



Online Orchid Shop

by

Ms. Arpa Leelawatwatana

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

March 2004

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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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## ABSTRACT

Niceorchid.com provides you a convenient tool to order orchids online to be delivered to anywhere in the Thailand. We take pride in offering a distinctive style and quality in our orchids and guarantee your satisfaction.

The project has enhanced the existing orchids farm with an on-line computerized system which helps the company to increase the competitive advantages, improve the operating process, create better services, and provide more accurate and up to date information for customers, while lowering operating costs. In addition, information analysis investment with break-even point was done to support the management's decision-making.

Overall strategies focused on means to acquire on-line information such as information of each orchid and information related orchids care. The on-line has been designed to provide the right information to the right people when needed.

## ACKNOWLEDGEMENTS

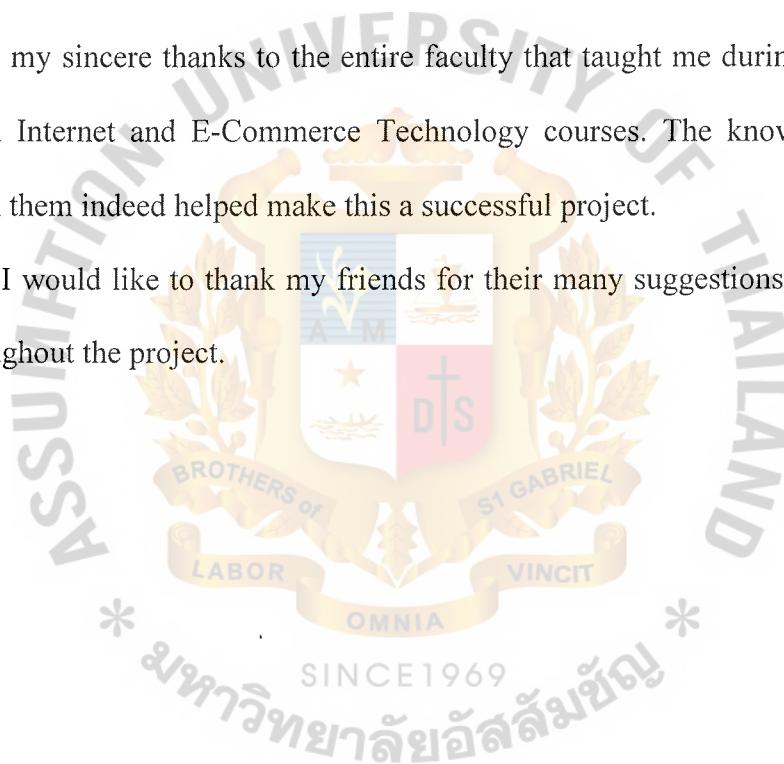
Several people have made contributions to this project. I would like to acknowledge their efforts and thank them for their contributions.

First of all, I would like to thank my beloved parents for their support and understanding. I would never have today if I had not had them.

I would like to thank Rear Admiral Prasart Sribhadung , my advisor, for valuable suggestions and advice given in the preparation of this project.

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## **I. INTRODUCTION**

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

Nowadays, people all around the world are familiar with Internet and E-commerce Technology. An outstanding increase in Internet users and changing in people's lifestyles encourage E-commerce activities. At the same time, the growing trend of orchids is increasing continuously. Recognizing this opportunity, our web offers a wide variety of orchids and providing information of orchids.

Web site serves the need of consumers who are interested in orchids and love to provide a wide variety of fresh and high quality new orchids. Therefore, we target our market at the Internet users both of Thai and foreign users. Our market positioning is orchid center for world wide visitors. We will categorize the products according to the usage such as kind of breed orchid. We will add value to our products by offering the reliable and academic information to increase trust in customers' mind. At the same time, our web is continuously improving our services by marketing research. Because of the uniqueness of products, we can assure that our products will satisfy our world wide customers through the Internet.

### **1.2 Objectives of the project**

- (1) To promote and introduce the Thai orchid to the international market.
- (2) To create the web site in order to increase sale rate and support shop.
- (3) To provide more convenient for customers to order products 24 hours.
- (4) To generate revenue from selling Thai orchid.
- (5) To allow the global market to find Thai orchid information with click.

### **1.3 Scope of the project**

(1) To apply concepts learnt in the Master of Science in Internet and E-Commerce Technology in practice.

(2) To differentiate from competitors by providing unique Thai orchid with the deeper product assortment.

(3) Evaluation of business units is monitored. We regulate related strategies such as the SWOT Analysis to implement the operation. There is a mockup of web pages created to add more comprehensibility in the project.

### **1.4 Deliverables**

Deliverables for this project will be as follows:

(1) The final report covers the scope as mentioned above.

(2) The complete and applicable e-commerce web site consists of the product information, the database management and reliable security.



## II. LITERATURE REVIEW

### 2.1 Internet and Electronic-Commerce

#### Internet

The Internet is the decentralized computer network of networks that has evolved from a US Defense Department project. It was extended in the 1970s and 1980s to connect major universities, government facilities, and laboratories to facilitate the exchange of information. In the 1990s its use has been extended to business and homes." It consists of high speed, long-distance data lines connected in a patchwork of links. User computers communicate through TCP/IP, the UNIX-based Transmission Control Protocol, which is a set of generally accepted standards necessary for compatibility.

#### World Wide Web

The World Wide Web links the networks on the Internet together using a hypermedia information storage system. This means using a "browser" users click on highlighted words or icons (called hyperlinks) to display text, video, graphics, or sound.

#### Browsers

Browsers are software programs that allow users to sort through the information on the Internet in order to find the information they are looking for. The most popular browsers on the Internet today are Netscape's Navigator and Microsoft's Internet Explorer.

#### Homepage

The homepage is the screen that acts as a starting point for a set of files on a network. This is the first screen that users see when they access a set of files.

### What Consumers can do on the Internet

- (1) Send electronic mail.
- (2) Participate in discussion groups focused on specific interests.
- (3) Join news groups.
- (4) Download programs.
- (5) Research and view information on-line.
- (6) Purchase products or services (B2C).

### What Business can do on the Internet

- (1) Send electronic mail internally (Intranet).
- (2) Send electronic mail externally (Internet).
- (3) Participate in Value Added Networks (VANs) with suppliers and distributors.
- (4) Increasingly sell products and business services (B2B).

### Electronic Commerce

Electronic commerce is any business activity that facilitates the purchase of goods or services, settlement of payments, or exchange of business to business information electronically.

The following are some examples of electronic commerce:

- (1) Selling on the Internet.
- (2) Finding products and services from new suppliers.
- (3) Electronic Data Interchange (EDI), in which information is exchanged between firms to facilitate business transactions.

## 2.2 Developing Business by the Internet

### Creating an Internet Site

To create your own Internet site, you will need the following:

- (1) A connection to the Internet.
- (2) A computer that can act as a server for the homepage, with software that implements the Hypertext Transfer Protocol (HTTP).
- (3) The ability to makeup documents with Hypertext Makeup Language (HTML) tags.

### Hardware

You need a computer with server software to house the files for your Internet application. Firms can either purchase their own server or purchase time on someone else's. Here is what you need to consider:

- (1) For small businesses with little computer expertise in Microsoft NT or Unix operating systems or the Internet, leasing server time may be the preferred approach.
- (2) If server time is leased, firms should take care to maintain control over proprietary information, such as the Web page itself.
- (3) The key to managing your own Web server is to plan ahead for possible contingency situations. This includes planning for establishment of the server and then keeping it running.

Caution: The firm's Web site can become so popular that the server cannot handle all the user traffic. Plan for your server's capacity needs carefully.

### Server Security

In selecting a server, make access and transaction security important issues. Programs called "fire walls" exist to help prevent unauthorized access by "hackers" to proprietary information.

## Maintenance

Changes to a web site can include stylistic changes, version updates or for a business, changes in product lines, prices, or other product options. Remember that the Web is a dynamic environment and changes are necessary to keep it interesting and its information current. Maintaining a Web site can be complicated if changes are made to the site frequently without an agreed upon method for making changes. Make sure you can do the maintenance. If you can't, outsource it.

## Before You Start

Before you start building the site, consider these points:

- (1) The purpose of the site. If it is for marketing, get the marketing department involved. If it is for sales, make sure that it appeals to your customer base. If it is going to be a large part of sales strategy, you may want to get an expert to build your site for you.
- (2) Your target market versus current Web user demographics. If your target market is not on the Web, how will they see your products.
- (3) Your corporate image. You can project an image through your use of visual graphics on the Web.
- (4) The talents of your staff. If you don't think you have the staff to build and maintain your site and you want to keep it in-house, hire someone to do it right for you.
- (5) The nature of the product you intend to sell. If it is complex in variations or any other way, find a firm with extensive experience to build your site.
- (6) The type of homepage (storefront, cybermall, etc.) you want. Some designers may be able to give you special connections to cybermalls if that is what you want.



If you select a site Developer

Shop around. Make sure the vendor you select can develop and maintain your site over the long-run, at a reasonable price. Consider:

- (1) Price (Get quotes from more than one qualified vendor).
- (2) Reliability (Check other sites the vendor has developed. Are they slow?. Are they always available?).
- (3) Design (Are the other sites user friendly or confusing?).
- (4) Development time.

Use the Following Checklist for your site

- (1) Keep text to a minimum. Avoid long passages.
- (2) Don't use too many graphics (more than two per page). It slows the user down. Remember some users have older modems.
- (3) Provide an E-mail link for users to communicate with you.
- (4) Make it easy for the consumer to purchase your goods by providing order capabilities often.
- (5) Provide a mailing address, 800 number and contact name.
- (6) Don't include too many products on a screen (not more than one or two per page).

#### Legal Considerations

Consider the level of copyright protection provided on the Web. If you are publishing photographs used in a Web site, it is important that you determine who owns them before using them.

#### Back Office

Your firm may still need back office support functions such as accounting systems or other managerial reporting systems.

## 2.3 Benefits from online Business

### Purchasing Behavior on the Internet

Transactions on the Internet increased thirty five percent in 1996, substantially less than the growth of overall Internet usage. The following are characteristics of Internet commerce:

- (1) On-line buying is much more common for less expensive products.
- (2) Popular categories of products include software, hardware, books, music and vacation/travel.
- (3) Apparel categories have shown no sign of awakening.

In general, commodity type products rather than customized products have been more successful on the Internet.

### Cost Saving

You may benefit more from the money you save by using the Web than you will benefit from selling on the Web. These saving may include:

- (1) Reduced overheads such as less inventory or reduced leased space .
- (2) Productivity savings are such as fewer sales consultants needed for Internet sales or more efficient order processing on the Web.
- (3) Savings in marketing and sales expenses due to the low cost of ongoing homepage operation and the large number of potential customers on the Web.
- (4) Reduced costs in printing and production of brochures and catalogs when your catalog is on the Web.
- (5) Personnel savings from customers filling out their own orders on the Internet.

## Other Benefits

Customers control their own transactions. They order when they want and what they want without leaving their computers.

## 2.4 Business Market Product on the Internet

### Internet Marketing

Here is what you can do and what consumers can do:

- (1) Mass market through traditional media that your target market uses today.
- (2) Using electronic mail to inform customers about product updates.
- (3) A customer can search for a product they want or they can run across a product

they might be interested in. Examples include:

- (a) A customer uses a search engine.
- (b) A customer sees an advertisement attached to the search engine or other applications that they use.
- (c) A consumer uses a web site and sees advertisements.

### Types of Retail Sites

Try one of the following approaches for your retail site:

- (1) Storefront (your own homepage)

The Storefront is like setting up shop on Main Street USA. For average retailing businesses, the Storefront is the most popular form of internet presence and is probably most appropriate. It has the following advantages:

- (a) Control over exactly what your store looks like.
- (b) Access to millions of potential customers.
- (c) The customer can target searches for stores with similar products and can travel very quickly to a specific store.

Beware: This strategy places the highest level of reliance on the customer to "stop by" your store.

## (2) CyberMall

The CyberMall is the Web's version of the suburban shopping mall. The CyberMall may be beneficial for smaller firms that might not attract target consumers on their own.

## (3) Intermediaries

Intermediaries bring together individual buyers and sellers in one market.

## 2.5 Online Payment

### Payment Methods

Customers can pay for products with electronic cash like CyberCash or with credit cards. Play it safe here. Don't make it a hassle for customers to pay. Use credit cards until consumers are comfortable using electronic cash. Also remember.

(1) The consumer should be able to make an impulse purchase. This means some lower cost items and a quick ordering process.

(2) They should feel secure in doing so. Confirm the purchase and delivery.

(3) Authenticate the buyer and the buyer's message (namely price information).

(4) The customer should be able to check the status of their order on the Web page.

### Securing Net Payment

There are three main approaches for securing Internet payment:

(1) Encrypt the messages.

(2) Use "electronic purses".

(3) Use passwords.



Customers need to be informed that transactions on the Internet are safe given that the above precautions are taken. You may want to provide a toll free number so that customers can call in sensitive information such as their credit card numbers.

## **2.6 Satisfying Customers on the Internet**

It is necessary in order to retain current customers and to attract new customers. The keys for businesses are to:

- (1) Determine what services they can provide or how they can provide them on the Internet. These are the services you exploit.
- (2) Recognize what service you cannot provide via the Internet such as letting the customer touch the merchandise. Provide substitute services like great graphical representation of the merchandise.
- (3) Try training customers on how to use the Internet or your site. Provide a help screen.
- (4) Take advantage of the interactive nature between and among firms and consumers by getting suggestion for improvements from customers.

## **2.7 Why the Need to Go Online**

In this age of Information Technology, Electronic Commerce is being used with increasing frequency for International Transactions, to the extent that a new age in global economic relation has arrived, namely one in which Electronic Trade is the leading strategy.

As part of the global trading system, Nice Orchid has no choice but to accelerate its adaptation to this new approach as to explore this new channel which are opening up and compete effectively through them. For orchids, the Internet will eliminate the influence of the intermediaries, and allow them to be able to conduct their business with their retail customers directly online with lower cost offered. The business can be done

without the boundaries of geography or time. And the trading patterns are changed from physical transaction to online transaction.

By seeing the unlimited opportunities that the Internet can offer, Nice Orchid decided to open a web site under the name “niceorchid.com” as another marketing channel to promote orchid to an International Market.

The web site would serve the demand of Online Orchid Buyer by providing wide varieties and high quality of products and services over the Internet. Nice Orchid would add value to the web by offering customization services such as showing products, online outlet where all of customers can order their orchids 24 hours a week directly from their computer to see fresh orchids like in the shop.

The world online is added to imply that our website offers online products and ordering products via the Internet. It helps expand the customers’ perception that Nice Orchid is certainly the place that provides orchid for customers to buy online. The world Nice Orchid is easy to pronounce, recognized and remember. It is also generalized and flexible. A vast collection of orchid can be included in website because it is generalized enough to cover any kind of orchid This, enables us to expand our business to increase kind of orchid and service without changing the name in the future.

### III. ONLINE MARKETING STRATEGIES

#### 3.1 Key to Success

- (1) Sell product of the highest quality with excellent customer support.
- (2) Communicate with our customer base through continued use of the our website.
- (3) Retain customers to generate repeat purchases and make referrals.
- (4) Continue to enhance daily sales by expanding the products line and service offered.

#### 3.2 SWOT Analysis

SWOT Analysis is a tool for auditing an organization and its environment. It is the first stage of planning that helps marketers to focus on key issues. Once key issues have been identified, they feed into marketing objectives. We will use the SWOT Analysis in conjunction with Porter's Five-Force analysis for audit and analysis. SWOT stands for strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal factors while Opportunities and threats are external factors.

Strengths	Weaknesses
Opportunities	Threats

**SWOT Analysis**

Figure 3.1. SWOT Analysis.

Strengths:

- (1) Always updated our products and other information on the web site frequency. The good thing about web site is that all the information can be changed all the time due to the Internet capacity.
- (2) Have own farm and reliable partner farms for fresh orchids. They always provided us with good quality orchids.
- (3) Have a high level of experience and product knowledge.
- (4) Low competitors because we have various collections of the popular orchids.
- (5) Suitable price for our orchids and services because Thai orchids is less expensive than orchids from foreign countries.
- (6) Have delivery service for our customers for every item they buy.
- (7) An easy to remember with name and easy to type niceorchid.com.
- (8) Is a new channel for customers to buy fresh orchid from Internet. Also save customer's time and expense from traveling.
- (9) Provide only good quality orchids.
- (10) Flexibility of orchid, we will keep on adding new product lines and related services.
- (11) User friendly, the interface of web is designed to support customer's demand, it's simple to use and easy to find the required information. Niceorchid.com make it easy for our customers to navigate the site. No matter where he/her is, they can always see where they are by looking at the menu bar that indicates the current page and the roots them came from.
- (12) Everyone automatically becomes our member after they sign up for our email service. Niceorchid.com will inform our members with a newsletter, updated information on our website, etc.



