



Beddingonline.com : The New Virtual Cyber Shop

by

Ms. Sotaraphan Wattanavarangkul

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

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
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Name Ms. Sotaraphan Wattanavarangkul

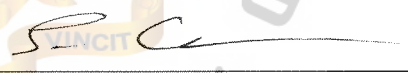
Project Advisor Rear Admiral Prasart Sribhadung


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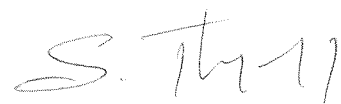
The Graduate School of Assumption University has approved this final report of the three-credit course, IC 6997 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology..

Approval Committee :


(Rear Admiral Prasart Sribhadung)
Dean and Advisor


(Prof. Dr. Srisakdi Charmonman)
Chairman


(Dr. Ketchayong Skowratananont)
Member


(Assoc. Prof. Somchai Thayarnyong)
CHE Representative

November 2004

ABSTRACT

Our company is a manufacturer that produces bedding products such as pillows, Pillow cases, bolsters, bolster cases, bed sheets and etc. The current selling method of our bedding company is running based on the traditional way of business via real store and selling products mainly through the middle man and also sales persons. Most of the transactions are done through telephone and face-to-face sales. Only a few number of customers come directly to the shop.

As we recognize that website is important for all modern companies and also benefit to our business, there is a need for establishing beddingonline.com, the web site designed to be a new channel of our business, to improve the ability of the company, and also facilitate our customers.

Beddingonline.com will become our virtual store to provide information about our company, products, purchasing process, order process, payment process. This web site is designed to be an easy navigating, quickly information served with our search engine. We will focus on promoting our company's product, serving existing and new customers, and building good relationship to improve brand loyalty.

In the long run, we plan to be one of the famous bedding companies not only in Thailand but also other countries. We expect to increase the marketing share from all of our sale volumes both inside and outside the country.

ACKNOWLEDGEMENTS

At First, I would like to express my deepest gratitude to Rear Admiral Prasart, my project advisor who guided me through this project. Moreover, I also would like to say thank you for his precious time that he gave me. Without him, I know that this project couldn't possibly get started and thank you again for my co-advisor, Prof. Dr. Srisakdi Charmonman, Dr. Ketchayong Skowratananont, and Assoc.Prof. Somchai Thayarnyong who took part in my project approval.

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I. INTRODUCTION

1.1 Background of the Project

The world has been changed immensely and rapidly because of the innovation of the technology that created a lot of new things to comfort us in living and doing business. Now, we are living in the new era which is called “Digital Economy” that we have to compete with the time and speed in order to survive in the global market. This means that we cannot win our competitors by economy of scale but we have to use new tool that is “Economy of Speed”. Moreover, the network of networks or internet and e-commerce enable us to do business with people all over the world directly (Real Globalization) without the necessary of making journey to meet our business partner. Also, there is no need to think of the time that the shop will be open or close because we can do business 24 hours a days, 7 days a week.

Our company (Bedding time company) realizes the opportunity that internet can provide by creating our own web site in order to serve our existing and new customers. Also, building the company’s commercial web site can serve as a new marketing channel for both Thailand and other countries. Moreover, the web site can help in reducing cost of printing catalog.

By using an effective plan for building web site, adding with our company’s marketing strategy, it is sure that our web site can serve as a powerful marketing tool that can benefit our company in many ways. For example, it will help increasing the company’s sales volume that will increase our revenue and effect on increasing our marketing share.

Thus, e-commerce can provide a lot of benefits to the business and it is necessary for all companies to have their own web-site in order to strive in the modern world’s business.

1.2 Objectives of the Project:

- (1) To develop a web site prototype of Bedding Time Shop Online that is aimed to encourage our traditional store.
- (2) To develop a web site prototype of Bedding Time Shop Online that is served as new business channel.
- (3) To create a web site prototype of Bedding Time Shop Online that can be used as communication channel with our customers.
- (4) To running an effective internet marketing strategy for Bedding Time Company.
- (5) To build a web site prototype of Bedding Time Shop Online that can be used as catalog online.
- (6) To submit as a partial fulfillment of the requirements for the Degree of Master of Science in Internet and E-Commerce Technology, Assumption University.

1.3 Scope of the Project:

This report focused on the establishing a prototype of our company's web site: Beddingonline.com, which is based on our tradition shop that has been opened for a decade. This report also shows how our web site will look like. It includes the way of implementation the business plan (4Ps) also business process, Marketing plan strategy that can support, increase our sales volume. Thus, a web site is mainly to encourage the existing traditional store sale. This will also focus on both existing customers and the prospects who want to know more about our products.

Moreover, it also provided the knowledge related in the e-commerce issue to increase the understanding of e-commerce.

1.4 Deliverables:

- (1) The project report that explain how to implement the effective marketing

strategy for the Beddingonline.com

- (2) The prototype of the web site that will show how Beddddingonline.com web site is going to look like.

1.5 Project Plan

Table 1.1. Project Plan.

TASK NO.	DESCRIPTION OF TASK	START DATE	FINISH DATE	DURATION
1	Write Project Proposal	8-Sep-04	21-Sep-04	1 Week
2	Project Proposal Submission	11-Sep-04	21-Sep-04	Due
3	Generate Marketing Plan	22-Sep-04	28-Sep-04	1 Weeks
4	Web Development	19-Sep-04	2-Oct-04	2 Weeks
5	Project Development	1-Oct-04	16-Oct-04	16 Days
6	Project Submission	17-Oct-04	22-Oct-04	1 Weeks
7	Present Project	12-Nov-04	12-Nov-04	Due

II. LITERATURE REVIEW

2.1 Electronic Commerce

Over the last few years the internet has evolved from being a scientific network only, to a platform that is enabling a new generation of businesses. The first wave of Electronic Commerce was fundamentally the exchange of information. But, with time, more and more types of businesses have become available electronically. Nowadays we can buy goods online, book holidays, home banking and etc. over the internet. Electronic commerce has been defined in many different ways by many people as follow:

“E-commerce is the buying and selling of goods and services on the Internet, especially the World Wide Web. This term and e-business are often used interchangeably.” [1]

“E-commerce is the use of electronic data transmission to implement or enhance any business process.” [2]

“E-commerce is defined as the buying and selling of products and services over the internet.” [3]

“E-commerce is the exchange of goods, services, information, or other business through electronic means. It is a driving force behind positive economic growth ” [4]

“E-commerce is Technology-mediated exchanges between parties (individuals or organizations) as well as electronically based intra- or interorganizational activities that facilitate such exchanges” [5]

Electronic Commerce can also be defined according to the 4 perspectives; a communication perspective, a business process perspective, a service perspective, and an online perspective as:

- (1) From a communication perspective, E-commerce is the delivery of information, products, services, or payments over the telephone lines, computer networks, or any other electronic means.
- (2) From a business process perspective, E-commerce is the application of technology toward the automation of business transactions and work flow.
- (3) From a service perspective, E-commerce is a tool that addresses the desire of firms, consumers, and management to cut service costs which improve the quality of goods and increasing the speed of service delivery.
- (4) From an online perspective, E-commerce provides the capability of buying and selling products and information on the Internet and other online services.

Since the internet began, thousands of new companies have come into existence and are trading goods and services electronically. The e-commerce business may be for products sold directly to the consuming public or directly to other businesses. E-Commerce is conducted with low overhead and in most cases without even storefronts.

Now, we can conclude that “ E-commerce is the purchase of goods and services over the internet’s World Wide Web and encompasses all electronically conducted business activities, operations, transaction processing.

Participants in the electronic marketplace are not limited to so-called digital product companies such as those in publishing, software, entertainment and information

industries. The Digital Age and the digital revolution affect all of us by virtue of their process innovations. At the least, through Web TV and digital television, the way we watch TV news and entertainment programs will change. Changes in telecommunication will affect the way we receive information, product announcements, orders, etc. As phones, fax machines, copiers, PCs and printers have become essential ingredients in doing business, so will be emails, Web sites, and integrated digital communications and computing. It is witness that electronic commerce is not only based on the World Wide Web like most people understand but technology has revolutionized the way we can do business. Thus, the meaning of the term electronic commerce has changed over time. Originally, "electronic commerce" meant the facilitation of commercial transactions electronically, usually using technology like Electronic Data Interchange (EDI) to send commercial documents like purchase orders or invoices electronically. Today it includes activities more precisely termed "Web commerce" -- the purchase of goods and services over the World Wide Web via secure servers with e-shopping carts and with electronic pay services, like credit card pay authorizations. But business itself is only slowly adapting to the new possibilities. The new Economy needs a new paradigm, but the process of conversion will take some time to complete. The necessary technology is ready and waiting. New Technologies are emerging slowly. In Helsinki, for example, it is already possible to pay for soft drink with a cellular phone. Instead of inserting coins into the vending machine, it is possible to call the machine with the cell phone with a special number which in turn releases a can of soft drink. Thus, we can defined electronic commerce in another mean than transaction over the internet but we will not describe here because it is beyond the scope of e-commerce issue that related to this project report.

2.2 Classification of the E-commerce Field by Nature of Transaction

Business-to-business (B2B) is the most type of e-commerce today's use. It usually takes the form of automated processes between trading partners and it is performed in much higher volumes than business-to-consumer (B2C) applications. It includes the inter-organizational information system transactions described earlier and electronic market transactions between organizations.

Business-to-consumer (B2C) is typified by the publicly addressed forms of e-commerce such as web shops and Tele-Shopping. There are retailing transactions with individual shoppers.

Consumer-to-consumer (C2C) In this type, consumers sell products or services directly to consumers. For example, A sold his car via classify ads on the web board, B sold his apartment by an auction provided by the web site. Advertising personal services on the web on the internet and selling knowledge such as their researches and their expertise is also C2C business.

Consumer-to-business (C2B). This kind of business happens when individuals sell products or services to organizations, and individuals who seek sellers, interact with them, and conclude a transaction.

Business-to-employee (B2E) uses an intra-business network which allows companies to provide products and/or services to their employees. Typically, companies use B2E networks to automate employee-related corporate processes.

Non-business electronic commerce such as academic institutions, non profit organizations, religious organizations, social organizations, and government agencies. All of the above are using various types of electronic commerce to reduce their expense and/or to remove their expenses also to improve their customer services.

Intra-Business (organization) include all internal organization activities, usually performed on intranets that involve the exchange of goods, services, or information. Activities can be selling corporate products to employees to online training and cost reduction activities.

Beddingonline.com can be classified as B2B since we sell our products to the wholesaler and retailer and also B2C business because we sell to individual who want to buy our product via our physical and online store.

2.3 Electronic Commerce Model

There are so many business models that can be used to adapt and adopt to use in doing our business on the web site. At this point, we should know what is the meaning of business model first. Business model (also called a business design) is the mechanism by which a business intends to generate revenue and profits. It is a summary of how a company plans to serve its customers. It involves both strategy and implementation. It is the totality of: How it will select its customers, How it defines and differentiates its product offerings, How it creates utility for its customers, How it acquires and keeps customers, How it goes to the market (promotion strategy and distribution strategy), How it defines the tasks to be performed, How it configures its resources, How it captures profit.

The following are some examples of business models:

2.3.1 Bricks and clicks business model

Bricks and clicks model can be called Click-and-mortar or Clicks-and- bricks. In this model, the company attempts to combine both online store and traditional store (physical store).

The bricks and clicks strategy has typically been used by traditional retailers who has logistical and supply chains. Part of the reason for its success is that it is easier

for traditional retailers to build their online store than it is for a start-up company to employ a successful pure.com strategy and it also good for traditional store to build a traditional presence.

Here is an example of this model: an electronics store may let their customer to order online, but they have to pick up their order immediately at a local store near them. On the another hand, a furniture store may have their products display at a local store from which a customer can place their order via the company's web site to deliver them.

