth quarter of 1999. The figures are not adjusted to account for holidays or other seasonal factors. The Census Bureau defines e-commerce sales as sales of goods and services where an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Payment may or may not be made online.

## **2.5 Thai Desserts Online Industry Analysis**

Thai desserts are popular in taste. There are many famous Thai shop owners who produce the Thai desserts. The following lists are the favorite Thai desserts food shop name;

- (a) Song-Nimitara
- (b) Song-penong

- (c) Mae-kimlight
- (d) Mae-Srinaun
- (e) Etc.

Most of them have not their own web-site to promote the shop or to sell on-line. After use search engine to find out the Thai dessert information, we found web site of TAT (Tourism Authority of Thailand) and many others link about Thai food desserts but all site mentioned a little information about Thai desserts.

#### 2.5.1 Thai Food and Thai Desserts URL

- (1) Ruenkhunyai  
<http://www.geocities.com/BourbonStreet/Delta/7219/>
- (2) Ruenarhanthai  
<http://www.geocities.com/NapaValley/9248/>
- (3) 10 Thai Dishes  
<http://www.10thaidish.com>
- (4) Adventures in Thai Cooking and Travel  
<http://www.thaifoodandtravel.com/>
- (5) EverGlory  
<http://www.everglory.net>
- (6) Flychi.com  
<http://www.flychilli.com/>
- (7) Food World  
<http://foodworld.hypermart.net/>
- (8) Imageries by the glass restaurant  
<http://www.thaiwebhunter.com/imageries/>

- (9) Larry's Thailand  
<http://bangkok.com/larry/>
- (10) Max Savings (Thailand) Co., Ltd.  
<http://www.shoppingthai.com>
- (11) Samui Institute of Thai Culinary Arts (SITCA)  
<http://www.sitca.net/>
- (12) Siam Cuisine  
<http://www.storesonline.com/site/197802/>
- (13) Thai Grocer  
<http://www.thaigrocer.com>
- (14) Thai Herbs & Spices  
<http://www.thaiherbs.com>
- (15) Tour 2000  
<http://tour2000.hypermart.net/>
- (16) Thai Kitchen  
<http://www.thai-kitchen.net>

### **III. MARKETING ANALYSIS**

#### **3.1 Market Target**

Our target market is emphasized on Thai consumers of all ages. Every consumer who wants to enjoy the Thai desserts and have no information about Thai desserts can surf to our web site offering. We expand our target market to the foreign countries by access through our web site all days.

#### **3.2 Market Strategy**

At the beginning of web site launching, we will emphasis on creating the brand awareness by using advertising online. After the web site is well known, we will maintain our current shop owner members by providing the benefit and meanwhile we will attract the new shop owner to be our members. Expand the current business is our objective and marketing strategy. We will communicate to our shop owners as well as the consumers who purchase our products online.

#### **3.3 SWOT Analysis**

##### The existing system

##### **3.3.1 Strength**

- (1) Consumers can enjoy eating Thai dessert by purchasing the goods at the shops directly.
- (2) Consumers can select the goods that they want.
- (3) Consumers know the taste of each shop by their own.

##### **3.3.2 Weakness**

- (1) Consumers have limited knowledge of the history of Thai desserts and history.
- (2) When the consumers want to purchase the goods, they have to pay for



transportation cost and take time.

- (3) Information such as Thai dessert shops location is difficult to find and limited information.
- (4) Thai desserts recipe and information related are difficult to find

### 3.3.3 Opportunity

- (1) Thai desserts can expand sell to foreign countries because of the outstanding taste.
- (2) Current Thai desserts shop owners can create the new distribution channel by selling the products online.
- (3) Thai desserts food can communicate Thai culture to foreign countries.

### 3.3.4 Threat

- (1) Thai desserts preservation is difficult due to ingredients fast expiry
- (2) Fruit season may cause Thai desserts slow in sales volume.

### The Proposed System

SWOT Analysis is determined from using web-based technology as follows:

### 3.3.5 Strength

- (1) Consumers have more choices and easy to find Thai desserts shops and location.
- (2) Information knowledge based of Thai food history, recipe and other Thailand information are available online.
- (3) Thai Desserts Shop owners can expand the current distribution channel to sell online.
- (4) Thai Desserts or Thai lovers can follow the Food event both in Thailand and internationally by visiting our web site.

- (5) Thai desserts web site can communicate Thailand culture and other information.