(13) More comfortable and convenient than going to farms to select fresh orchids.

(14) Also use website as a new advertising tools to promote our website to be recognized by others. Customers can find out more information about us on the web page.

(15) The cost of advertisement on the Internet is lower than the traditional advertisement methods.

(16) Relationship selling. We get to know out customers, one by one by keeping record of the customer's details and behavior from what they buy. That information is such as birthday, For example: when the customer's birthday comes, we will send something to greet them and this will maintain a relationship with our customers.

(17) Excellent and stable staff, offering personalized customer service.

Weaknesses:

(1) The Website <http://www.niceorchid.com> is still unknown to the customers. As niceorchid.com is a new online store, our product and website names may be unknown to some customers.

(2) Customers cannot touch and see the real product; customers can only look from the web site.

(3) There is no immediate interaction with customer. For example, if the customer has questions about orchids, they have to write e-mail to our web site for asking that question. Then we reply by mail to the question and the customer has to wait for a while or may be the next day that they will receive the answer.

(4) High delivery cost.

(5) Low company profiles in the market.

(6) Inexperience in doing Electronic Business.

Opportunities:

(1) The Internet tends to be the most important media for doing business in the future. Customer can see that electronic communication become widely used among business partners around the world.

(2) Nowadays, people get more knowledge about how to use computer and Internet becomes a parts of our every day life.

(3) Most companies do many transactions online including selling and buying product online.

(4) Building international brand image.

Threats:

(1) Have competitors both direct and indirect. All these companies also see products online too.

(2) Customers may feel insecure with online transaction especially an online payment.

(3) Some people still like the traditional way of shopping because the way of traditional shopping, customers can see, touch, and ask the question they want to know at the time.

(4) Major exporters have producers and large farms dominate a large market share. So it is very hard for Nice Orchid to gain a market shares.

After reviewing the SWOT analysis above, we could say that Nice Orchid have more strengths and opportunities than weaknesses and threats. It is a good sign for doing this business online and to be more successful.

### 3.3 Market Segmentation

Currently, niceorchid.com is concentrated (niche) marketing that decides to set the target market, who are interested in fresh orchids and orchids collection including both Thai and International people. Most of them must have purchasing power.

#### Geography

Industry: Wholesalers, retailers and people

Location: City or sub-urban.

Company size: Small, medium, and large.

Size of order: Small, medium, and large.

#### Demography

The customers of orchids are divided into many variables including well-education people, high purchasing power and orchid's collectors. Buyers consist of a variety of nationalities, religions, races and occupations.

### 3.4 Target Market

We target mainly the business group is the customers who in our interest including Both Thai and International people, who are interested in the orchids and want to take care of them with love.

### 3.5 Market Objectives

- (1) Rating of customers increases 10 % in every three years.
- (2) To increase the sale volume up to 5 percent.
- (3) To obtain additional 5 percent of total market share.
- (4) To brand awareness of the company to be known by wholesalers and distributors of orchid worldwide.
- (5) To create good, strong and reliability image of the company.

(6) To increase the service levels, expand choices and convenience to the customers.

(7) To increase the number of new customers and the sale volume.

### **3.6 Market Mixes (4Ps)**

#### **3.6.1 Place**

Our sale market is in city, sub-urban areas in Thailand. The firm will create a vertical perception in the minds of consumers for fresh, safe and superb orchids.

When the customers think of finding new orchid supplier online, we are on the first row. We offer the online value-added services that the competitors cannot do such as online ordering and price quoting and can receive the order through online system and then distribute the product to customers by charging the delivery fee.

#### **3.6.2 Product**

Orchid collection is the largest and most comprehensives in the world. So Nice Orchid provides kind of orchid to meet the market demands. Niceorchid has made website easy to find the perfect orchids. Whether you want an orchid for yourself or supplies for a orchid enthusiast, Niceorchid will help you select just the right item. To read more about a desired item, click on the "info" button.

#### **3.6.3 Pricing**

Pricing is one of the marketing strategies that is very important in competing with competitors. Firstly, we use the competitive price strategy to setup price at market price and give percentage of discount when customer meets the target sales volume. Besides, niceorchid.com offers a convenient way of payment and orchids we ship is individually selected to make sure only the best orchids are sent to our customers. That means you save money and receive the freshest orchids possible.

#### **Payment Method**

(1) Transferring money through bank account and send the confirmation documents to Niceorchid. Once, we receive confirmation documents from our clients, we will send all the package information and received invoiced to customers address in Thailand.

(2) Credit card payment is accepted via VISA, MASTER and AMERICAN EXPRESS that can be made at our shop. On-line credit card payment will be using Secure Socket Layer (SSL) technology to ensure privacy and security to all transactions made through Niceorchid.

#### 3.6.4 Promotion

##### Advertising

###### Advertising objectives:

- (1) To create brand awareness of Niceorchid
- (2) To create good brand image toward the company website.
- (3) To create preference to the company website.
- (4) To inform the customer about the web's functions and its benefits.

###### Advertising Strategies:

We plan to reach the target market by launching advertising campaign in a tone or brand character statement as “The most preferred choice for Wholesales Orchids Shopping Online” and our unique selling point is the wholesales and retail orchids who are the Internet users. The following media will be used:

- (1) Banner and Thumbnails.
- (2) E-mail
- (3) Search Engines.

We use these online media initially due to its low operation cost and it directly catches our target group.



Advertising tactics:

(1) Banner and thumbnails

The reasons that we choose banner and thumbnail are that it has more targeted communication ability to reach the focused audiences of our target, It is a graphic displaying on a web page. When audiences click on the banner or thumbnail, they will be transferred to our site. We concentrate on image size of graphics because the smaller file size provides quicker loading to the audiences. The strategy help people to access the web site easier. The figures are our banner and thumbnail posed to other sites to meet our prospects.

(2) E-mail

The active push strategy is applied by sending e-mails to audiences' inbox. E-mail is cost effective and has quick response rate from the sales targets. We will e-mail to people in mailing list containing the names of the sales groups the firm purchases from companies who generate these lists.

(3) Search Engines

Search engine is something like the yellow pages for telephone number searching. Most of the Internet users will visit the search engines' web site to look for the particular web that contains the targeted information. Therefore, it is the requirement for us to put our company web site in a searching list in search engines to announce to the world that our web is available. We will register our web site in the following top ten search engines: yahoo.com, google.com and sanook.com

Sales Promotion

Promotion Objectives:

(1) To create product awareness.

(2) To create an immediate sales or convince the buyers to place an order right away.

(3) To encourage non-buyers to try buying from the company.

#### Strategy 1: Quantity Order Discount

*Tactic:*

To provide an incentive to the customers to order more, we offer the quantity discount as follows:

Table 3.1. Quantity Order Discount Rate.

Quantity Order (Baht)	Trade Discount Received (%) per order
5,001 or more	15
2,001– 5,000	10
1,000 – 2,000	5

#### Public Relations

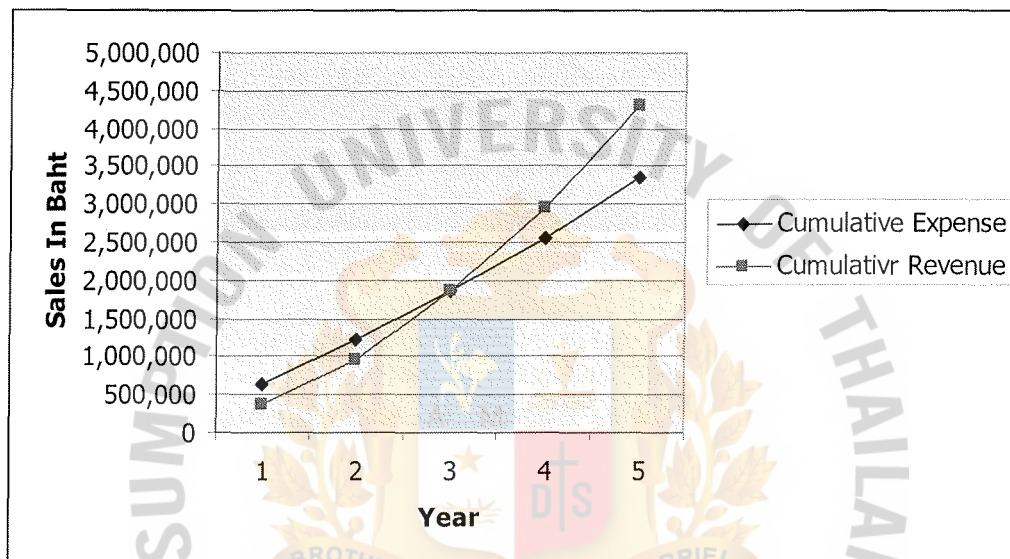
We handle public relationship on the web to promote our brand and product because the digital space provides information-rich reaching people highly. The news stories and features are update and customized easily and substantially. For instance, the charitable campaign in rural area will be publicized continuously for its progress on the net.

### **3.7 Finance**

#### Break-even Analysis

The Break-even point is the period when funds go out and funds go in interest exact at zero. The company anticipated investment cost in the first three years to exceed the revenue therefore; the company incurred a total net lost of 271,800 Baht of

the first year and 262,550 Baht of second year of all overall operating income according to Table 3.2 Expense and Revenue Summary. However, for the company to break-even the company must maintain equally total expenses to total revenue. break-even which is shown in Figure 3.2 in the third year of the operation the company will realize the break-even.



\*Figure 3.2. Break-Even Analysis.\*

### Return on Investment

Return on Investment is determining the investment payback time. By subtracting total revenue with total expense will give total payback period of the investment in the first five years as shown:

Table 3.2. Expense and Revenue Summary.

Expense	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
<b>Fixed Cost</b>					
Hardware Cost	50,000	-	-	-	-
Software Cost	10,000	10,000	5,000	5,000	5,000
Web Implementation	20,000	-	-	-	-
Installation Fees	85,000	-	-	-	-
Office Equipment Cost	30,000	20,000	25,000	20,000	25,000
Maintenance Cost	50,000	30,000	20,000	15,000	15,000
Rent Expenses	50,000	30,000	20,000	15,000	15,000
Labor Cost(10staff@6,000)	60,000	60,000	75,500	80,000	85,000
<b>Variable Cost</b>					
Cost of Orchids	100,000	200,000	250,000	300,000	400,000
Office Supplies Cost	32,000	27,000	26,000	25,500	23,500
Training Cost	20,000	15,000	25,000	20,000	20,000
Utility Cost	40,000	44,000	48,400	55,000	58,564
Transportation Cost	100,000	130,000	164,500	140,000	149,801
Total Expense	647,000	566,000	659,400	675,500	796,865
Cumulative Expense	647,000	1,213,000	1,872,400	2,547,900	3,344,765
<b>Revenue</b>					
Sales	354,000	550,000	893,950	1,040,000	1,290,000
Commission	21,200	25,250	40,500	45,800	55,000
Total Revenue	375,200	575,250	890,500	1,085,800	1,345,000
Cumulative Revenue	375,200	950,450	1,872,400	2,958,200	4,303,200
Total Net Income	(271,800)	(262,550)	-	410,300	958,435

According to the expense and revenue summary, we can see that return on investment period is a period when total net income exceeded total expense.





## IV. WEB DEVELOPMENT

### 4.1 Site Content

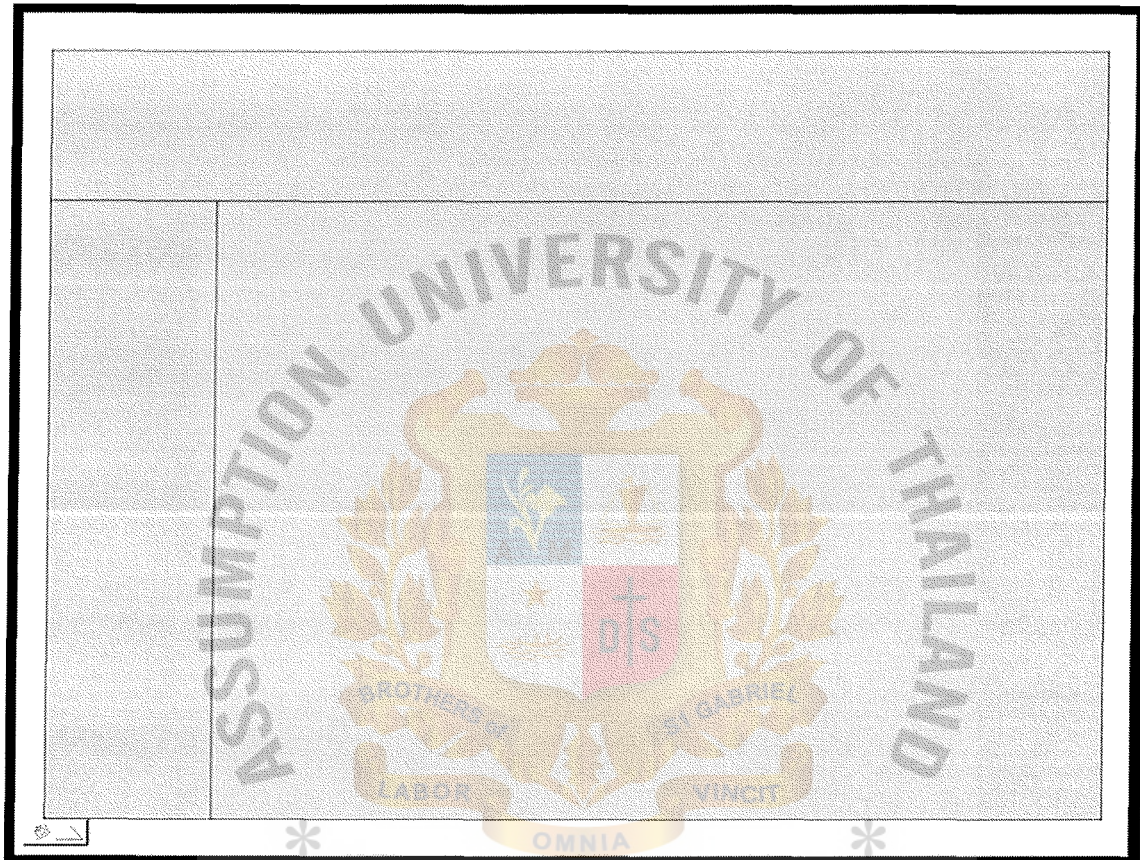


Figure 4.1. Page Layout of niceorchid.com.

## Design Sketches

<b>Section 1 : Header</b>	
<b>Section2 : Site Navigation</b>	
<b>Section 3 : Category Navigation</b>	<b>Section 4 : Product Listings</b>
<b>Section 5 : Footer</b>	

Figure 4.2. Design Sketch of niceorchid.com.

**Section 1: HEADER** The site header is the standard header we have been using all along. It shows the logo of web site, the name of the current page and banner.

**Section 2: SITE NAVIGATOR** Our standard site navigation links go here.

**Section 3: CATEGORY NAVIGATOR** Here we will show the navigation path from the shopping by show category follow color of orchids that make it easy to find orchids, and make it even easier to buy.

**Section 4: PRODUCT LIST** This is where we print out the products that are available for sale under the current category. When a user clicks on a product, they should be taken to the product details page where we display detailed information about the product. We also provide a link here for the user to add the items into the shopping cart.

**Section 5: FOOTER** Our standard footer that contains the cheesy slogan.

Now that we understand how we should build our product catalog, let's shift our attention to the shopping cart. What exactly is a shopping cart, and how should it be built? A shopping cart is simply a list of products that the customer wants to buy, so it turns out to be really easy to build. In fact, our shopping cart will just be an associative array of product ID's and quantities, and it will be stored as a session variable.