Click and mortar firms have the advantage in the areas of the existing business models and products. In these cases, it is better to retain ties to your physical company. This is because they are able to leverage company's competencies and assets, including: Leveraging their core competency. Successful firms tend to have one or two core competencies that they can do better than their competitors. It may be anything from new product development to customer service. When a bricks and mortar firm goes online it is able to use this core competency more intensively and extensively, Leveraging existing supplier networks. Existing firms have established relationships of trust with suppliers. This usually ensures problem of free delivery and an assured supply. It can also entail price discounts and other preferential treatment, Levering existing distribution channels; As with supplier networks, existing distribution channels can ensure problem free delivery, price discounts, and preferential treatments, Leveraging brand equity; Often existing firms have invested large amount of money in brand advertising over the years. This equity can be leveraged on-line by using recognized brand names. An example is Disney, Leveraging stability; Existing firms that have been in business for many years appears more stable. People trust them more than pure on-line firms. This is particularly true in financial services, Leveraging

existing customer base; Because existing firms already have a base of sales, they can more easily obtain economies of scale in promotion, purchasing and production; economies of scope in distribution and promotion; reduced overhead allocation per unit; and shorter break even times, Leveraging a lower cost of capital; Established firms will have a lower cost of capital. Bond issues may be available to existing firms that are not available to dot com. The underwriting cost of a dot com IPO is higher than an equivalent brick and click equity offering, Leveraging learning curve advantages; Every industry has a set of best practices that are more or less known to established firms. New dot coms will be a disadvantage unless they can redefine the industries best practices and leap frog existing firms.

2.3.2. Razor and blades business model

The razor and blades business model (also called the "bait and hook model" or the "tied products model") works by selling a "master" product at a subsidized price, and earning the profit on high margin of "consumables" that are essential to the use of the master product. Without master product, consumable product cannot be usable or workable and vice versa. It is not surprising that the master product may actually be sold at the lower price than the production cost in order to attract or motivate the customer to use and buy the consumable product. In effect, this is the same as offering a high-interest loan to the customer to offset the price of the master product, which is to be paid off in installments as they use the consumables.

This business model can be dated to King C. Gillette, who used this business model for his sales of razor handles and disposable razor blades. This business model continues to be used in the disposable razor blade business today. Other companies that use this model is camera company that sell their camera at loss, and want to gain their more on film which is necessary to take a photo. This model may be threatened if the

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price of the high margin consumables is in question. For example, computer printer manufacturers have gone through extensive efforts to make sure that printer ink cartridges are not interchangeable.

In markets where all the major competitors follow this business model, there may be suspicions of the existence of cartels and violation of antitrust legislation. In some cases, notably auto parts in the United States, legislation exists specifically to prevent this business model from existing.

2.3.3 Multi-level marketing (MLM)

Multi-level marketing (MLM) (also called network marketing (NM)), a business model which exemplifies direct marketing. Typically, independent business owners become associated with a parent company in a contractor-like relationship. Independent business owners receive remuneration for shopping within their own business, for selling products and for expanding their network of people ("down line") doing the same. An independent business owner receives a percentage of the profits generated by the network of all independent business owners introduced to the system by him or her, and also of the profits generated by the people introduced by those independent business owners, and so on. A points system, where the points represent the volume of products sold through the independent business owners network, tracks rewards.

Critics contend that some companies produce revenue primarily by attracting new participants, as opposed to selling products. For example, Amway (the world's leading company in network marketing, with annual turnover exceeding USD \$1 billion) in particular often receives criticism for generating considerable revenue from selling instructional and motivational materials to its participants. Among the companies known as MLM: NuSkin, Equinox, Pre-Paid Legal.

From some example of e-commerce business models above, our company selected to use the first model “Bricks and clicks model” because it is most suitable for our bedding company. Thus, we will have both physical store and web site to be our marketing channels. Customer can get information of our company and our products, place their order online and wait at home to receive their order, and so on. Although we have been using business model to improve our business, customer have accepted the e-commerce business model more slowly than its proponents originally expected. Even in product categories suitable for e-commerce because of several reasons as we can see that so many people will not use credit cards over the Internet due to concerns about theft and fraud. (the security issue that will be addressed next)

2.4 Electronic-Commerce Security

The growth of electronic commerce has created the potential for new risks and abuses. Customers routinely buy products, trade investments, and bank online using personal information such as credit card, Social Security, and account numbers. Research found that online credit card fraud cost merchants more than \$400 million per year and estimated that this could rise to \$60 billion annually by 2005. [6]

Security has its meaning in many way according to the prospective of the use but in general security is being free from danger. In absolute sense this is hardly possible, it is a relative matter. The term can be used with reference to crime, accidents of all kinds, etc. In finance, a security is an instrument traded in the financial markets. In private security, security is the result of services provided to prevent, deter, detect and/or document crime, fire, disorder or violations of company rules. These services may be provided by a security guard or by alarms, security cameras, or as a routine part of the performance of every employee's duties (especially in smaller companies). In

telecommunication, the term security can be a condition that results from the establishment and maintenance of protective measures that ensure the hostile acts.

Computer security refers to the effort to create a secure computing platform, designed so that users or programs will not be able to perform actions that they are not allowed to perform, but can perform the actions that they are allowed. This involves specifying and implementing a security policy. The actions in question can be reduced to operations of access, modification and deletion.

“Firewall” is a common form of Internet protection. A firewall is usually a specialized computer running firewall software that prevents unauthorized communications from flowing between the Internet and an intranet. Firewalls use user authentication, access control lists (ACL), and dynamic packet filtering as methods to secure a network. When firewalls enforce user authentication protocols, users must ask the firewall for entering into the system by inputting identification codes such as user names and passwords. The firewall checks an ACL that verifies the user's identity. A firewall can also check data packets via dynamic packet filtering. Data is routed over the Internet in packets under the TCP/IP (transmission control protocol/Internet protocol) model. The packets have headers that identify the information. Firewalls can monitor these packets and reject any without proper identification.

“User Authentication” is a common form that a firewall can verify the identity of a party requesting permission to enter a system:

- (1) Password authentication--the simplest and most common method of Authentication.
- (2) Key and card authentication--such as bankcards and credit cards.
- (3) Biometric authentication--such as fingerprints, retina scanners, DNA analysis, face recognition, and voiceprints.

- (4) Digital signatures and certificates-- codes that uniquely identify the sender of an electronically transmitted message and allow an encoded reply to be sent.

“Cryptography” the process of encoding and decoding messages to prevent unauthorized parties from reading the contents. The encryption and decryption processes involve the substitution, transposition, or mathematical manipulation of the characters comprising the message.

“self certifying key system” (implicit key system) is one in which the public key and the certificate are combined as one piece of information. The primary advantage of this system is that it reduces the overhead of having a separate public key and certificate sent with each message. This system requires a Certificate Authority who has a private/public key pair and also some other publicly available information, when a user wants to generate a key they make a secret and combine it with some of the public information made available by the certificate authority so that their secret is not shown. This is then given to the CA who after verifying the user's identity gives the user an implicit certificate which binds the users secret to their identity information. From this the user can generate their private/public key pair. When the user receives a signed message they can use the CA's public key and the implicit certificate to recover the signer's public key. If the implicit certificate is invalid then the signature will not be verifiable.

“public-key” is a form of cryptography in which two digital keys are generated, one is a private key and another one is a public key. These keys are used for encrypting or signing messages. One key is used to encrypt and another is used to decrypt a message, or one key is used to sign a message and another one is used to verify the signature. The public key can encrypt messages that can only be decrypted using the

private key, and only the private key can create signatures that are verifiable using the public key, so it is critical that the private key be kept secret. Currently known asymmetric key algorithms are all computationally intensive and such keys are nearly always digital. They don't have to be digital but in practice they will probably remain digital.

The public key of a pair can be known by anyone since sometime there is no known way to deduce one key of a pair given the other. But it is critical to the security of messages encrypted by these algorithms that the corresponding private key of a pair be kept absolutely secret. The creation of these public/private pairs must be done with great care, must be effectively random and not predictable by an attacker, and must meet the requirements of the asymmetric key algorithm with which they are to be used. Like all key management, this is neither trivially, nor easily, done.

“Encryption” is primarily used when transmitting confidential messages. It is also used to transmit data such as electronic payments, credit card numbers, and other personal information. It can be classified into two main types as follows:

- (1) Symmetric encryption--uses the same encryption key for both encryption and decryption. It is also known as shared secret (or private key) cryptography.
- (2) Asymmetric encryption--uses one key for encryption and a different key for decryption. It is also known as public key cryptography. The two keys are mathematically related in such a way that knowledge of the encryption key does not reveal the decryption key.

“digital signatures”, a method of authenticating digital information often

treated, sometimes too closely, as analogous to a physical signature on paper. It has a distinct meaning. In common law, electronic signatures have included cable and Telex addresses, as well as FAX transmission of handwritten signatures on a paper document.

Digital signatures ensure that an electronic message, such as a credit card number, was not tampered with during transmission over the Internet. The signatures rely on a one-way hashing algorithm that generates a value from a string of characters in the message. If the message is altered, it will produce a different hash value upon receipt, revealing that the message was altered.

A digital signature itself is simply a sequence of bits conforming to one of a number of standards. It is the generation of those bits, and their interpretation at some later time/place, and the cryptographic protocols and algorithms which used to govern both which give a digital signature bit sequence meaning in contrast to just any bit sequence.

“Digital certificates” are one of the most widely used security techniques, especially in conjunction with digital signatures. They provide proof that people or organizations are who they say they are. Digital certificates are typically issued by a third-party certification authority. The independent authority verifies the applicant's identity and generates a certificate that the applicant can use to engage in legal transactions. Digital certificates are very secure. Even if a hacker steals a digital certificate, he must also steal the private key from the receiver to decrypt the message.

The certificates have the attributes such as Serial number, Information about the certificate holder, the certificate holder's public key and corresponding private key, information about the certifying authority, the certifying authority's digital signature, and expiration date.

“secure sockets layer” (SSL) and “secure electronic transaction” (SET)”, two most common security protocols.

SSL was developed by Netscape. It uses public key cryptography to secure messages from web browsers (clients) to Internet transaction servers. SSL also uses digital certificates to verify the identity of the server.

SET was developed by Visa International. It is used by credit card companies. SET uses digital certificates to identify the client (buyer), server (merchant), and merchant bank. SET uses public key cryptography to secure the messages between the three entities as they are transmitted over the Internet.

“WebTrust” is an attest-level engagement provided by specially licensed public accounting firms. During the engagement, the WebTrust practitioner "audits" the online business to verify compliance with the program's principle and criteria that address matters such as privacy, security, availability, confidentiality, consumer redress, and business practices. At the client's request, the WebTrust practitioner often provides preparatory consulting advice. If the business meets the WebTrust principles and criteria, the website can display the WebTrust seal of approval, which is hyperlinked to information about the site's business practice disclosures, the report of the independent accountant, management's assertions, and a digital certificate that authenticates the seal.

2.5 E-Commerce Compact on Web Site (Hanson 2000)

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

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

- (1) Raises Site Performance, Adding electronic commerce creates incentives to improve Web site performance and customer responsiveness. E-commerce sites invest more in online performance than sites without e-commerce. E-mail response time is significantly faster for e-commerce sites. Web-server performance becomes more important with e-commerce just as McDonald's compares themselves to Burger King or Wendy's in speed of service, online sites compare their performance against the competition. The system measures performance of a benchmark site, the company's own site, and sites of competitors. This gives an accurate reflection of how customers in different geographical areas experience a site. This is useful in identifying problems between ISPs and on overseas networks. The practical solution for these problems is often to maintain mirror sites, where parallel Web sites are maintained in different locations and hooked into different portions of the Internet.
- (2) Increase Personalization, Just as e-commerce encourages companies to invest in site performance, it creates a strong incentive to enhance their online use of personalization. E-commerce and personalization reinforce each other. Personalization raises the value of the online experience of a users, improving customer loyalty and leading to more customer/e-commerce contacts. Personalization encourages visitors to return to the

electronic store. At this time, e-commerce provides the crucial one-to-one link that is fundamental for effective personalization. The personalization/e-commerce link is especially strong for business-to-business marketing. Business-to-business marketers can take advantage of the detailed information suppliers have about their customers and long standing relationships many businesses have with their vendors. Companies expect suppliers and vendors to be fully aware of their needs and operations. Personalization is not perceived as a threat or invasion of privacy but as convenience, cost saving, and good service. A leading example, which is being copied by many industrial marketers, is the Dell triangle approach. The total amount of company computer buying (strictly speaking, the expected lifetime customer value) determines the amount of personalization Dell provides to their corporate partners. This builds on itself, so that the highly personalization Dell extranets lead to even more purchases and a higher lifetime value. This dynamic creates a personalization/e-commerce virtuous cycle. Recall that a virtuous cycle is a dynamic process that feeds on itself, where growth in one part of the cycle leads to growth in the connected parts of the cycle. The stronger the e-commerce link, the more resources, incentives, and data are available to strengthen the personalization link. High levels of personalization show up as hosted and customized sites, special configurations matching customers' exact needs, and a close alignment of online support with the software, purchasing system, and delivery schedules of customers.

