Photo Trip Touring Service Web Site

by

Mr. Araya Sillawattakul

A Final Report of the Six-Credit Course
IC 6998 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-commerce Technology
Assumption University

July 2004

St. Gabriel's Library, Au 17268

Photo Trip Touring Service Web Site

by
Mr. Araya Sillawattakul

A Final Report of the Six-Credit Course
IC 6998 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
Assumption University

July 2004

Project Title	Photo Trip Touring Service Web Site
Name	Mr. Araya Sillawattakul
Project Advisor	Rear Admiral Prasart Sribhadung
Academic Year	July 2004

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.

Approval Committee:

(Rear Admiral Prasart Sribhadung)
Dean and Advisor

(Prof.Dr. Srisakdi Charmonman)
Chairman

(Dr. Ketchayong Skowratananont)
Member

(Assoc.Prof. Somchai Thayarnyong)
CHE Representative

July 2004

ABSTRACT

This project presents the development and implementation of the website, Thaiphototrip.com, the photo trip tour service company. The writer uses "Thai Photo Trip Co., Ltd." as the prototype company in order to develop the Business-to-Consumer (B2C) marketing strategies. The photo trips that the company provided to the prospects are the specialty trips which combine photography training with touring services. ThaiPhotoTrip.com is the website established for serving the need of those who want to find the information about the company's photo trip and other related topics. The website will be the main storefront for Thai Photo Trip where the booking service, sales promotions, and after sales services can be provided. The website also contains information about our travel schedule, camera knowledge, basic instructions on how to take a good photo, and any relate information to the customers.

The target market of the website and the company will be Thai people age between 15 – 49 years old that love or interested in photo taking while traveling around. The company's marketing position in the prospects' mind will be "Whenever you thinking of photo trip, Come to www.thaiphototrip.com". The figures from the break even point and payback period analysis shown that, without the negative impact from the external factors, the company will start getting profits in the 2nd year. The return on investment of the project will begin at the 3rd year.

ACKNOWLEDGEMENTS

The writer is indebted to the following people for without them, this project would not have been possible.

The writer wishes to express sincere gratitude to his advisor Rear Admiral Prasart Sribhadung. The Admiral's patience, guidance and constant encouragement has led the writer to this completion. The writer would like to take this opportunity to thank the entire faculty that taught him during his Master of Science in Internet and E-commerce Technology. The knowledge that he acquired from them indeed helped make this a successful report.

Finally, he would like to thank his parents and friends for their support and patience throughout the project.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

St. Gabriel's Library, Au

TABLE OF CONTENTS

Chapter			Page
ABSTRACT			i
ACKNOWLEDGEMENTS			ii
LIST OF FIGURES			v
LIST OF TABLES			vii
I.	INTRODUCTION		1
	1.1	Internet and E-Commerce Situation	1
	1.2	Photo Trip Overview	3
	1.3	Thai Photo Trip	5
	1.4	Thai Photo Trip Website	6
	1.5	Objectives of Developing Thai Photo Trip's Website	7
	1.6	Scope of the Project	7
	1.7	Deliverables	8
II.	OPPORTUNITIES AND RISKS		9
	2.1	Economic Situation	9
	2.2	Demand for the Corporate Website	10
	2.3	Benefits of the E-Commerce Website to the Company and Customers	12
	2.4	Five Forces Analysis	13
III.	MARKETING STRATEGIES DEVELOPMENT		17
	3.1	Mission & Objectives of Marketing Strategies Development	17
	3.2	SWOT Analysis	17
	3.3	Competitor Analysis	22
	3.4	Total Customer Value Analysis	38

Chapter		Page
	3.5 Market Segmentation	44
	3.6 Market Targeting	47
	3.7 Market Positioning	48
	3.8 The Marketing Mix	49
IV.	WEB DESIGN AND DEVELOPMENT	62
	4.1 Phase 1: Research	62
	4.2 Phase 2: Site Content	75
	4.3 Phase 3: Site Structure	76
	4.4 Phase 4: Visual Design	81
	4.5 Phase 5: Production and Operation	85
V.	FINANCIAL ANALYSIS	125
VI.	CONCLUSION AND RECOMMENDATION	131
	6.1 Conclusion	131
	6.2 Recommendation	133
APPENDIX A	SEARCHING FOR PHOTOTRIP WEBSITE IN THAILAND	135
BIBLIOGRAPHY		137

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

LIST OF FIGURES

Figure		Page
3.1	Example of the Offline Photographic Training Announcement	24
3.2	Example of a700tour's Photo Trip	26
3.3	Tarad.com Web Packages	28
3.4	a700tour.tarad.com's Shopping and Payment Method	30
3.5	Photo Trip Sample from the Web Board of The Photographic Society of Thailand under the Royal Patronage's Website (First Part)	32
3.6	Photo Trip Sample from the Web Board of The Photographic Society of Thailand under the Royal Patronage's Website (Second Part)	33
3.7	Photo Trip Sample from the Web Board of Trekking Thai's Website	36
3.8	Age Proportion of Thai Internet User in the Year 2003	45
3.9	Regional Proportion of Thai Internet user in the Year 2003	46
3.10	Animated GIF Banner of Thaiphototrip.com	58
4.1	Home Page of a700tour.tarad.com	69
4.2	The Main Navigation of a700tour.tarad.com	70
4.3	The Product Categories in the Side Navigation Bar	72
4.4	The Non-product Items in the Product Page	74
4.5	The Architectural Blueprint of Thaiphototrip.com Website	80
4.6	The Page Layout of Thaiphototrip.com	82
4.7	The Design Sketch of Thaiphototrip.com	83
4.8	Website's Template	85
4.9	Thiaphototrip.com's Home Page (First Part)	90
4.10	Thiaphototrip.com's Home Page (Second Part)	91
4.11	The Example of Photo Trip Tour Programs Page	93

Figure | Page

4.12 Photo Contest Page (First Part) 95

4.13 Photo Contest Page (Second Part) 96

4.14 How to Take Photo Page 97

4.15 Thaiphototrip.com's Web Board 99

4.16 About Us Page (First Part) 101

4.17 About Us Page (Second Part) 102

4.18 Contact Us Page 103

4.19 FAQ Page 105

4.20 Thaiphototrip.com's Online Booking System Flow Chart 106

4.21 Thaiphototrip.com's Online Booking System Flow Chart (Continued) 107

4.22 Details of the Bangkok – Suphanburi Photo Trip (First Part) 109

4.23 Details of the Bangkok – Suphanburi Photo Trip (Second Part) 110

4.24 Member Sign In Warning Page 112

4.25 Member Registration Page 113

4.26 Membership Confirmation Page 114

4.27 Member Navigation System 115

4.28 Shopping Cart Page 116

4.29 Payment Selection Page 117

4.30 The Booking Summary Page for Offline Payers 119

4.31 The Booking Summary Page for Online Payers 120

4.32 The Booking Summary Page of the EPAYLINK System 121

4.33 The Credit Card Details Submission Page of the EPAYLINK System 122

4.34 The Payment Completion Page of the EPAYLINK System 123

5.1 Break Even Analysis of Thai Photo Trip 128

LIST OF TABLES

Table		Page
1.1	The Amount of Internet User in Thailand	3
2.1	Top Activity on the Internet	12
3.1	Reasons Against Internet Purchase	21
5.1	The Expected Sales Volume of Thai Photo Trip	128
5.2	The Pro Forma Profit & Loss Statement of Thaiphototrip.com	130
A.1	Key Words Used in Searching for the Photo Trip Website	135
A.2	Search Results from the Web Directory and Search Engine	135

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

I. INTRODUCTION

1.1 Internet and E-Commerce Situation

As we enter the second millennium, we experience one of the most important changes in our lives – the move to an Internet based Society. The Internet is a large network formed by the interconnected computer networks and individual computers all over the world via the telecommunication systems such as phone lines, satellites, and etc., almost everything will be changed-at home, at work, at school or even in our leisure activities. One of the most significant changes is in the manner of how we conduct business as well as the management of the marketplace and commerce.

Nowadays, people all around the world are familiar with Internet and E-commerce technology. The appearance of Internet has changed the trading pattern from physical transaction to digital transaction. Electronic Commerce describes the manner in which transactions take place over networks, mostly on the Internet. It is the process of electronically buying and selling products and services over the Internet. It is also include the marketing, advertising and sales promotion. E-commerce can be classified into two main categories, which are the Business-to-Business (B2B) and the Business-to-Consumer (B2C). The Business-to-Business (B2B) is the Electronic Trading where both the buyer and seller are organizations while the Business-to-Consumer (B2C) is a situation where a business is selling online to an individual consumer. More and more organizations have renovated their business model, or even created a new model in order to utilize the benefits from E-commerce. They agree that Internet and E-commerce can help their organizations increase the potential, capacity, and competitive advantage in the severe competitive environment.

In the knowledge-based economies, information is considered as the most valuable asset. To succeed or not, the main factor depends on how well the businesses can select useful information amid the huge amount of data and use it in decision making. The innovation of E-commerce also creates new opportunity for small and medium enterprise (SME) to compete with the larger companies in the world market by offering the valuable information via the Internet. E-commerce has changed the trading fashion in cases of business structures, consumers' behaviors, logistics, communications, and payment systems. It is a great opportunity for both small and medium enterprises (SMEs) and large companies to take advantages of internet to support their businesses. Furthermore, E-commerce enables SMEs to compete with the large companies in the same market; online market. At the moment, there are many kinds of businesses or industries that have been offering their products and services online such as jewelry, garment, toys, furniture, grocery, hotel and ticket booking, etc. Business transactions with the facility of interactive system and real time trading can increase competitive advantages in the new economy. Time differentiation and geographic limitation have disappeared. People can trade at any time and from anywhere on internet. Therefore, Internet and e-commerce is able to increase the opportunity of international business to be another channel for advertisement, distribution, and communication.

Thai government's Information Technology Policy, which is to improve and expand Thailand's Internet infrastructure all over the country and to give an ability to have the personal computer to low-income people by offering low-price computer, has stimulated the increase in the number of Thai Internet users. The amount of Internet user population in Thailand has dramatically increased from less than a hundred users in 1991 to 6 millions in 2003 (NECTEC, 2003); see table 1.1 for more details.

Table 1.1. The Amount of Internet User in Thailand.

Year	Users	Source
1991	30	NECTEC
1992	200	NECTEC
1993	8,000	NECTEC
1994	23,000	NECTEC
1995	45,000	NECTEC
1996	70,000	NECTEC
1997	220,000	Internet Thailand / NECTEC
1998	670,000	Internet Thailand / NECTEC
1999	1,500,000	ISP Club / NECTEC
2000	2,300,000	ISP Club / NECTEC
2001	3,500,000	NSO / NECTEC (household survey)
2002	4,800,000	NECTEC (estimate)
2003	6,031,300	NSO survey

Source: NECTEC, Internet User Profile of Thailand 2003

Even secondary school students and high school students are able to use computers and internet in terms of electronic mail (E-mail), and World Wide Web (WWW) in assisting their studying such as searching useful information and entertainment such as chatting, playing games online, etc. "Internet Surfing" becomes one of the activities for people in their leisure time, which is the good sign for online business.

1.2 Photo Trip Overview

"Photo Trip" is a term used to call a kind of trip that emphasis on taking photographs in the outdoor locations. "There are no photo trips that are open for everyone." Because of the fact that the photo trips in Thailand are usually organized by

the photography-related institutes such as universities and colleges that have photography subject or the photographic societies, people who have a chance to attend the photo trip usually are photography students or the member of the photographic societies. When these people attend the ordinary photo trip, they are taken to the outdoor location just to take photos and the trips are more like the "outdoor photography class" than the real "trips". In the universities' or colleges' photo trip, the student who join may not have a chance to choose the location, topic or date and time that they want to go and there may be the photo trip once or twice a year to attend. The member of the photographic societies may have a better choice for their photo trip's location and date, but there still be less than 5 or 6 trips per year due to the fact that the participants are limited for those who are members. The photographic society members are more likely to meet and conduct the indoor photo lessons, not outdoor.

When we talk about "Photo trip" to the general people, who are not photography students or members of the photographic societies, many questions have been asked.

"What about the rest of us?" what if we want to join the photo trip but we are not one of the photography students or members of the photographic societies? Do we have to attend any photography school or be the member of some photographic societies just to have a chance to join the photo trip? Most of us say no. It takes to much effort to attend a few day trips. Someone might say "But in some universities and some institutes, general people, like us, can pay to join their trip". It is true but it brings about another question.

"Where can we get the information about the photo trip?" After searching for the information about the photo trip, the writer would like to say that it is rather difficult to find such information but there is someway to get it. Firstly, it will be easy if someone you know is a member of the photographic-related institute, club, or association because

all you have to do is ask them about the upcoming photo trip program. Secondly, find it in the photographic-related magazine or the traveling magazine. Unfortunately, after looking in Thailand's leading photographic-related and traveling magazines such as Shutter Photography, Photo Digital, Phototech, Camerart, TAT Magazine, Young Traveler, Trips Magazine, and Nature Explorer, the writer found only 2 advertisements in the Photo Digital magazine (page 65 and 101, Vol. 3, No.38, May, 2004). Lastly, searching in the internet always be the easy way to find the information because there are many search engines and web directories to help you but not for the keyword "Photo trip, Thailand". After searching through leading Thai search engines and portal webs (see appendix A for more details), the writer found only one website that provide services to the public that is similar to, but not exact, the Thai Photo Trip's services and the other 3 links to the traveling and photographic related web board (see competitor analysis section for more details).

1.3 Thai Photo Trip

Thai Photo Trip is the company that is established to serve the photographers need. For both amateur and professional photographers, they want to and love to take photos anywhere they travel to. Professional photographers may not have enough time to take a good photos if they travel with the ordinary trips because of the fact that the ordinary trip have the strict time schedule and the schedule is definitely not set for taking photos. So the photographers may have to make a journey by themselves without any companion. On the other hand, the amateur photographers could travel with the ordinary trip and take photo wherever they go. The problem is that they don't know when and how to take professional-looked photos.

