ABSTRACT

Since the website has come to dominate in the commercial world, the style of buying of the customers has also changed. Therefore, it is the reason why this website is begun in order to cover the various groups of customers and offer the company service to the customers with the easiest way by operating the commercial website.

Thai Exotica Co., Ltd., was established in 2004. The company expected to sell the products made in Thailand to the international market and also sell in Thailand. Recently, the Thai government intends to promote the Thai local products to the International markets because the sales volume of Thai products has increased year by year. Moreover, the Thai handmade products are the distinct products which are difficult to copy. The people from other countries who love in Thai culture, will prefer to buy the products from Thailand. The more we support the Thai products, the more they will be well-known to the foreigners. There are many Thai product categories which are produced from every part of Thailand.

Mostly, the handmade products are produced in the rural areas of Thailand. Those people who produced the product, do not have knowledge of marketing. They just sell the products to the buyers. Actually, their target markets are not only Thai people but also there are another target markets who want to buy Thai products such as American people and European people. That's why Thai Exotica was established in the form of an E-Commerce website. In the online market in another zone of the world, Thai products will reach any customer.

Thai Exotica website was developed to replace the traditional style of running business. Every Thai product category will be integrated at the online shops. You will see that the products from the rural parts of Thailand are integrated at the same place.

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The customers don't need to buy many products from many places. Thai Exotica will provide the product catalogs and online shopping with the modern payment method so that they can be sure that they will shop at Thai Exotica with security.