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



III. SITUATION ANALYSIS

3.1 Business on Web Site

In the present, business has been extended more on electronic commerce form. The online business is the important source of information for the company. In order to survive in the world of business, it is a high need to have the company's web site.

Our company's current situation on the traditional offline store indicates that our company has customer from all areas of Thailand but we still lack services such as providing information for customer about our company and products. The internet technology can benefit our web site to solve this problem easily and at a low cost. Thus, our company will use www.beddingonline.com as a new marketing will effect in increasing the internet market shares. Moreover, the electronic commerce can support customer service, build a good relationship (make customer easily contact with the company), and also increase image of our company and products.

Since our company has a future plan to attract more customer both inside and outside country over the web site. There are some problems, which is the obstacle of he success of online business such as the lack of the security control on the web site, the payment system, the country's electronic commerce law, digital signature law and so on. However, when comparing the pros and cons the obstacles above can be solved in some way up to each company plan. Thus, it still benefits and good to use electronic commerce in doing business.

The bedding company shop should use both online and physical store to launch the business since some people still needed to see physical product and feel more confirm with traditional way than electronic commerce.

3.2 Competitive Advantages

Today's business has been extended more into electronic commerce form and also based more on the website. At this time, the online commercials are in the intensive competition. To survive, the company should develop competitive advantages web site to compete with the competitors. Beddingonline.com focuses on the service differentiation method.

Our bedding shop is a manufacturer of bedding products, so the products, style of the design, are different from those other competitors. Moreover, customers are allowed to design their product to full-fill their requirement.

The price of the products sold on beddingonline.com is cheaper than the market price because the shop uses the low price strategy. The online marketing and sales strategy will be based on a cost-effective approach to worldwide customers.



IV. MARKETING OVERVIEW

4.1 Target Market

In general, our target market of our bedding company is the people who want to Buy bedding products and also supplier of the bedding product who want to open their shop.

Another way, we consider two factors as a geographic and demographic profile of customers to divide our market in to the following:

- (1) Demographic: Mature people over 20 who have income more than 5,000 bath per month and couple who just married and have their new home.
- (2) Geographic: Emphasizes in Thailand and foreign countries.

4.2 Need, Want, and Demand

Need

- (1) To purchase bedding products from our website directly.
- (2) To be able to design their own style on bedding products.
- (3) To be able to deliver our products on time.

Want

- (1) Beddingonline.com is providing bedding products and the after sales services.
- (2) Reliability deliver service.
- (3) Reasonable product that reach the standard.

Demand

- (1) Products at a reasonable price.
- (2) Cost effective and deliverable free.
- (3) Special promotion for the products.

4.3 Customers Value

In term of marketing, the customer value considered of product value, service value, image value, and personnel value.

Products Value

- (1) Customers derived the product value mainly from the products they bought from beddingonline.com website.
- (2) The product quality of beddingonline.com is consistent because the products offered to our customers are always checked. Customers usually have word of mouth about our product after they have an experience after using or purchasing our products.
- (3) Customer can obtain the product value also from our FAQ service which is offered in the beddingonline.com to clear their doubt.
- (4) Information of the products are available on the online catalogs. (information contains material used, also prices)

Service Value

- (1) Customer easily use our website because we created our company's website to be easy for customer to use. Customers can choose the products they want and select the method of payment that suit them.
- (2) Products ordered are delivered to the customer within 48 hours or not later than 4 working days.
- (3) Our company can detect and view the purchasing order all the time from our website to minimize our cost of warehouse.
- (4) We offer hotline service for customer 24 hours.
- (5) Customer can choose to pay both online and offline.

- (6) We offer up date and products information included special promotion and discount program.

Image Value

- (1) Our site www.beddingtonline.com provides a variety of our products and services at a reasonable price and guaranteed customer satisfaction.
- (2) Convenient shopping online.
- (3) Legendary brand recognition and reliable product with user friendly website.

Personnel Value

- (1) Our delivery staffs have high potential because they have high long lasting experience with our company and they know what to do with their job.
- (2) Our professional staff could handle the technical problem and maintain the system of the website.
- (3) Our operational staff are well trained and loyal to the company. Thus, they are willing to do anything to satisfy the customers.

4.4 Way to Reduce Customer Cost

Monetary Cost

- (1) Products will normally be delivered on time free of charge within Thailand and at a reasonable price for delivering to other countries.
- (2) Our operational costs are saved to minimize the price of products and the cost of producing our products are cheaper than other companies since we know the demand of our customers in purchasing the products.
- (3) Customers will save their money when they buy directly through our company's website.

Time Cost

- (1) Customer can pay for the products that they ordered at home when they order via the website.
- (2) The customer can save their time, escape the traffic jam since they don't have to drive to our shop.

Energy Cost

Beddingonline store could make our customer's order secure and deliverable to customers so they do not need to use their energy to travel to our shop.

Psychic Cost

- (1) We guarantee the products in case of damage or becoming obsolete during the delivery. This would help our company to maintain reputation and create psychic cost.
- (2) Premium and discount will be offered to customers who make the purchase online. This will motivate and enhance the sales revenue.

4.5 Competitive Advantages

- (1) We use the outsource delivery channel as DHL. Thus, we save cost of investment on this point.
- (2) We use just in time to manage the warehouse and production from our factory, thus lowering our operational cost.
- (3) We have long term relationship with our suppliers. We can bargain for discount for our raw materials.
- (4) Friendly user interface, we have clear and simple used website which facilitates our customers in using our website.

4.6 Future Plan

Our future plan are as follows:

- (1) To expand more on our company' products
- (2) To use different languages such as English, Chinese, and so on
- (3) To be one of the best bedding companies in Thailand and expand to other countries.
- (4) To gain more market share in both Thailand and other countries.
- (5) To develop shipping policy and returning policy.
- (6) To promote the company's website to be the top five of e-commerce website.



V. MARKETING PLAN FOR BEDDINGONLINE.COM

5.1 SWOT ANALYSIS

Strengths

- (1) Our Bedding company has high experience in manufacturing for many years.
- (2) Our company order raw materials in a large amount so our cost in producing is low.
- (3) The company has a good relationship with our existing customers.
- (4) The company has provided high quality products consistently.
- (5) High quality product of our company is guaranteed.
- (6) Our company has many stores in many areas for customers to visit.
- (7) Our catalogs and prices are always updated
- (8) Our policy can help the company to increase the customer satisfaction.
- (9) The Strong management teams work and deeper products information is included.

Weaknesses

- (1) Lack of brand awareness.
- (2) Lack of new technology such as internet to help our company to compete with other companies.
- (3) Lack of patent protection.
- (4) New employees still have no enough knowledge about company's products and some information in working with the company.
- (5) Shorter product life cycle in terms of designs.

Opportunities

- (1) We have many company in another city that want to be our company's supplier.
- (2) We can expand our company's to have more stores in the near future.
- (3) We can adopt the new technology to increase our working process.
- (4) We can build online business that has better customer services than traditional business.
- (5) We can create a new alternative way for customer to shop with us.
- (6) The tax is still free for doing business online. Thus, the business can gets more profits from this lack of the law's limitation.
- (7) The online Website can help the shop to expand the markets to the overseas countries.

Threats

- (1) Our competitors always copy our products.
- (2) Some people do not like products that produced in our country.
- (3) Many brand name from foreign country is coming to get our customers.
- (4) Some people believe that our competitors use the same materials as we do but sell cheaper than us.
- (5) Security and privacy problems.

5.2 MARKETING PLAN (4Ps)

Products

Our beddingonline.com provides bedding product such as bed-sheet, pillow case, blanket, and so on. Our product is divided into 8 categories based on the designs and types of the fabric that are classic present, classic rainbow, classic idea, classic new, classic colors, silkience, classic, and accessories.

Prices

Price is the most important element in doing a business through the Internet. The pricing stated on beddingonline.com will be lower than other competitors and the prices can be discounted according to the promotion strategies of our company at the time customers purchase. Our company uses lower price strategy because we realizes that customers prefer to buy cheaper products. In order to stimulate sales, it also sets lower price to the products sold online. To achieve this goal, it is necessary to specify the pricing formula of those items.

Price = Product cost + Delivery cost + Insurance + Mark up (10%)

Place

Our company has both traditional stores and online store (website). The customer can access our company and buy products both directly through the web site and physical stores. Our bedding shop is distributing product in Thailand and other countries. Payment can be made via master card, visa, JCB, and bank's account

Promotion

Promotion is a tool to attract both online and offline customers to buy our products and services. There are several methods that beddingonline.com selected to use to promote the online website.

(a) Advertising

The online advertising method that beddingonline.com will use are:

- (1) Make banner exchange and link with other Websites.
- (2) Search engine registration.
- (3) Promotion through the web board.

The offline advertising method that beddingonline.com will use are:

- (1) Brochures.
- (2) Promoting in the magazines.

(b) Sales Promotion

Sales Promotion is used to stimulate sales and enhance repurchase. Moreover, this technique is used to expand and maintain customers' base. The following are methods that will be implement by beddingonline.com

- (1) Special discount on some items.
- (2) Registration of the site with the department of export to promote products to foreign countries free of charge.
- (3) Free delivery (only in Bangkok and provinces around Bangkok)

(c) Public Relation

The public relations activities are designed to support the promotional sales program as well as to promote the brand. The PR program also aims to build and enhance beddingonline.com image among customers. The following are methods that will be implemented by beddingonline.com to implement in order to make good relationship with public. The method will not aim to earn benefit from the sales of product but it effects in the mind of people in the society. There are some techniques to implement as follows:

- (1) Announcement in selected newsgroups.

- (2) Post as many messages as possible in the web board section of other related websites.
- (3) Donation is one of the good ways to create a good relationship with society.



VI. FINANCIAL ANALYSIS AND FORECAST

6.1 Sources of Income

- (1) The company has its own traditional or physical stores, which is part of the initial investment in order to develop an online shop.
- (2) The main sources of the company's income are raising from the profit margin of the number of products sold. The company adds about 20% mark up for each item sold online. The company predicts the online sales revenue for the first operating year to be approximately 100,000 baht per month (which is equal to 1.2 million baht a year consisting of the cost itself of 1 million plus another mark up value of 200,000 baht). So, the profit will be estimated at 16,666 baht or 200,000 baht a year.
- (3) Another source of income is obtained by the advertising banners of the sponsors. When beddingonline.com is becoming more famous and popular, the charges for the ads will be higher. The amount of the charge per sponsor for the ads depends on the traffics of that page or the hit rate, the location of banner (choose either top or bottom of the page) and the size of the banner. However, in the first year of operation, the charge will be cheaper in order to attract more sponsors.

6.2 Sales Forecast

The company expects the following amounts of income shown in the table below:

Table 6.1. Sales Forecast of Beddingonline.com for the First Three Years.

YEAR TYPE	YEAR 2004	YEAR 2005	YEAR 2006
1) Product Sales	1,200,000 Baht	1,320,000 Baht	1,452,000 Baht
2) Banner Income	36,000 Baht	43,000 Baht	48,000 Baht
Total Sales	1,236,000 Baht	1,363,000 Baht	1,500,000 Baht

6.3 Start-up Cost

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

(1) Investment Costs

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

Total Investment Cost	160,000
(2) Implementation Costs	
Domain Name Registration	600
Hosting Service	2,400
Web Development	30,000
ISP Airtime	7,000
Total Implement Cost	40,000
(3) Annual Operating Costs	
Stationary	1,500
Maintenance Costs	7,200
Miscellaneous Costs	3,300
Total Annual Operating Cost	12,000
Total Start up Cost	212,000

Table 6.2. The Costs Prediction for the First Five-Year Operation.

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

6.4 Estimated Income Statement

The Income Statement will show the shop's status in terms of sales amount and other income, the total expenses of operation, and profit for each period of calculation. The following is the estimated income statement of Beddingonline.com for the first three years of business operation online.



Table 6.3. The Forecasted Income Statement for the First Three-Year Operation.