Thai Photo Trip will solve the problems stated above by giving both professional and amateur photographers the specialty trips. The purpose of the trip is to give on-field

photography training and touring services to our customers, professional and amateur photographers. For professional photographers, we give them enough time to take such a good photo at every location. For amateur photographers, we give them the instructions on how to take a good photo. For both, we give them the companions who share the same interest. Furthermore, unlike the ordinary photo trips that focus only on the photo taking, we will add other activities to let the tour participants relax and having fun. Besides the photographic instructions, we will also give the interesting information about the location in order to make our customers feel that they are in the "trip" not in the outdoor photographic course. Most importantly, the prospects do not have to be the photography students of any institute or members of any photographic societies to join our trip. Actually, everyone who wants to learn how to take a good photograph while they are traveling around can join our photo trips.

1.4 Thai Photo Trip Website

ThaiPhotoTrip.com is the website established for serving the need of those who want to find the information about the photo trip and other related topics. On our website, we will provide booking service, sales promotions, and after sales services. We also use the website to provide information about our travel schedule, camera knowledge, and basic instruction on how to take a good photo, and any relate information to the customers. Moreover, we will hold the online photo contest for our customers. Customers can come to our website from anywhere and anytime they want. Information on the website can be updated quickly and easily with low cost. With online booking service, we can make the customer database and use it in any sales promotion. In conclusion, ThaiPhotoTrip.com will give us a good chance to introduce and sell our service as well as to reach the customer regardless of our company's location.

1.5 Objectives of Developing Thai Photo Trip's Website

(1) To conduct the traveling service particularized for taking photographs and photography training to serve the demand for a specific group of customers.

(2) To develop website that provides online booking service, sales promotions, and after sales services. The website will also be the online community where both current customers and prospective customers can come in to exchange their experience and knowledge and join the online activities.

(3) To allow customers to get the customer service anytime and anywhere they want.

(4) To be a supportive marketing channel or tool of conducting business and communicating with prospects.

1.6 Scope of the Project

(1) The writer will apply concepts learnt in the Master of Science in Internet and E-Commerce Technology in practice and gain practical experiences from doing business on the Internet.

(2) The report will cover an opportunities and risks study and analysis of the traveling service industry, especially in the photo trip arrangement business sector and competitor analysis both direct and indirect.

(3) Providing the marketing plan includes SWOT analysis, setting target market and market position, and marketing mix (4Ps).

(4) The website will include online booking service, basic photography training, customer service, online community, and other up to date information.

(5) Providing the website management strategies include web design, customer database management, security policy, and information update.

(6) The online business development process of the company website, its criteria and evaluation.

(7) Financial analysis in the scope of revenue and expenses.

1.7 Deliverables

Deliverables for this project will be as follow:

(1) The final report in detail covering the scope mentioned earlier.

(2) The prototype of E-commerce website which will show the design and appearance of the website; how the website looks like, what features are available to the visitors and customers and how they can go through each of the available information such as the product information, security policy, and other advantages information.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

II. OPPORTUNITIES AND RISKS

2.1 Economic Situation

For the past few years, Thai economy has recovered and gone upward since the Tom Yum Kung crisis in the year 1997. The current government has deployed many policies and countermeasures in order to bring back the confidents from the investors and consumers. Lots of measures are used to gain trust from both domestic and international investors and to make consumers, especially at the lower foundation of the economic system, feel confident about the economic situation so that they will spend more money. Economic stability continued to improve both internally and externally. Inflation fell, and so did the unemployment rate. The Bird Flu out break at the beginning of the year 2004 and the increasing of the world's gasoline prices would slow down the economic growth for this year but the private sector still have the purchasing power to spend for their comfort and relaxation. The number of cars sold in the Bangkok International Motor Show 2004 is still high as well as the spending during the Songkran vacation.

For the past few years, Thai government has promoted many domestic traveling campaigns such as "Thai Tour Thai", "Unseen Thailand", etc. in order to persuade Thai people to take the domestics trips instead of going abroad. Traveling becomes a significant industry as we can see that the government has established the Ministry of Tourism and Sports for developing a sustainable tourism industry that can increase Thai GDP (Gross Domestic Product). This year (2004), the Ministry of Tourism and Sports has set up the tourism development strategy for the year 2004 – 2006. The gist of the strategy is to level up Thailand to become the quality destination for tourists and the tourism capital of Asia with in 2006. To be succeeding, they have to improve the

tourism infrastructures such as hotels and resorts, transportation and communication, skill of the tour guide, and the cleanness of food. They also have to promote the alternative ways to travel such as Eco Tourism, Agro Tourism, Health Tourism, and Cultural Tourism. Many rules and regulations are used to ensure the comfortable and safety as well as avoiding deceptions for the tourist. For instance, according to the Act of Tourist Business and Guide, 1993, all tourist agencies and guides have to register with the Tourist Business and Guide Registration Office of the Tourism Authority of Thailand in order to conduct the tourist business. Because of the heavy promotion of Unseen Thailand campaign (2003 – 2004), more and more Thai travelers turn to the domestic travel instead of going abroad. Last year's presence of SARS in many countries around Thailand have effected the foreign travelers' decision to come to Thailand and other South East Asian countries but this may be good for the domestics travel business since it will also hold Thai tourists' decision to go to the risky country, such as Hong Kong or China, and they will turn to the domestic travel instead.

2.2 Demand for the Corporate Website

The growth rate of internet has been increased which enables internet to be another or additional effective channel for reaching target market regarding overall expenditures that are cheaper than other kinds of media such as print advertising. That is why the demand for website is increasing. There are many factors which impacts the demand for website. Firstly, the necessities of internet usage in the organization have been increased. Internet becomes a necessary communication tool in every organization because it is able to save much time and money in communication between business partners and customers. Thus, e-business tends to grow continuously. Secondly, internet has been using for products' distribution. Many companies use the internet as a supporting channel to distribute products besides traditional one (Offline) but the

St. Gabriel's Library, Au

2807 c.1

number of companies that use the internet as their main marketing channel are increasing. Thirdly, business to business (B2B) is gradually increasing because companies and entrepreneurs start foreseeing that this business model has more value than the model of business to customer (B2C). Fourthly, financial institutions or commercial banks are foreseeing the importance of e-commerce. They offer and expand services to serve and support the growth rate of e-commerce such as to be consulting about online payment planning. Lastly, customization has been created. Internet and e-commerce technology enables businesses to clearly define their target groups such as group of women, group of men, group of children, group of student, and group of teenagers, etc. Thus, companies or entrepreneurs can offer the right products and services to the right customers.

As for non-business Internet users, nowadays, the Internet becomes a convenient and comfortable way to search for all kinds of information. As shown in table 2.1 below, the first 3 activities of using the Internet for Thai people are searching for the information, using E-mail, and following the news. The main purpose of these 3 activities is to get knowledge and to communicate. Information is important for the Internet users. They will gather information related to the product such as features, price, warranty, and after sales service and then compare them with other products before buying anything from the online shop. Building the corporate website is the cheaper way to deliver the information about business's products and services and to communicate with the target customers. Companies that have no website or have the bad design or not informative website will not be trustworthy for the online shoppers.

Table 2.1. Top Activity on the Internet.

Activity	Frequency (person)	Percentage
1. Information search	6,576	31.9
2. E-mail	6,497	31.6
3. News update	2,893	14.1
4. Chat / ICQ	1,470	7.1
5. Online game	1,203	5.8
6. Web board	948	4.6
7. Software download	437	2.1
8. Shopping	267	1.3
9. Music download	200	1.0
10. Game download	98	0.5
Total	20,589	100

Source: NECTEC, Internet User Profile of Thailand 2003

2.3 Benefits of the E-Commerce Website to the Company and Customers

The following are the benefits to Thai Photo Trip.

(1) E-Commerce enables us to reach new customers more quickly and easily. The prospective customers can be aware of the company's existence and be able to see the information about our product and service through the web.

(2) E-Commerce overcomes the limitation of time and place of physical stores. It enables the company to reach more customers even in other provinces or countries.

(3) E-Commerce reduces the costs of business conducting such as advertising, promotion and costs of paper-based information processing and keeping. The company can advertise, promote, communicate, and give special offers

directly to customers at low cost. The online catalog helps company greatly reduce cost of the paper-based brochure printing and distributing.

(4) E-Commerce allows the company to receive direct feedback and comments from the customers. The company is able to build up a customer database via internet technology in order to customize offers and services to suit the target markets.

(5) E-Commerce allows small business to compete with bigger companies.

(6) E-Commerce enables the shop to service many customers at the same time without additional personnel costs.

Here are the benefits of E-Commerce to the customers.

(1) E-Commerce enables customers to access the company's storefront to window-shop and purchase online in the 24/7 basis regardless of the distance in the physical location.

(2) E-Commerce allows prospective customers to see and collect information about the company's products and services before buying.

(3) E-Commerce allows customers to receive faster and responsive customer service from the shop.

(4) E-Commerce enables customers to search for herbs information in an instant access format.

2.4 Five Forces Analysis

The Five Forces Analysis, developed by Michael E. Porter, looks at five different key areas which are the intensity of rival among existing competitors, threat of new entrants, threat of substitute products, the bargaining power of buyers, and the bargaining power of suppliers.

The Intensity of Rival among Existing Competitors

The competition in the whole travel industry is considered as high competition. There have been more than 9,500 tourist businesses licensed by the Tourism Authority of Thailand, as from the end of March, 2003 (source: Tourist Business and Guide Registration Office; http://www2.tat.or.th/tbgr/). After the government has promoted the Thai Tour Thai campaign, more and more Thai people tend to travel inside Thailand. Therefore, the domestics travel competition become more intense. However, when we focus only in the photo trip sector, the competition is still low because of the fact that there are few businesses that provide the photo trip service for the public. Most of the photo trips are organized for a specific group of people. For instance, the photo trip for the students in the photography department in the university, the photo trip for the member of the university's photo club, or the photo trip for the member of the photographic society. These parties are not the direct competitors for Thai Photo Trip because our objective is to provide the photo trip programs for the public. Any way, the target customers are the same. So, the competition will be more intense if they try to open their photo trip service to the public.

For the newly-started business, the cost of providing photo trip tour program to the public is rather high compare to those existing travel businesses. Due to the new comers have to invest on the photographic equipments and the personnel, the barrier to exit from the competition maybe strong. So, new comers will have to do every thing to compete with other new comers and the existing businesses that start providing photo trip service.

Threat of New Entrants

The possibility of new entrants which is considered as negative factor to the company is both low and high according to which way competitor came from, the

St. Gabriel's Library, Au

newly-established business or the existing related business. To provide the same services as Thai Photo Trip's services, the new comers have to recruit people who have photographic skill and traveling service skill. They also need to invest on the photographic equipments so the startup cost is rather high. It may not possible for the newly-established company to enter the market with low investment capital. On the contrary, it is very easy for the companies that already provide the traveling service or the photographic institutes that already provide the photography course to step into the competition. Since they both have already gotten half of the resource and skill needed to services similar to Thai Photo Trip's services, they will need less investment compare to our company. Thus, for the exiting business, it is easy for them to enter or leave the competition.

Since the nature of the photo trip is to give the photographic instructions to the tourist, it is nearly impossible to gain economy of scale from admit lots of people in one trip. Instead of that, each service provider should create the competitive advantage from the product differentiation or value added services. So, it is very attractive to new comers to enter this competition if they can create their own competitive advantages.

Threat of Substitute Products

Most of Thai Photo Trip's target customers are the photographers or people who love photo taking as well as love traveling around. The fact is that most of these people tend to be the students in the photography department in the university, the member of the university's photo club, the member of the photographic society, or the member of some kind of photo-related group. They have already got a chance to join the photo trip among their group's members so their switching cost is low and it is very easy for customers to switch from the photo trip organizers' trip back to their own group's trip. To avoid threat of substitutes, Thai Photo Trip has to add more value to our photo trip

so that we can change the customers' perception of substitute services and they will prefer our service.

The Bargaining Power of Buyers

The factors that can increase buyers' bargaining power is that the buyers, especially those who are already in the same photo-related group or institute, can form their own photo trip program. However, the buyers' bargaining power can be lowered if we can successfully create product differentiation. When focus on the current situation of the photo trip market competition, which is still low because there still be a few service providers on the Internet, customers have the limited choices so their bargaining power are low. Since there are very limited source of information about photo trip on the Internet, customers may not have much information to compare in terms of price, service, etc.

The Bargaining Power of Suppliers

In our business, suppliers have low bargaining power because of the fact that the equipments needed such as camera, film, etc. are not significant factors to conduct the services and there are a lot of suppliers available in the market while the product differentiation is low.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

III. MARKETING STRATEGIES DEVELOPMENT

3.1 Mission & Objectives of Marketing Strategies Development

Mission: To provide traveling services that can satisfy the demand of the people who want to learn how to take good photos while they still can enjoy Traveling around.

Objectives:

(1) To provide services which are well-mixed between learning and traveling services.

(2) To create awareness among prospects and increase the number of new customers.

(3) To maintain the existing customers.

(4) To create a good, strong, and reliable image of the company.

(5) To increase customer service level and increase sales revenue.

3.2 SWOT Analysis

The company uses the SWOT Analysis as a tool to support in planning and developing marketing strategy. It is the first stage of planning that helps the company focus on key factors. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Strengths and weaknesses are internal factors while opportunities and threats are external factors.

Strengths

(1) The Thai Photo Trip will be the limited company with the TAT tourist business license and all of our tour guides will have proper tourist guide license issued by The Tourist Business and Guide Registration Office of The Tourism Authority of Thailand (TAT) under the Act of Tourist

St. Gabriel's Library, Au

Business and Guide, 1993. With these licenses, customers will feel confident to use our services

(2) The photo trip programs provided to customers will be grouped into categories in terms of photographic skill required, type of camera and equipments used for the trip, etc. where customers can properly chose the photo trip that match with their skill and their own equipments.

(3) The online booking service enables the company to serve the customer in the 24/7 basis with low operation cost.

(4) With the internet technology, the company can easily observe the consumer behaviors, their interests and preferences. By doing this, we can receive the precise information in order to provide appropriate information, promotion, and services to satisfy our customers' needs.

(5) We will provide multiple choices of reliable payment method both online and offline for customers' convenience and comfort.

(6) Since the size of the company is still small, it is easy to adapt or adjust according to the environments that changed rapidly such as economic situation, Government's Policies, etc.

(7) Thai Photo Trip has a good relationship with trusted suppliers for the photographic-related products and services, such as the camera and camera accessories shop and the photograph developing and finishing service providers, and we can offer the best deal to our customers who want to buy such product or service directly from our website.