The basic operations that we would like to be able to do with our shopping cart are:

- (1) Add products to the cart
- (2) Remove products from the cart
- (3) Count up the number of products in the cart
- (4) Calculate the total price of the products in the cart

#### 4.2 Site Structure



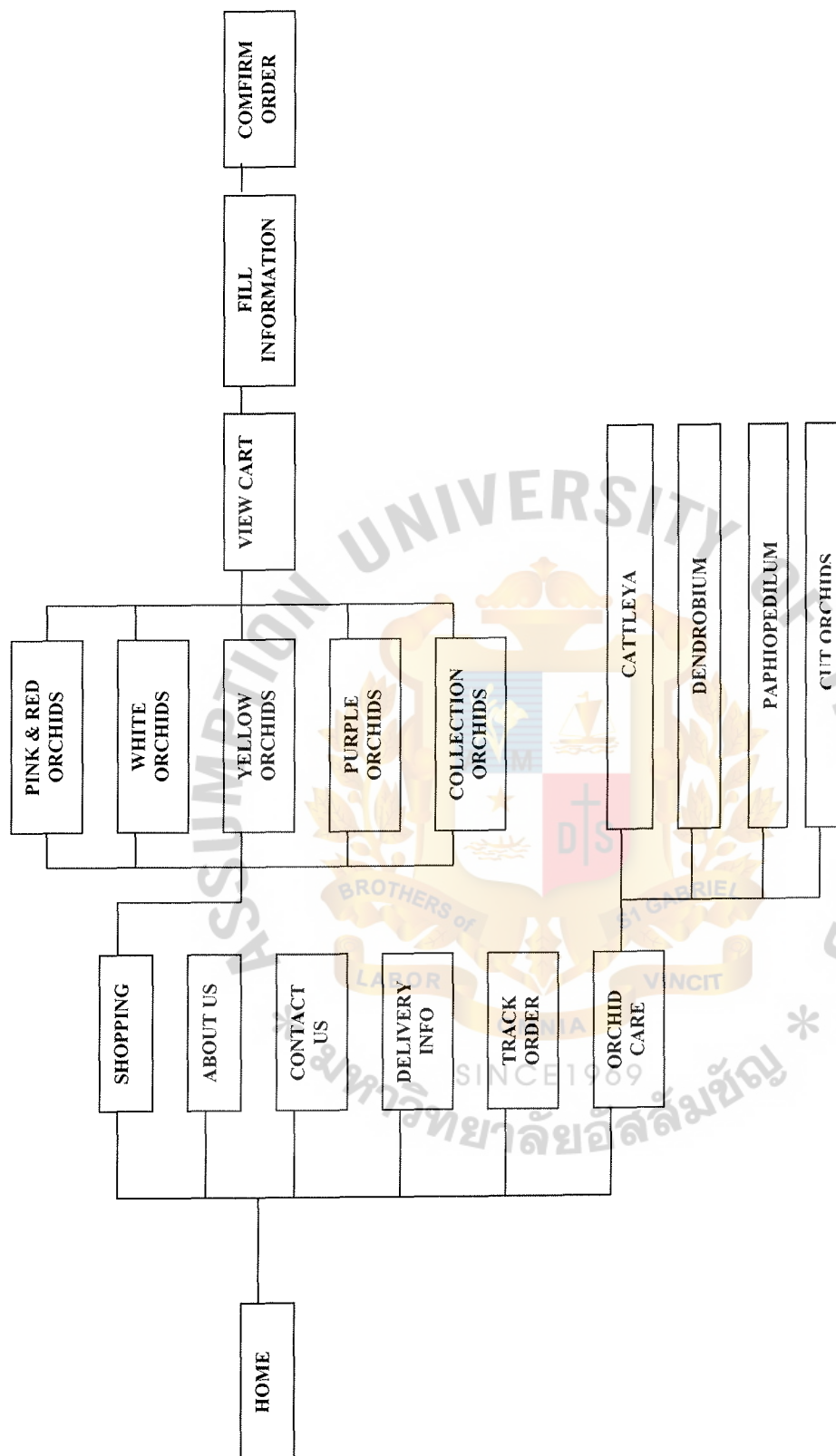


Figure 4.3. Site Structure



### 4.3 Visual Design

#### Color and Tone

As we aim to make this web site for visitor feel comfortable so the color and tone then will follow our Niceorchid logo which is the purple, and white. The purple is associated with royalty, independence, creativity, mystery and magic. White is associated with light, goodness, innocence, purity and virginity. The black JSTinaas Fonts at logo create feel of soft and reliable, which suits to represent the natural of orchids.

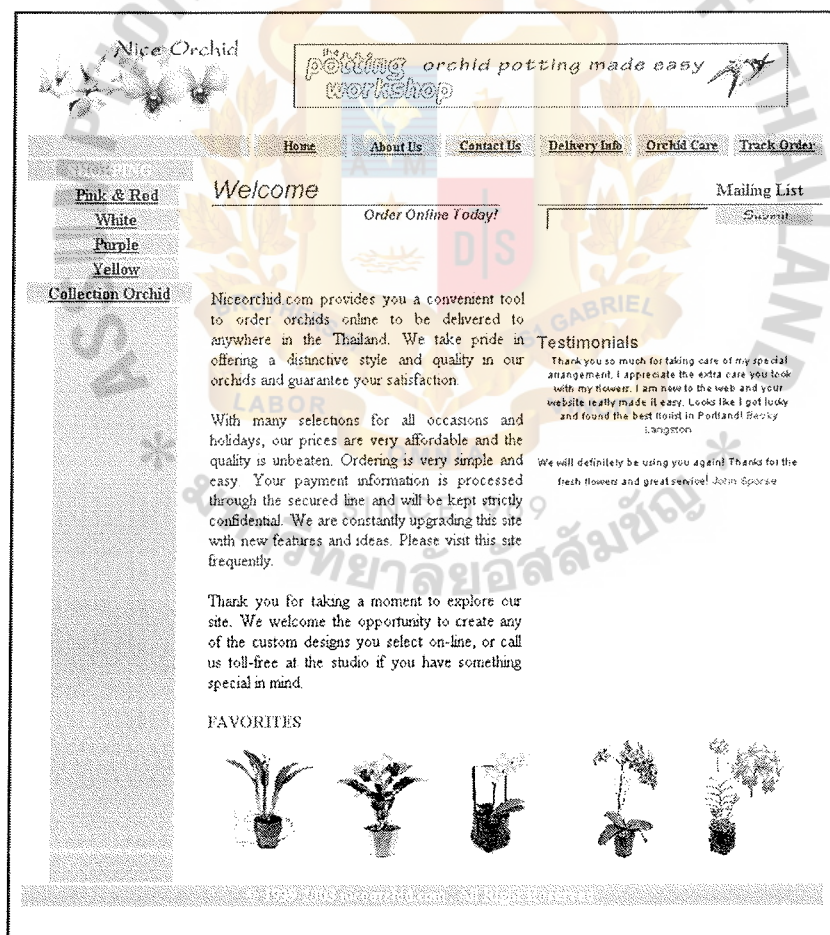


Figure 4.4. Color and Tone of Niceorchid.com.



#### 4.4 Production & Operation

##### Web Template



Figure 4.5. Web Template of Niceorchid.com.

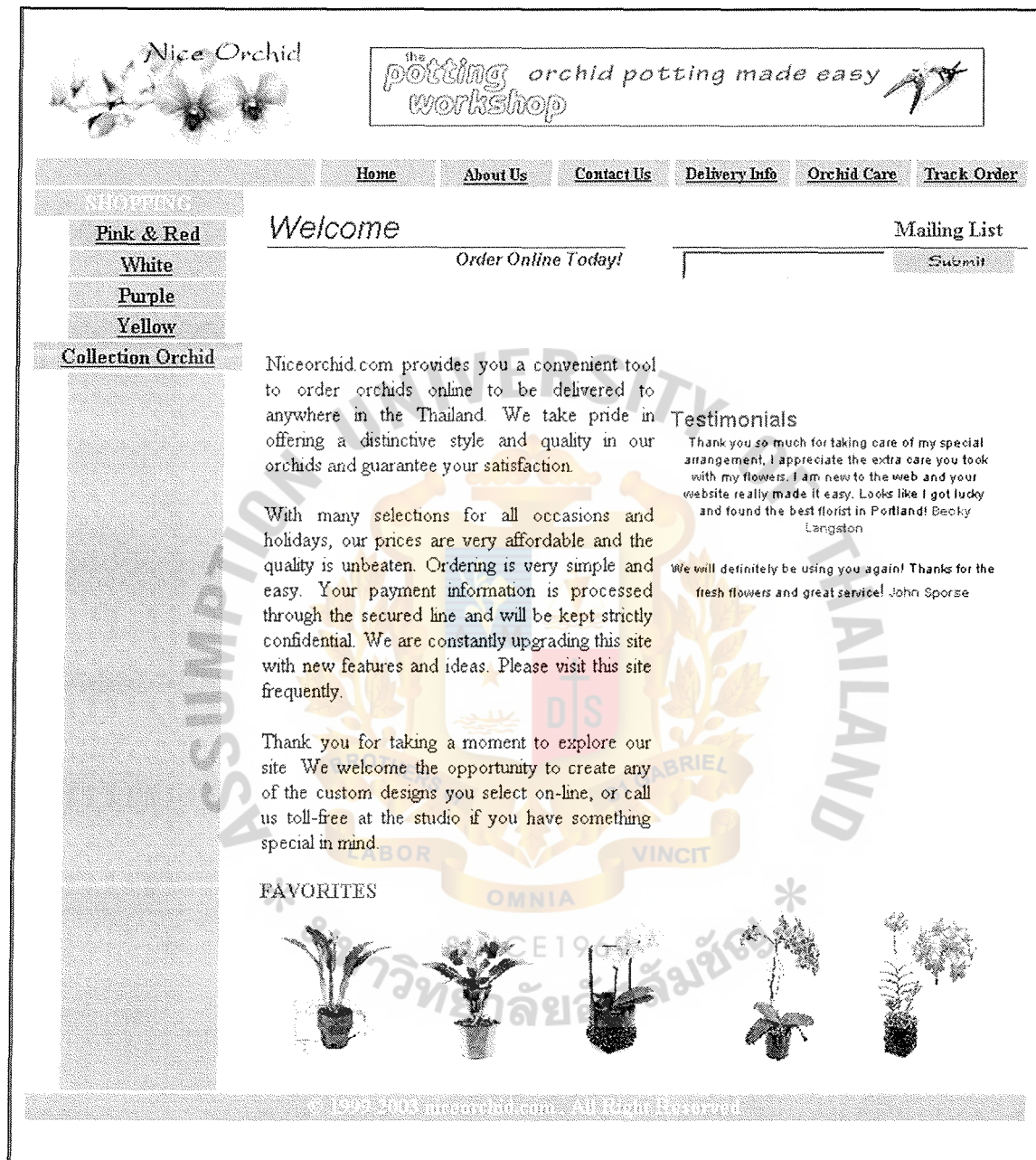


Figure 4.6. Home Page of Niceorchid.com.

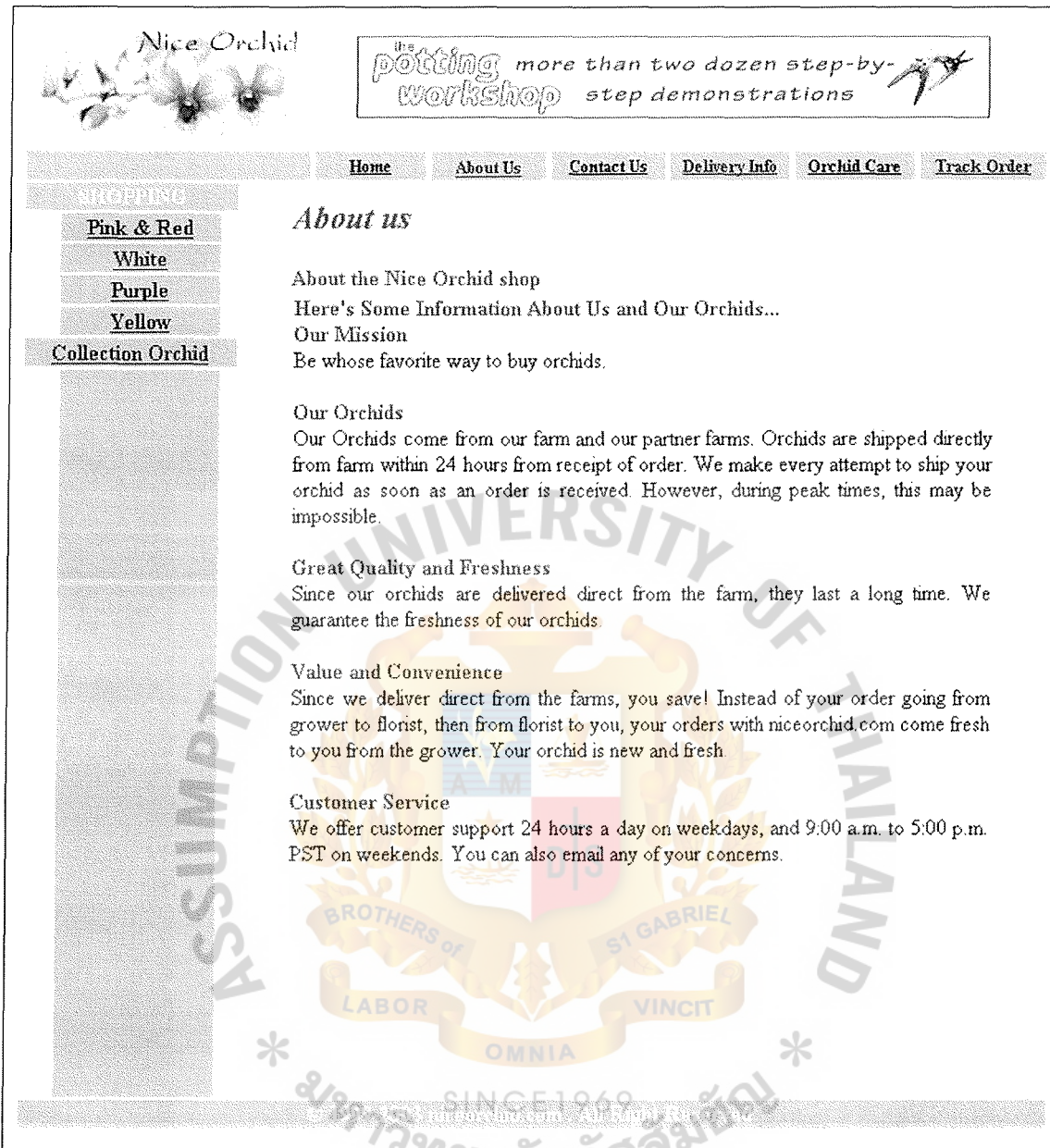


Figure 4.7. Profile Page of Niceorchid.com.