	Year 2004	Year 2005	Year20006
<u>REVENUES:</u>			
Sales of Products	1,200,000	1,320,000	1,453,000
Sales of Ads Banners	36,000	43,200	48,000
Net Sales	1,236,000	1,363,000	1,500,000
Cost of goods sold	1,000,000	1,100,000	1,210,000
Total Gross Profit	236,000	236,200	290,000
<u>OPERATING EXPENSES:</u>			
Implementation cost	40,000	7,000	7,000
Office Equipment cost	3,000	1,500	1,500
Staff Salary	96,000	103,680	111,960
Operating cost	8,000	8,800	9,680
Maintenance cost	7,200	7,560	7,938
Utility cost	18,000	18,900	19,850
Depreciation Expenses	20,000	20,000	20,000
Total Expenses	192,200	167,440	177,928
Income Before Taxes	43,800	95,760	112,072
Taxes (35%)	0	2,288	3,700
Net Income	43,800	93,472	108,372
Cumulative Income	43,800	137,272	245,644

6.5 Break Even Analysis

It is planned to reach the break-even goal by the end of the second year of beddingonline.com's establishment. Beddingonline.com expects to be profitable in the third year of business.

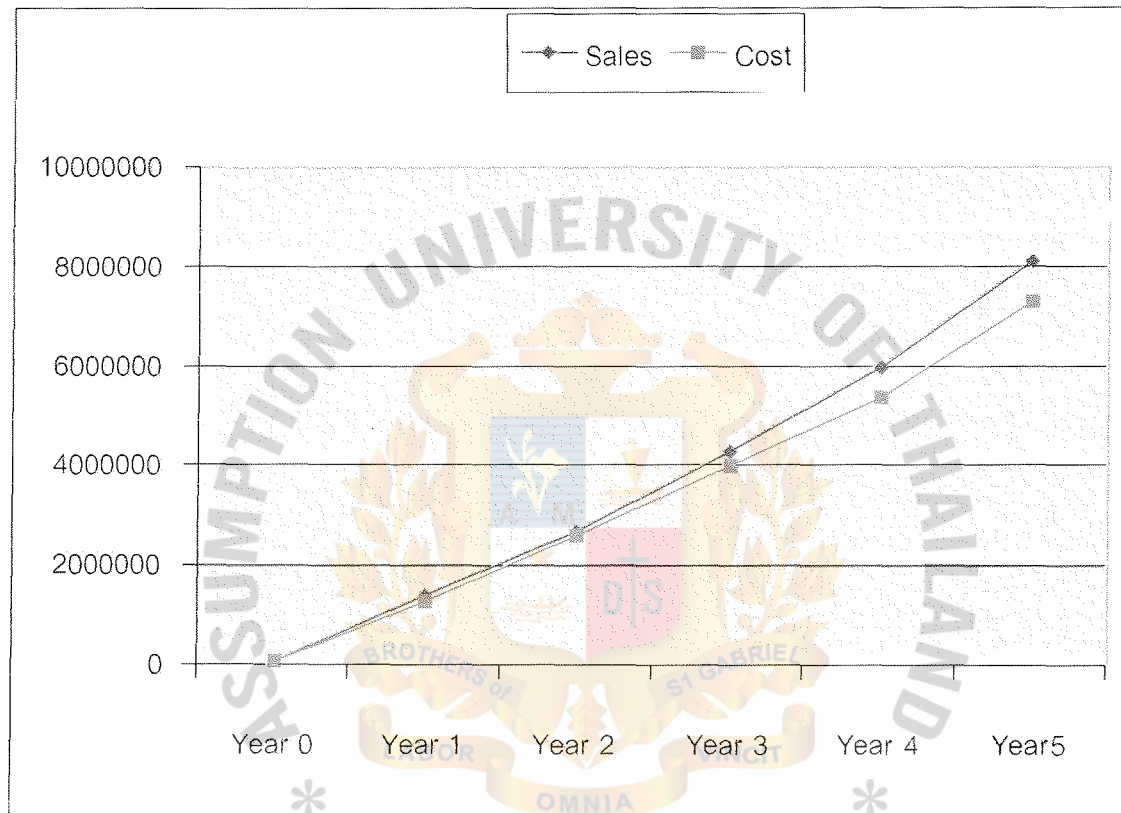


Figure 6.1. Break Even Analysis.

VII. WEB SITE DEVELOPMENT AND DESIGN

7.1 Web Site Design

Beddingonline.com is designed based on the concept of easy navigation. Visitors should know easily where they are when they are surfing the web. The information provided in the web is updated. The web site is not too complicated so that most of web surfers can feel that the web is simple and user friendly. The web site includes only the pages and function that are necessary to achieve the web objectives. Additional factors that should be taken into consideration are:

- (1) Page loading speed
- (2) Uniqueness of the web
- (3) Color usage
- (4) Graphics and fonts
- (5) Message consistency
- (6) Information being provided
- (7) The clear picture of the products

Moreover, beddingonline.com is one of the marketing tools of our bedding company. Thus, the way that the web site communicates with the visitors should be ultimately integrated with company marketing strategy and the company objectives.

1.2 Web Site Map

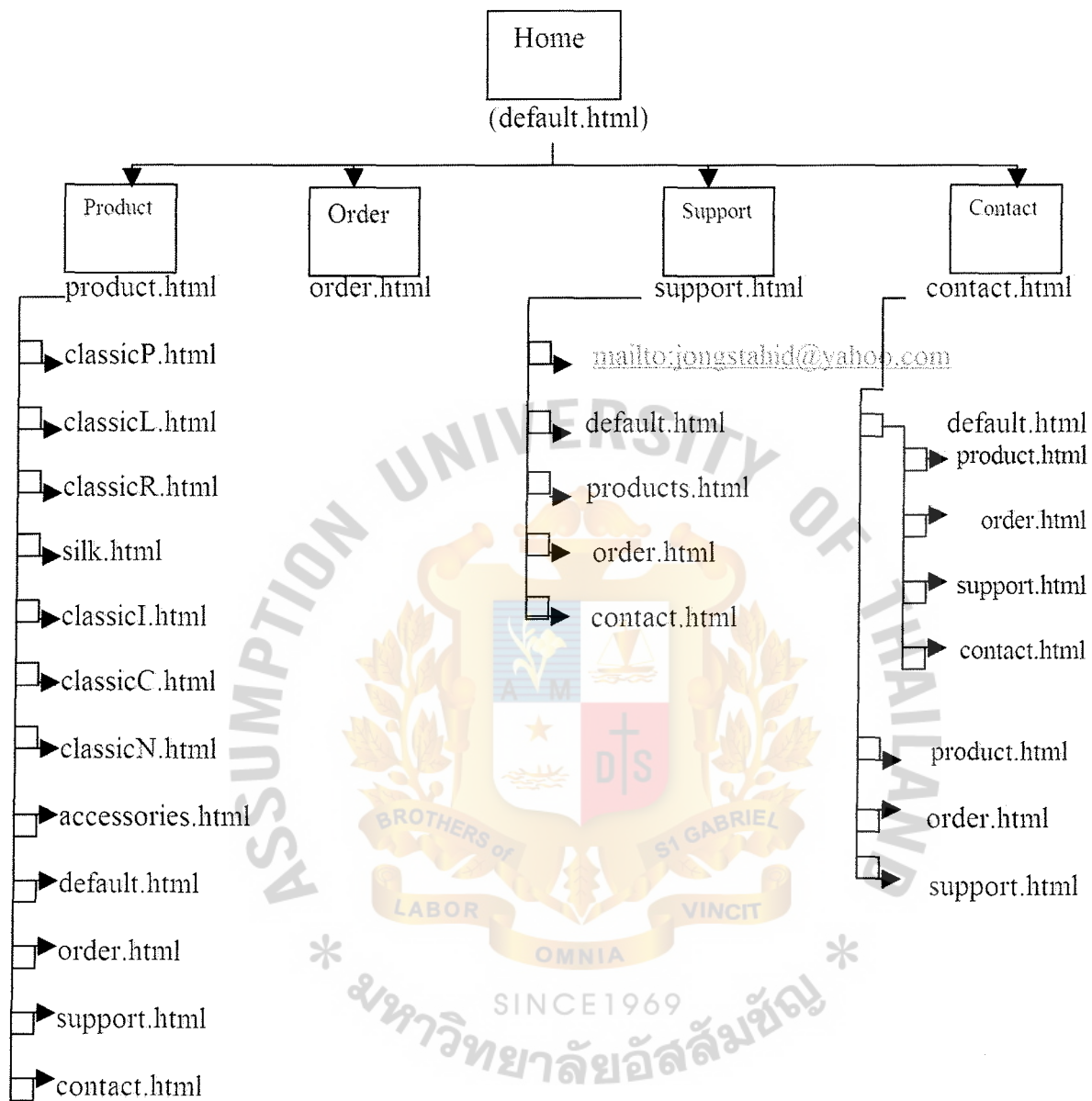


Figure 7.1. Site Map of Beddingonline.com.

7.3 Web Concept

Objectives of The Web Site

- (1) To provide the information about the products such as size, price, color, style of the design.
- (2) To sell the company's products.
- (3) To use the web site to improve relationship with the customers.
- (4) To use the web site as new marketing channel.
- (5) To improve company's image.

Short Term Plan

- (1) To introduce the company's web site for someone who is interested in bedding products.
- (2) To create the profile of the customers for the company.
- (3) To provide information about company's product for the customers.
- (4) To use the web site as an alternative distribution channel.
- (5) To use the web site as the communication tools between company and customers.
- (6) To exchange banner with our co-companies.
- (7) To be one of the most famous bedding products shop on the web site in Thailand.

Long Term Plan

- (1) To be one of the most famous bedding products shop on the web site in other countries.
- (2) To expand more product lines of the company.
- (3) To create brand royalty.

- (4) To own the web server instead of renting from the web hosting.
- (5) To make the web site to be in customer's mind as the first choice when they want to buy bedding products.
- (6) To make customer to feel as our family since they have interacted with our web site.

7.4 System Specification

Hardware Specification

To develop the project, a computer is a necessary tool to work as web server and client. This project is implemented on Microsoft Windows 2000 Advance Server. The reason that the company implements this server is that the web hosting uses this platform. Thus, the hardware specification for the web server of beddingonline.com project must be compatible with operating system of the server.

Table 7.1. Hardware Specification for the Bedding Shop's Web Server.

HARDWARE	SPECIFICATION
CPU	Pentium III, or higher
Cache	256KB or higher
Memory	256MB or higher
Hard Disk	10GB or higher
CD-Rom Drive	36 X Speed up
Network Adapter	Ethernet 10/100
Display Adapter	SVGA card
Floppy Disk	

Software Specification

Beddingonline shop project is based on Microsoft Windows Advance Server and other applications used are open source such as PHP Version 4 for Application Server, and MySQL for Database Server. The design under the major concept of system portability (Cross Platform Designed) is prepared for future expansion to the other system such as UNIX.

Table 7.2. Software Specification for the Bedding Shop's Intranet Server.

SOFTWARE	SPECIFICATION
Operating System	Microsoft Windows 2000 Server
Web Server	IIS 5.0
Application Server	PHP 4
Database Server	MySQL
Database Admin Tools	PHP MyAdmin
Web Editor	PHP Builder
Web Browser	IE or Netscape

7.5 Content Identification

The table below will show the content for the main menus that are home, product, order, support, and contact.

Table 7.3. Content Identification of the Web Site.

MENU NAME	DESCRIPTION	TYPE
Home	This page provides the information about the new promotion of the company and it is the page that is used for announcing something to the customers.	Text and image
Products	This menu provides the categories of company's products that is divided into 8 categories. (CP/CR/CL/CN/CI/S/C/A)	Text and image
Order	This menu provides the information about the ways customer can purchase the products, form of ordering, and disclaimer.	Text and image
Support	This menu provides the frequency asked questions (F.A.Q.) and provides our customers to post their questions or comments.	Text and image
Contact	This menu provides the address of the company and other branch that customer can visit.	Text and image

7.6 Web Site Features

At beddingonline.com web site, the visitors can find the following web pages:

(a) **Homepage** (see Figure A.1.)

The first page of beddingonline.com web site is called the home page that provides clear, simple, and user friendly environment to the visitors. This is the first page that will first appear when visitors enter the web site. This page provides the links to all others pages in the web site. Homepage is built to be the page that all announcements of the company such as new promotion, events, and etc. will be posted here.

(b) **Products** (see Figure A.2.)

This page shows the products of our company in categories. There are 8 sub categories in this page that are classic present, classic rainbow, classic idea, classic new, classic colors, silkience, classic, and accessories. This page shows all types of product (one picture for one category) and when you move the cursor pass on the pictures, it will appear more clear then you can click on it to get in to the web page that show all items in that categories. (see Figure A.3.) The price is shown at the bottom of each page. (see Figure A.4.)

There are 4 items in the **classic present** (see Figure A.5.), **classic rainbow** (see Figure A.6), **classic idea** (see Figure A.7.)