Weaknesses

(1) As a newly opened company, customers do not know our company and website at the beginning. It requires a lot of time and effort to build awareness, and gain reputation among the target customers.

(2) To conduct a trip, we need to recruit and employ both tour guides and photography instructors or people who have both traveling and photographic skills. For this reason, our startup cost and operation cost maybe higher than the ordinary travel agents. This result in rather high prices compare to the ordinary tour.

(3) Since the company is a small enterprise with limited investment budget, we cannot provide variety choices of destination for our photo trips at the startup period.

(4) The target market maybe too small since we focus on those who want to learn how to take a good photograph while they are traveling around.

Opportunities

(1) There is a rapid growth in Thailand travel industry since government has announced and promoted many travel campaigns. These campaigns persuade Thai people to take the domestics trips as there are lots of newly opened tourist attractions all over Thailand.

(2) The SARS crisis, occurred last year (2003) and continued to occur in some countries this year (2004), the foreign civil war, and terrorist attack problems has affected the number of Thai travelers who want to go abroad. More and more of These travelers may decide to spend their vacations in Thailand.

St. Gabriel's Library, Au

(3) The better economic situation enables people to spend more on their recreations. There can be more chance that people will try our newly traveling services.

(4) The government has encouraged internet and e-commerce technology. Schools and universities have supported it as well. Their students learn computer and internet application. E-lifestyle is trendy in the society. These are the good opportunities to take advantages of e-commerce.

(5) By searching through Thai leading search engines and portal web such as Sanook.com, Siamguru.com, Google.co.th, and Sansarn.com (for more detail, see appendix A), the writer found very few records of the existing websites in Thailand that provide the photo trip services. This is a great opportunity for ThaiPhotoTrip.com. As the early mover, we can easily gain the majority share in the market.

Threats

(1) Indirect competitors; travel agency and photographic institute, can easily become direct competitors because each of them has already had half of the skill needed to conduct a service like Thai Photo Trip's. Their barrier to enter the market is low and they might be able to provide the same service at lower cost.

(2) There is no law that really has the enforcement power to support the business transaction of E-Commerce in Thailand. For Thai people, financial transactions over internet are still untrustworthy.

(3) There are many factors prevented Thai people from making online transaction as display in table 3.1 below. Although there are other factors such as unable to see or feel, no credit card, or unable to find the place to

buy, but the most important factor is trust. Users do not trust the seller, the delivery system, and the payment system. So, many E-commerce website in Thailand needs to provide offline payment method in addition to the online method.

Table 3.1. Reasons Against Internet Purchase.

Reason	Frequency (person)	Percentage
1. Can't see / feel products	8,319	51.6
2. Don't trust the sellers	7,660	47.5
3. Not interested in the products	5,466	33.9
4. Too complicated process	5,007	31.1
5. Don't want to reveal credit card number	4,560	28.3
6. Don't have credit card	2,753	17.1
7. Concern for loss / damage products	2,673	16.6
8. Don't want to wait for delivery	2,020	12.5
9. More expensive than offline	1,499	9.3
10. Don't know where to buy	1,377	8.5
11. Don't want to buy from foreign shop	789	4.9
12. No interesting products	636	3.9
13. Others	229	1.4

Remark: Survey based on the people who have never shopped online only and each person can give 1 – 3 reasons.

Source: NECTEC, Internet User Profile of Thailand 2003

(3) People still do not have total confidence in disclosing their personal information on the website.

3.3 Competitor Analysis

The competitors of Thai Photo Trip can be separated into 2 categories; offline and online, but we will emphasize on the online competitors as Thai Photo Trip provides service mostly through our website, www.thaiphototrip.com.

Offline Competitors

There are some offline parties that have their photo trip such as the photographic-related institute, club, association, or company. The photographic institutes or schools usually arrange the photo trip for their students only as an outdoor practical part of the photography course. Unlike the photo clubs in the university or the photographic associations, they allow the people who are not their members to join their photo trip but the problem is most of the outsiders do not be able to know when the photo trip will be held. The photo clubs in the university or the photographic associations usually announce their photo trip arrangement to their members via a mail, handout, or notice board. So, even if they open their trip for the public, the outsiders may not have a chance to join if they do not know about the trip from the members or from the notice board in the university which they accidentally see it. For these aspects, the parties mentioned above are not considered as Thai Photo Trip's competitor.

The offline parties which can be defined as the indirect competitors are the photographic-related companies or magazines that arrange their short-time (less than 5 days) training course for the public. The information about their training usually announce or advertise in the photographic magazines such as Photo Digital, Shutter Photography (see figure 3.1 for example). Although some training include or even focus on the outdoor or on-location trainings, they are not similar to Thai Photo Trip's service in many ways. The most obvious difference is that the photographic-related companies or magazines offer the "training courses" so the main purpose of their trainings is to

St. Gabriel's Library, Au

give instruction on how to take photos only while the purpose of Thai Photo Trip's service is to give photographic instructions as well as to let our tour groups have fun with our travel program. When people join our photo trip, it means that they join both the tour and photo training, not the outdoor training.

Figure 3.1. Example of the Offline Photographic Training Announcement.

Source: Photo Digital magazine (page 65, Vol. 3, No.38, May, 2004)

St. Gabriel's Library, Au

Online Competitors

There are two places where people can find the information about photo trip on the Internet, the travel agency's website and the photographic-related web board. After searching through Thai leading search engines and portal web (see appendix A for more details), we found only one website that provide services similar to, but not exact, the Thai Photo Trip's services. That website is a700tour.tarad.com. The other search results are the links to the web board from The Photographic Society of Thailand under the Royal Patronage's website (www.rpst.or.th/board/), and web board from Trekking Thai's website (www.trekkingthai.com/cgi-bin/webboard/). It is Important to know and study our online competitors' strengths and weaknesses in order to correctly adjust and improve our services and competitive advantages.

Competitor's Website

The writer chose the A700 Tour's website, a700tour.tarad.com, as the online direct competitor because they provide photo trip programs along with the ordinary tour programs. A700 Tour's target market is similar to Thai Photo Trip's because they focus on a small group of tourists, less than 20 people, who want spend more time on any destination to take good photos before departing to the next stop. The A700 Tour's website is one of the cyber shops hosted in Tarad.com (www.tarad.com), the online E-marketplace.

There are 14 tour programs in a700tour.tarad.com as staged in their home page but, after a closer look, there are actually 8 tour programs offered and only 2 from 8 programs are the photo trip programs. One of their photo trips is displayed below.

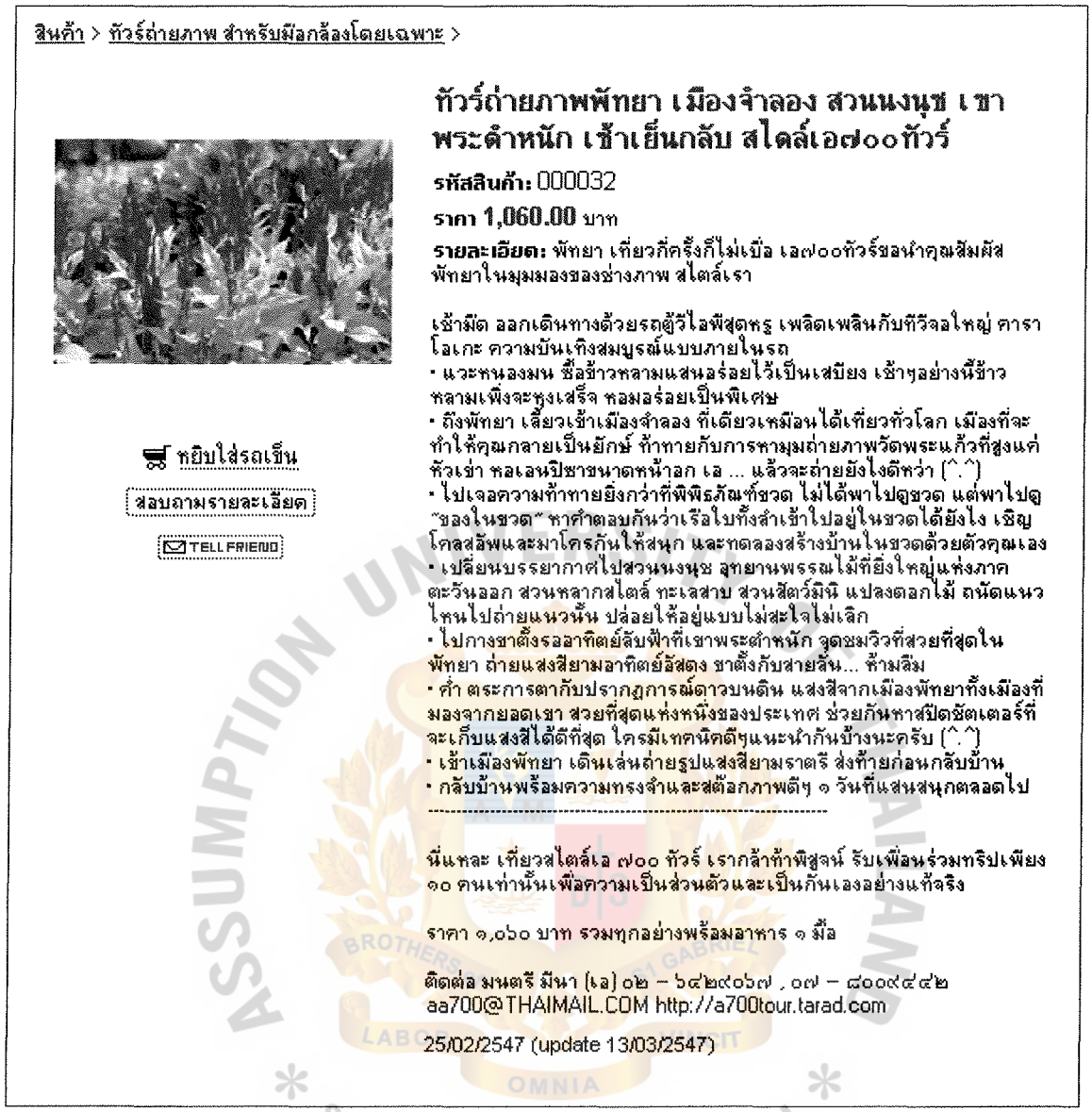


Figure 3.2. Example of a700tour's Photo Trip.

By scanning through a700tour.tarad.com, we can analyze the strengths and weaknesses of A700 Tour's company as follows:

Strengths:

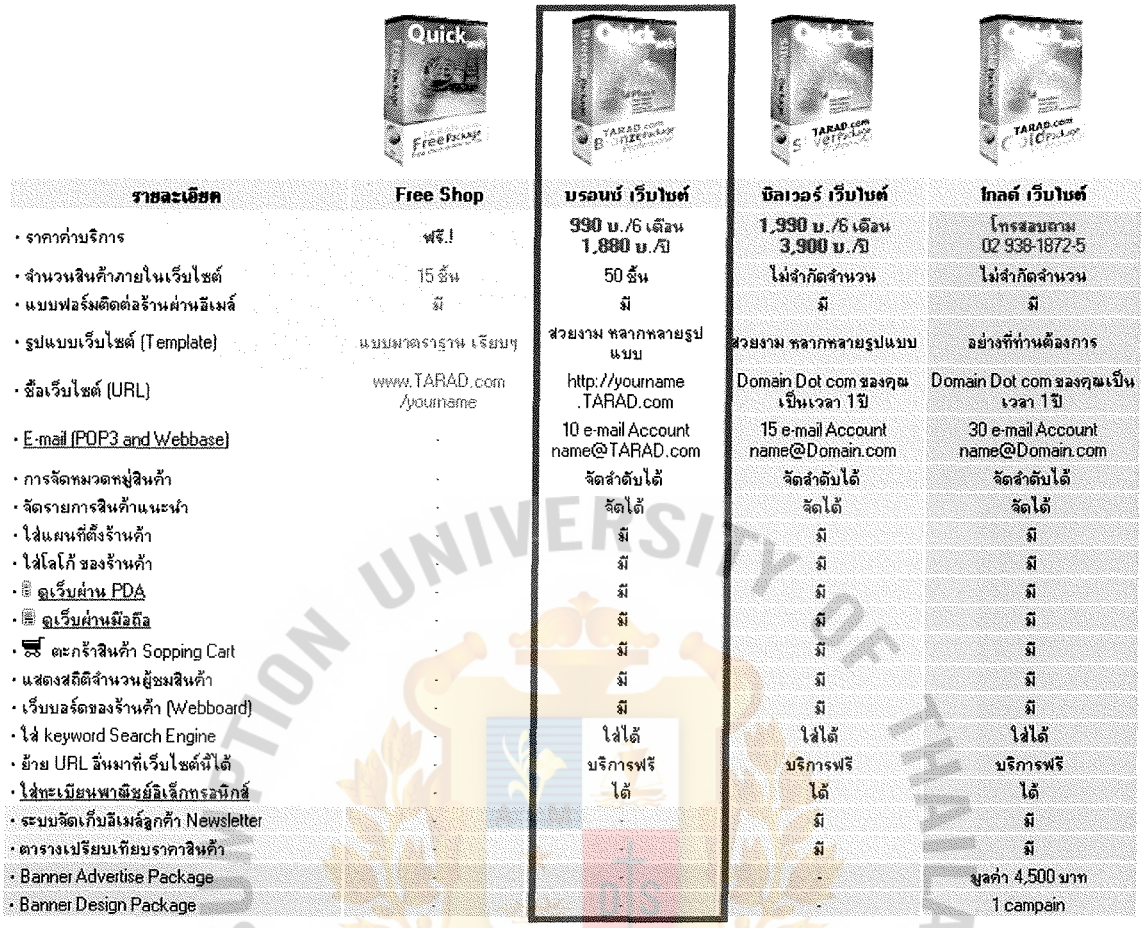
(1) The web hosting, Tarad.com, is a well known E-marketplace which has high traffic. There are 8,708 online shops in Tarad.com and on May 31, 2004 almost 12.5 million visitors have visited the shops in Tarad.com (as stated in

their home page, www.tarad.com). There is higher possibility that visitors will come across A700 Tour's website. It is considered as a good channel for sellers.