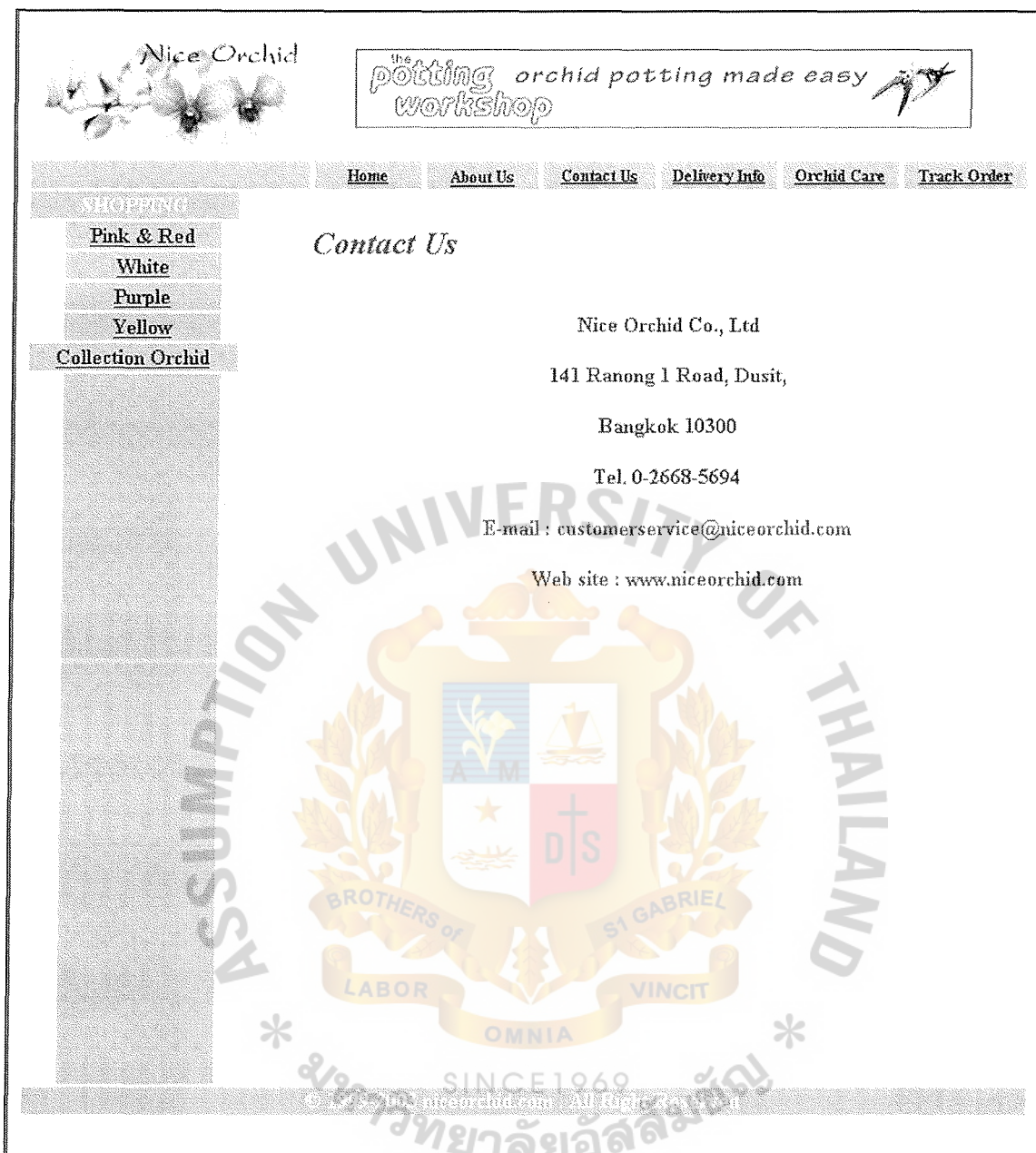




Figure 4.8. Contact Us Page of Niceorchid.com.



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## Delivery Info

### Important Delivery Infomation

For all orchids to be received by the recipient the next two days ,  
an order must be placed before 3.00 PM

### Delivery Coverage

We deliver our orchids to anywhere within Thailand. Currently we don't ship our orchids internationally, and in the future we are looking forward to serving individuals who want to send our beautiful orchids to his or her beloved one overseas.

### Delivery Time

For all orchids to be received by the recipient the next two days , an order must be placed before 3:00 PM.

### Scheduling Deliveries

Saturday, Sunday and Monday deliveries are not available. We process any orders placed during these three days on Monday and ship them on the same day. Niceorchid.com currently does not offer same day delivery.

### Shipping Cost

We ship our fresh orchids to you using a 2 day priority delivery service. Our shipping cost is only ฿ 150 .We recommend this delivery service because our customers certainly can save a lot on the shipping cost, and we guarantee that your orchids will still arrive fresh and beautiful because orders are shipped to you in specially designed boxes to ensure that they arrive safely.

### Changes to Shipping Address

We want to accomodate any requests that our customers ask, but any changes made to the shipping address after the orchid has been shipped would result in a ฿ 250 charge . However, If the product has not been shipped and our customer wants to make a change, we are more than happy to accomodate such a request.

If you have any questions, please contact our Customer Service:


[customerservice@niceorchid.com](mailto:customerservice@niceorchid.com)

"Our prices are below retail, and our orchids are the freshest"

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Figure 4.9. Delivery Info Page of Niceorchid.com.





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## Orchid Care

### Orchid Care - Cattleyas

[Dendrobium](#)
[Paphiopedilum](#)
[Cut Orchids](#)



When people think of orchids, they often think of Cattleyas. Not only are Cattleyas a popular genus today, they form an idealized 'orchid' in the public mind's eye. While once considered a rich man's hobby, orchid growing is now within the reach of just about everyone.

Cattleyas are often the first orchid attempted and among the very easiest to grow, especially if a few basic guidelines are followed. Indeed, so many cattleyas are grown around the world that their basic cultural requirements are given as instruction for the growing of other types of orchids - "Grow it like a Cattleya." Today, Cattleya hybrids come in all colors - not just the 'traditional' white, purple and white with colored lip - but reds, greens, yellows, oranges, even 'blue'. Cattleyas are also available year around. Yes, a very satisfactory collection could be built with only Cattleyas. Except in more tropical areas such as Hawaii and Florida, Cattleyas really do best in a greenhouse. Some can, however be grown successfully in the house if adequate light and humidity can be maintained. Plants can be grown in a sunny window - lightly shaded south, or east or west, not north - and summered out-of-doors for best results. There is also a group of Cattleya hybrids stemming from the cold-tolerant Mexican ladies, notably *L. anceps*, that can be grown out-of-doors year around where frost does not threaten.

**LIGHT** Cattleyas need a good amount of light to grow and flower well. A good guide to whether or not a plant is getting proper light is the color of the foliage. It should be olive green rather than a dark lush green. The bulbs should develop straight and upright without the need for staking. If the plants produce weak growth with no sheath, it is a sign of insufficient light.

**TEMPERATURE & HUMIDITY** The optimum temperature range for best growth and flowering is 60° - 80° F. However, plants will stand down into the fifties and up into the nineties with little or no damage if humidity and watering are in line. A good rule of thumb is to raise humidity with temperature and lower with lower temperatures. In the home, placing a tray of water under the plants while keeping the pots from actually touching the water (filling the tray with gravel, covering with a wire grid etc.) will increase the humidity.

**VENTILATION** All orchids require fresh circulating air that provides carbon dioxide. Again the home is usually a good provider. Drafts of cold or hot air are to be avoided. In particular avoid placing your plants under a heater outlet or in front of an air conditioner.


**WATER** Cattleyas have evolved water storage organs to withstand periodic drying in their native habitats. For this reason, it is recommended that plants in cultivation be allowed to go nearly dry between watering. Mature plants generally need watering about once a week, smaller plants perhaps every 4 - 5 days most of the year. In cooler or cloudy weather, plants may be left a little longer between watering. When in doubt, don't. Always water thoroughly, allowing water to drain well through the drainage holes of the pot.

**FERTILIZING** Cattleyas should be fed every two weeks with a balanced fertilizer (7-9-5 or 20-20-20) during the growing season and once a month otherwise. You may get slightly better blooming results by using a 'bloom' type fertilizer (3-12-6) every 4 to 6 times you fertilize. You can fertilize with every watering if you prefer but cut the strength in half (weakly weekly).

**POTTING** Fir bark is the most commonly used potting media for cattleyas. Most nurseries carry bark for use in potting orchids (sterilized). Use a medium grade of bark for larger pots (5 - 6 inches) and seedling grade for smaller. Wet the bark prior to potting. Cattleyas should be repotted, on average, every two years. Careful observation of your plants will enable you to know when the plants are actively rooting. This is the optimum time for repotting - when the plant is just starting new root growth. Unless the plant has outgrown a sizable pot, 8" or more, it is best to shift the plant on and not divide as this will allow the plant to give its best flowering. When dividing, always leave 3 - 5 green bulbs per division as this will usually allow the plant to flower the same year it is potted. The oldest bulb should be against the edge of the pot and the newest toward the center, with sufficient space for two year's growth. The mix should be firmly tamped down and should be about 1" below the rim of the pot. Newly potted plants will appreciate being kept slightly shaded in a humid atmosphere and dry at the roots (if possible).

**PROBLEMS** The most common pests associated with cattleyas are the sucking insects, such as scale, mealy bug, and aphids. These pests are most effectively controlled by the use of Malathion or a similar insecticide. Always follow label instructions. Slugs and snails can be controlled with a regular bait program. These guidelines are necessarily very general. Conditions vary from home to home and greenhouse to greenhouse. We suggest a visit to your local Orchid Society. Meetings are held regularly and you'll find plenty of free help and, most likely, a very friendly group.

Figure 4.10. Orchid Care - Cattleya Page of Niceorchid.com.



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## Orchid Care

Orchid Care - Dendrobium

[Cattleya](#)
[Dendrobium](#)
[Paphiopedilum](#)
[Cut Orchids](#)



Dendrobiums are performing very well everywhere. They are doing well in greenhouses, outside under trees, on windowsills and under lights. The evergreen leaves are beautiful under warm or cool conditions. The flowers last for months.

**LIGHT** Dendrobiums like indirect or filtered light. In the greenhouse 1000-2000 foot-candles is best for mature plants. A west or east facing window or a shaded south window will do very nicely. You may also supplement with artificial light, such as grow lux, if needed. The leaves should be medium green if light is correct. Too yellow a leaf indicates too much light and too dark a green indicates too little light. They're quite good at letting you know how they are doing.

**TEMPERATURE & HUMIDITY** Ideal temperature range is 62° - 85°. Larger plants will tolerate up to 90° provided humidity is kept at least 50%. Basically most homes will provide the required temperatures without any adjustments. Dendrobiums enjoy a relatively high humidity. Humidity in the home can be increased by putting the plants on a tray that can hold a small amount of water, such as a Humid-Gro tray. You can also use a shallow container filled with marbles or stones but be careful that the bottom of the pot is always above the water as they do not like to have "wet feet". A daily misting of the leaves will also help.

**VENTILATION** All orchids require fresh circulating air that provides carbon dioxide. Again the home is usually a good provider. Drafts of cold or hot air are to be avoided. In particular avoid placing your plants under a heater outlet or in front of an air conditioner.


**WATERING** The number one rule is water early, by doing so you will avoid sending your dendrobium to bed with water standing on its leaves. Number two rule is the smaller the pot the more frequent the watering - to elaborate try once a week for six inch and larger pots, every four to five days for smaller pots. The newer the bark the more often the watering, if your bark is two years old it will be breaking down (see below) and will need watering less often.

**FERTILIZING** Most Dendrobiums are epiphytic in nature, meaning they are tree dwellers. They are not, however, parasitic. Therefore the need to fertilize. There are many "methods" of fertilizing your dendrobiums. To keep it simple if it is in bark use a balanced fertilizer (7-7-7, 7-9-5) at half recommended strength weekly. Weekly. Another is to use the high phosphorus fertilizer every fourth week throughout the year. In any case it is a good idea to leach your plants at least once a month. This is accomplished by watering with water only until water flows out of the pot for a while. The purpose is to rinse out any salt build-up. Speaking of salt do not use water softened with salt to water any plant.

**POTTING** Potting in bark recommended for orchids will suffice, though there are many "sophisticated" mixes used by growers. Use fine for seedlings and a medium size for larger plants. It is recommended that you soak the bark overnight in water. Take the plant out of the pot carefully and gently clean off all the old bark (the reasons for repotting are either the old mix is breaking down - literally getting soft and looking more like dirt, or that the plant has outgrown the pot) so get off all that old bark and the dead roots (usually found right under the center of the plant). Choose a pot that is just large enough to get the roots into it without "cramping" them in. Don't make the mistake of over potting, be willing to repot every other year. You might now mark the plant stake with today's date; it helps us remember when we last repotted the plant. A rinse with a root stimulation solution (such as Dyma-Gro KLN) at this time will reduce the shock to the plant. Unless it really necessary don't repot when the plant is in bloom as it may cause bloom drop.


**PROBLEMS** Yes there are a few possible problems you could encounter. Pests are most likely to be in the form of scale that are treatable with Malathion or mealy bug which succumbs to a dab of rubbing alcohol on a Q-tip. Should you find signs of snail or slugs you can bait and if in a hurry to rid yourself of the critters place a piece of lettuce on the bark, its their favorite snack and you literally have them in the palm of your hand. These guidelines are necessarily very general. Conditions vary from home to home and greenhouse to greenhouse. We suggest a visit to your local Orchid Society. Meetings are held regularly and you'll find plenty of free help and, most likely, a very friendly group.

Figure 4.11. Orchid Care - Dendrobium Page of Niceorchid.com.



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## Orchid Care

Orchid Care - Paphiopedilum

[Cattleyas](#)
[Dendrobium](#)
[Paphiopedilum](#)
[Cut Orchids](#)



Paphiopedilum are one of the easiest orchids for the home grower. Their requirements are much like yours and so will do quite well in the house.

**LIGHT** Paphiopedilums like indirect or filtered light. In the greenhouse 800-1500 foot-candle is best for most mature plants. A west or east facing window or a shaded south window will do very nicely. You may also supplement with artificial light, such as grow lux, if needed. Some paphs such as those with rufous/dark brown or stonies as parents require a little more light. The leaves should not be soft (making them susceptible to disease) which indicates too little light. They're quite good at letting you know how they are doing.

**TEMPERATURE & HUMIDITY** Ideal temperature range is 60° - 80°. Larger plants will tolerate up to 85° provided humidity is kept at least 50%. Basically most homes will provide the required temperatures without any adjustments. Paphiopedilums enjoy a relatively high humidity. Humidity in the home can be increased by putting the plants on a tray that can hold a small amount of water, such as a Humid-Gro tray. You can also use a shallow container filled with marbles or stones but be careful that the bottom of the pot is always above the water, as they do not like to have "wet feet". A daily misting of the leaves and aerial roots will also help.

**VENTILATION** All orchids require fresh circulating air that provides carbon dioxide. Again the home is usually a good provider. Drafts of cold or hot air are to be avoided. In particular avoid placing your plants under a heater outlet or in front of an air conditioner.

**WATERING** The number one rule is water early, by doing so you will avoid sending you paphs to bed with water standing on its leaves or, heaven forbid, in its crown (the junction of the two newest leaves). Number two rule is the smaller the pot the more frequent the watering - to elaborate try once a week for six inch and larger pots, every four to five days for smaller pots. The newer the bark and the dryer the air the more often the watering, if your bark is two years old it will be breaking down (see below) and will need watering less often. The object with paphiopedilums is to keep the roots moist but not wet.


**FERTILIZING** There are many "methods" of fertilizing your paphiopedilums. To keep it simple use a balanced formula (such as 7-9-5) at half recommended strength for three weeks and a bloom type (such as 3-12-6) every fourth week. In any case it is a good idea to leach your plants at least once a month. This is accomplished by watering with plain water until water flows out of the pot for a while. The purpose is to rinse out any salt build-up. Spraying of salt do not use water softened with salt to water any plant. Never feed a dry plant.

**POTTING** Paphiopedilums are semi terrestrial in nature, meaning they grow in a layer of decaying vegetation and detritus found on forest floors. Therefore the need to fertilize. Potting in small (1/8 - 1/4") bark recommended for orchids will suffice; though there are many "sophisticated" mixes used by growers. We use a mix of: 8 parts bark, 2 parts perlite, 1 part charcoal, 1 part sphagnum moss findings, 1 part lava rock and a dash of ag lime. See, it can be "sophisticated". It is recommended that you soak the bark overnight in water with 1 tablespoon of Physan per gallon of water. The reasons for repotting are either the old mix is breaking down (literally getting soft and looking more like dirt), or that the plant has outgrown the pot. Take the plant out of the pot carefully and gently clean off all the old bark and the dead roots (usually found right under the center of the plant). Choose a pot that is just large enough to get the roots into it without "cramming" them in. Don't make the mistake of over potting, be willing to repot every year or two. Make sure that there is a good set of drain holes in the pot, pot shards or Styrofoam "peanuts" in the bottom of the pot will keep the drain holes open. Hold the plant in the center of the pot with the lowest leaf about 1/2 inch below the rim of the pot, add the appropriate sized bark and tap the pot to settle any excessive air pockets, do not press too hard on the bark as your lady slipper needs room to breathe. Fill to just below the lowest leaf. You might now mark the plant stake with today's date, helps us remember when we last read this section. Unless it's really necessary don't repot when the plant is in bloom as it may cause bloom drop.

**PROBLEMS** Yes there are a few possible problems you could encounter. Pests are most likely to be in the form of mealy bug that are treatable with Malathion or a dab of rubbing alcohol on a Q-tip. Should you find signs of snail or slugs you can bait and, if in a hurry to rid yourself of the critters, place a piece of lettuce on the bark, its their favorite snack and you'll literally have them in the palm of your hand. These guidelines are necessarily very general. Conditions vary from home to home and greenhouse to greenhouse. We suggest a visit to your local Orchid Society. Meetings are held regularly and you'll find plenty of free help and, most likely, a very friendly group.


Figure 4.12. Orchid Care - Paphiopedilum Page of Niceorchid.com.