For **classic new** (see Figure A.8), and **classic colors** (see Figure A.9), there are 5 items shown in this page. There are 11 items for **silkience** page (see Figure A.10) and the prices are at the bottom of the page. In the **classic** page (see Figure A.11), there are 23 items are shown and the prices are listed below the picture of the products. There are 4 groups items in the **accessories** page (see Figure A.12.) The prices are shown at the bottom of the page.

(c) Order (see Figure A.13.)

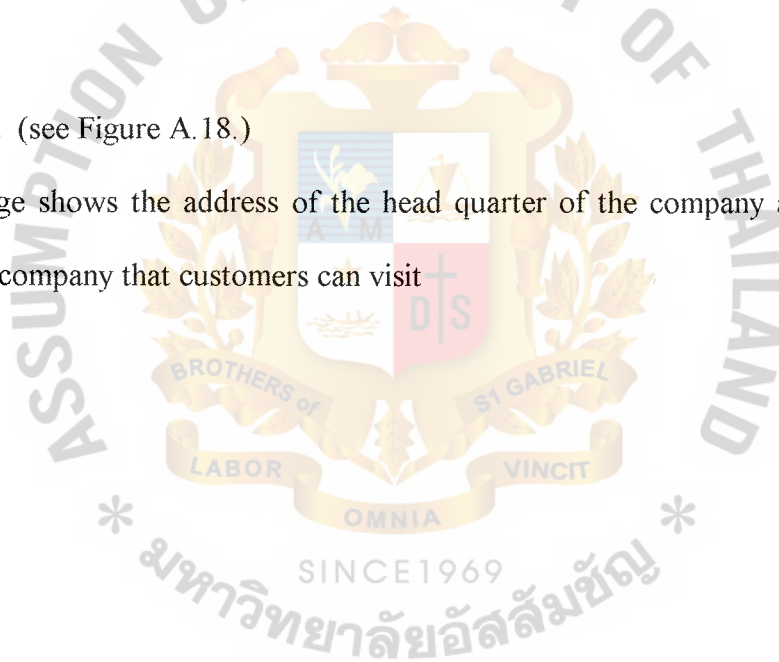
This page provides the information about the ways to order the products and the following is the form to order the products that customers have to fill out the form in order to purchase (see Figure A.14.). The last part of this page is the statement of disclaimer of our company (see Figure A.15.)

(d) Support (see Figure A.16.)

This page provides the answers for the questions that customers always have in their mind. Customers or visitors can post their question in the form provided below this page and the answer will be given as soon as possible by our webmaster. (see Figure A.17.)

(e) Contact (see Figure A.18.)

This page shows the address of the head quarter of the company and also the branches of the company that customers can visit



VIII. PROJECT IMPLEMENTATION

8.1 Overview of Project Implementation

Our Bedding shop needs to ensure that the website and web-based applications function properly so we do many things to confirm our new channel of marketing because we know that it is important for making our customers feel comfort and trust in our web site.

The project implementation are shown as the following:

Implementation

- (1) Plan and design the project.
- (2) Register the company's website (beddingonline.com)
- (3) Analyze business process and design business model.
- (4) Set up software and hardware.
- (5) Design site map and web pages layout.
- (6) Build web pages.
- (7) Generate best database structure.
- (8) Create web application.

Internet Testing

After completing creative web application, it is required to verify the application.

This activities can be summarized as follows:

- (1) Functionality testing to ensure that the web site and web application can perform correctly as it is designed to work.
- (2) Compatibility testing by testing web application on different browsers and operating systems.
- (3) Implementing load, stress, and scalability testing solution, businesses can

move quickly and confidently to commercial web development without fear of losing customers due to inadequate web server performance.

Database Testing

The activities need to make database are listed below:

- (1) Review the technical design to make database secure.
- (2) The database that may contain sample data to make it available online. The changes made to the original database are as follows:
 - (a) The addition of more address fields for customers – this is more important now that the company is building a more realistic application.
 - (b) The addition of shipping address to the order. Customer's contact address might not be the same as the shipping address, particularly if the customers buy our products to be a gift.
- (3) Setting database up to the system.
- (4) Putting sample data into table database.
- (5) Revising database scheme and store as necessary for future reference.

Program Testing

Review the design specification.

- (1) Functionality testing to verify that a software application performs and functions correctly according to design specifications.
- (2) Compatibility testing and performance of software application across multiple platform configurations.
- (3) Installation testing to ensure that all features and options function properly and to verify those all necessities components of the application that are installed.

- (4) Write the program document and perform the unit testing.
- (5) Review the program document for quality standards.
- (6) Place new programs and reusable components in the software library.



IX. CONCLUSION AND RECOMMENDATIONS

9.1 Conclusions

From the innovation of internet technology and the increasing number of internet users all over the world the forecast of the number of internet users will be gradually increase every year. Thus, the company realized that internet becomes the new important marketing channel to operate the online business.

From the study of this project, the company has found out that there are various factors both internal and external that the company needs to lead the bedding company to success. Moreover, there are many barriers and weaknesses that the company has to handle and improve in order to make the company's success. Through long time experienced and the effective business plan, the company can survive and become successful in the extremely competitive environment. Beddingonline.com has many outstanding points to survive and succeed in the bedding business because the company has the traditional store that is able to afford and support in terms of investment fund. Moreover, it is able to support and facilitate any operation activities which can improve the work efficiency and effectiveness. From these advantages, the company is able to use this point to overcome the new competitors that enter into the bedding products market.

Since we have own the industry to produce the product, then the company has more opportunities to apply and create a wide variety of products. Moreover, the competitive price is the core competitive advantage for our company. The service is also important factor that our company is really concerned so the company tries to provides and improve customer services both before and after sale.

Through online operation, it will offer the better services to both the existing customers and the potential customers. However, company is still faced with the

technical limitations. Many people do not trust the online payment so the company offers various ways to the customers to choose their best way for the payment methods. We offer both online payment and traditional ways which include online payment that provides more convenience for the customers. Money transfer via bank's account also provides to helps in reduce the risk of payment in the customer's mind. Thus, the customers are able to select the type of payment they preferred.

In terms of marketing analysis, the company tries to analyze and select the target market that is suitable and proper to our products as much as possible. To achieve the business success, the company also focuses on the effective of marketing plan and marketing strategies to create customer's awareness, customer's recognition, and customer satisfaction. Through online channel, the company can provide more convenience to the customers to buy the product which is one method to attract the customers to purchase the company's products.

For the financial analysis, beddingonline.com expects to gain the profits in the third year. It means the pay back period of beddingonline.com is expected to be 3 years.

Beddingonline.com concentrates on the user-friendly design for the Web pages to provide the convenience and the easiness to surf. Both the layout and the functional buttons are easy to use and understand. The company has to update website continuously by making it easily accessible to the information, updating the website more attractively; providing updating information, developing the ordering process, and so on to gain the customer's mind.

By using online website, the company is able to create a good image and well known to attract the prospective customers and also retain the existing ones through the company website with the minimum initial investment. Not only the advertising cost

will be reduced, but the operating expenses (inventory cost, salary, paperwork cost) are also decreased as well. Furthermore, online advertising can reach the mass target markets both inside and outside country.

In conclusion, the company website is a medium that supports bedding company in terms of doing business. Through the company website, it is able to increase the revenue, sales volumes, and the market shares of company because it supports the company to reach the customers worldwide.

9.2 Recommendations

- (1) Beddingonline.com should improve the efficiency of the service may be by adding the mobile payment.
- (2) Beddingonline.com should have the web site in English and so on in order to facilitate foreign customer.
- (3) Beddingonline.com should plan to have program that links the order from the customer to company's factory for auto-alert when customer want to customize their order.
- (4) Beddingonline.com should increase public promotion and advertising to stimulate sales and improve revenues.
- (5) Beddingonline.com should improve the efficiency of speed for convenience with customers access the web site.
- (6) Beddingonline.com should try to ensure the customers that the personal information of the customers will be kept secretly.
- (7) Beddingonline.com should print the name of the web site on every item of the products or packages in order to promote the web site.
- (8) Beddingonline.com should use database to keep information of the customers.



APPENDIX A
WEB SITE LAYOUT

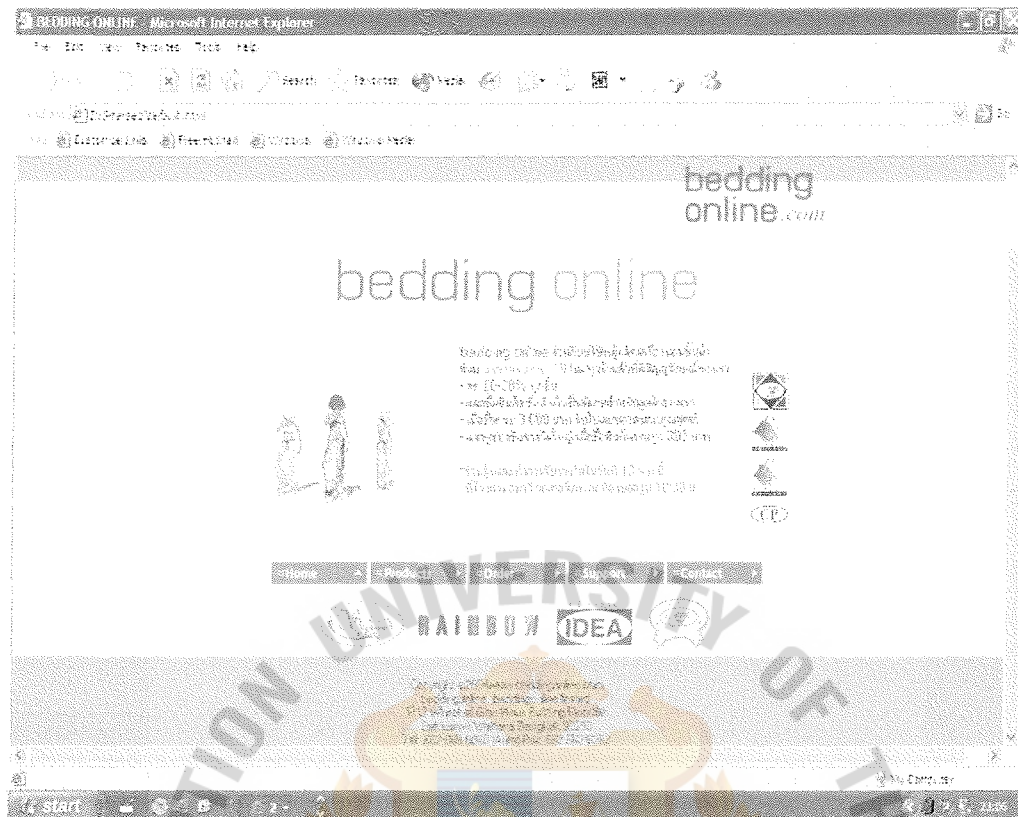


FIGURE A.1. Home Page

The home page is the first page that uses to inform news and information to the customers. It can link to every pages of the web site.

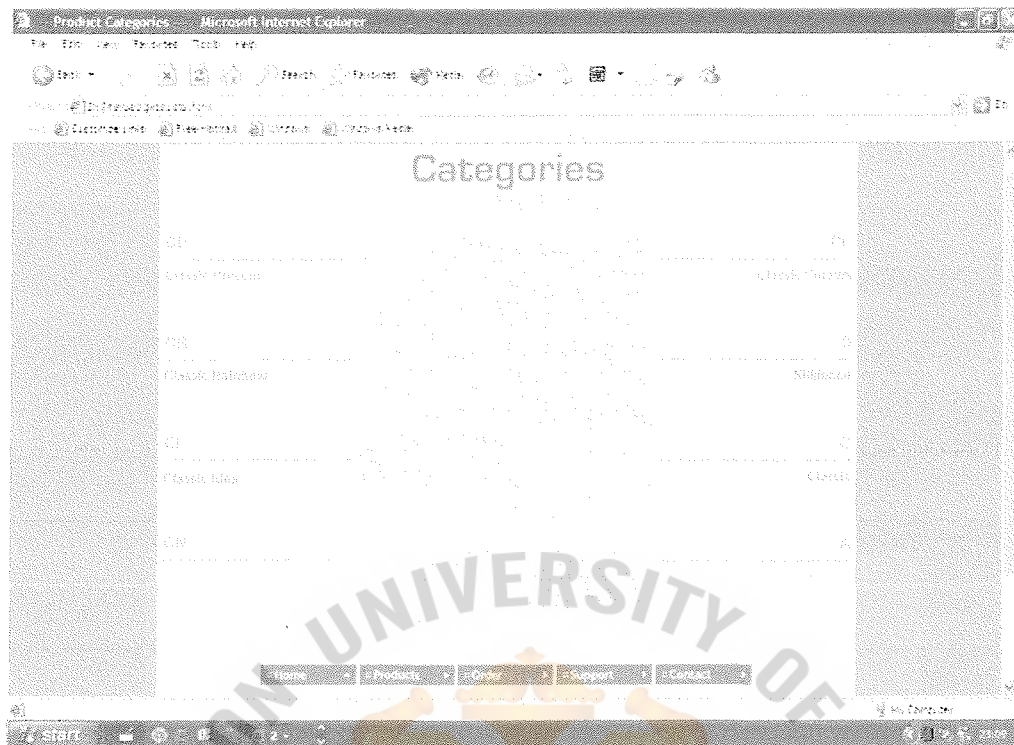


FIGURE A.2. Products

The products page shows all categories of products to the visitor of the web site.