(2) The web hosting fee for the online shop in Tarad.com is much cheaper than general web hosting. As shown in figure 3.3 below, the bronze website package used by a700.tarad.com cost only 1,880 Baht per year (156 Baht per month). This package includes ready-to-use web template which the shop owner can easily use to create online shop. Tarad.com also provides a lot of infrastructures for online shop such as shopping chart, web board, E-mail account, product search, and web statistics. The very good thing about using Tarad.com's website package is that with only 156 Baht per month, A700 Tour can have WAP site that visitors can access with mobile phones and PDAs. So A700 Tour can open their complete E-commerce website with a very low investment

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of ST GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

ตารางเปรียบเทียบรายละเอียดการให้บริการแต่ละแพ็กเกจ



รายละเอียด	Free Shop	บรอนซ์ เว็บไซต์	ซิลเวอร์ เว็บไซต์	โกลด์ เว็บไซต์
• ราคาค่าบริการ	ฟรี!	990 บ./6 เดือน 1,880 บ./ปี	1,990 บ./6 เดือน 3,900 บ./ปี	โทรสอบถาม 02 938-1872-5
• จำนวนสินค้าภายในเว็บไซต์	15 ชิ้น	50 ชิ้น	ไม่จำกัดจำนวน	ไม่จำกัดจำนวน
• แบบฟอร์มติดต่อร้านผ่านอีเมล์	มี	มี	มี	มี
• รูปแบบเว็บไซต์ (Template)	แบบมาตรฐาน เรียบๆ	สวยงาม หลากหลายรูปแบบ	สวยงาม หลากหลายรูปแบบ	อย่างที่ท่านต้องการ
• ชื่อเว็บไซต์ (URL)	www.TARAD.com /yourname	http://yourname .TARAD.com	Domain Dot com ของคุณ เป็นเวลา 1ปี	Domain Dot com ของคุณเป็น เวลา 1ปี
• E-mail (POP3 and Webbase)	-	10 e-mail Account name@TARAD.com	15 e-mail Account name@Domain.com	30 e-mail Account name@Domain.com
• การจัดหมวดหมู่สินค้า	-	จัดลำดับได้	จัดลำดับได้	จัดลำดับได้
• จัดรายการสินค้าแนะนำ	-	จัดได้	จัดได้	จัดได้
• ใส่แผนที่ตั้งร้านค้า	-	มี	มี	มี
• ใส่โลโก้ ของร้านค้า	-	มี	มี	มี
• ดูเว็บผ่าน PDA	-	มี	มี	มี
• ดูเว็บผ่านมือถือ	-	มี	มี	มี
• ตะกร้าสินค้า Sopping Cart	-	มี	มี	มี
• แสดงสถิติจำนวนผู้ชมสินค้า	-	มี	มี	มี
• เว็บบอร์ดของร้านค้า (Webboard)	-	มี	มี	มี
• ใส่ keyword Search Engine	-	ใส่ได้	ใส่ได้	ใส่ได้
• ย้าย URL อื่นมาที่เว็บไซต์นี้ได้	-	บริการฟรี	บริการฟรี	บริการฟรี
• ใส่ทะเบียนพาณิชย์อิเล็กทรอนิกส์	-	ได้	ได้	ได้
• ระบบจัดเก็บอีเมล์ลูกค้า Newsletter	-	-	มี	มี
• ตารางเปรียบเทียบราคาสินค้า	-	-	มี	มี
• Banner Advertise Package	-	-	-	มูลค่า 4,500 บาท
• Banner Design Package	-	-	-	1 campain

Figure 3.3. Tarad.com Web Packages.

(3) With low investment, A700 Tour can offer tour programs at lower prices than Thai Photo Trip's.

Weaknesses:

(1) A700 Tour is owned and run by an individual, not the registered company. They do not have the tourist business license, issued by The Tourist Business and Guide Registration Office of The Tourism Authority of Thailand, which is required for all tourist agencies and guides under the Act

of Tourist Business and Guide, 1993. For this reason, A700 Tour may not be able to gain trust and confident from their customers.

(2) From the example shown in figure 3.2, a700tour's photo trips share the same concept as Thai Photo Trip's. The differences are that they do not focus on giving instruction on how to take a good photo. In their photo trips, they just take the customers to the places where they can enjoy taking photos and if any customer has any question about how to take a good photo, they can ask the tour guide or the photographer who go with the trip.

(3) A700 Tour does not tell the customers about what kind of camera and accessories they should bring. Although the photo taking topic is roughly stated on their website, it may not be easy for the tourists, especially those who do not have any photographic knowledge, to know which equipments are suitable for the trip.

(4) To join their photo trip, the tourist must bring their own camera and other accessories such as flash, lens, filters, etc. There are no alternative options for the people who want to join but do not have a camera.

(5) Even though they have a shopping chart system, shoppers can not purchase or book the tour online. The only one payment method is bank account transfer as shown in figure 3.4 below.

St. Gabriel's Library, Au

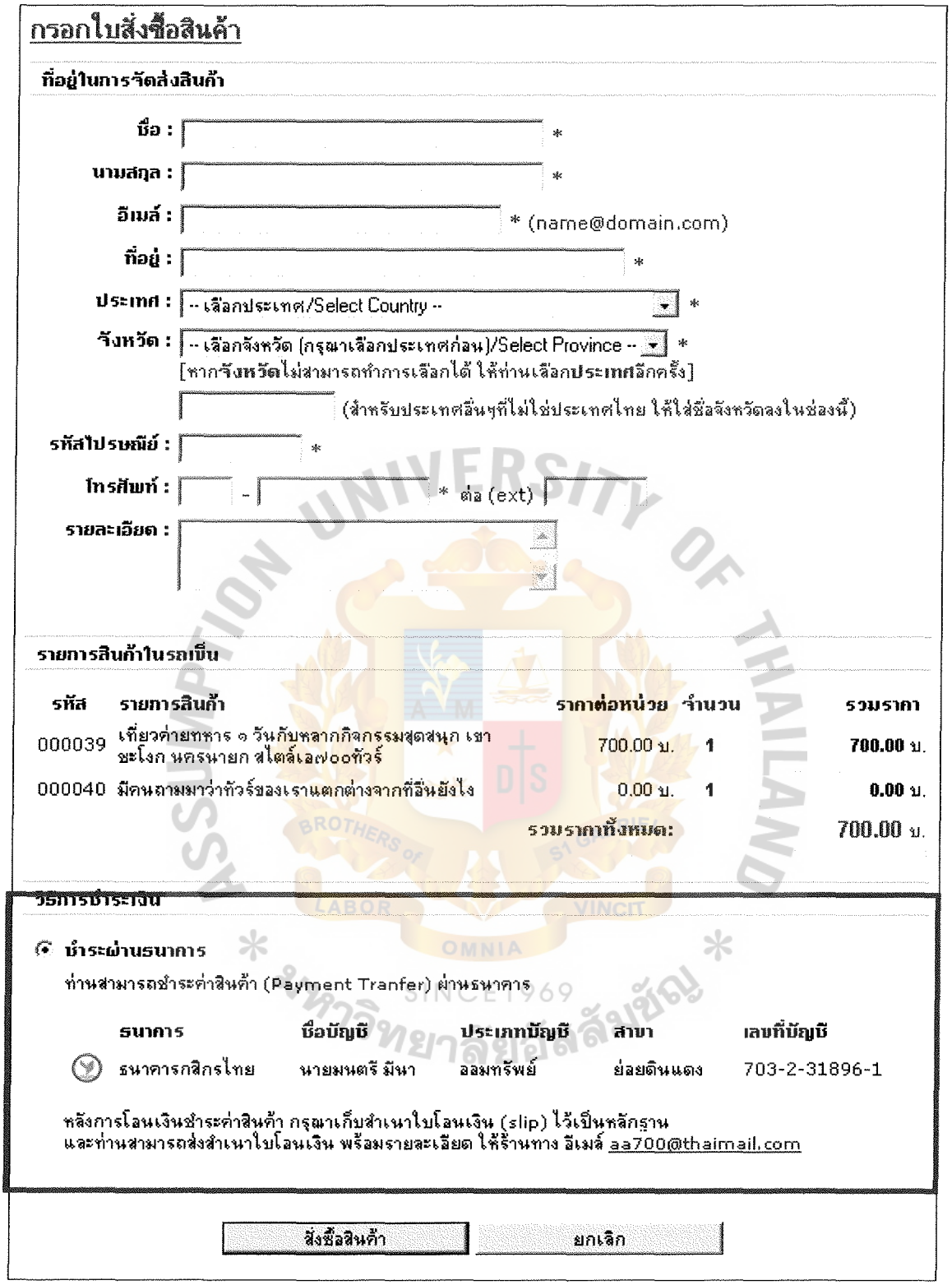


Figure 3.4. a700tour.tarad.com's Shopping and Payment Method.

Competitors in the Web Board

Searching for the information about photo trip on the photographic or traveling web board is, maybe, easier than finding a website that provides photo trip service. Because of the fact that it is easier to arrange the trip among the people who are in the same community or share the same interest, in this case, photography and travel. The examples of the photo trip arrangements posted on the web board are displayed in figure 3.5, figure 3.6, and figure 3.7. The groups of people who arrange, interested in, or join the trip posted on the web board are Thai Photo Trip's target market since they love to take photo while they are traveling. We also use the strengths and weaknesses basis to analyze this group of competitors.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

สมาคมถ่ายภาพแห่งประเทศไทย ในพระบรมราชูปถัมภ์
The Royal Photographic Society of Thailand under The Royal Patronage of H.M. The King

แจ้งข่าว .. กิจกรรมสัญจร เขาใหญ่ ๓-๔ กค.นี้

postreply สมาคมถ่ายภาพแห่งประเทศไทย ในพระบรมราชูปถัมภ์ -> กระดานสนทนา

ผู้ตั้ง	ข้อความ
ฝ่ายดิจิทัลฯ	ตอบเมื่อ: Thu Jun 03, 2004 5:59 pm เรื่อง: แจ้งข่าว .. กิจกรรมสัญจร เขาใหญ่ ๓-๔ กค.นี้
เข้าร่วม: 09 Jan 2004 ตอบ: 77	สมาคมถ่ายภาพแห่งประเทศไทย ในพระบรมราชูปถัมภ์ ฝ่ายดิจิทัล ขอเชิญชวน สมาชิก และผู้สนใจทุกท่าน ร่วมถ่ายภาพนอกสถานที่ กิจกรรมสัญจร เขาใหญ่ 3-4 กค. 47 ใครไปได้บ้าง ทุกท่านที่มีใจรักการถ่ายภาพ ทั้งสมาชิกและบุคคลทั่วไป มือใหม่มือเก่า โดยขอให้มีสุขภาพที่ดี อุปกรณ์ที่ควรนำไป กล้องชนิดใดก็ได้ ขาตั้งกล้องพร้อมสายลั่นชัตเตอร์ (ถ้าไม่มีก็ไม่เป็นไร) รองเท้าที่ใส่สบาย ไฟฉาย ขวดน้ำดื่มประจำตัว อุปกรณ์จำเป็นอื่นๆ ยา/สเปรย์ กันยุง เสื้อกันหนาว เสื้อกันฝน ยาประจำตัว หมวก ถุงกันหาก(ถ้ามี และประสงค์จะเดินป่า)) รับจำกัด 40 ที่ ค่าใช้จ่าย ในการร่วมกิจกรรม สมาชิก 800 บาท , บุคคลทั่วไป 950 บาท ราคานี้รวมค่าเดินทางด้วยรถปรับอากาศ ค่าที่พักรวม แยกชายหญิง เป็นสัดส่วน ค่าประกันภัยอุบัติเหตุ ในช่วงเวลาดังกล่าว แต่ไม่รวมค่าอาหารที่จะออกกันเอง และค่าใช้จ่ายส่วนตัวอื่นๆ ลักษณะของกิจกรรม มีบรรยาย กิจกรรมกลุ่มอื่นๆ มีการแบ่งกลุ่มถ่ายภาพ ต่างๆ และมีกลุ่มสำหรับมือใหม่ มีคณะทำงานดูแลอย่างใกล้ชิด และมีการนำภาพที่ได้มาดูและวิจารณ์ กำหนดการ วันเสาร์ที่ 3 กค.2547 รถจอดที่สถานีรถไฟฟ้าหมอชิตฝั่งสวนจตุจักร 07:00 ออกเดินทาง แจกเอกสารบนรถ 08:00 รับประทานอาหารเช้าบนรถ (เป็นแซนด์วิช) บนรถจะเตรียมจัด แบ่งเป็น สีกลุ่ม กลุ่มละประมาณ 10 คน เพื่อจัด วิทยากร และคณะทำงานของ ฝ่ายดิจิทัล ประจำกลุ่ม ๆ ละ 3 คน คอยดูแล ช่วยเหลือ แนะนำ โดยจะมีกลุ่มสำหรับมือใหม่ด้วย 09:00 ถึงน้ำตกเหวนรก แวะถ่ายภาพมาโคร และภาพนกทั่วๆไป (ถ้ามี) 12:00 รับประทานอาหารกลางวัน ตามอัธยาศัย (จ่ายกันเอง ที่ร้านค้า) 13:00 เข้าที่พักเก็บกระเป๋า เป็นที่พักรวม มีแยกชายหญิง มีเครื่องนอนพร้อมหมอน ผ้าห่ม 14:00 ไปหอดูสัตว์หนองผักชี มาโครพวกแมลง ทิวทัศน์ทั่วไป (อาจมี ถ่ายพอตเทรต นางแบบในทุ่งหญ้า) 17:00 เย็นเข้าที่พัก พักเหนื่อย 18:00 ถ่ายภาพพระอาทิตย์ตกดินที่มีงน้ำมอสิงโต 19:00 รับประทานอาหารเย็นตามอัธยาศัย 20:00 บรรยายการถ่ายภาพนกโดย คุณ สาวน้อยร้อยชั่ง บรรยายธิวิตป่า โดยเจ้าหน้าที่ป่าไม้รับเชิญ 21:30 หลับฝันถึงพระอาทิตย์ทอแสงยามเช้า (ใครไม่ง่วง อาจสนใจร่วมดูดาว ถ้าท้องฟ้าเปิด)

Figure 3.5. Photo Trip Sample from the Web Board of The Photographic Society of Thailand under the Royal Patronage's Website (First part).

