

## ABSTRACT

SiamQuality.Com was set up for the purpose of being the electronic intermediary for Thai product manufacturers who would like to increase revenue by exporting their product. It helps manufacturers to eliminate barriers of not being able to find agencies abroad due to lack of connection, trust and huge capital investment. The services from SiamQuality.Com range from searching products to supply foreign customers, searching demand for the Thai producers and order fulfillment. SiamQuality.Com will have exclusive module of service that operates order fulfillment, transportation, and inventory management for sellers and buyers; therefore, sellers feel convenient as one stop service for both buyers and sellers.

SiamQuality.com is operated based on two major strategies. Reactive strategic posture cyber marketing is used to apply Internet distribution channel to support physical distribution channel since inventory and operation management are focused to distribute product under the name of Siamquality.com. Products from Thai suppliers will be sold on behalf of SiamQuality.com in which they will be repacked, break bulk, and consolidated for forwarding to the destination. Second strategy is Proactive strategic posture where SiamQuality.com provides just communication resource for customers and manufacturers having the direct contact between buyers and sellers for quotation, purchasing, order fulfillment and shipping management.

SiamQuality.Com represents the sense of providing Thai merchandises, which are quality resourcefulness. All goods shown on SiamQuality.Com website will be produced in Thailand and proved for their quality by Thai FDA for food products as well as industrial standard organization for industrial product before introducing.

Handicraft products will check the quality and design by in house SiamQuality.com quality department.

### **Corporate Review**

SiamQuality.Com was set up into seven business units according to product categories offering a core function and other 5 business service organizations in order to support those seven core units.

Core function includes food and agriculture, household, healthcare and beauty care, gift and decoration, cloth and accessories, industry products, furniture. Each business unit covers product designing, product resource planning, logistics management, and quality controlling for supplying products in each professional division.

Finance and accounting, Sales and Marketing, Information technology, Human resource, Purchasing are designed as business service on the basis that each service organization facilitates all business units as corporate resource.

Products are categorized in to 7 groups in line with the type of industry basis comprising of food and agriculture, household, healthcare and beauty care, gift and decoration, cloth and accessories, industry products, furniture.

While Thai economic situation regresses, Exporting is the solution for cash in flow into country. With aggressive goal, SiamQuality.Com targets to contribute 20 Million Baht in the first two years and 20% comparative growth rate to economic growth. As a result, Return on investment is achieved within 5 years.