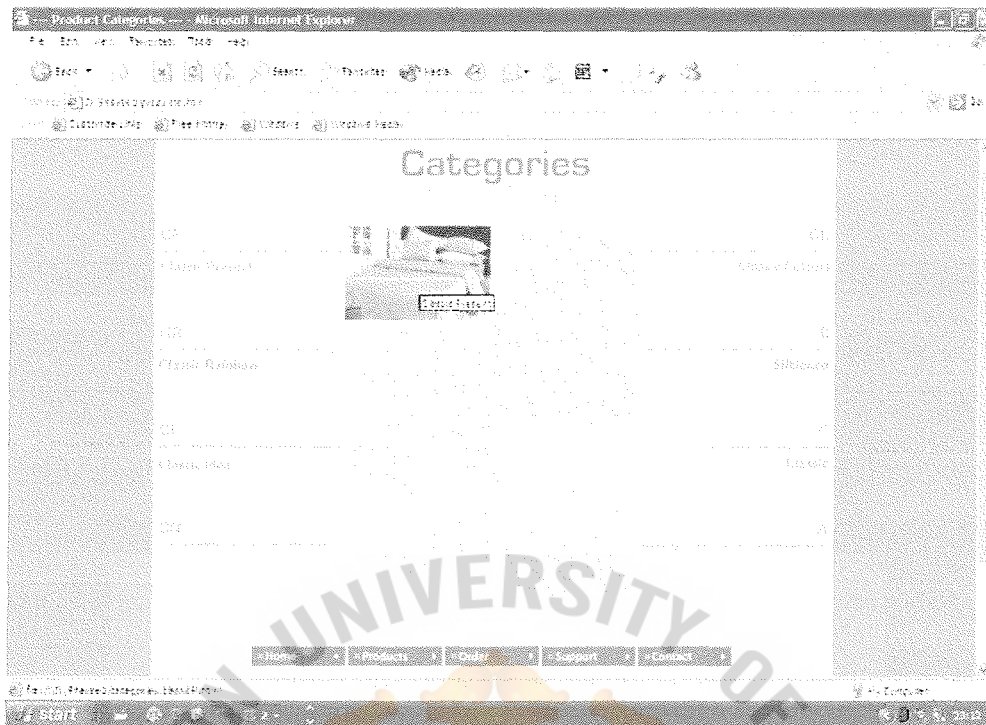


Figure A.3. Products Categories

If you click on the picture, you will be able to get into all information of that categories.

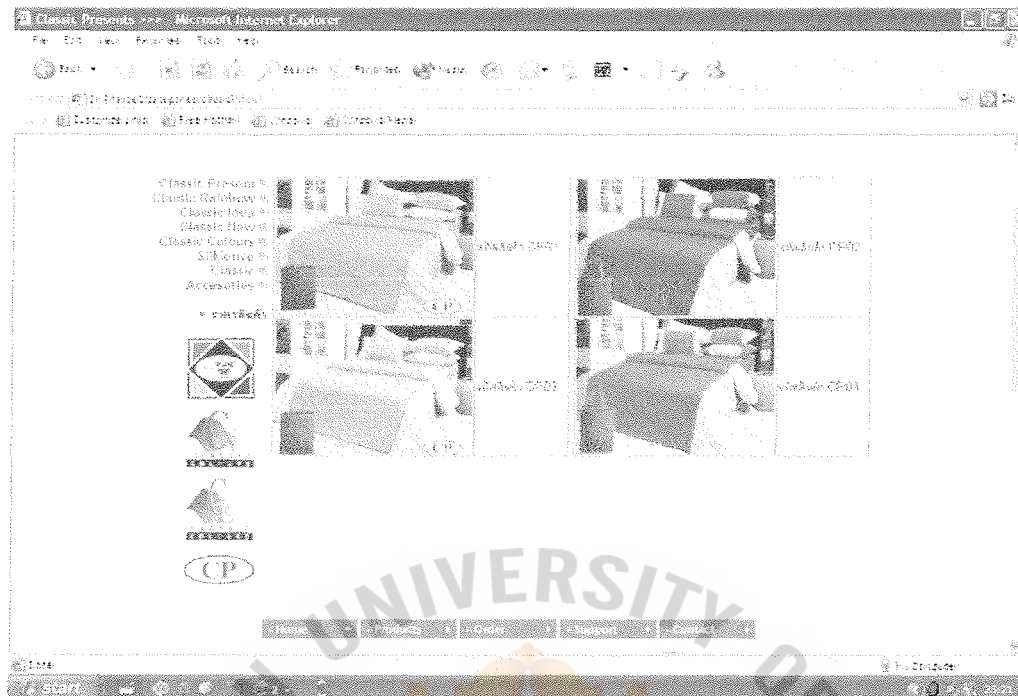


Figure A.5. Classic Present

This page is called classic present. It has four items in this category. This page has a link to other categories page.

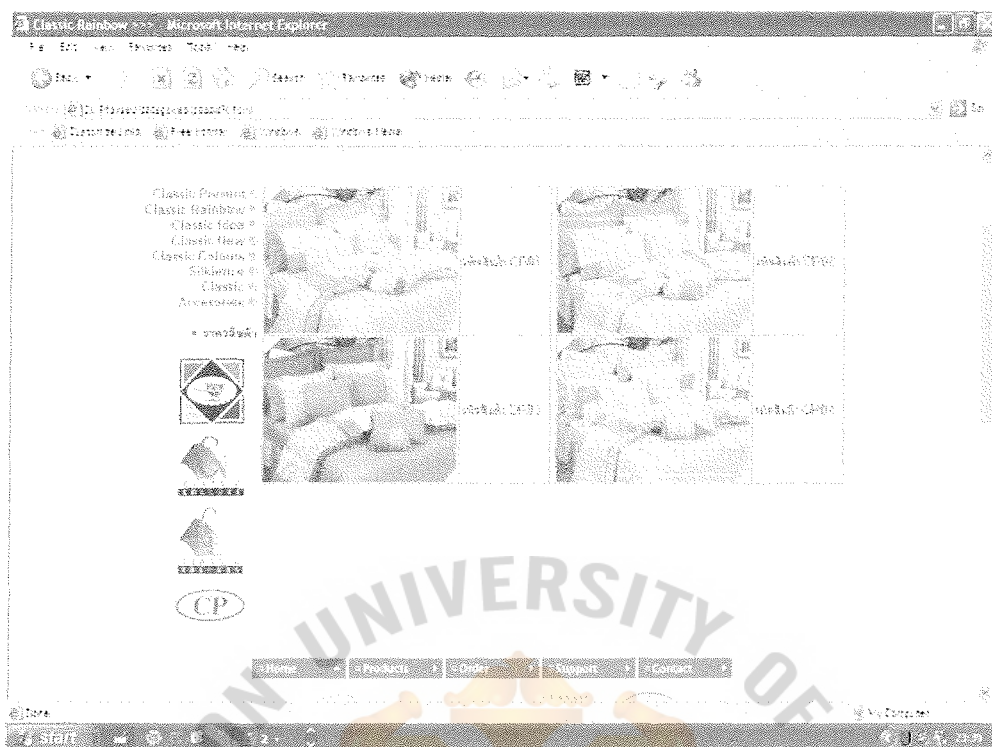


Figure A.6. Classic Rainbow

This page is called classic rainbow. It has four items in this category. This page has a link to other categories page.

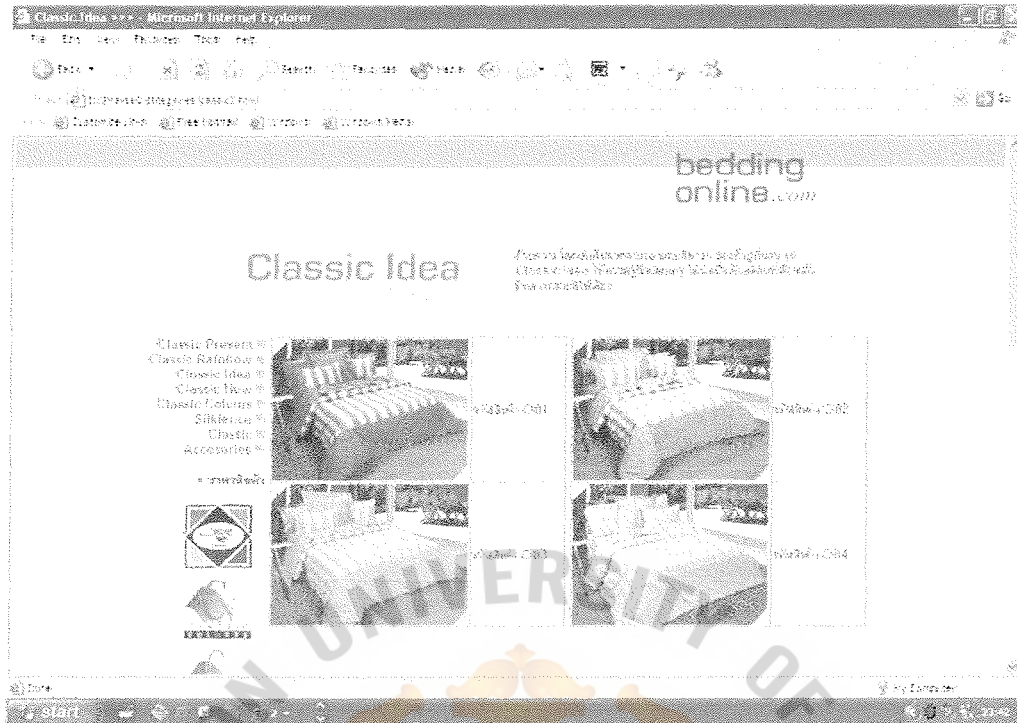


Figure A.7. Classic Idea

This page is called classic idea. It has four items in this category. This page has a link to other categories page.

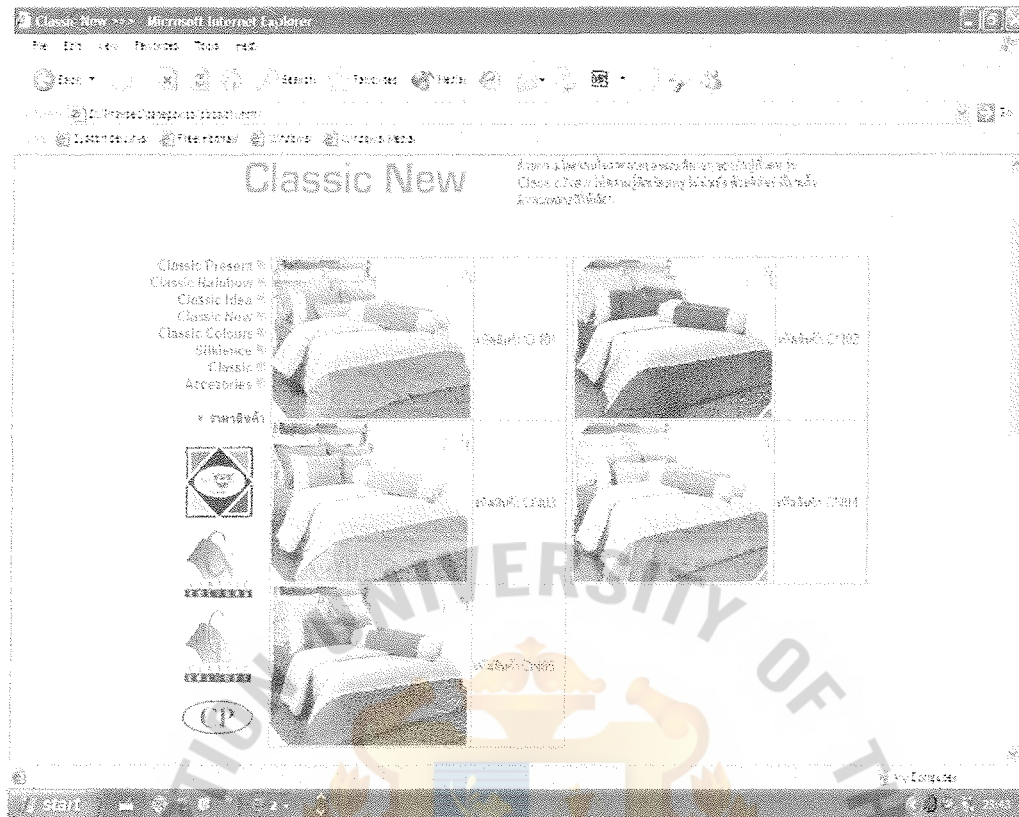


Figure A.8. Classic New

This page is called classic new. It has five items in this category. It can link to all pages in the web site.