Source: www.rpst.or.th/board/viewtopic.php?t=301

ต้อนรับเช้าวันอาทิตย์ที่ 4 กค.
05:45 ถ่ายภาพทิวทัศน์พระอาทิตย์ขึ้น
07:30 รับประทานอาหารเช้า ตามอัธยาศัย
08:30 แบ่ง กลุ่มเดินเทรลถ่ายภาพ น้ำตกผากล้วยไม้
และ น้ำตกเหวสุวัติ
(หรือมีทีมใดใจถึงก็เดินฝ่าดงเสือเข้าหน่วยคลองยิเด่เลย)
10:00 สลับกลุ่มน้ำตกผากล้วยไม้ และ น้ำตกเหวสุวัติ
หมายเหตุ ถ้ามีบางคนไม่อยากเดินป่า จะจัดกิจกรรมรองรับ ในระหว่างรอคอย
12:00 รับประทานอาหารกลางวัน ตามอัธยาศัย
13:30 เก็บของขึ้นรถ
14:00 แวะถ่ายภาพอีกครั้ง
15:30 ลงจากเขาใหญ่
18:00 ถึงกรุงเทพโดยสวัสดิภาพ

หมายเหตุ กำหนดการอาจเปลี่ยนแปลงได้ และกิจกรรม จะมีหลากรูปแบบ เพื่อความเหมาะสม

คำเตือน เพื่อความปลอดภัยของแต่ละท่าน ห้ามออกเดินป่าคนเดียว ในกลุ่มห้ามแยกไปไหน โดยไม่บอกคณะทำงานผู้ควบคุมดูแล การปฏิบัติตัวเมื่ออยู่ในป่าขอให้เชื่อฟังคณะทำงานอย่างเคร่งครัด
การแต่งกาย ต้องรัดกุมเหมาะสมแก่การเดินป่า อากาศอาจเย็นในช่วงกลางคืน กรุณาเตรียมเสื้อกันหนาว และช่วงนี้อาจมีฝนตกได้ กรุณาเตรียมเสื้อกันฝน และพร้อมอุปกรณ์กันชื้นแก่กล้องของที่นำคิดตัว ขอให้ ใช้กระเป๋าที่เหมาะสม ควรเป็นชนิดแป๊ะนายหลัง รวมถึง มีที่ใส่ขวดน้ำเพื่อดื่มระหว่างทาง และ คำนึงถึงน้ำหนักในการแบก อย่านำกล้องไปหลายตัวมากนัก เอาไปเท่าที่จำเป็น
ห้ามเล่นน้ำตกในทุกกรณี
กรณี ทาก หากไม่สะดวกในการใช้ถุงกันทาก ทางวิทยากร ก็จะมีข้อแนะนำต่างหาก
ผู้ที่มีโรคประจำตัว ให้แจ้ง แพทย์ ของคณะทำงานทราบ เพื่อจะให้การดูแลเป็นพิเศษ

รับจำกัด 40 ที่ เท่านั้น
ต้องสมัครและโอนเงิน ก่อน พร้อมชื่อสกุลจริง เพราะ ทางสมาคมฯ จะทำประกันอุบัติเหตุ ในระหว่างเดินทางและช่วงทำกิจกรรม

ค่าใช้จ่าย ในการร่วมกิจกรรม สมาชิก 800 บาท , บุคคลทั่วไป 950 บาท
ราคานี้รวมค่าเดินทาง ค่าที่พักรวม แยกชายหญิง เป็นสัดส่วน ค่าประกันภัยอุบัติเหตุ ในช่วงเวลาดังกล่าว แต่ไม่รวมค่าอาหารที่จะออกกันเอง และค่าใช้จ่ายส่วนตัวอื่นๆ

สอบถามรายละเอียดเพิ่มเติมได้ที่
คุณ อนันทิยา อินทรรัตน์ แผนกธุรการและกิจกรรมสัมพันธ์
โทรศัพท์ 02-704-8698 , 02-376-1140

ขั้นตอนการสมัครเข้าร่วมกิจกรรม
1. ชำระค่ากิจกรรมโดยการนำเงินฝากเข้าบัญชีเงินฝาก
ธนาคารไทยพาณิชย์ จำกัด (มหาชน)
ในนามของ "สมาคมถ่ายภาพแห่งประเทศไทย
ในพระบรมราชูปถัมภ์"
สาขาหัวหมาก เลขที่บัญชี ๐๔๔-๒-๗๒๐๑๕-๑

[สมาชิก 800 บาท , บุคคลทั่วไป 950 บาท ไม่รวมค่าอาหาร]

ไม่รับสมัครในวันงานเด็ดขาด เพราะต้องส่งชื่อนามสกุล ในการทำประกันภัยก่อนล่วงหน้า

2. ส่งโทรสารสำเนาใบโอนเงิน และชื่อ-นามสกุล
พร้อมเบอร์โทรศัพท์ ไปที่ คุณ อนันทิยา อินทรรัตน์
แผนกธุรการและกิจกรรมสัมพันธ์
โทรสาร 02-376-1025
หรือส่งสำเนาไปทางไปรษณีย์ก็ได้ อย่าส่งใบจริงเผื่อไม่ถึงมือจะได้มีหลักฐาน
3. ตรวจสอบรายชื่อผู้สมัครแล้วได้ที่เวปไซต์ของสมาคมถ่ายภาพแห่งประเทศไทย ในพระบรมราชูปถัมภ์
http://www.rpst.or.th หน้ากระดานสนทนา

ขึ้นไปข้างบน profile pm

ผู้เยี่ยมชม ตอบเมื่อ: Thu Jun 03, 2004 6:26 pm เรื่อง: quote

ไปครับพรุ่งนี้ไปโอน 2 ที่

Figure 3.6. Photo Trip Sample from the Web Board of The Photographic Society of Thailand under the Royal Patronage's Website (Second Part).

Source: www.rpst.or.th/board/viewtopic.php?t=301

The Photographic Society of Thailand under the Royal Patronage is one of the well-known photographic societies. The society has been established for 44 years and has a lot of members. Each year, there are training courses, meetings, and photo trips opened to both members and non-members.

Strengths:

(1) The trip organizer, the Photographic Society of Thailand under the Royal Patronage, has high reputation, especially for those who love photography, since they are established for a long time. They can easily gain more trust and confidence from the customers than the others.

(2) They give lots of details and a trip schedule to the customers for comparison and decision making.

Weaknesses:

(1) There is absolutely no information about the photo trip in the other page of the Photographic Society of Thailand under the Royal Patronage's website. The only place where visitors can find the photo trip programs is in the web board. So, for those visitors who are not their member or not familiar with their web board, they may not have a chance to join or even do not know that they have the photo trip programs.

(2) The trip allows the tourists with all levels of photographic skill to join. This will make tourists feel uncomfortable. The amateur photographers need basic instructions while the professionals need the suggestions on the advance tips. Grouping them together may not be a good idea.

(3) With no camera and accessories specification clearly defined, some of the tourists may not have a chance to take photos in some topic. For instance, the person who brings the compact camera can not take a macro shot which

requires a specific type of lens. If the tourists do not bring the tripod with them, they may not have a chance to take a good sunset shot.

(4) There is no online booking and payment system or any E-mail address for the customers to contact with the organizer.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

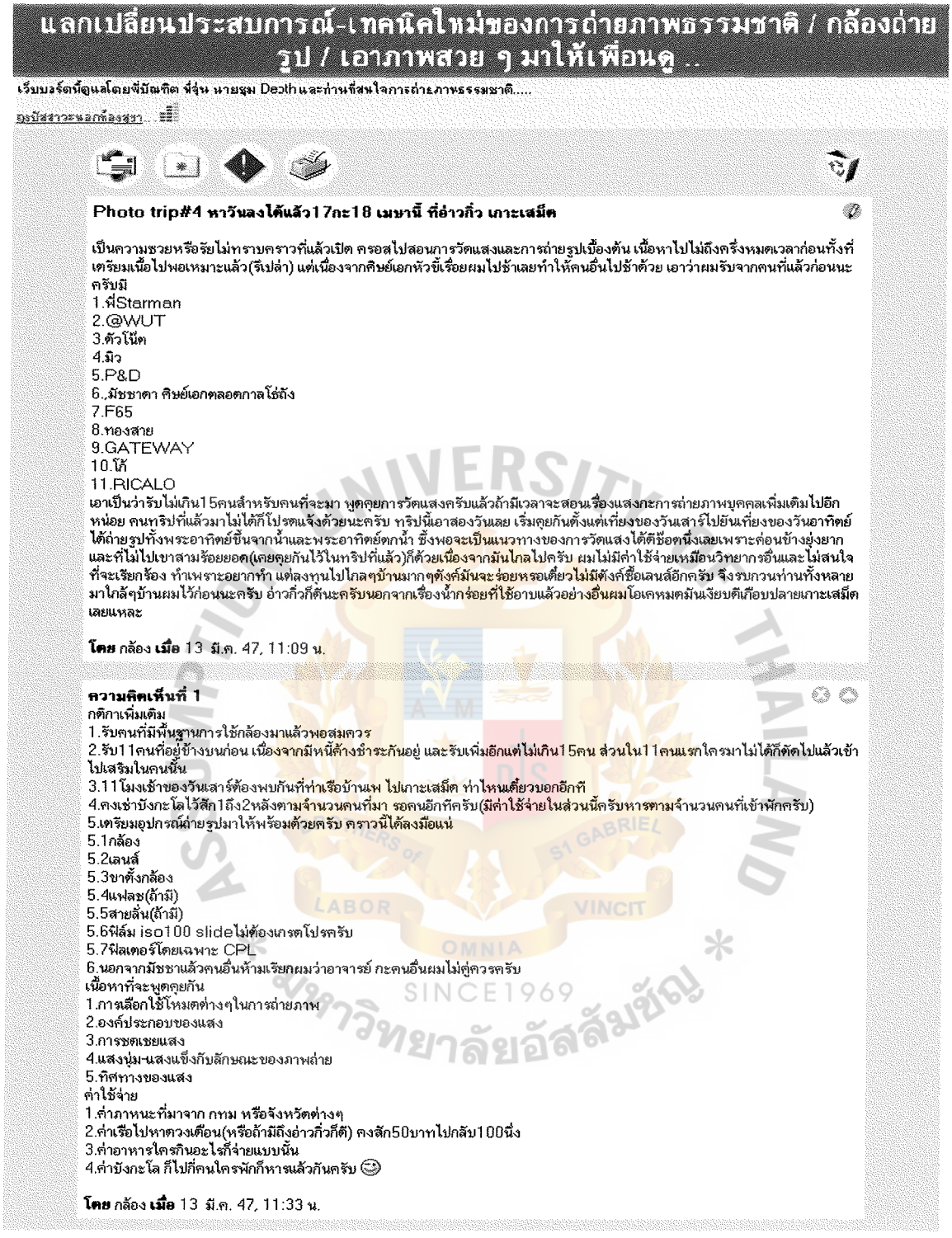


Figure 3.7. Photo Trip Sample from the Web Board of Trekking Thai's Website.

Source: www.trekkingthai.com/cgi-bin/webboard/generate.pl?board=photo1&content=0493

Trekkingthai.com is the website of Trekking Thai Ecotour Co., Ltd., the ecotourism and adventure travel operator. The company offer many trekking/hiking and ecotourism programs. The target audiences of the website are the people who love the adventurous traveling. One of the web boards in www.trekkingthai.com, The Slower Club, is the online community where people who love to spend more time on each place they travel to for photo taking can share their experiences, photographic knowledge, and comments on each other's photos. This is also the place to find Thai Photo Trip's target customers.

Strengths:

(1) Trekkingthai.com is one of the well-known websites of trekking in Thai evergreen forests with around 25,000 unique visitors per month (source: http://truehits.net/stat.php?login=nchuanch). There is more chance to reach target customers.

(2) Due to the fact that the slower club's web board is the meeting place for the people who love to take photos while they are traveling around, this is a good place to inform people about photo trip arrangement.

Weaknesses:

(1) Although the web board is in Trekking Thai Ecotour's website, the photo trips are not organized by the company.

(2) After taking a closer on all photo trips programs in the web board, the writer can conclude that the trips are organized for the group of people who already know each other. In figure 3.7, the person who posted this topic uses his/her nickname and he/she has already determined who will join the trip. This is more like an informal trip appointment for the group of friend. People outside their group may not fill comfortable to join.

3.4 Total Customer Value Analysis

Customers normally choose to buy the products and receive services from a company that is perceived to offer highest value. Such value can be evaluated by comparing total customer value to total customer cost as follow;

Customer Delivery Value = Total Customer Value – Total Customer Cost

To satisfy the customers the company should offer the product or service with high value added and help customers reduce their cost of obtaining the product or service they desired. Below is the total customer value analysis of Thai Photo Trip.

Total Customer Value

Product Value

As the photo trips arrangement business, our core product is the trip program plus the photographic instruction during the trip. To increase the value of the trip program, we have to punctiliously select the quality destination that is suitable for our trip. The numerous and gorgeous sceneries will be surveyed and carefully selected by our staff in order to create the inspiration and aspiration on photography in customers' mind. The places should be so beautiful that will induce photographers, whether they are professional or amateur, to pull out their camera and take a short. To get a good photo, the magnificent landscape is not enough. Besides that, we need to know the right time or right period to get the best photograph. For example, the right period for taking photos at the sunflower field in Lopburi Province is between October to January and the photos are better taken during 9.00 – 11.00 am. Unlike the ordinary photo trips that focus only on the photo taking, we will add other activities to let the tour participants relax and having fun. Besides the photographic instructions, we will also give interesting information about the location in order to make our customers feel that they are in the "trip" not in the outdoor photographic course.

St. Gabriel's Library, Au

To increase the value of the photographic instructions during the trip, we need to carefully recruit and select the right personnel in order to properly match their expertise with each kind of trip. In the trip for the amateurs, the instructions should be basic, easy to understand and follow, and can be practically used in daily life. On the other hand, the professionals may need the advance tips and techniques in detail for the specific topic.

Service Value

Many value added services will be offered to the customers include presales services, point of sales services, add-on services during the trip, and after sales services. Firstly, before making decision to purchase, customers need to know the information about the trip. They can log on to website, select the trip they interested in, and, after they register with our website, they can view the full details of the trip include prices, time table, schedule, the topic of photo taking, the suitable equipment for the trip, and sample photos taken from the destination. If the customers have some questions or want more information, they can search through the FAQ (Frequently Asked Questions), web board or contact the company by E-mail.