#### 3.3.6 Weakness

- (1) Thai desserts or foreign consumers cannot see the actual food and taste online.
- (2) Promoting the web site may be difficult and cannot guarantee success.

#### 3.3.7 Opportunities

- (1) The site can be the Thai web portal for food and desserts.
- (2) Expand the current Thai desserts and Thai food reputation internationally.

#### 3.3.8 Threat

- (1) Thai desserts industry is limited to distribution of the products and lifetime of products due to the distance of the buyers.
- (2) Preserve the products is a challenging task.
- (3) Customers from abroad may feel reluctant to buy products due to the payment security via web site is still uncertain.

### 3.4 Market Trend \*

The current Thai Desserts and Thai food are attractive in the market. Some shop owners have adapted the taste to suit the consumers in each area. Thai desserts and Thai food found in restaurants and famous hotels in Thailand are increasing in number of consumers. The future of Thai desserts and Thai food is bright in the market.

#### IV. THE PROPOSED SYSTEM

##### 4.1 Hardware Requirement

Table 4.1. Hardware Specification.

Hardware	Specification
Mainboard	ASUS A7V-E, VIA KT333, 2 DIMM, AGP4X Pro, Sound
CPU	Intel Pentium 4 1.7 GHz ,FSB 400 QDP, Willamette, 0.18 Micron
Hard Disk	Seagate BaraATA4 60.0G IDE UATA/100 7200rpm 2M
Memory/RAM	Hitachi 256 M, PC133, SDRAM
CD-Rom Drive	Plextor CD-RW 24x10x40 BurnProof
Floppy Disk	1.44 MB
Keyboard	104 keys Thai/English
Mouse	Standard mouse PS/2
Display Card	Asus V7100 Geforce2 MX-200
Monitor	SONY CPD-E230 17" FD Trinitron 1280x1024
Printer	Canon Bubble Jet BJC4650
Scanner	Canon Cano scan U60

## 4.2 Software Requirement

Table 4.2. Software Specification.

Software	Specification
Operating System	Window XP Professional
Application Software	Microsoft Office 2000, Adobe Photoshop 7, Macromedia Dreamweaver MX, Acdsee 4, Ulead Gif Animator4, IIS Web Server.
Browser	Microsoft Internet Explorer 6, Netscape Navigator6

## 4.3 Website Hosting and Design

### Web Hosting

Among the web hosting investigation, we found that ArcCyber is the most reliable and price competitive compared to the other web hosting in Thailand. ArcCyber Service provides webpage hosting and space for rent on the main server so those clients can store their webpage, database and customer information securely and confidentially. A network system enhances productivity in conducting business online as well as the capacity to reach customers through a strong online presence. Additionally, ArcCyber tracks client statistics, including website "hits" and account information.

### Features of Service:

- (1) High-speed Internet connectivity through ArcCyber's network



- (2) Data backup and recovery service
- (3) Load balancing system maintains network stability
- (4) Email address service
- (5) Humidity and temperature controlled environment, 24 hours a day
- (6) Key card and hand scan identification required for facility access, plus 24-hour security guarded entrances and camera surveillance for maximum security
- (7) Raised floors and braced racks prevent collapses in case of tremors or Earthquakes
- (8) Firewall and intruder detection
- (9) 24-hour system monitoring by experienced network professionals
- (10) UPS electricity and generator backups prevent loss caused by power outages
- (11) Infrastructure supports Ethernet connectivity at a speed of 10/100 Mbps

#### **4.4 Web Design**

We choose ArcCyber as a web design team to help us create and maintain a professional website that is design-conscious and functional, providing recognized programming capabilities such as HTML, Flash, JAVA, JavaScript, PHP, CGI & Perl, and ASP. This service also includes graphics and animation work.

Apart from this, ArcCyber provides Web Maintenance which involves upgrading already existing websites, saving the time and trouble of keeping up with ever-evolving technological improvements and alterations. The team is prepared to help update and modify website so that the site maintains a dynamic and "current" feel.