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## Orchid Care

### Orchid Care - Cut Orchids

[Cattleya](#)
[Dendrobium](#)
[Paphiopedilum](#)
[Cut Orchids](#)



#### FRESH-FLOWER FOOD


Our orchids come with fresh-flower food. This helps bacteria from clogging the stems and provides the food necessary to keep your arrangements looking fresh longer.

**CUTTING** When you get the orchids, remove the foliage up to the vase trim and recut all of the stems. It isn't important if this is done on an angle or straight. Cutting the orchid stems with help the orchid drink water through the ends of the stem. Cutting the stems under water will remove the air pockets created from being out of water and keep your flowers well hydrated.

**MISTING** Misting your cut orchids is a good idea. Misting raises the relative humidity around plants. Since most orchids rely on the air for water and nutrients, misting helps keep orchids well hydrated. Another way to prolong the life of your orchids is to completely submerge them in a bucket of water. If you don't have a bucket, use the kitchen sink by filling it enough to completely submerge the cut orchids. Keep them submerese for about ten minutes. This will breath new life into wilting cut orchids.

**TEMPERATURE** High and low temperature problems abound during the year. Plants and flowers should never be placed on any hot or cold surface, nor should they be placed directly in front of a forced-air heating or air conditioning system. We have found that cut orchids placed in areas where running water is located like the kitchen sink or in the bathroom tends to help the shelf life of the cut orchids.

Figure 4.13. Orchid Care – Cut Orchids Page of Niceorchid.com.



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### Track your order


This page will help you track your order.....

Our orders are usually processed immediately upon receipt so you should receive your order within the next 2 days. In any event, we undertake to deliver your order within a minimum of 2 days. In the unlikely event that you don't receive your order within this timeframe we suggest you take the following simple steps:

1. Make a note in your diary of the date you should receive the orchid(s).
2. Make sure you save or print out a copy of your order so that you have all the information to hand if you need to contact us. You should have already printed the order confirmation page that was emailed to you.
3. If the orchid(s) still haven't arrived within a further 24 hours, email or telephone let us know so that we can track your order for you.

**The Niceorchid.com Guarantee**

If you are not satisfied with the freshness or quality of the orchids you receive, please contact us and we will offer a full replacement. Your satisfaction is important to us. Each orchid we ship is individually selected to make sure only the best orchids are sent to our customers. That means you save money and receive the freshest orchids possible. Most orchids are packaged for shipping within hours after leaving the greenhouse.



Secure Shopping

Our online security system protects you our customer. All transactions made at Niceorchid.com are covered by our security guarantee. First, our secure server encrypts all of your information: credit card numbers, name and addresses so to make it invisible to any intruder. If ever there is an unauthorized use, we will pay the \$50 charge most banks hold you liable for when fraud is committed. Please notify your bank of any unauthorized use.

**Privacy**

We will not share your personal information with other organizations for commercial purposes. Privacy is important to us at Niceorchid.com. If we ask you for information on our site, it is to make your experience more pleasant.

customer service: [customerservice@niceorchid.com](mailto:customerservice@niceorchid.com)


We hope that you enjoy a trouble free shopping experience with us but please let us know if you do have any problems so that we can put them right for you as quickly as possible

For further assistance, please call us at (66) 668-5694 (M-F 7:00am to 5:00pm Sat, 8:00am to 4:30pm), and a niceorchidorchid.com customer service associate will be happy to help you

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Figure 4.14. Track order Page of Niceorchid.com.





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SHIPPING

[Pink & Red](#)


[White](#)

[Purple](#)

[Yellow](#)


[Collection Orchid](#)

## Pink & Red




Roundabout ฿ 1,240

Info Delivered Today




Phalaenopsis ฿ 960

Info Delivered Today




Dendrobium ฿ 990

Info Delivered Today




Puanani ฿ 890

Info Delivered Today




Medium Cattleya ฿ 790

Info Delivered Today




Mother's Day ฿ 1,300

Info Delivered Today




Mini Cattleya ฿ 990

Info Delivered Today




Golden Strip Leaves ฿ 1,120

Info Delivered Today




Plush ฿ 1,320

Info Delivered Today




Glowing Embers ฿ 1,250

Info Delivered Today



Plum Flower ฿ 1,500

Info Delivered Today



Pink Phalaenopsis ฿ 1,060


Info Delivered Today

[View Shopping Cart](#)

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Figure 4.15. Pink and Red orchids Shopping Page of Niceorchid.com.

Nice Orchid




**Product Code: 13-11**  
 No, the price tag on this orchid is not a typo. Out of 100 plants, a grower is lucky if they are able to produce twenty five plants that look like this. This plant is shipped in bloom. Very rare.

**Regular: R-2,400**  
**Our Price: R 1,500**

Select Quantity:  [Add to cart](#)

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Figure 4.16. Detail of each orchid in Pink & Red Category.

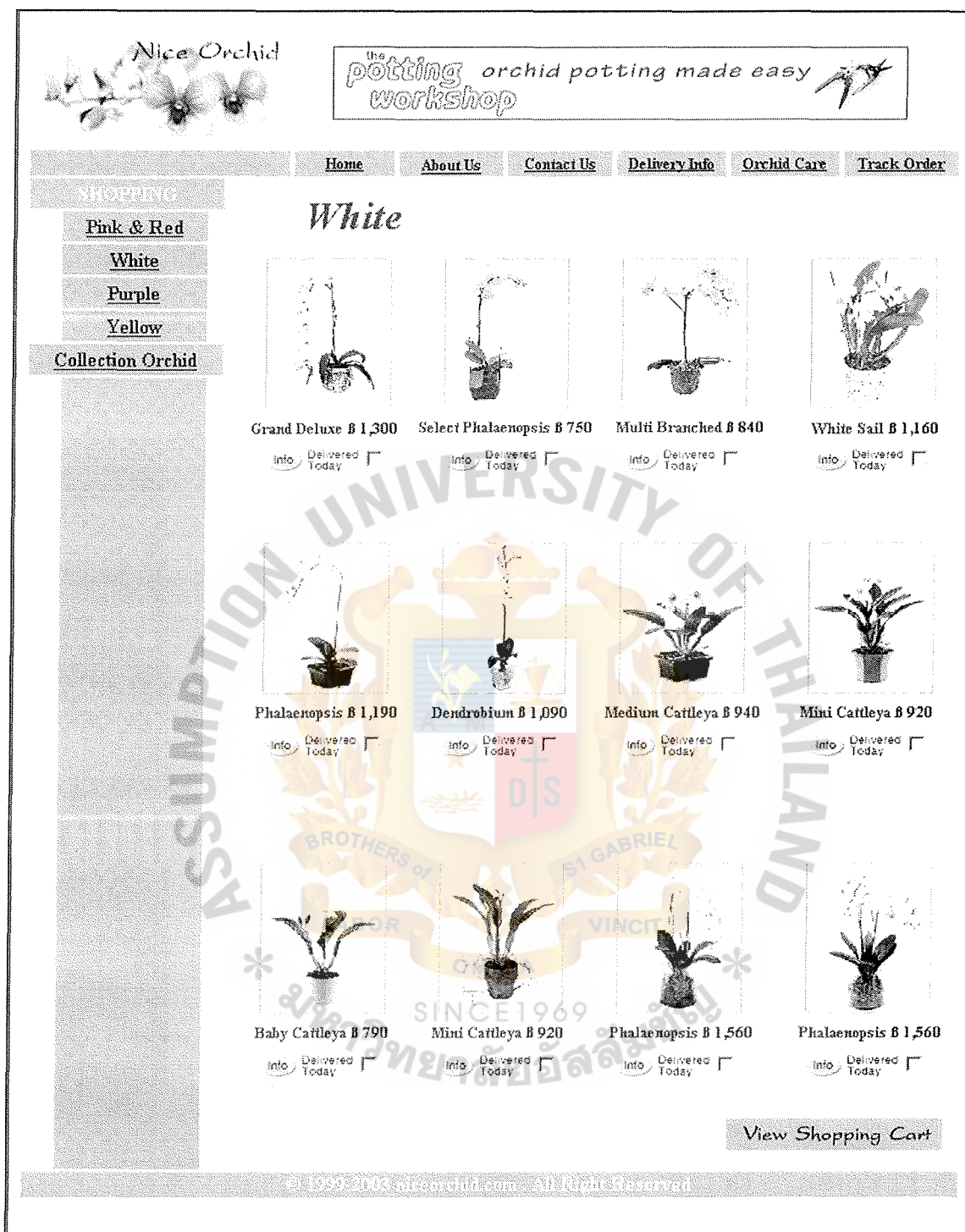




Figure 4.17. White orchids Shopping Page of Niceorchid.com.










**Product Code: 2-14**  
niceorchid.com is proud to offer large specimen cattleyas like this white C. White Sail - Bebe White x Olive Pierson. This large cattleya comes in its eight inch growing pot nestled in a wicker basket. Mature cattleyas like this one are prolific bloomers. Place it somewhere bright indoors and with proper care will bloom all year. Even when it is not in bloom, the foliage makes a nice center piece. Stands about 24 inches tall. Recommended.

**Regular: \$2,200**  
Our Price: \$1,160

Select Quantity:  [Add to cart](#)


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Figure 4.18. Detail of each orchid in White Category.



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SHOPPING

[Pink & Red](#)
[White](#)
[Purple](#)
[Yellow](#)


Collection Orchid

## Purple




Select Purple ฿ 1,598

[info](#)
[Delivered Today](#)




Missumi ฿ 1,198

[info](#)
[Delivered Today](#)




Oda ฿ 1,200

[info](#)
[Delivered Today](#)



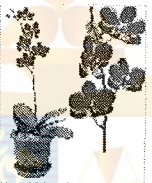
Purple Dendrobium ฿ 1,030

[info](#)
[Delivered Today](#)




Mini Cattleya ฿ 890

[info](#)
[Delivered Today](#)



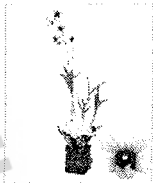
Mantefon ฿ 1,200

[info](#)
[Delivered Today](#)




Wedding Promenade ฿ 1,130

[info](#)
[Delivered Today](#)




Lavender ฿ 1,000

[info](#)
[Delivered Today](#)




Mini Dendrobium ฿ 1,098

[info](#)
[Delivered Today](#)




Grand Deluxe ฿ 750

[info](#)
[Delivered Today](#)



Purple Phalaenopsis ฿ 990

[info](#)
[Delivered Today](#)



Little Rose ฿ 1,240


[info](#)
[Delivered Today](#)


View Shopping Cart

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Figure 4.19. Purple orchids Shopping Page of Niceorchid.com.










**Product Code: 3-2-6**

If I had to pick a perennial favorite among the smaller purple phalaenopsis type orchids our Dtps. Queen Beer "Mantefon" would be my choice. As mature plants, this orchid is a spectacular site. Mature plants produce multiple spikes at one time offering a profusion of blooms. The green foliage is thick, almost hard, and produces a tinge of red. Comes with ceramic pot shown. Stands about 12 inches tall. Perfect for any decor. Should be kept moist at all times.

**Regular: \$ 1,980**  
**Our Price: \$ 1,200**

Select Quantity:  [Add to cart](#)

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Figure 4.20. Detail of each orchid in Purple Category.

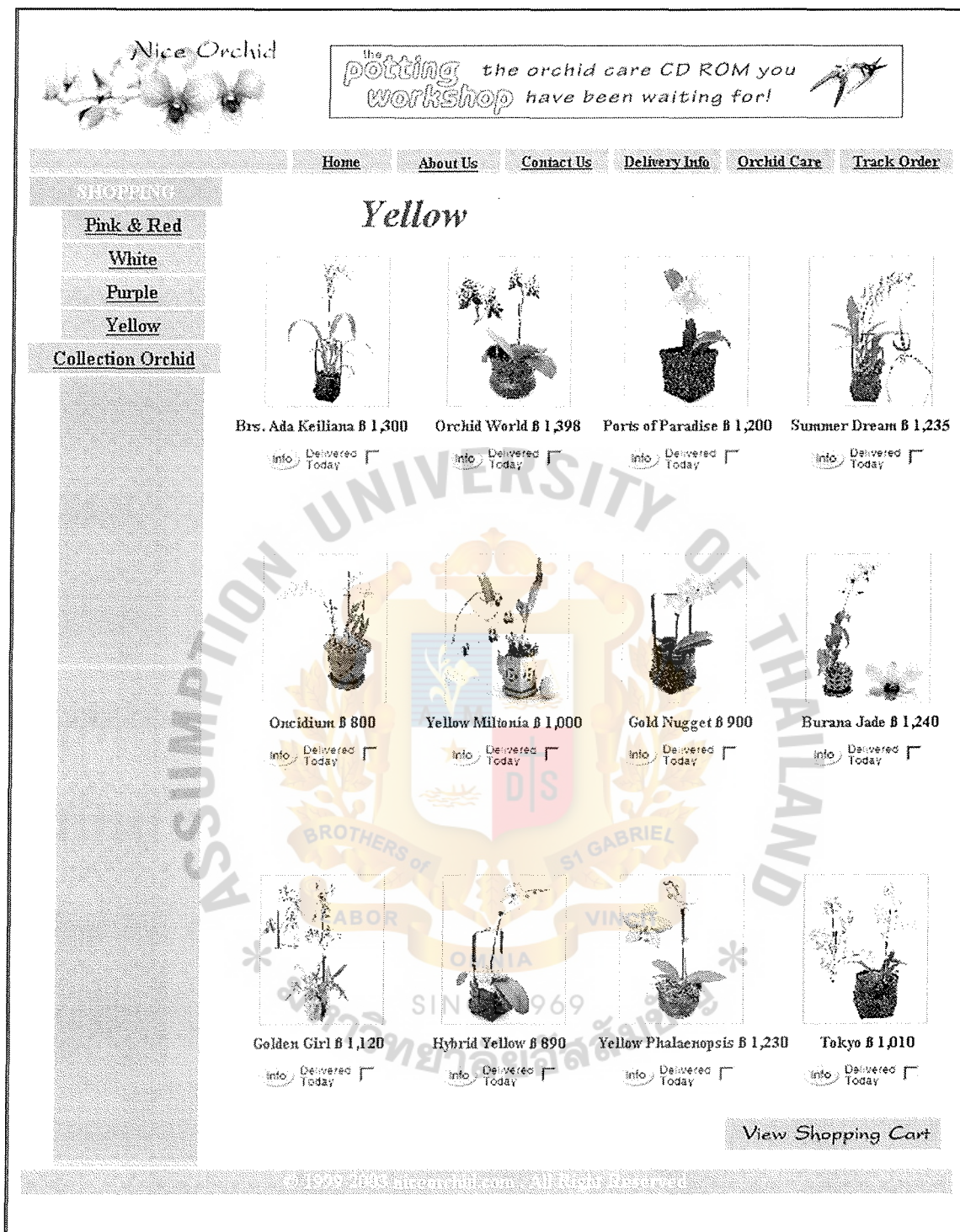



Figure 4.21. Yellow orchids Shopping Page of Niceorchid.com.

Nice Orchid



**Product Code: 43.12**  
 It's the small things that count, especially if it's a miniature orchid like this Oncidium Cheiro Kukoo "Tokyo." Fragrant, long lasting and pretty to look at, this mini oncidium makes a great gift for any occasion. Comes with wicker basket shown. Stands about eight inches tall. Rare.

**Regular: \$4,650**  
 Our Price: \$1,010

Select Quantity:  [Add to cart](#)

[View Shopping Cart](#) [Checkout](#)


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Figure 4.22. Detail of each orchid in Yellow Category.





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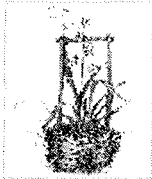


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SHOPPING


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### Collection Orchid




Jungle Monarch \$ 1,600

info
Delivered Today



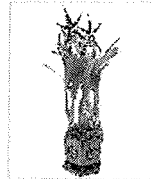
Jungle Jet \$ 1,800

info
Delivered Today




Maroon Lady \$ 1,200

info
Delivered Today




Miltassia Olmec \$ 1,700

info
Delivered Today




Bartley Schwarz \$ 1,400

info
Delivered Today




Pupukea Sunset \$ 1,320

info
Delivered Today




CT Red Fantasy \$ 1,190

info
Delivered Today




Orange Epidendrum \$ 1,390

info
Delivered Today




Orchid World \$ 1,750

info
Delivered Today




Yu Pin Pear \$ 1,350

info
Delivered Today



Rawdow Jester \$ 1,630

info
Delivered Today




Blue Dendrobium \$ 1,830


info
Delivered Today

[View Shopping Cart](#)

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Figure 4.23. Collection orchids Shopping Page of Niceorchid.com.