Secondly, the online point of sales services, customers can check for the availability of seats of the trip, booking the trip, and select payment method they prefer. Customers can book our trip 24 hours a day and 7 days a week.

Thirdly, the add-on services that customers may need during the trip, in some trips, the specific kind of cameras or equipments may be needed such as the 35 mm. SLR camera or the macro lens for close-range photography. For the customers who do not have the suitable equipment to the trip, we will offer them a camera rental service. To do this, we will partner with the trusted camera shops who can offer the quality equipments and we will act as an agent between the shops and the customers who want

to rent or even buy the camera or equipments. Unlike some photo trip organizer, usually those trips posted in the web board, which do not provide the meals and transportation to the customers, Thai Photo Trip's packages will include all meals, transportation (except some of the 1 day trip inside Bangkok; see product or service strategy for more detail), and other fee (if needed) in our quotation shown in the website for the customers' convenience. In some case, customers may not prepare enough films they need or they may not want to carry lots of film with them. We will offer the additional film preparation service which allows customers to order the films from us during the booking process and we also prepare the additional film the customers can purchase during the trip. For the digital camera users, we will offer the photo CD service to them. We will prepare the notebook PC which customers can transfer their photo to it and we will write their photos into the photo CD and send it back to the customers after the trip.

Lastly, the after sales services, besides the photo CD service stated before, we will offer the photo trip alert service to the customers. We will use the information from the registration and the past transaction of each customer to find their interest and liking and then match with our trips. When we have a trip that might interest them, we will alert them via E-mail. For customers who want to be regularly informed about our services and updated news, they can subscribe for our Photo trip newsletter. Customers can send their comments and feedback to us by E-mail or posted it in our web board.

Personnel Value

In order to create personnel value, Thai Photo Trip concerns a lot on the recruitment of the staff. There are 2 kind of staff significantly needed in order to provide photo trip services to the customers. Firstly, the photography instructors must be the skillful photographers who have experiences in photography, especially for outdoor photo. To gain trust from our customers, we will have the instructors' portfolio page in

our website where customers can come in and look at the information including instructors' name, educations, experiences, and their work. Apart form good photographic skill and knowledge, the instructors must also have good teaching skill in order to effectively pass on their knowledge to the customers. Moreover, the instructors should be service minded and friendly to make the customers feel comfortable while they learning how to take a good photo with us.

Secondly, the tour guides should be service minded, friendly, and have great interpersonal skills. They must also have a good knowledge about the tourist attractions in Thailand. Most importantly, all of our tour guide must have the Guide License Card issued by Tourist Business and Guide Registration Office which can ensure the quality and trustworthiness of our guides to the customers.

Other customer service staff at the back office must also have a service mind and good interpersonal skills so that they can provide quick responsive services to customers.

Image Value

Thai Photo Trip will register with the Tourist Business and Guide Registration Office to obtain the Tourist Business License which will ensure the customers about the trustworthiness of our company. We will also refer our company and website to the government organizations such as The Tourism Authority of Thailand and the professional tourist business organizations such as Tourism Council of Thailand (www.thailandtourismcouncil.org) and Professional Tourist Guide Association of Thailand (www.thaiguide.or.th) to create strong and reliable image value.

In terms of company policy, we commit to use security procedures to protect personal information the customers submit to us from misuse or unauthorized disclosure. The personal information that the customers submit to us is stored in the

St. Gabriel's Library, Au

secure database behind an electronic intrusion protection such as firewall. The customers can access their personal information only by using a password. Access to the data within company is limited to a few computer technicians for our site who need to maintain the database and who also use passwords for that access. We will also ensure the authenticity, integrity and privacy of e-mail communicated to or from our site.

As the newly established company, we have to be concerned a lot on the company's image in our customers' minds. All above values which are product value, service value, and personnel value also affect the image value of the company. Thus, we need to maintain and keep those values to be consistent in order to create reliability and image of professional.

Total Customer Cost

Monetary Cost

Our prices are affordable and reasonable and the online value added services are free of charge. Moreover, the web will offer some special discount programs to the customers which can also help them save their money. By online booking service, customers do not have to go out and pay for any transportation fare anymore. They can get all the information needed for comparison and decision making and book the tour at any time and from any where they are via our website. With our newsletter and E-mail alert service, customers will be regularly informed about our services, promotions, and other updated news at extremely low cost.

Time and Energy Cost

As the customers can receive the information needed in just a few clicks, they need not to fax or call and wait for a day to get the answer from us. Moreover, the easy navigation and user-friendly website allow the customers to save searching time or

getting loss in the web. With the customer registration system in our website, customers will be requested to give their personal information to us only at the first time they contact with our website. Their information will be kept in our customer database for future reference. The customers need not to give it every time they visit our website. Whenever they log on to our website with the correct user name and password, we will know who they are, their past transaction, and which tour program and promotion they are interested in. Our trip programs will be categorized in terms of skills required, equipments needed, and length of the program which allow customers to speed up their search.

Psychic Cost

Under the law protection, the Tourist Business Licensed has already given guarantee for any damages caused by default on any agreements of Tourist Business to the travelers. As the licensed tourist business with licensed tour guides, Thai Photo Trip can lower the customers' psychic cost and gain their trust. The instructors' portfolio page in our website can also reduce the customers' uncertainty about the quality of our photo trip instructors. Personal information privacy is the major concern in shopping website. We commit to use the privacy and security policy and procedures to protect personal information the customers submit to us from misuse or unauthorized disclosure. Thai Photo Trip will employ the secure online payment system provided by the trustworthy third party such as the Bank to make our customers feel safe and comfortable to use the online booking and payment system. All of these are related to the values mentioned above which means they are able to lower the psychic cost as well.

3.5 Market Segmentation

In order to be efficient in using marketing resources, the company will segment market into different groups of buyers which can help us to focus on the best segment. The different groups require different marketing mix because potential users of the products are not alike and the same general appeals will not interest all prospects. Thus, it is necessary to effectively cover the entire market for particular products. Before the market strategy development, the company has to segments all possible potential markets in order to select the most suitable market. The company will segment the market according to the followings basis:

Psychographic and Behavioral Segmentation

As for psychographic and behavioral segmentation, we will consider the customers' likes and interest in photography. There are two major segments. The first group is the people who like or interested in photo taking whether they are the professionals, amateurs, or the beginners who just take the first step to the photography world. The others are persons who are not interested in photo taking no matter how good our persuasions are.

Demographic Segmentation

There are many demographic aspects for market segmentation includes age, sex, education, income, etc. Due to the fact that our photo trip programs is focused on the customers' recreation. The education and sex factors may not important. Everyone can have the photography as their hobby either male or female and no matter what kind of education they have got. However, the age factor is considerable, as it may effect on how they spend time for their leisure and how much money they can spend.

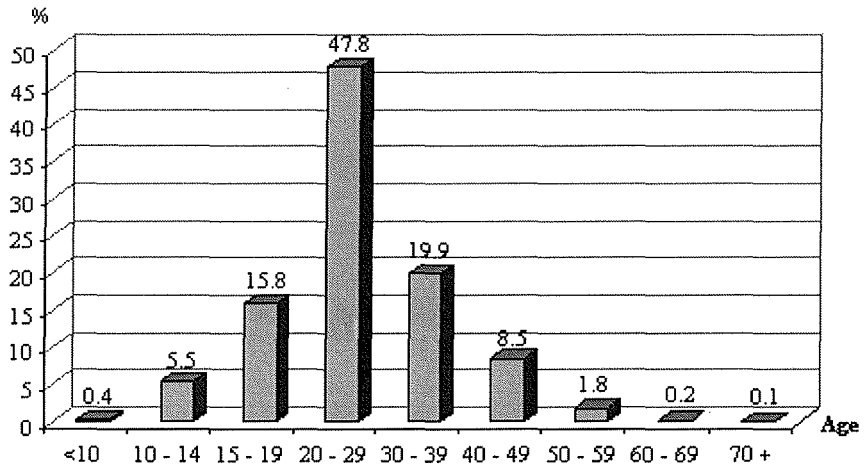


Figure 3.8. Age Proportion of Thai Internet User in the Year 2003.

Source: NECTEC, Internet User Profile of Thailand 2003

According to Internet user profile of Thailand 2003 shown in figure 3.7 above, we can segment the potential market into 4 groups. Firstly, person age between 10 - 19 years which are 21 % of the Internet user. Most of the people in the first group are students. They have not got their own income yet, but they have plenty of spare time, especially during the summer and winter holidays, to spend on leisure activities include our photo trip. Secondly, people age between 20 - 29 years which are the majority group, almost 50 %, of Thai Internet user. The members of this group are considered as the working people though some of them may be the college or university student. The people in this age span are young and energetic. Furthermore they have their own money to spend on their leisure. Thirdly, people age between 30 - 39 years which are 20 % of the Internet users. Most of This group's members have a stable work and some might already have a family. Fourthly, people aged from 40 and above which are 11 % of the Internet user. This group also has a stable job and most of them get married. With

a secure life and family, the third and the fourth segments tend to spend more money on leisure. They may have photography as their hobby.

Geographic Segmentation:

As a newly-established business with limited startup cost, Thai Photo Trip will focus on serving only Thai people in the beginning.

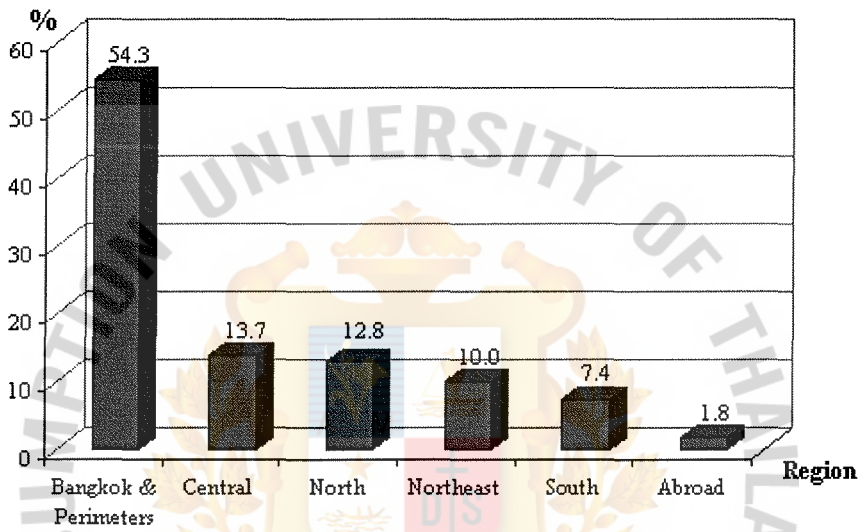


Figure 3.9. Regional Proportion of Thai Internet user in the Year 2003.

Source: NECTEC, Internet User Profile of Thailand 2003

According to Figure 3.9, we can separate the market into two geographical segments. Firstly, the people who live in Bangkok and the surrounding perimeters include Nonthaburi, Prathumthani, and Samutprakan which counted for 54 % of the Internet users in 2003. This group is considerably high compare to other regions due to the better communication infrastructure. Secondly, the Internet users in all other regions account for 46 %. From this aspect, we can see that the majority is in Bangkok and neighborhood.

St. Gabriel's Library, Au

3.6 Market Targeting

To successfully compete in markets, mass marketing is no longer a viable option for most companies, especially companies with limited beginning investment and resources like Thai Photo Trip. Instead of trying to serve everyone need in order to let them be our customers, we have to study and analyze the market segmentation and select the segments with high possibility and potentiality to serve and satisfy.

After carefully analyzing the above market segmentation, we decide to develop the marketing mix to serve the people who like or interested in photo taking include the professional photographers, amateurs photographers, and all other people who interested in photo taking and want to have a good-looking photos from their trips. It would be better for us to offer the photo trip services to the people who are interested in it.

The target market should age between 15 – 49 years old which is counted for about 90% of the Internet users in 2003 because of the fact that there will be more chance for our company to reach this market segment through our main selling channel, the www.thaiphototrip.com website. As stated earlier, people ages between 15 - 22 years old are usually the students. Although they may not earn any income yet, but they have plenty of leisure time, especially during the summer and winter holidays. So, we can arrange the weekday photo trip to this group which will help us effectively distribute the workload of our staffs. The next group is person age from 23 to 49 years old who are considered as the working people and have their own money to spend on their leisure. We can encourage them to have the photography as their hobby in order to generate demand because of the fact that this group of people really has the ability to pay for what they willing to buy.

Due to the fact that our office and all of the staff are located in Bangkok, we will try to serve people who live in Bangkok and perimeters, which account for 54 % of the internet users in the year 2003, in the first 2 -3 years of business settlement. However, the customers outside of Bangkok and perimeters will not be abandoned. We will try to serve all Thai people regardless of their region or province even though the customers who do not live in Bangkok or the surrounding perimeters may have some trouble coming to the starting point of the trip. In case of the tour programs to other provinces outside Bangkok, we will let customers chose their preferred starting point. For instance, for a day trip to Lopburi, the people who live in Lopburi or nearby provinces such as Saraburi or Singburi may prefer meeting at Lopburi instead of coming to Bangkok and then back to Lopburi.

In summary, our target market will be ***"Thai people age between 15 – 49 years old that love or interested in photo taking while traveling around"***.

3.7 Market Positioning

Thai Photo Trip will position our services as "The trips that all photography lovers can join, learn, and have fun together". This means that anyone who likes or interested in photo taking, whether they are the professionals or amateurs and no matter what kind of club, institute, or association they are in, can join our trip. We will give our customers not only the quality, practical, and easy to understand photographic instruction but also the impression and joyfulness from our program.

The positioning for our website, www.thaiphototrip.com, for all potential customers is "The place people that think of when they want to find information about the photo trip service" and for the current customers it will be "The place where you can meet and travel with the people who share the same interest". We will provide the detailed information relate to our photo trip and other value-added services on the

website. Customers can use the information for understanding, comparing, and decision making. After that, they can directly book for our trip via the online booking system. Customers can also give us the feedback or comments. They can share their experiences, knowledge, tips and techniques, and even their photos via our web board. Most importantly, customers can reach us in the 24/7 basis regardless of their geographical location.

Our slogan will be ***"Whenever you thinking of photo trip, Come to www.thaiphototrip.com"***.