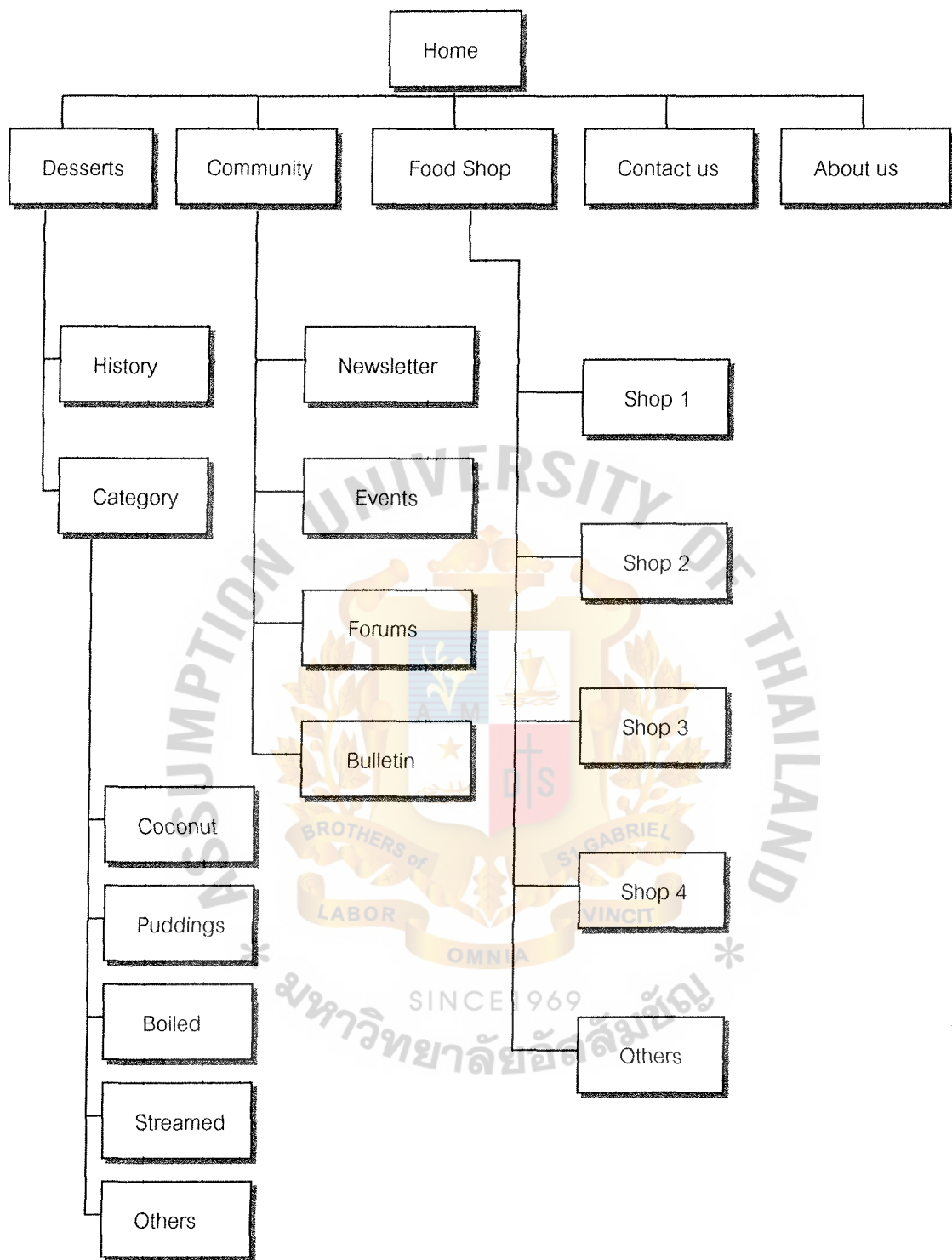


Figure 4.1. Site Map of Thai Desserts Online.

#### 4.5 Thai Desserts Community

Creating communities in the web has become popular. Communities are a great way of providing interesting content that is relevant to the potential client base, and offering products as part of the experience. A good community site will allow customers to visit repeatedly, without feeling threatened, and to receive useful information relevant to task and focus.

Thai desserts online will develop the community for information exchange. This community acts as a tool for exchange the opinion, new products and connects to the Thai dessert shop owner.

Include the following in Thai desserts community building program:

- (1) Email newsletters
- (2) Thai desserts events and calendar
- (3) Community forums and bulletin board
- (4) Community knowledge base

#### 4.6 Thai Desserts Selling Online

- (a) First stage \*

For the initial stage for customers to purchase online, we will develop the program to receive the customers order directly to the shop owner who is ready to accept the customer purchase online.

- (b) Second stage

After every shop owner is ready to use the full e-commerce online, we will establish the Thai dessert center to distribute Thai desserts to the customers. Therefore, this will create the revenue to the site as well as to the shop owner at the same time.