**Product Code: 5.1.1**



Our featured orchid is a Colm. Jungle Monarch Everglades which was named after the nursery in the Florida Everglades who developed it. Colm. Jungle Monarch Everglades is popular among orchid growers because of its vigorous growth habit. It's used by growers as a parent plant to create what is known as Intergeneric orchids or orchids with more than one genus. We like this orchid because it is so pretty. The backside of the flowers are a brown/yellow color. The front of the blooms are brown, yellow and white. The yellow tipped blooms give it a fragile appearance and one can't help but be attracted to its perfectly arranged blooms. Perfect for the home or office. Comes with this decorative Spaghnum Moss Basket.

**Regular: 6-2,398**  
**Our Price: \$ 1,600**

Select Quantity:

[Add to cart](#)

[View Shopping Cart](#) [Checkout](#)

   
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Figure 4.24. Detail of each orchid in Collection orchids Category.



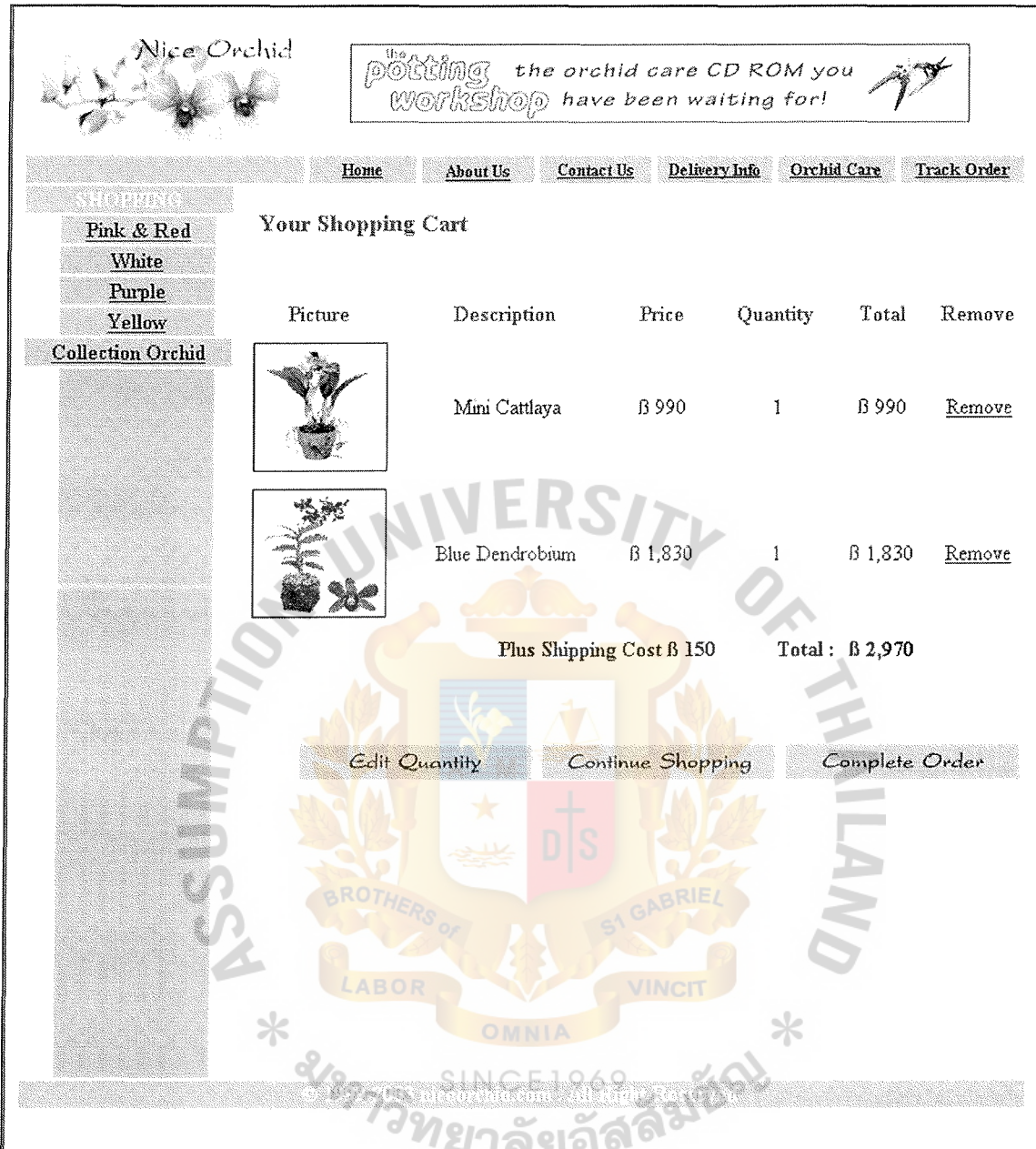



Figure 4.25. Shopping Cart Page of Niceorchid.com.



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[White](#)

[Purple](#)

[Yellow](#)

[Collection Orchid](#)

Who will be receiving the gift

Select delivery date :

First Name :

Last Name :

Address :

Province :

Zip Code :

Phone :

Sender Information

First Name :

Last Name :

Address :

Province :

Zip Code :

Phone :

E - mail :

Payment Information


Credit Card : ☐ Visa ☐ Mastercard ☐ American Express

Number :

Exp. Date :  Month  Year

[Clear Form](#) [Verify Order](#)

Figure 4.26. Fill Information Page Niceorchid.com.



the **pötting** more than two dozen step-by-  
**workshop** step demonstrations

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**SHOPPING**

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[Purple](#)
[Yellow](#)

[Collection Orchid](#)

Please verify the following information. When you are confident that it is correct, click the 'Submit Order For Processing' button below.

**Customer Information**

Delivery Date	May 8 , 2004
Receiver Phone	0-1899-7125
Order Number	291003


**Billing Address**

Name	Arpa Leelawatwatana
Address	141 Ranong 1 Dusit
Province	Bangkok
Zip Code	10300
Phone	0-6786-7906
E - mail	arpalee@yahoo.com

**Shipping Information**

Name	Tidwchai Sutud N Ayuttaya
Address	91/605
Province	Nontaburi
Zip Code	10100

[Submit Order](#)
[Make Change](#)



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SINCE 1969

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Figure 4.27. Submit information shopping online Page of Niceorchid.com.



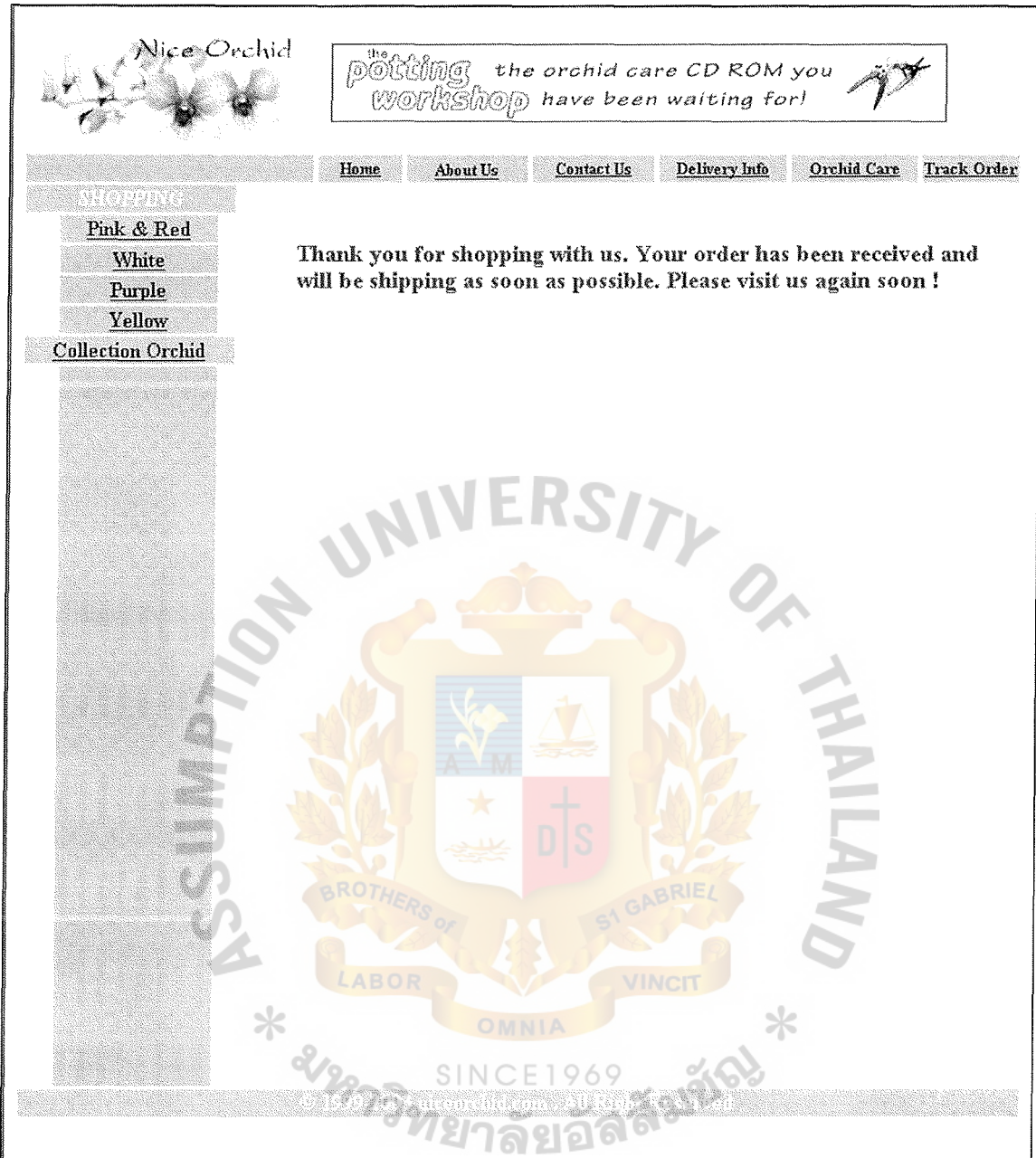


Figure 4.28. Thank you Page of Niceorchid.com.

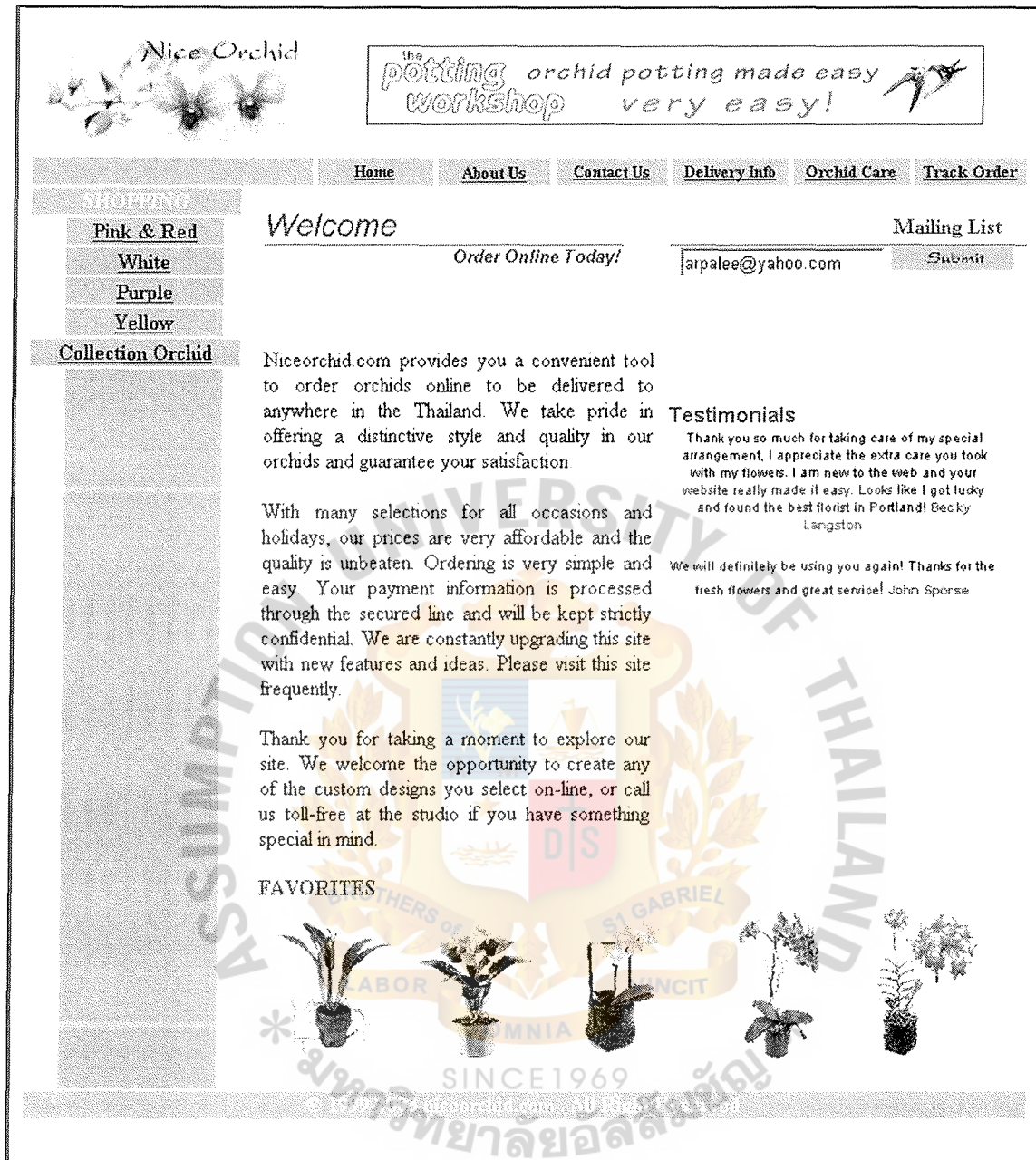


Figure 4.29. Subscribe for receive newsletters Page of Niceorchid.com.



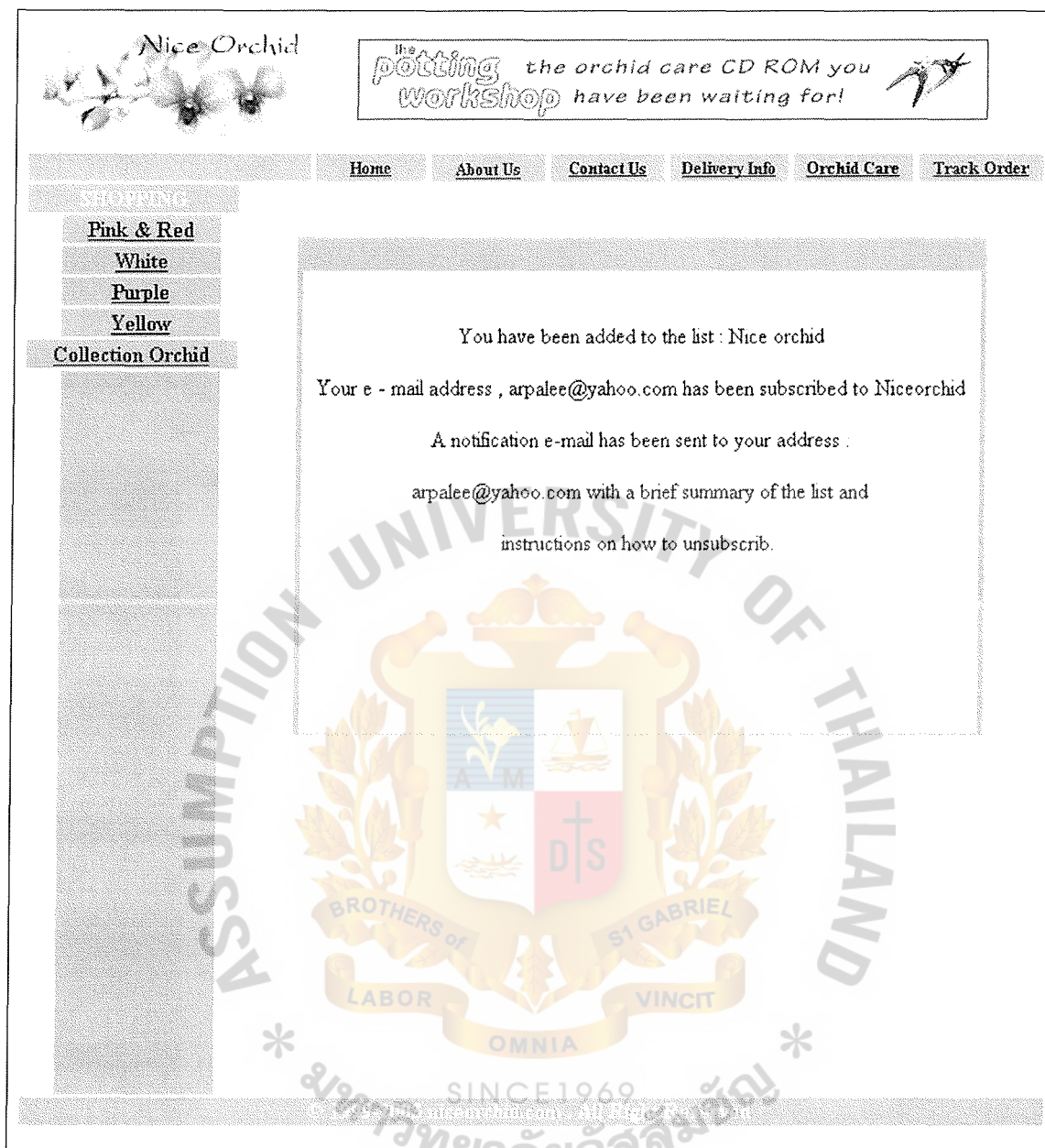


Figure 4.30. Confirm subscribe Page of Niceorchid.com.