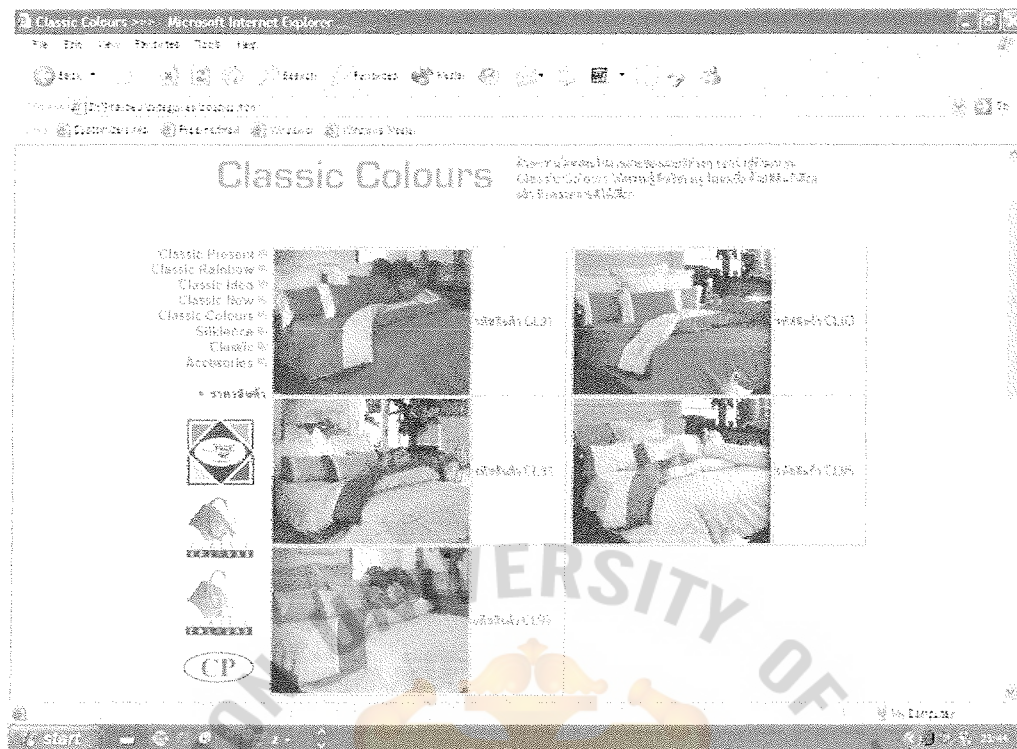


Figure A.9. Classic Colours

This page is called classic colors. It has five items in this category. It can link to all pages in the web site.

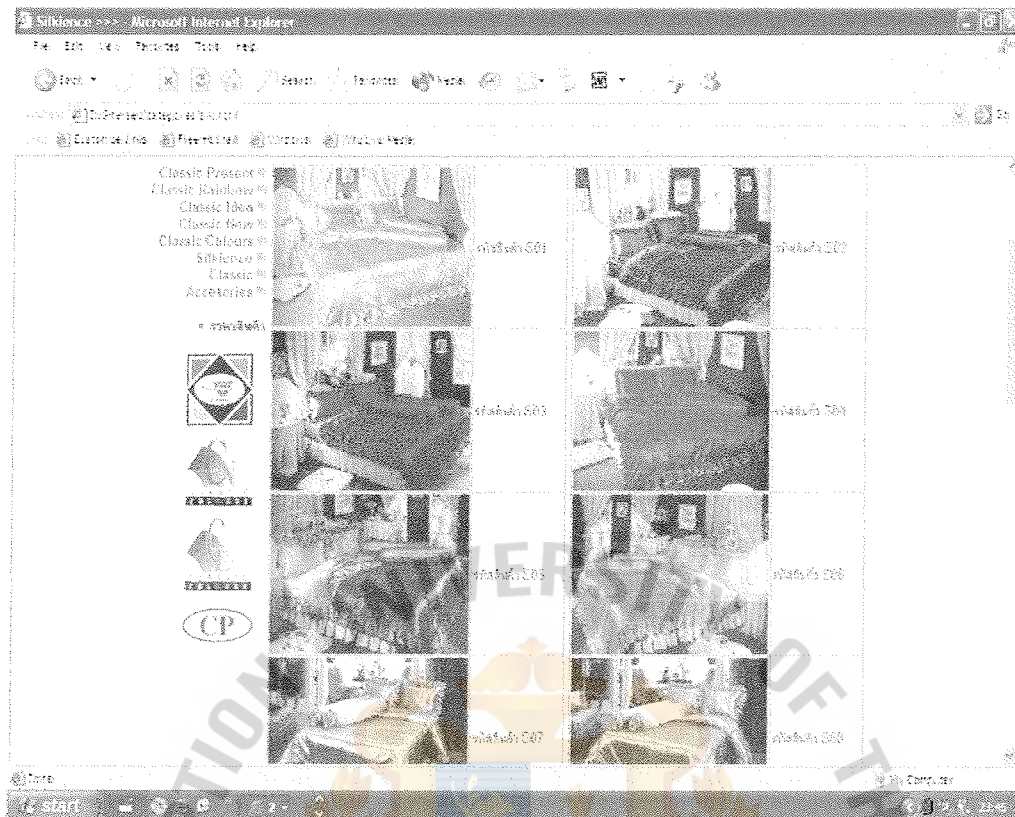


Figure A.10. Silks

This page is called classic silks. It has eleven items in this category. This page has a link to other categories page.*

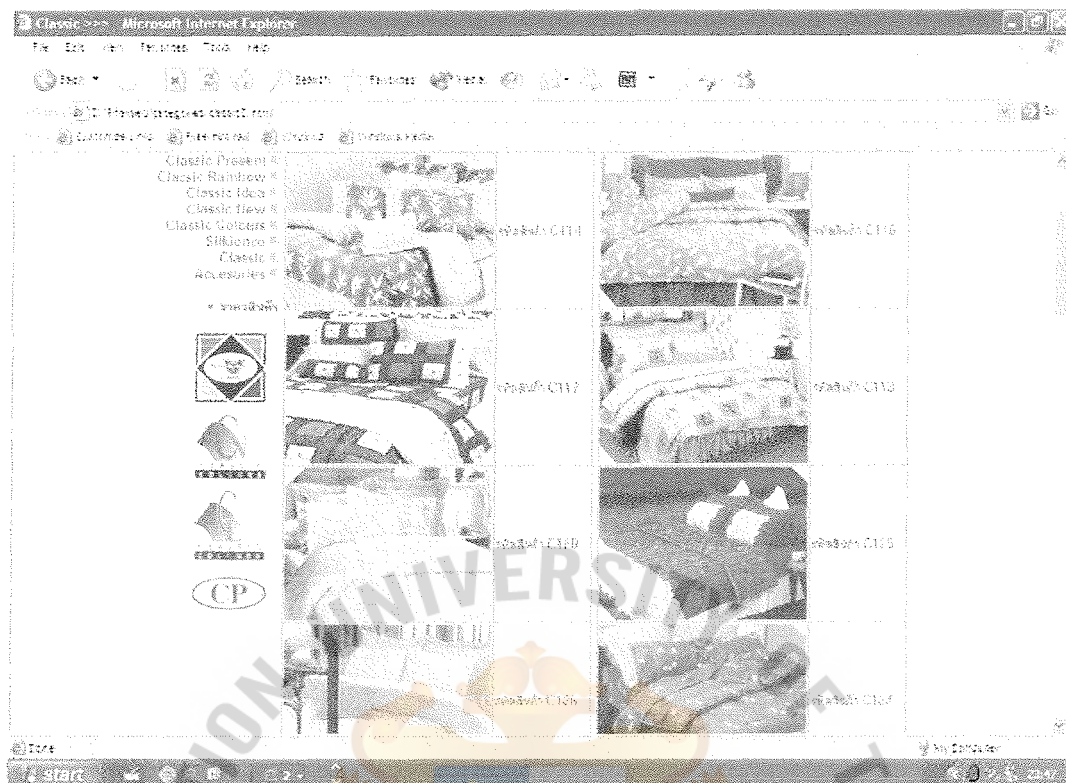


Figure A.11. Classic

This page is called classic silks. It has 23 items in this category. This page has a link to other categories page.

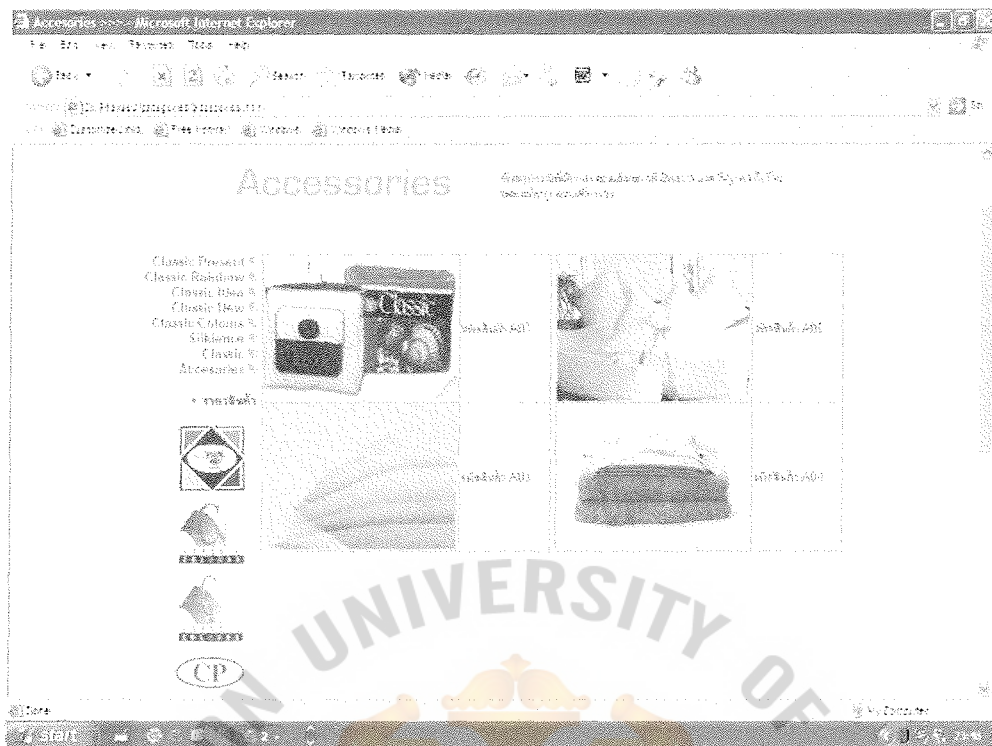


Figure A.12. Accessories

This page is called accessories. It has 4 items in the category. It can link to all other pages.