(c) Final stage

We will expand the customer's base to foreign countries. So our customers around the world can order via website. This is our vision to expand the business.

#### **4.7 Cost and Benefit Analysis**

Cost and Benefit analysis is the important for the business set up. This projected model helps us to estimate the cost and the benefit that will be in the real business.

##### **4.7.1 The Proposed System Cost Estimation**

Cost or expense that will occur on the business model is as follows;

- (1) Computer Hardware
- (2) Application Software
- (3) Web site design
- (4) Domain name registration
- (5) Web hosting fee
- (6) Rent office and other expenses
- (7) Salary
- (8) Maintenance cost
- (9) Office supplies and Miscellaneous

##### **4.7.2 The Proposed System Benefit Estimation**

- (1) Membership fee
- (2) Banner revenue
- (3) Selling online profit



Table 4.3. Cost and Benefit Analysis.

	Year				
<b><u>Proposed system cost</u></b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>Hardware cost</i>	65,000	0	0	0	0
Software cost	48,000	20,000	12,000	12,000	12,000
Domain name registration	3,000	3,000	3,000	3,000	3,000
Web hosting fee	4,800	4,800	4,800	4,800	4,800
<i>Total</i>	<i>120,800</i>	<i>27,800</i>	<i>19,800</i>	<i>19,800</i>	<i>19,800</i>
<i>Operating cost</i>					
Salary (1 Manager)	336,000	360,000	408,000	432,000	480,000
Salary (5 Staff)	540,000	552,000	564,000	576,000	588,000
<i>Total</i>	<i>876,000</i>	<i>912,000</i>	<i>972,000</i>	<i>1,008,000</i>	<i>1,068,000</i>
Maintenance expense	12,000	12,000	12,000	12,000	12,000
Equipment expense	5,000	5,000	5,000	5,000	5,000
Utilities expense	6,000	6,000	6,000	6,500	6,500
Entertainment expense	2,000	3,000	3,000	3,000	3,000
<i>Total</i>	<i>25,000</i>	<i>26,000</i>	<i>26,000</i>	<i>26,500</i>	<i>26,500</i>
<b><i>Total Proposed system cost</i></b>	<b><i>1,021,800</i></b>	<b><i>965,800</i></b>	<b><i>1,017,800</i></b>	<b><i>1,054,300</i></b>	<b><i>1,114,300</i></b>
<b><u>Proposed System Revenue</u></b>					
<i>Annual Benefit</i>					
Membership fee (50 shops x 1,000)	600,000	720,000	1,260,000	1,260,000	1,440,000
Banner revenue (5 places x 100)	6,000	6,000	12,000	12,000	12,000
Selling online profit	24,000	25,000	30,000	40,000	50,000
<b><i>Total Revenue</i></b>	<b><i>630,000</i></b>	<b><i>751,000</i></b>	<b><i>1,302,000</i></b>	<b><i>1,312,000</i></b>	<b><i>1,502,000</i></b>

4.8 Payback Period

Payback period from the projected plan as shown in Cost and Benefit Analysis. The payback period is expected approximately 3.5 years. We will expect the long run profit.

Table 4.4. Payback Period.

Year	Profit
Year 1	-319,800
Year 2	128,800
Year 3	358,200
Year 4	331,700
Year 5	485,700

## **V. PROJECT IMPLEMENTATION**

### **5.1 Overview of Project Implementation**

Project Implementation is the important phase of development. Thai desserts online will coordinate to the content provider of the web, Thai desserts shop owner announce the site publishing. Web hosting and link error checking of the whole web site is necessary.

### **5.2 Program Testing**

Program testing is very important in program development. Thai desserts online site comprises of HTML, JavaScript, PHP, CGI-Perl or ASP in the whole site. The completeness of program running is very important to the site. Therefore, careful checking is a must.

### **5.3 System Implementation**

Thai desserts online homepage is designed and implemented by Macromedia Dreamweaver MX, Flash MX, Ulead GIF Animator 4, Adobe Photoshop 7, and also the web hosting.

### **5.4 Promote the Site**

In order to make the site well known to public, Thai desserts online will set up the Promote website program.