3.8 The Marketing Mix

Product / Service Strategies

Photo Trip Tour Programs

The main services provided to the target market are the photo trip tour programs. As the newly founded business, we have to focus on the target customers which we can effectively satisfy with our limited resources, in our case, the customers live in Bangkok and surrounding perimeters. In the startup period, estimated to be the first 2 -3 years, all of our photo trips will start from Bangkok. Thai Photo Trip will provide a wide selection of destinations to the customers. There are many aspects which are used to classify our photo trip programs including geographic factors, length of the trip, level of photographic skill preferred, and types of camera and accessories used for the specific trip, but the key factors that we use to categorize our photo trip packages are the length of the trip and the distance from Bangkok. There are 3 main photo trip service categories including 1 day trip inside Bangkok, 1 day trip outside Bangkok, and 2 days trip outside Bangkok.

1 Day Trips inside Bangkok

This category consists of tour programs that will take the tourist to lots of magnificent tourist attractions in our capital city, Bangkok. The length of all programs is only 1 day, start in the morning and finish in the evening. Most of the photo trip programs in this category do not have any transportation service to the customers, except for those who are not in Bangkok. Instead, we will appoint our customers to meet at the starting point of the trips. The places that might be includes in our 1 day trip in Bangkok are Grand Palace, Emerald Buddha Temple (Wat Phra Kaeo), Wat Pho, Wat Arun, Wat Benchamabophit, Golden Mount, Wimanmek Mansion, Royal Barge Museum, Dusit Zoo, etc.

1 Day Trip outside Bangkok

The destinations in this category are not too far to travel within a day, usually in the 200 kilometers radius around Bangkok or take less than 3 hours to travel to. There will be the wide selection of provinces in this category include Angthong, Chachoengsao, Kanchanaburi, Lopburi, Nakhon Nayok, Nakhon Pathom, Ayutthaya, Prachinburi, Saraburi, Suphanburi, etc. Recently, the Tourism Authority of Thailand (TAT) has launched the promotion campaign call "Family Fun One Day Trip" which is perfectly match with the nature of photo trip programs in this category as we can set our destination based on the interesting place screened by the TAT programs. Below is the sample of the 1 day outside Bangkok tour programs.

2 Days Trip outside Bangkok

There two reason for the company to consider for arranging our photo trip as the 2 days trip. Firstly, it may take more than 3 hours to travel to which means that there will be not enough time to carry out the rest of the photo trip programs. Secondly, the topics that we intend to instruct our customers consume much time to complete. The

destinations or provinces that might be includes in our 2 days trip outside Bangkok are Koh Samed – Rayong, Koh Mak - Trad, etc. Below is the sample of the tour programs under this category.

Apart from the 3 main categories of our photo trip stated above, we will occasionally or seasonally arrange the photo trip program for the specific period of time in the year. For in stance, the 1 day trip to the sunflower field in Lopburi from October to January or the 3 days photo trip to Yasothorn' s Rocket Festival (Bun Bung Fai) at the beginning of May. The sample of the tour programs under this category is shown below.

The photo trip programs in each main category will then be digested in to sub categories in terms of level of photographic skill preferred and type of camera and accessories used in the trip. As for the preferred photographic skill, there will be 2 classifications, trips for amateurs and trips for professional. In the trip for the amateurs, the instructions should be basic, easy to understand and follow, and can be practically used in daily life while the professionals may need the advance tips and techniques in detail for the specific topic. Mixing them together in the same trip may cause the dissatisfaction for the customers and the operating difficulty for our photography instructors and tour guides. The professional or experienced photographers will be boring while hearing the basic instruction because they have already known and familiar to it. On the other hand, the advance tips and techniques may be too hard to understand for the amateurs.

Differences also cause the dissatisfaction and difficulty in terms of the type of camera and accessories used in the trip. The compact camera cannot take photo with the same quality as the photo taken from the professional SLR camera. Unlike the professional SLR camera, the compact camera does not allow users to change the lens

in order to take macro shot or the wide-angle shot which require two specific type of lens. For each of our photo trip, we will clearly specify the preferred photographic skill and type of camera and accessories recommended for the trip

Value Added Services

As previously stated in the total customer value analysis, Thai Photo Trip will offer 4 categories of value added services include presales services, point of sales services, add-on services during the trip, and after sales services to the customers. In this section, we will discuss only about the services that directly generate income to the company which are the services categorized as the add-on service during the trip and the after sales service.

Camera Rental Service and Purchasing Advisor

For the customers who do not have suitable equipments for the trip, we will offer them a camera rental service. In some case, the amateur photographers may not want to or may not be sure about buying the expensive professional camera but they are interested in participating the advance photographer's topic such as the flower close-up shots which preferred the camera that can use the macro lens. Instead of buying the preferred camera and lens which may cost them around 30, 000 – 35,000 Baht just to have a chance to properly learn how to take a good flower close-up shot, they can rent the equipments from our company. To do this, we will partner with the trusted camera shops who can offer the quality equipments and we will act as an agent between the shops and the customers who want to rent or even buy the camera or equipments afterwards.

For those who are willing to buy the cameras we will provide the online purchasing advisory service to them, free of charge. The camera and accessories purchasing advisor is included in www.thaiphototrip.com as one of the topics in the web

board section. Before making a decision, customers can post the question such as the item they are interested in or the budget they have on the web board and then our staff, along with others customers, will give the comments, reviews, and alternatives back to them. Moreover, we will regularly have the previews and reviews for the new cameras and accessories where customers can gather information to support their decision making. For the customers who are ready to purchase, they can go to our partner shops' website directly from the links in www.thaiphototrip.com.

Instead of charging our customers, we will get a commission from the cameras and equipments providers for every camera rented or purchased. This is a win-win situation. For the tourist, they will have more chance to join any photo trip they are interested in. For our partner, they will have more channels to reach the customers.

Additional Film Preparation Service

In some case, customers may not prepare enough films they need or they may not want to carry lots of film with them. We will offer the additional film preparation service which allows customers to order the films from us ahead of the beginning of the trip. We also prepare the additional film the customers can purchase during the trip to prevent the film shortage problem to our customers. As for the digital camera users, we will prevent the data storage's memory shortage problem by offering them the Photo CD service.

Photo CD Service

We will prepare the notebook PC or other mobile storage device for the trip which customers can transfer their photos and we will write their photos into the photo CD and send it back to the customers after the trip. There are 2 reasons for providing this service. The first reason is to prevent the data storage's memory shortage problem, as stated before, especially for those who have the limited budget to buy the digital media

storage such as the compact flash card, SD card, or memory stick. Even though today's digital storages have higher capacity, but the prices still high. Another reason is to help the customers putting all photos from a trip together in one (or more) CD.

The customers can chose either to use these value added services or not during the online booking process on our web.

Web Banner Advertising Service

Apart from our partners' banners, which will be placed on our website without any charges, we will allow any businesses or organizations to place their banner advertisement in our website. The format of the advertisement banner on our website will be 468x60 pixels, which is the standard size for full banner, and the position to place the banner is at the bottom of every page in our website.

Price Strategies

Determining the Price Level

To set up the prices for our services, we have to consider on the following aspects; value added for customers, competition in the market, image of the company, the possibility to growth, and operating cost. Because of the fact that the competition in the travel industry is very high, we can not set up the high prices although there are many value added to our services. When focusing only in the photo trip market, we have to admit that most of our high potential customers are the photographers or people who tend to be the students in the photography department in the university, the member of the university's photo club, the member of the photographic society, or the member of some kind of photo-related group. They have already got a chance to join the photo trip among their group's members. So if our prices are much higher than the prices they used to pay for, they may not interest in our trips, despite of any value added. However, setting up the price too low may affect on our image as people may think that the lower

price come with lower service quality. For the investor aspects, lower price means lower profit making ability. .In order to generate profit and sustainable growth, we can not just set the prices to cover the operating cost. After considering all aspects of price setting, we decided to set our price to be about 10 -20 % higher than the average market prices of the photo trip tour program.

Prices set up for the value added service will be based on the operation cost of each service. The price of banner advertisement service will be based on the average advertisement rate of the medium–low traffic website since we are the newly established website.

Price Adjustment Strategy

To encourage our customers to use our services as well as our online booking system, many types of discounts are given to the customers, especially for the repeat buyers.

Advance Booking Discount

This kind of discount will be given to the customers who book the trip more than 15 days before the schedule. The benefit to the company is that we can plan the allocation of our resources and staff in advance.

Online Payment Discount

The discount will be given to the customers who pay online in order to convince and encourage the customers to use the online payment method provided in our website. When the customers are familiar with online payment, they will feel comfortable to use it and the amount of online transactions will increase.

Mileage Discount

This kind of discount will be given to the old customers in the accumulative basis. The more trips they join the more discounts they get. This strategy will help the company increase the re-purchasing rate as well as retain the old customers.

These 3 types of discount are the main discounts that we will regularly give to our customers in order to obtain the continuously order and royalty from them.

Distribution Strategies

The core product that we give to the customers is the photo trip tour service. Therefore, our main concern about distribution is how to reach the target customers in order to give them the information about our service and how can customers reach our website in order to make online purchasing. Since the main distribution channel for the company is the website www.thaiphototrip.com, the way to reach the target customers is to create the customers' awareness of our website by using the proper advertising strategies. To let customers reach our website and purchase our services online, we have to give them the information of our services to support their decision making. The online booking and payment should be trustworthy and endure to the security problem.

Promotion Strategies

Promotion is the important tool since people do not find new sites by chance. It is the job of the company to introduce our services and our website to the prospective customers to make them aware of our existence. The effective promotion will be able to stimulate customers' demands apart from creating customers' awareness. Thus, it is very important to select the most effective media in order to reach and capture customers' attentions. The objectives of the promotion strategies are as follows:

(1) To create brand awareness of Thaiphototrip.com

(2) To create good and strong image towards the company and website.

St. Gabriel's Library, Au

(3) To create reliability towards the company and website in customers' minds.

(4) To create preference of the web.

(5) To inform the customer about web's function and its benefits.

(6) To convince customers to place an online order.

(7) To increase sales volume

To achieve the objectives, the mix of advertising, sales promotion, and public relations will be used. As a newly established website, we have to develop the offline strategy to support the online marketing communication. The tools used for each promotion strategy of our website are as follow:

Advertising

Online Advertising Strategies

The ability to interact with consumers is the most important aspect in advertising on the World Wide Web. No other medium allows for instantaneous and two-way communication. The online advertising is easy and inexpensive to change, update or revise to the response of the campaign and consumer trends. Thai Photo Trip will use the following advertising to promote our website.

Banner Advertisement

Banner is the most common form of advertising on the Internet. A banner can be any size but typically a rectangular image, 468 x 60 pixels. The banner is usually designed to draw the viewer attention and clicking on them will direct the viewer to the advertisers' web page. Although placing the banner advertisement in the famous website with volume of visitors is not free but it still considerably lower than the offline media such as television, radio, newspaper, etc. We will post our banner advertisements on the famous websites as well as on the photographic or travel related websites such as www.sanook.com, www.siamguru.com, www.pantip.com, www.tourthai.com,

www.thai-tour.com, www.sabuy.com/ttt, www.trekkingthai.com, www.taklong.com, etc.

Figure 3.10. Animated GIF Banner of Thaiphototrip.com.

Link Exchange

Link exchange is the alternative way to advertise the website. It is the exchange of the hyper link between two or more website owners. For illustration, if we want to post the link to Thaiphototrip.com in website A, we will have to post the link to website A in our website. The hyper links can be in the form of text link or banner. Thai Photo only will exchange our link with our partners, free of charge.

Search Engines and Web Directories

We will submit our URL, www.thaiphototrip.com, to the search engines and web directory websites because of the fact that they are the first places that people will go

whenever they want to know or find something. Since our target market is Thai internet users, we will register our website in Thai search engines and directory websites. With today's technology, submitting the website to the search engine or web directory can be done in just a few mouse clicks. We will submit our URL to the leading search engines and directory websites such as Sanook, Siamguru, Google, Sansarn, Yahoo, MSN, Thaiseek, Eguide Thailand, Lycos Asia, Alta Vista, Siam 2 You, Yellow Pages, Thailand Pages, etc.

Although submitting the URL to the search engine and directory website is free of charge, but to have our domain name listed in the position that can easily catch the sight of the audience, we may have to pay. For example, if we want our website' URL to be listed as the first to the fifth name under their travel directory, we will have to pay 5,000 Baht per month (http://webindex.sanook.com/files/Rate-price.doc)

E-Mail and Newsletter

Buying a mailing list from online advertising agents and sending the advertising letter may be considered as a low cost mass marketing but sending the E-mail to persons who dose not want it or are not interested in it will damage the company's reputation and image. Instead of sending E-mail to everyone, we will send it to our prospects who have registered with our website. We will use the information from the registration and the past transaction of each customer to find their interest and liking in order to customize the content in our E-mail sent to each customer. For customers who want to be regularly informed about our services and updated news in general topic, they can subscribe for our Photo trip newsletter.

Offline Advertising Strategies

At the startup period, online advertising may not be quick enough to introduce our website to the public. Therefore, we will advertise our photo trip tour programs in some

of the leading Thai photographic-related and the travel-related magazines include Shutter Photography, Photo Digital, Phototech, Camerart, TAT Magazine, Young Traveler, Trips Magazine, and Nature Explorer. Although we might not have an ability to advertise in all magazines mentioned due to the limited budget, but the fact that the readers of those magazines are the high potential customers of Thai Photo Trip can not be overlooked. In the first year, we will advertise our photo trip tour programs on a monthly basis in order to quickly gain the prospects' awareness.

Sales Promotion

The purpose of sales promotions is to boost up sales in the certain period of time. Our sales promotion tools consist of the following:

Special Discounts

Apart from the 3 main discounts previously stated in the price adjustment strategy, we will occasionally set up the special kind of discount to attract the new customers or to encourage the old customers join our online activities such as the grand opening discount in the first 4 months, the special discount for the member The Photographic Society of Thailand under the Royal Patronage or the discount for those who attend our online photo contest.

Electronic Coupons

To encourage the prospects to give their information to us, we will offer the electronic discount coupon in return. For instance, the persons who subscribe their E-mail address to get our newsletter in the first 4 months will get the 5 % discount coupon for 1 day trip inside Bangkok.