## V. PROJECT IMPLEMENTATION

### 5.1 Overview of Project Implementation

Niceorchid.com create for person who interested in orchid to receive convenient in finding information about orchid care or other so we create our website easy for to use. And website can save time and cost for customers when they want to shopping.

### 5.2 Project Testing

Create Scenario

#### Situation:

Now Arpa is looking for the pink orchid for Tidwichia's birthday. Her friend suggest Arpa to visit our web site: [www.niceorchid.com](http://www.niceorchid.com) in the Shopping "Pink & Red" section. There, she can view both pink and red orchids with the enlarge photo together with the product details.

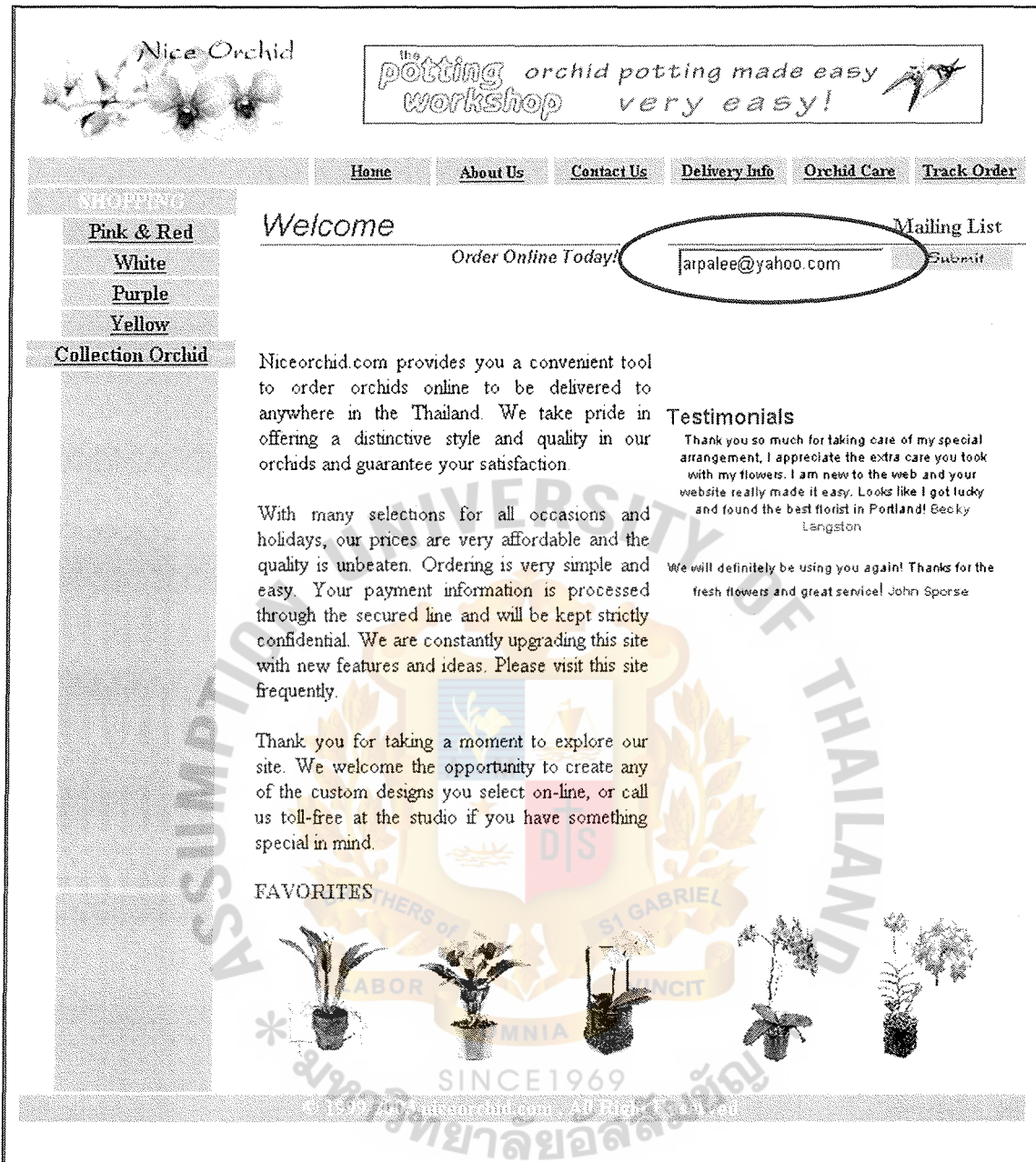


Figure 5.1. Subscribe for receive newsletters form Niceorchid.com and go to Pink & Red Orchids Category.



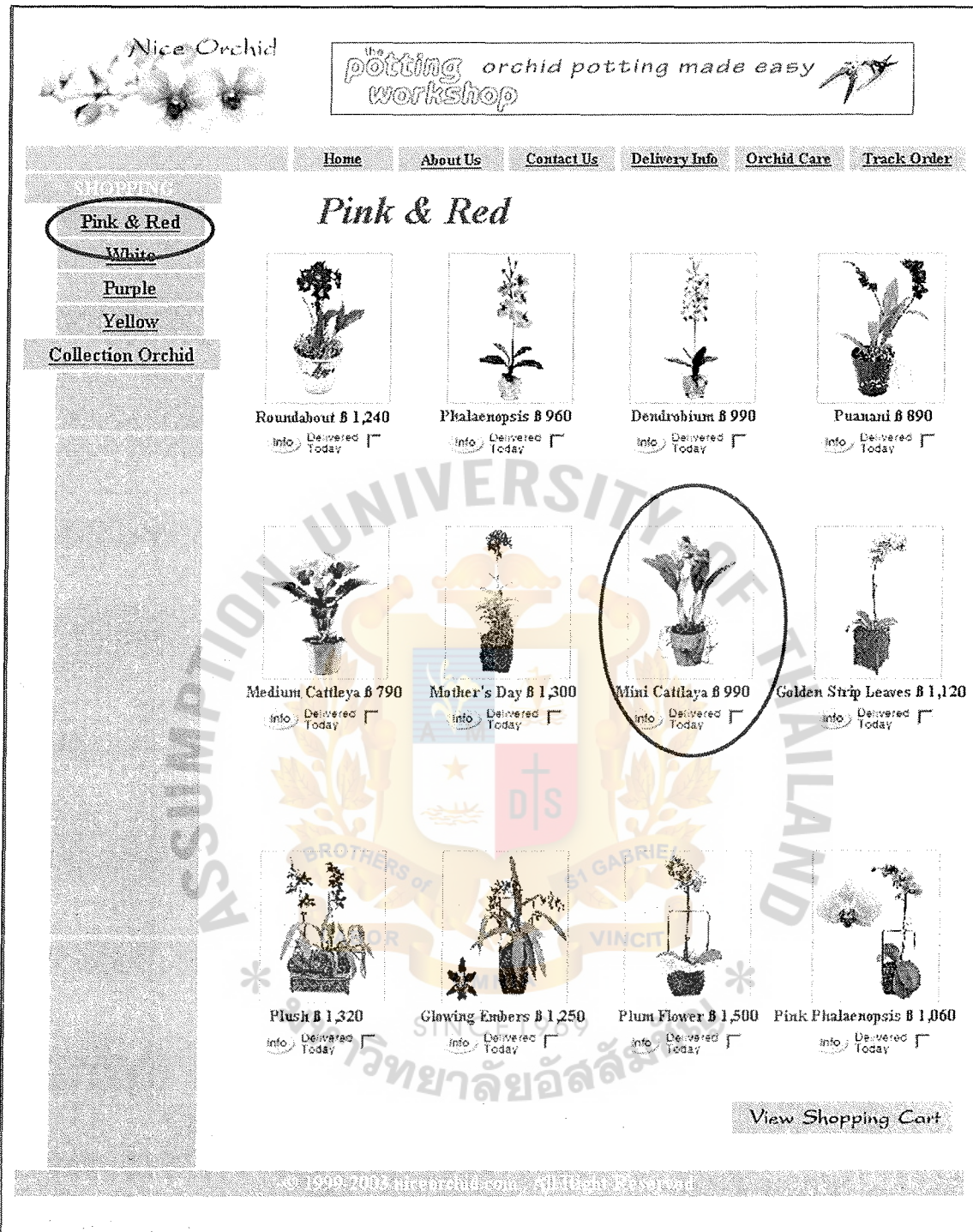


Figure 5.2. She see all of orchids in Pink and Red category and select orchid.



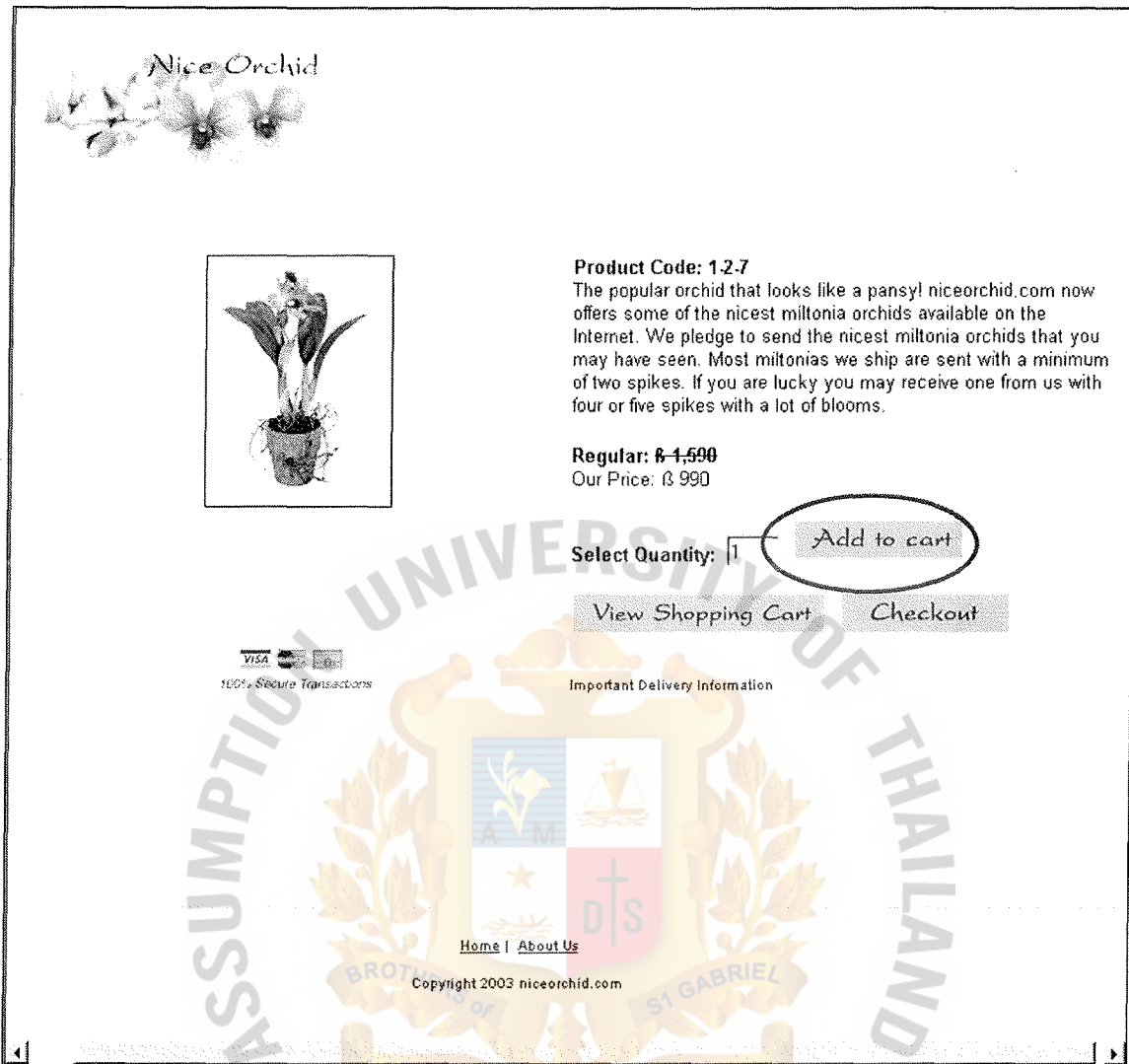


Figure 5.3. Click info button for read detail of orchids and click add to cart for shopping it.

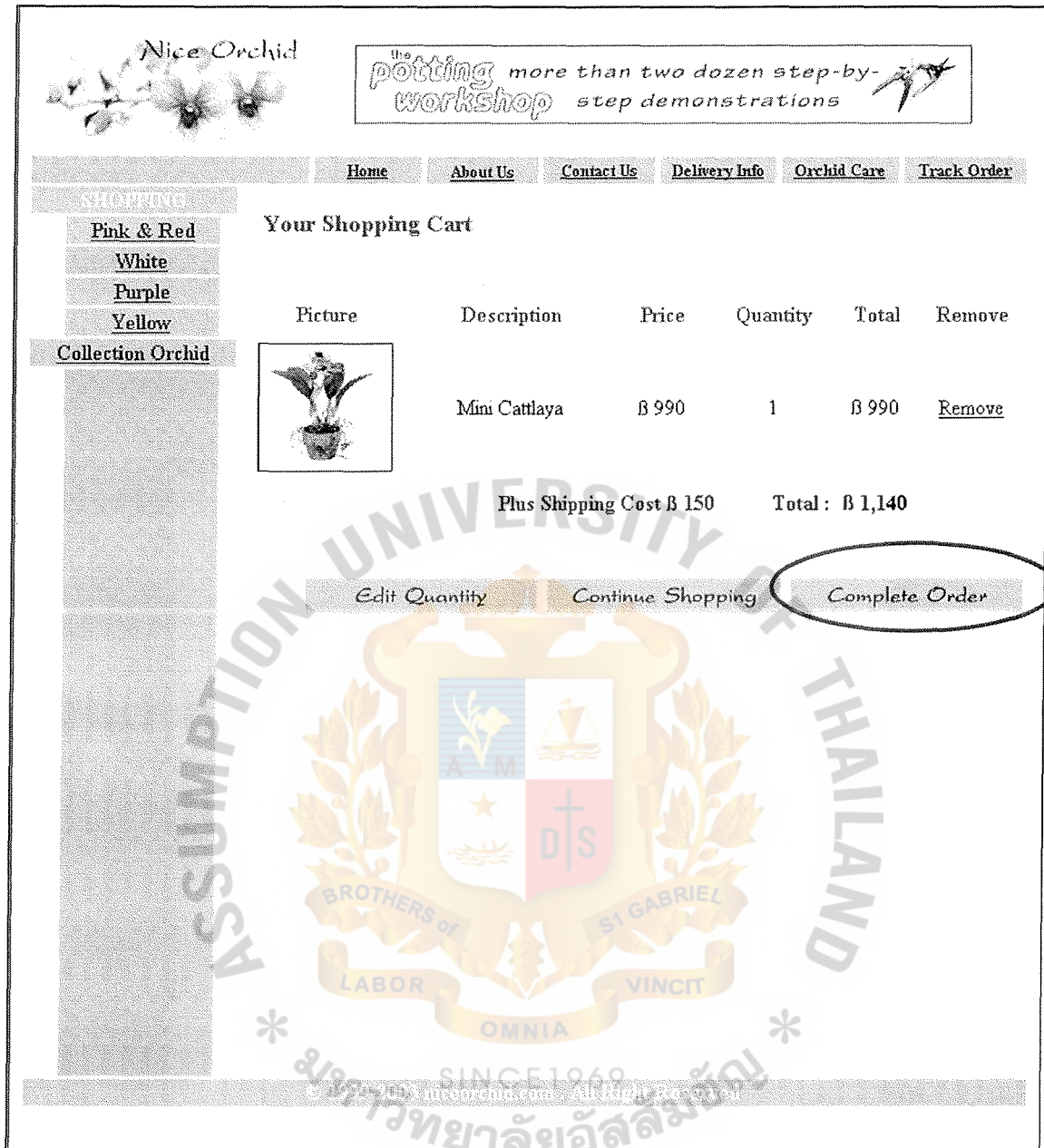



Figure 5.4. View shopping cart and price that have to pay that plus shipping cost and click Complete order button for finish shopping.