#### **(1) Submit the site to Search engine**

Top search engine sites

Search Engine	%Search
Yahoo.com	46.0
Excite.com	25.8
Infoseek.com	24.8

Alta vista	20.9
Lycos.com	19.9
Hotbot.com	5.8
Looksmart.com	5.1
Webcrawler.com	5.0
Snap.com	4.9
Goto.com	4.9

(2) Links from others' site

In order to get more people come to our site, we can exchange links with other websites which have similar or different contents.

(3) Banner exchange

This is the most popular way to exchange the banner and get more people to know our web site. But it may not bring the amount of traffic.

(4) Borrow a link

We might ask about creating a reciprocal link. Both of them will quickly see the benefits of this kind of deal.

(5) Banner Adverts

Banner advertisements can be seen everywhere on the Web. Some are hugely expensive. Many others are free, delivered as part of schemes that links thousands of Web sites through banner exchanges. So we can create a banner advertisement and host it on the site that offer free of charge basis.

(6) Coupon stimulate sales

Currently, the coupon can stimulate sales as well as persuaded our audiences to come to visit our site more often.



## **VI. CONCLUSIONS AND RECOMMENDATIONS**

### **6.1 Conclusions**

The over all objectives of Thai desserts online is to promote the Thai desserts information and also create the new distribution channel for the current shop owners as well as the site acts as a tool to promote Thai culture worldwide.

#### **Advantage over the Existing**

- (1) The site has plenty of Thai desserts information for reference
- (2) Customers will know more about the Thai desserts shop available
- (3) Audience learn how to produce Thai desserts
- (4) Event calendar and press release are useful for the audience to track Thai desserts events or news.
- (5) When the site is completely e-commerce, the customers worldwide can get the benefit of purchasing online.

Finally, the benefit of Thai desserts online can promote not only Thai desserts, the site can promote Thailand to be well known worldwide.

### **6.2 Recommendations**

In order to make the site achieve the objectives, we should consider many factors as follows:

- (1) E-Commerce; payment gateway to fulfill the customer is the most important factor to consider.
- (2) Security; we must consider the system security for customers when they purchase online.
- (3) Update the content of the web. Audience or customers mostly want to see the new update web site often to ensure that the site still available.

- (4) Web portal; when the site is popular, we can expand the current site to be the web portal in the future. Advantage of web portal; we can offer the customers more variety of information. The site acts as Thailand information web portal site.

We do hope that this project can generate the new idea to promote our Thai desserts as well as Thai cultures and other information related to Thailand. This can generate the income to Thailand both in direct and indirect ways.