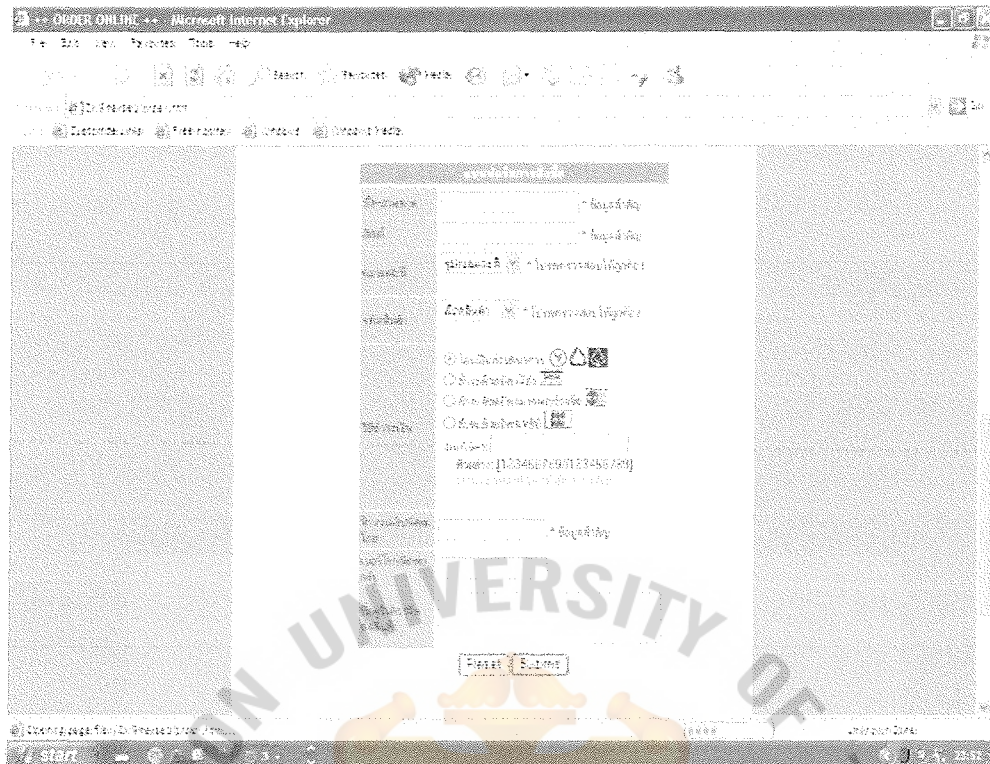


Figure A.14. Order Form

This order form is available in the order page. Customer have to fill the information in this form in order to complete the ordering process.

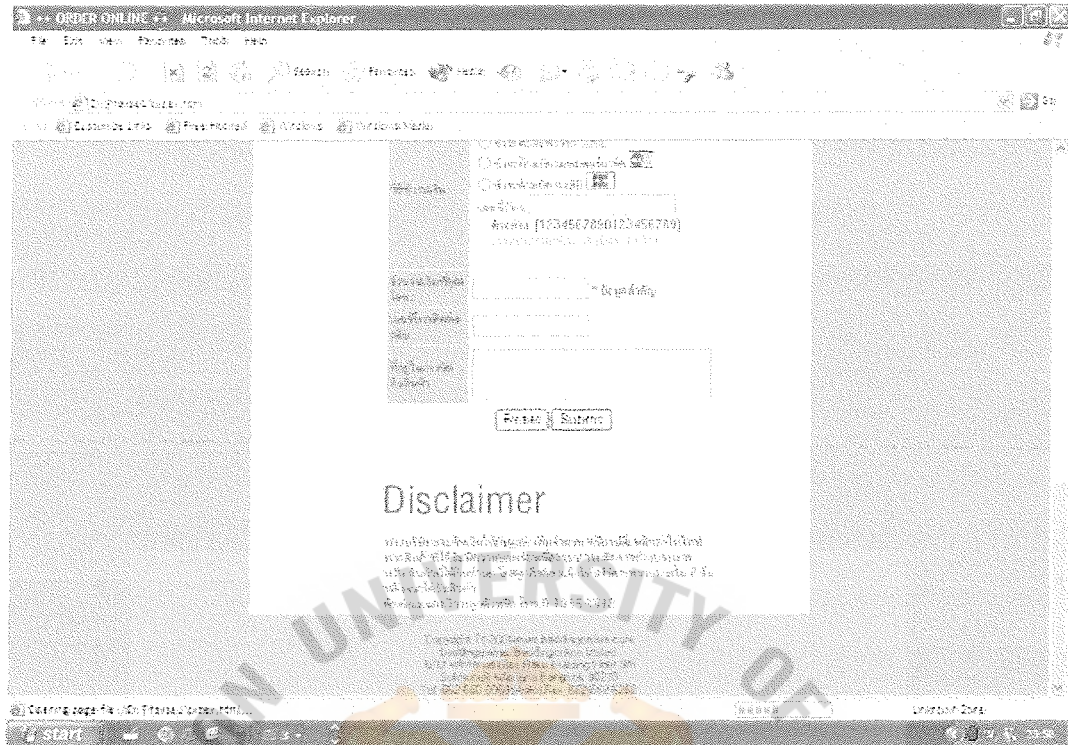


Figure A.15. Disclaimer

This section is called disclaimer. It give the term and condition in order to deal with our company.

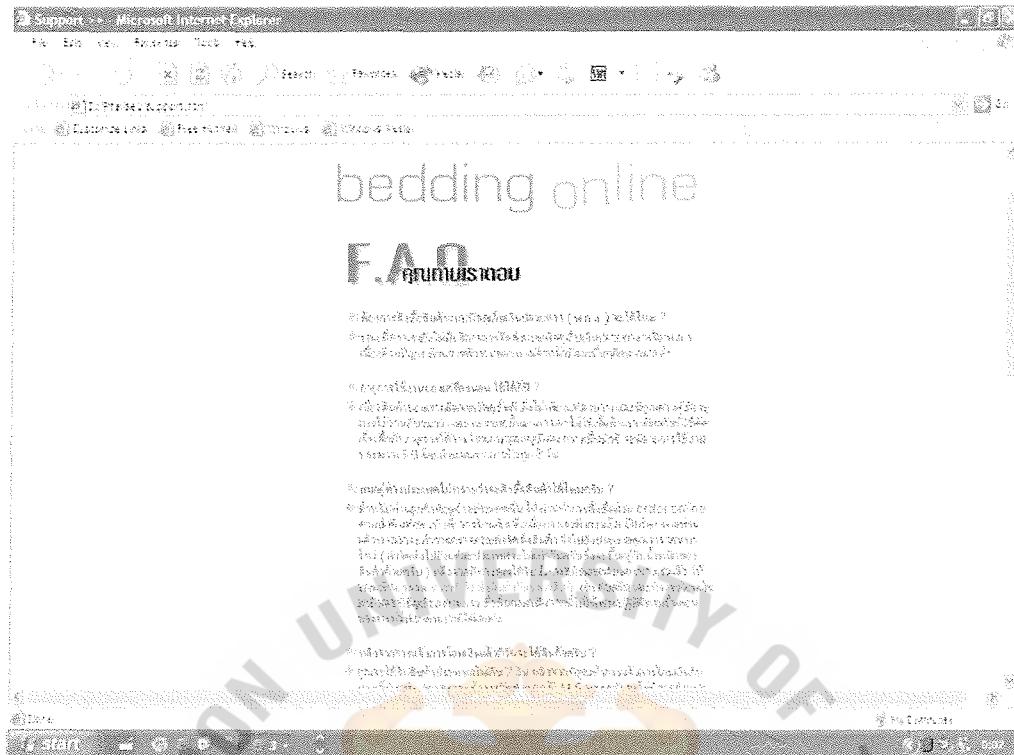


Figure A.16. Support

This page give the answer for the questions that always asked by customer.

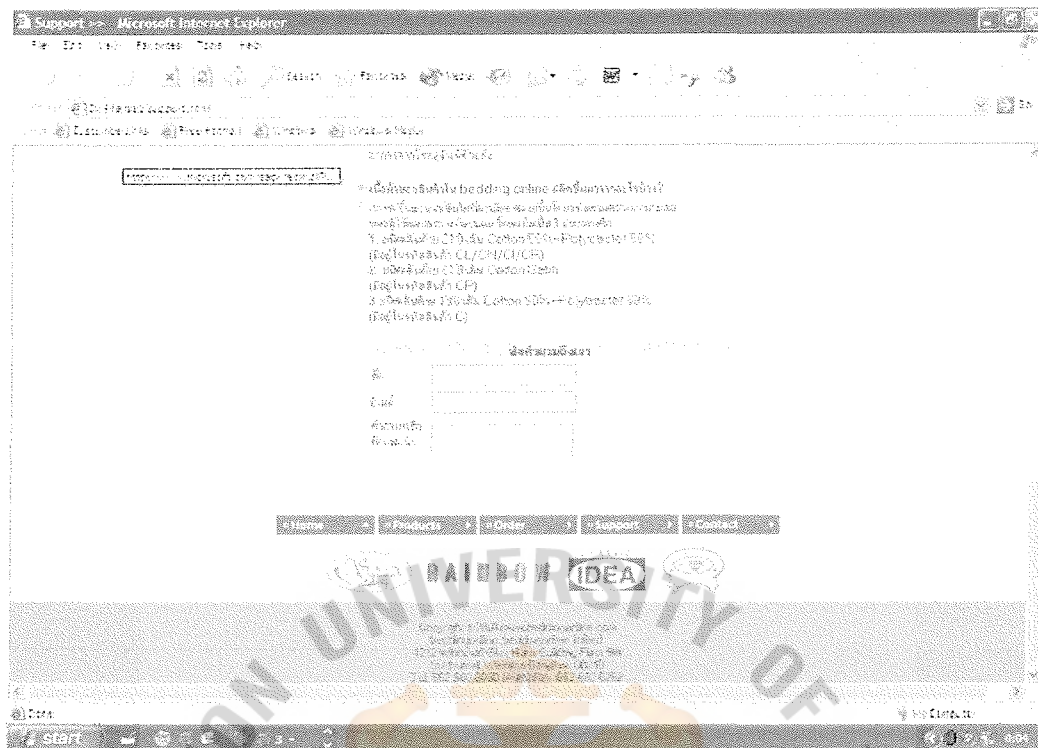


Figure A.17. Form to Send the Questions Or Complaints to Company

This form is prepared for the customer. It is used to post the question that customer want to know to our web site.

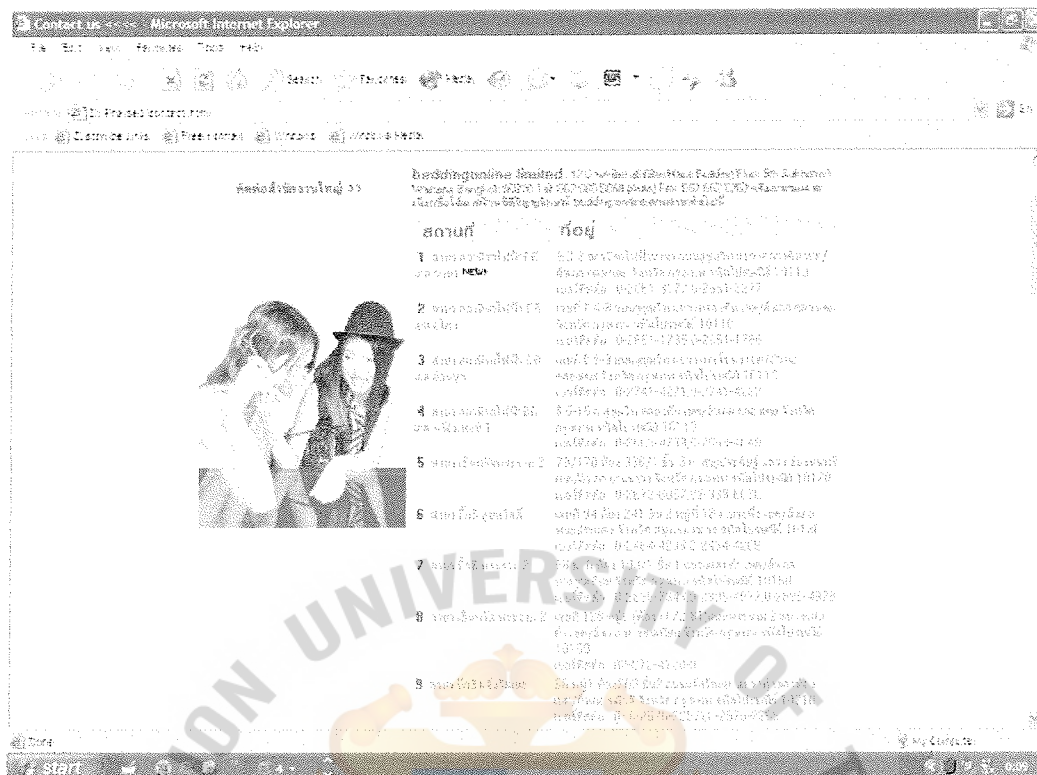


Figure A.18. Contact

This page give the lists of our stores that we have so customer can check where is the best shop that they can go.

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