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**SHOPPER**

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[White](#)
[Purple](#)
[Yellow](#)

[Collection Orchid](#)

Who will be receiving the gift

Select delivery date : 08/05/2004

First Name : Tidwichai

Last Name : Sutad N Ayutaya

Address : 91605

Province : Nontaburi

Zip Code : 10100

Phone : 0-1899-7125

Sender Information

First Name : Arpa

Last Name : Leelawatwalana

Address : 141

Province : Bangkok

Zip Code : 10300

Phone : 0-6786-7906

E - mail : arpalee@yahoo.com

Payment Information

Credit Card : ☒ Visa ☐ Mastecard ☐ American Express


Number : 1234567891234

Exp. Date : July 2008

Clear Form
Verify Order

Figure 5.5. Fill all information in blank form and click verify order button.





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[Yellow](#)

[Collection Orchid](#)

Please verify the following information. When you are confident that it is correct, click the 'Submit Order For Processing' button below.

**Customer Information**

Delivery Date May 8, 2004

Receiver Phone 0-1899-7125

Order Number 291003

**Billing Address**

Name Arpa Leelawatwatana

Address 141 Ranong 1 Dusit

Province Bangkok

Zip Code 10300

Phone 0-6786-7906

E - mail arpalee@yahoo.com

**Shopping Information**

Name Tidwichai Sutud N Ayuttaya

Address 91/605

Province Nontaburi

Zip Code 10100

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Figure 5.6. View confirm shopping information and then click submit order button for final confirm.



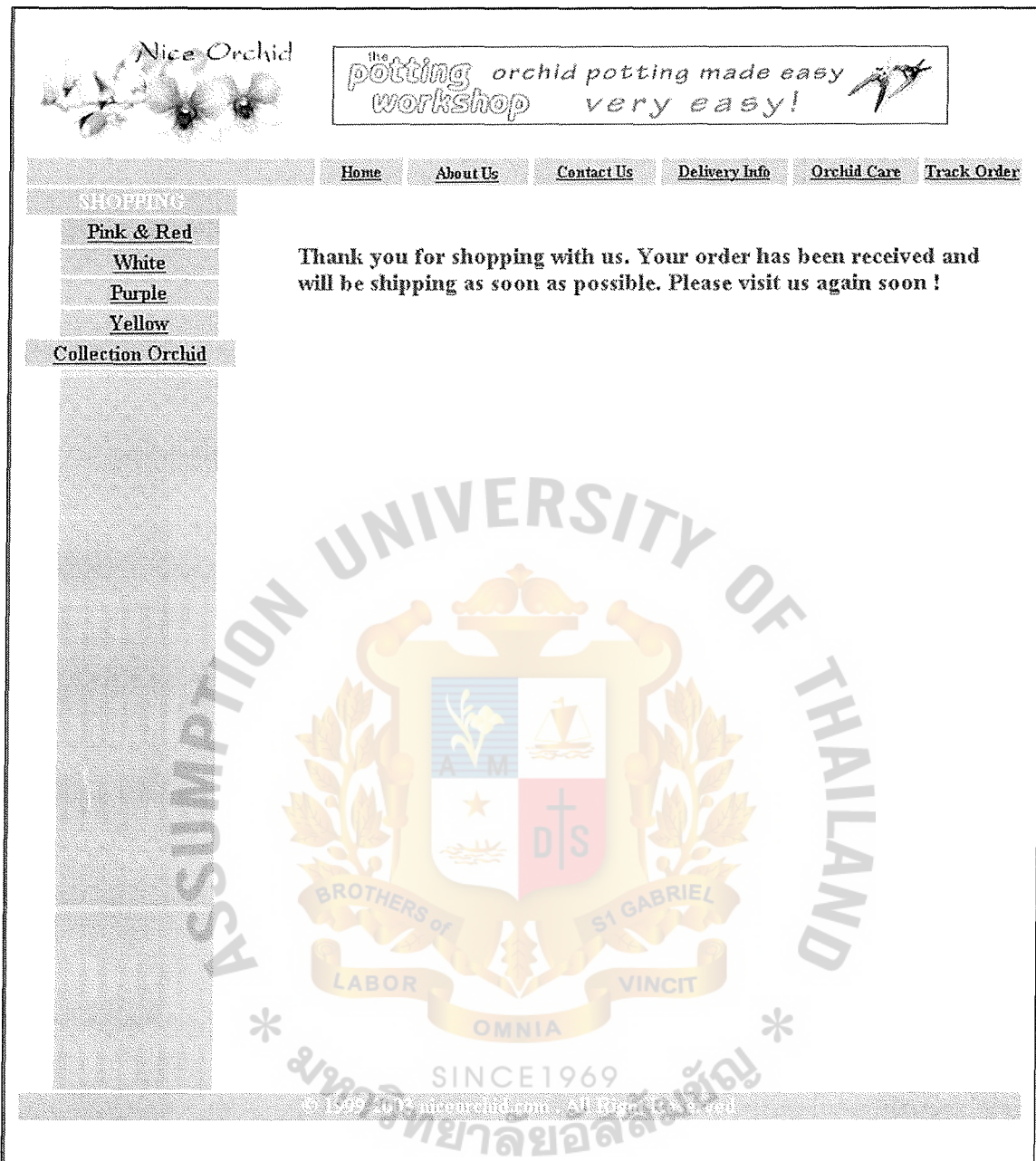


Figure 5.7. Thank you page for her shopping.

### 5.3 System Implementation

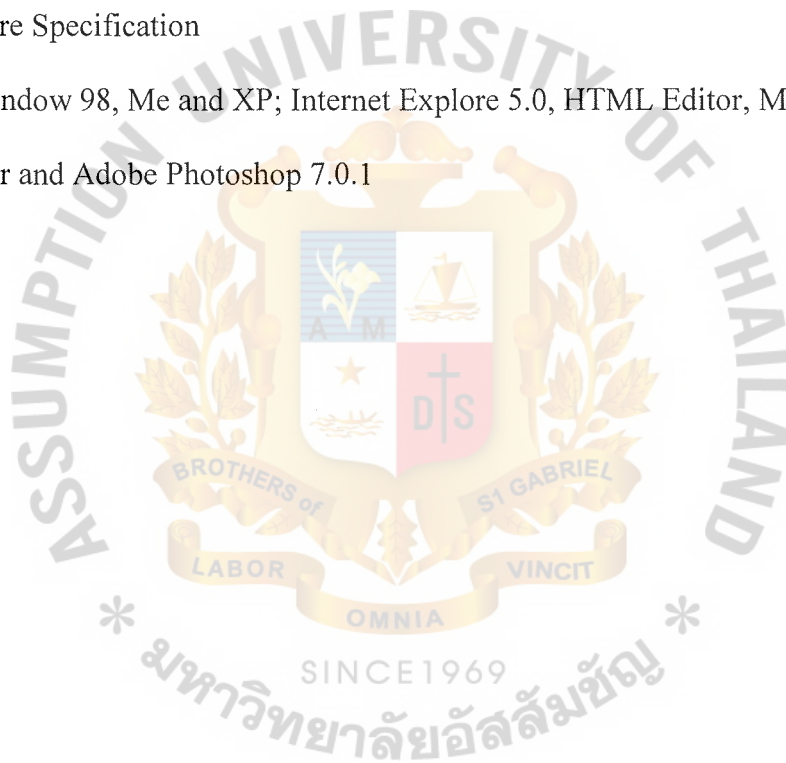
The proposed system is an additional feature to visitors with an entirely new level of sales information provided over the Internet. The requirement of the systems is as follows:

#### 5.3.1 Hardware Specification

There are 2 sets of PC; Pentium IV 1.8 GHz Processor, 256 MB of RAM, 60 GB of Hard Disk, 17 inch Monitor, Keyboard and Mouse, Printer, CD Writer and Modem.

#### 5.3.2 Software Specification

There are Window 98, Me and XP; Internet Explore 5.0, HTML Editor, Macromedia Dreamweaver and Adobe Photoshop 7.0.1



## VI. CONCLUSIONS AND RECOMMENDATIONS

### 6.1 Conclusions

Niceorchid introduce an on-line website for whom interested in orchids. The completion of Niceorchid.com has enhanced the existing manual orchid farm with online computerized system which helps the company increase performance and productivity. The key success of the company's online business is selling product of the highest quality with excellent customer support, communicate with our customer base through continued use of the our website, retain customers to generate repeat purchases and contribute to its customer's satisfaction and most importantly to their reliability on the company service.

Niceorchid focused on the area of customer service such as information on-line , payment options to enable it to differentiate from other competitors. The website Niceorchid.com is designed to present the company , product and service to customers. The key success of the website is designed functions and easy to navigate. Moreover, cost analysis of Niceorchid.com such as break-even and return on investment, with the assumption of risk involved in operating business.

Finally, the website could not be successful without the above mentioned. If the proper approach has been taken and implemented, the company shall see a positive view of on-line e-commerce to achieve in sales and services as another alternative channel effectively and efficiently for the company's future.

## 6.2 Recommendations

Niceorchid plans to increase the number of product categories such as have more color of orchids for collection. Besides selling and assembling orchids, Niceorchid plan to increase the part of “Accessories of orchids”. Finally, Niceorchid has set the objective to make Niceorchid.com the first complete orchids website.







APPENDIX A  
DATABASE DESIGN

## Database Design

ID	email	date	comment
1	arpalee@yahoo.com	8/5/2546	
2	lidwichia10@yahoo.com	8/5/2546	
3	aummuay@yahoo.com	29/5/2546	
4	ummuaay@yahoo.com	30/5/2546	
5	thipsuda@yahoo.com	22/7/2546	
6	sotrat@yahoo.com	25/7/2546	
7	jeab@yahoo.com	30/7/2546	
8	aor@yahoo.com	1/8/2546	
9	noi@yahoo.com	8/8/2546	
10	oam@hotmail.com	10/8/2546	
11	pui@hotmail	22/8/2546	
12	benz@yahoo.com	26/8/2546	
13	kannika@hotmail.com	30/8/2546	
14	um@yahoo.com	5/9/2504	
15	bugbig@hotmail.com	14/9/2546	
16	un@hotmail.com	17/9/2546	
17	first29@hotmail.com	22/9/2546	
18	nararat@yahoo.com	23/9/2546	
19	mam@hotmail.com	30/9/2546	
20	ratta@hotmail.com	1/10/2546	
21	nuch@yahoo.com	11/10/2546	
22	muay@yahoo.com	12/11/2546	
23	poranee@hotmail.com	13/11/2546	
24			

### A.1. Database of E-mail.

Microsoft Access - [credit : การวาง]

แสดงข้อมูลในตาราง credit : การวาง

Product_ID	payment	credit_number	rate	exp_date
22	amex	2539641289023456	1240	8/5/2010
23	visa	5239645621256562	960	9/12/2015
24	master	5896412536975489	990	12/8/2010
25	master	2563489651235456	890	10/12/2015
26	visa	2563256225846952	760	24/7/2014
27	visa	2536985412563252	1300	25/3/2005
28	visa	569554665456662	990	22/1/2005
29	amex	4564645334564343	1120	26/9/2011
30	amex	9734351678664461	1320	28/9/2016
31	amex	4434311354978645	1150	24/11/2010
32	master	3345643131564564	1500	30/12/2005
33	master	4546456456461231	1060	9/5/2009
34	visa	1234564513213333	1300	7/6/2008
35	visa	5345645646464621	850	9/9/20011
36	master	1231564+68794614	750	9/12/2011
37	amex	1666466334789555	1190	5/10/2010
38	visa	1156568933745699	1090	6/11/2012
39	visa	5354645637896422	940	29/11/2015
40	master	1456389546948888	920	14/2/2006
41	master	4555643114069311	790	5/12/2013
42	master	5346431247865344	920	7/12/2009
43	amex	1267673789344566	1560	17/9/20014
44	amex	4354111145678997	1560	23/5/2008
45	amex	4228963342757688	1198	29/8/2011
46	visa	3665968723969974	1200	7/9/2015
47	master	4235896444425566	1030	8/4/2006
48	visa	123596545555446	890	29/3/2016
49	amex	7578667676999545	1000	2/9/2011
50	master	4569867976443458	1100	2/1/2009

NUM

start Database Microsoft Word db1 : การวาง (รูปแบบ) credit : การวาง 14:25

## A.2. Database of Payment.







Microsoft Access - [product : ศาสตราจารย์]

แบบฟอร์ม: 14/1/2558

ID	kind	description	rate	stock
22	Cattleya	Mildly fragrant. Pretty to look at. Rare.	1240	50
23	Dendrobium	this special pink dendrobium with two spikes	960	50
24	Paphiopedilum	This little red orchid won an Award of Merit	990	50
25	Dendrobium	If one spike isn't enough to make them smile,	890	50
26	Dendrobium	The popular orchid that looks like a pansy	760	50
27	Dendrobium	An orchid, like good Karma,	1300	50
28	Paphiopedilum	Wispy growth habit. Nice fully shapped flowers.	990	50
29	Cattleya	Living Fire "Glowing Embers" produces fire red	1120	50
30	Paphiopedilum	the price tag on this orchid is not a typo.	1320	50
31	Dendrobium	Got someone very special on your gift list	1150	50
32	Paphiopedilum	orchids grown in Southern California	1500	50
33	Cattleya	This large cattleya comes in its eight inch	1060	50
34	Paphiopedilum	Stunning is the word that best describes	1300	50
35	Dendrobium	Moth Orchid as they are commonly called,	850	50
36	Paphiopedilum	That means you are going to get a very large plant	750	50
37	Paphiopedilum	The cattleya has up to nine spectacular blooms	1190	50
38	Cattleya	This "miniature" dendrobium originated down	1090	50
39	Dendrobium	orchid plant inside our specially sized box.	940	50
40	Paphiopedilum	Dainty. Fragrant. Easy to care	920	50
41	Dendrobium	Like this Phalaenopsis "Wedding Promenade"	790	50
42	Paphiopedilum	Miniature orchids like this "Cherry Dance"	920	50
43	Dendrobium	Make that occasion extra special by sending	1560	50
44	Dendrobium	Make your gift of a purple orchid extra special	1560	50
45	Paphiopedilum	this orchid's almost bonsai growth habit.	1198	50
46	Dendrobium	Similar to Brassia Mem.	1200	50
47	Cattleya	the most popular novelty Phalaenopsis orchids	1030	50
48	Paphiopedilum	Queen of Orchids is a fitting name	890	50
49	Paphiopedilum	It was hard to capture the dark green	1000	50
50	Dendrobium	The soothing colors of this rare yellow Miltonia	1100	50
51	Cattleya	What better way to send a Happy Birthday wish	960	50
52	Dendrobium	Sending orchids is possibly the most thoughtful	860	50
53	Cattleya	It's the small things that count,	1040	50
54	Cattleya	yellow Phalaenopsis is sure to be appreciated	1120	50

แสดง: 14/1/2558 1 33

NUM

#### A.4. Database of Product.

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