## APPENDIX A

### WEB INTERFACE DESIGN

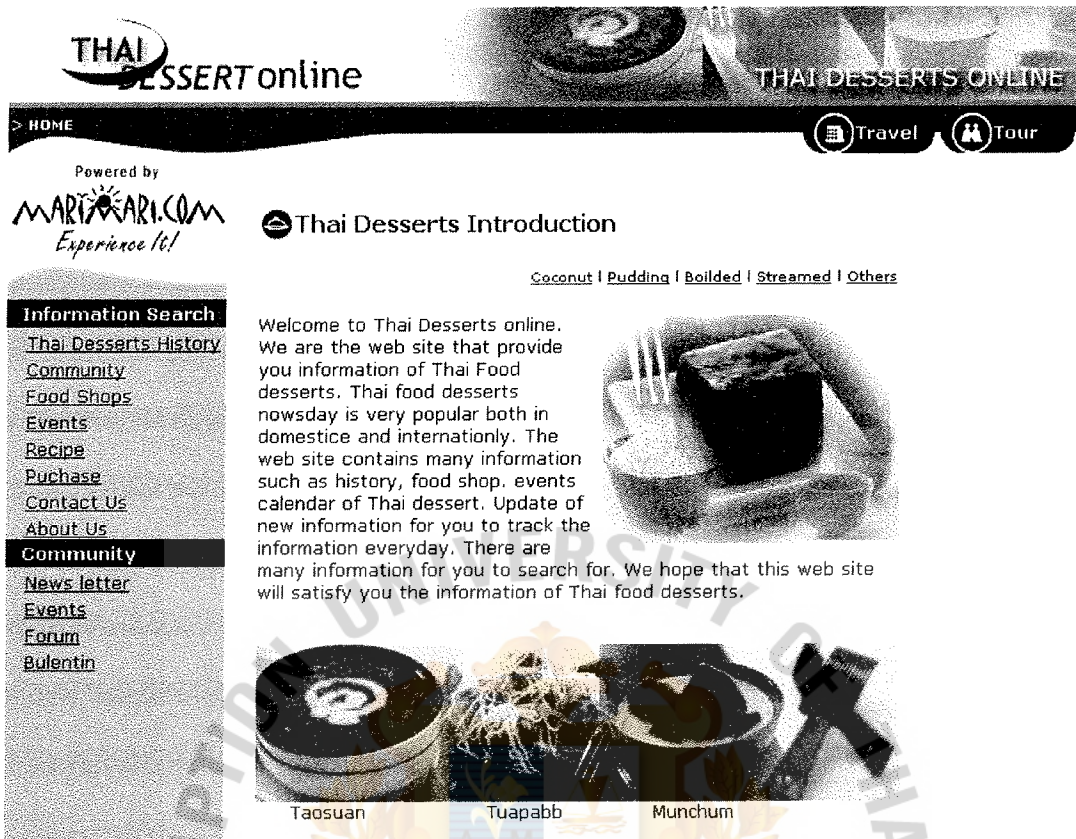


Figure A.1. Home Page.

[HOME](#)
[Travel](#)
[Tour](#)

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Thai Desserts History

[Coconut](#) | [Pudding](#) | [Boilded](#) | [Streamed](#) | [Others](#)

**Information Search**  
[Thai Desserts History](#)  
[Community](#)  
[Food Shops](#)  
[Events](#)  
[Recipe](#)  
[Purchase](#)  
[Contact Us](#)  
[About Us](#)  
**Community**  
[News letter](#)  
[Events](#)  
[Forum](#)  
[Bulentin](#)

**Thai Dessert History**

You will find the history information of Thai desserts in each category. There is no the exact information when Thai Desserts has been happened but in the history records found that Thai Desserts are found in a stone inscription. Named found in a stone inscription is Kaikob, Nok ploi, Bualoi, Ai tue. These are the first Thai desserts for Thai people

**Coconut Category History**

**Pudding Category History**

Figure A.2. History.



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## Thai Desserts Food shops

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### Information Search

[Thai Desserts History](#)

[Community](#)

[Food Shops](#)

[Events](#)

[Recipe](#)

[Purchase](#)

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[About Us](#)

### Community

[News letter](#)

[Events](#)

[Forum](#)

[Bulentin](#)

### Thai Desserts food shops.

Thai desserts food shop page provides you the Thai desserts food shops name and location. You may place an order through this web site. Fully transaction will be done for you in the near future.

#### Bangkok Area:

**Song-penong:** 700 m. 6 Senanivate Ladprao Bangkok  
02-7194521

**Mae-Srinuan:** 26/7 Petchkasem4 Tahpra Bangkok  
02-5384521

**Khun Nan Desserts:** 235-7 Soi Intramara 36 Ramintra Bangkok  
02-4245657

**Ramkahaen Desserts:** 211-3 Soi Ramkamhaeng 36, Bangkok Bangkok  
02-5382736

**Mae Prapai Desserts:** 2nd floor The Mall Bangkok, Bangkok Bangkok  
02-3252541

[More Thai Food shop >>](#)

#### Up country Area:

**Mae Kimlight:** 24-38 Tambol kannayao, Petchaburi  
032-412212

**Mae-Chuanchun:** 232/5 Moo 6 Tambol khongsapan Nakhonpratom  
034-254129

**Thai Desserts:** 45-7 Soi Banthanode Suasampan Nakhonpratom


Figure A.3. Food Shops.





[HOME](#)
[Travel](#)
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## Thai Desserts Events and Calendar

[Coconut](#) | [Pudding](#) | [Boilded](#) | [Streamed](#) | [Others](#)

Thai Desserts Events and Calendar.  
Events and Calendar will make you to track Thai food desserts both in Domestic and internationally easily.

### Thailand (Domestic) 2002

- 1-5 August 2002: Thai food Festival, Seacon Square Bangkok
- 15-25 August 2002: Thai food 2002: World Trade Center Bangkok
- 5-12 September 2002: Khong Dee 76 province: Zen Bangkok
- 1-7 October 2002: Pattaya food festival: Pattaya
- 15-25 October 2002: Thai desserts festival: Bi-tech Bangna Bangkok
- 1-10 November 2002: Food and Drink party: Impact Arena Bangkok
- 15-20 December 2002: National Food 2002: Bi-tech Bangna Bangkok

[More Events >>](#)

### International 2002

- 10-15 August 2002: National Food Festival, Time Square New York
- 5-10 November 2002: Thai Food Festival: Canberra Australia
- 1-10 December 2002: National Food 2002: Peking China

#### Information Search

- [Thai Desserts History](#)
- [Community](#)
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#### Community

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Figure A.4. Events and Calendar.

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## Thai Desserts Recipe

### Bua lawy pheuak



2 cups glutinous rice flour  
1 1/2 cups steamed taro, mashed finely  
3 1/2 cups coconut milk  
1/2 cup coconut cream  
1 1/4 teaspoons salt  
3/4 cup sugar  
1 cup water

1. Mix the glutinous rice flour, taro and water together.
2. Roll the dough into small balls about 1 cm in diameter.
3. Cook the taro balls in hot boiling water until done and floated to the surface. Transfer to cool down in cold water.



Figure A.5. Thai Desserts Recipe.



THAI  
DESSERTonline

THAI DESSERTS ONLINE

> HOME

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[Events](#)

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Thai Desserts Purchase online

You can place your order to the Thai desserts shop that you choose by fill your information below. We will deliver your selected choice to you within 1 week.

1. Enter your first name and last name:

2. Enter your address:

3. Enter your email address

4. Food shop name:

5. Thai dessert food and Quantity:

Figure A.6. Purchase Online.

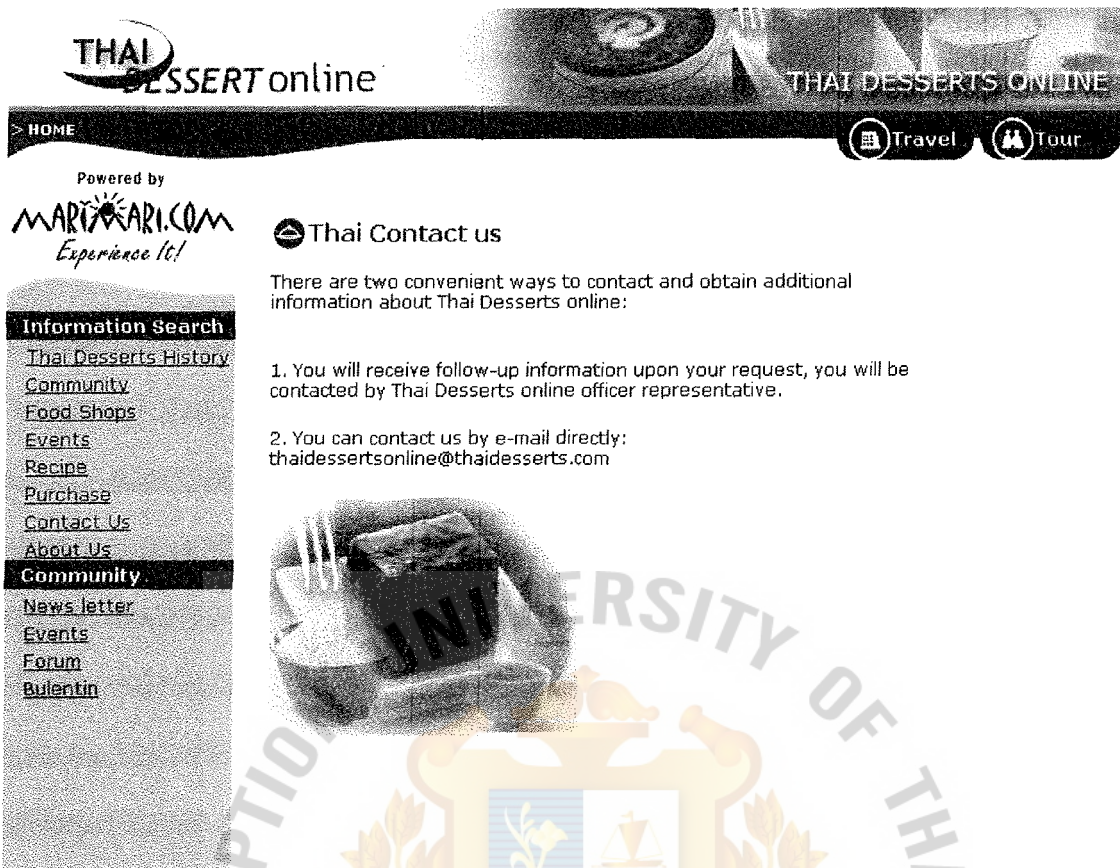


Figure A.8. Contact Us.



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