Premiums

In the first year, for the second tour package purchased within 2 months, the customers will get the Thai Photo Trip T-shirt for free. This is a strategy to create

repeat buying. The in direct benefit from giving the T-shirt to the customers is that the people who wear the T-shirt with Thai Photo Trip logo can act as a mobile advertisement media for us.

Public Relation

Attending the Exhibition Show

Attending the exhibition or trade show is the effective time-saving way to reach the mass public. Thai Photo Trip plans to join the photographic-related and travel-relate exhibition in the annual basis. To quicken the widespread of the target customers' awareness, we will attend 3 or 4 exhibitions in the first 3 years. The exhibitions which we are interested in includes Photo Fair, Photo Hightech, Thailand Travel Expo, Weekdays the Extraordinary Days Grand Sale, International Youth & Eco Travel Mart, and Amazing Thailand Grand Sale Fair

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of ST GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

IV. WEB DESIGN AND DEVELOPMENT

In the construction of the website, web design is the most important thing to be considered. Every audience is attracted to the beautiful and easy to use website. The impressive web will attract audiences to comeback and also introduce the website to their friends. There are more and more websites being created and published everyday. The higher competition makes webmasters realize the importance of web design. Web design is the only thing to show the image of the company to visitors. When the audiences see the website with the elaborate design and well-organized contents, they will convince that the website owner is trustworthy. Web design can even determine whether that particular website will be a success or not. To design website, the designer has to clearly determine the objective and target audiences of the website. The site's content must be categorized and organized systematically for convenient to surf. There are various structures to be considered such as navigation bar, graphics, color and written characters. All structures must be summed up to be parallel and direct to the web design's objectives.

There are totally 5 main phases in developing the company's website which are research, site content, site structure, visual design, and production & operation.

4.1 Phase 1: Research

This phase about knowing our self by identifying mission and objectives of the website, knowing the users by asking questions & filters answers, defining users' experience and create scenario, and doing the competitor analysis. The results of doing these steps are mission of the site, users' needs, and competitor strategies which enable the company to have an effective design guidelines and strategies.

St. Gabriel's Library, Au

Website's Mission

The mission of Thai Photo Trip's website is to be the first place where people will come to whenever they thinking of photo trip. We will provide online booking service, sales promotions, and after sales services to the customers. The website will also be the online community where both current customers and prospective customers can come in to exchange their experience and knowledge and join the online activities.

Website's Objectives

(1) To promote and introduce Thai Photo Trip Co., Ltd to the nation-wide market.

(2) To present information of the company's services which is the photo trip tour programs to allow customers' considerations.

(3) To be the main distribution channel for our services.

(4) To be a communicational channel for the customers and the prospects.

(5) To be an online community for the target customers.

(6) To retain long-term relationship and increase customer loyalty with the company.

Ask question and Filter answers

The company has to learn and define prospect audiences in order to develop user-friendly and easy navigation website. It is impossible to create a website that contains all the characteristics that everyone wants. Thus, the company has to focus on the particular type of users and serve their needs.

Who are the intended audiences?

Web designer needs to think of all possible users who have a chance to visit the company website. They maybe the ones who are our target market which are Thai people aged between 15 – 49 years old who love or are interested in photo taking while

traveling around but they can also be the anyone in the Internet who are not our target market as well. However, we have to design our web to serve the target customers as a first priority.

Why will people come to your site?

(1) To know the company and learn more about the company profile, the services offered, etc. in order to get the information to support their decision making.

(2) To book our photo trip tour program.

(3) To communicate with the company and other people who have the same interests.

Will they com back?

To make the target audiences come back to the website, we must give them the useful in formation in accordance with or related to our services. The information-rich and regularly updated website is more attractive to the Internet user and the customers. The prospects may come to the website many times before the first purchase. For the current customers we will offer them the after sales services, five discounts, and arrange the online activities to encourage them to comeback and re-purchase our services

Define the users' experience

After defining the target audiences, we have to define users' experiences by creating scenarios. Scenario is the assumed situation in order to learn how our prospect would surf the web and analyze what should be the problems occur while they are in our site. This way can help web designer have more creative and innovative idea to develop the user-friendly website and easy navigation. In following scenarios, we create 2 different cases include the case of amateur photographer and professional photographer which owns different characteristics and interests.

Scenario 1

Ms. Rattana is the 19 years old college student. She is studying in the business administration and accounting college and her major is business administration. Rattana has got 4 friends who study in the same major and all of them love to travel around Thailand when ever they have free time from their lessons and exams. They always chose their destination in accordance to the reviews in the traveling magazine. The magnificent scenic photographs displayed in the magazine motivate the desire of traveling to them. Rattana has her own digital compact camera. She and her friends love taking photos wherever they travel to so that they can keep it as a reminder from their trips but, unfortunately, the photos that she took from her trip did not look as beautiful as the photos in the magazine. So, Rattana think that she and her friends should take a short-time photographic course in order to improve their skills. The course should be the field training so that they will have a chance to practice in the real situation. Rattana has heard from her friend in other college that the photo trip is what she need but, unfortunately, the only problem is that the organizer does not allow student from other college to attend and there is no such trip in her college because of the fact that her college does not have any photographic course or even the student's photo club. None of her friends know where they could attend such a course so they have to find it in some other place.

So, Rattana turn to the Internet and start her information gathering. She hopes to find the website that provide photo trip service for everyone who want to join. She logs on internet and visit the popular search engines website include Google.com, Sanook.com, Sansarn.com, etc. Using "phototrip" as a keyword, there are lots of hyperlinks shown in the search result but most of them are not what she need due to the fact that they are links to the photo page taken from someone's trip. After a long time

search, Rattana found the photo trip topic in the web board of travel-related website but it look very informal and does not have enough information to support her decision making. There is no destination's photograph and no information about the organizer.

After creating this scenario, the company found out the followings:

(1) Defining the URL of the website is important. When the web surfers try to find something on the Internet they will start with the search engines and web directory websites. The URL should directly related to what the company offer in the website so that the visitors can come directly from the search result page and find what they need. To help the prospects find our website easier, we should register with the popular search engine and directory websites to ensure that the hyperlink to our website will be displayed as the very first result in the search page.

(2) Information contain in the website should be clearly and useful in order to support the prospects' decision. Information include destination photos, trip schedule, time table, prerequisites and equipment needed, buying method and policy, price list, as well as the company profile, and contact person and addresses should be placed on the website.

Scenario 2

Mr. Pongchai is a 35 years old personnel manager working for the private company. He has started taking photos as his hobby for almost 2 years. He may not has the professional skills but his photographic basic is quite good. He becomes the member of the photographic association this year because he want to meet the people who share the same interest in order to exchange experience and tips & technique with each other. The photographic association he joined arranges the member meeting or training on the quarterly basis but Pongchai think that it too rarely and sometime he can not attend

because of his work. He want to meet and share experience more frequently and at anytime on his convenient. Some of his friends told him that he should try to join the discussion in the Internet web board or forum. Pongchai uses the Internet mostly for E-mail but he has low experience with surfing the website.

Pongchai also have another problem. He love join his photographic association's field training or photo trip because of the fact that he can not keep the other tourists waiting while he trying to take a good photos in the ordinary tour. However, the association hold the photo trip once a year with Pongchai think that the schedule is inflexible and there should be more than one trip per year. He try to find another organizer but the problem is he does not know whether they are professional or not.

From this scenario, we found out the followings:

(1) Besides of the beautiful and outstanding web design, the website should be user-friendly which allow viewers, whether they used to the Internet or not, to easily browse for information they need. The well-organized navigation system and properly categorized contents are the important factors.

(2) The company profile and the personnel profile, especial for the photographic instructors, should be clearly stated in the company's website in order to ensure the quality of services to the customers.

(3) To gain trust from the online customers, we have to set up and deploy the privacy policy, buying policy and method, and secure-trustworthy payment system.

Competitor's Web Design Analysis

Competitor's Web Design Analysis is the method to survey the design and utilization of the website that provide the same services and share the same target market as Thai Photo Trip's. Once again, we have chosen A700 Tour's website

St. Gabriel's Library, Au

(www.a700tour.tarad.com) to do the analysis. The company can gather the information and use it in Thai Photo Trip's web developing by studying both good and bad points of the competitors' web design. With this knowledge, we can avoid or correct the bad design and utilization as well as study the good things and improve it to make the better web design and utilization. Many aspects are used to analyze the A700 Tour's website.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

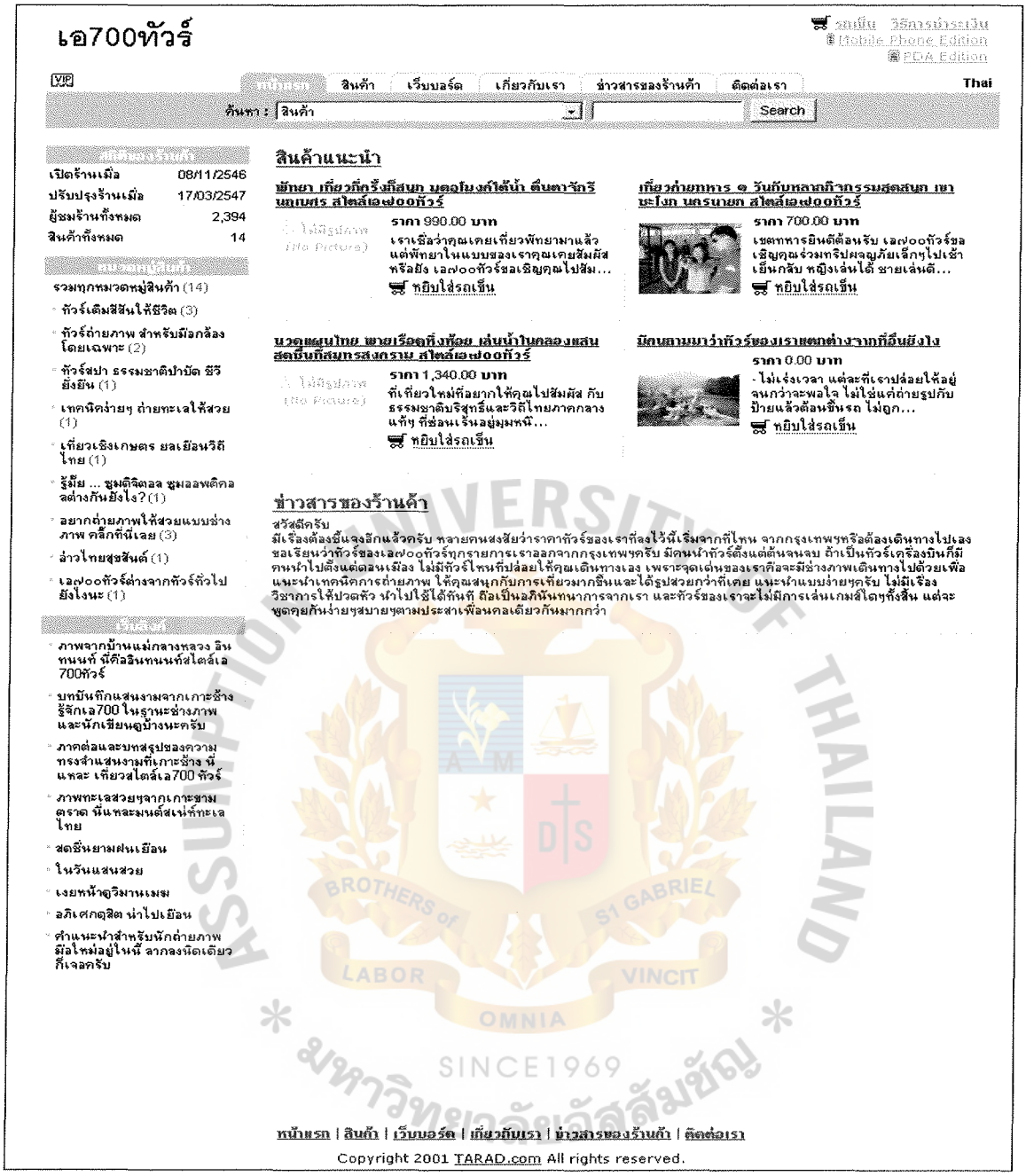


Figure 4.1. Home Page of a700tour.tarad.com.

Visual Design

In terms of look and feel, the website uses white and green color scheme which will give the feeling of nature and relax the visitors. The plain-white background color can match with all kind of photos and it will not distract the eyesight of the visitors.

The web template provided by Tarad.com is very simple and it makes A700 Tour's website consistent because of using the same template for the whole site. However, those templates can not be modified and the layout is fixed. Sellers can place pictures and information on only fixed area. It easy to use but it may not give any differences or distinctive point among other thousands of online shop in Tarad.com. Moreover, the website's logo (located on the top-left of the web page) is not outstanding. It is only a black plain text. It is not decorated to be beautiful, interesting, and the most important thing is to be recognizable.

Due to the limitations of the template, only one image can be put in each tour program and it is not enough to describe the whole picture of the trip. Especially for people who love photo taking, they may need to be informed about what kind of scene they will see on the trip so that they can bring the right equipments with them.

Navigation

Figure 4.2. The Main Navigation of a700tour.tarad.com.

The main navigation is located at top of every page and there is also the text version of the main navigation located at the bottom. They are easy to be seen, easy to use, and understand. Visitors can access and view their shopping cart from every page by using the link located on the very top of the pages. The product search bar included in the top navigation help visitors to find what they are looking for.

At the top of the sub navigation, located on the left-hand side of the pages, they put some useful information about the website include the open date, last update date, visitors statistics, and number of product items sold in the website. A700 Tour has sorted their tour programs in to 9 categories for easier search and put the links in the middle of the side navigation bar as shown in figure 4.3. Unfortunately, after taking a closer look, the writer found that 4 out of 9 categories (as pointed out by the red arrows in figure 4.3) are not the tour programs. Instead, there are the links to the photographic tips and about us page. They should not put these 4 links under product categories header because it can make visitors confuse. The web links section located at the bottom of the side navigation bar is the another weak point which can confusing the visitors because of the fact that they are not links to the other 'web', as stated in the header, instead, all of them are the links to the web board of www.tourthai.com where the webmaster of a700tour.tarad.com has posted his trip photo in it. Besides the confusion from the side navigation, visitors may have a question in their mind. That question is "If A700 Tour has lots of beautiful photos from their trips, why don't they put it in their website instead of putting it in the web board of another web?"

ASSUMPTION UNIVERSITY OF THAILAND
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

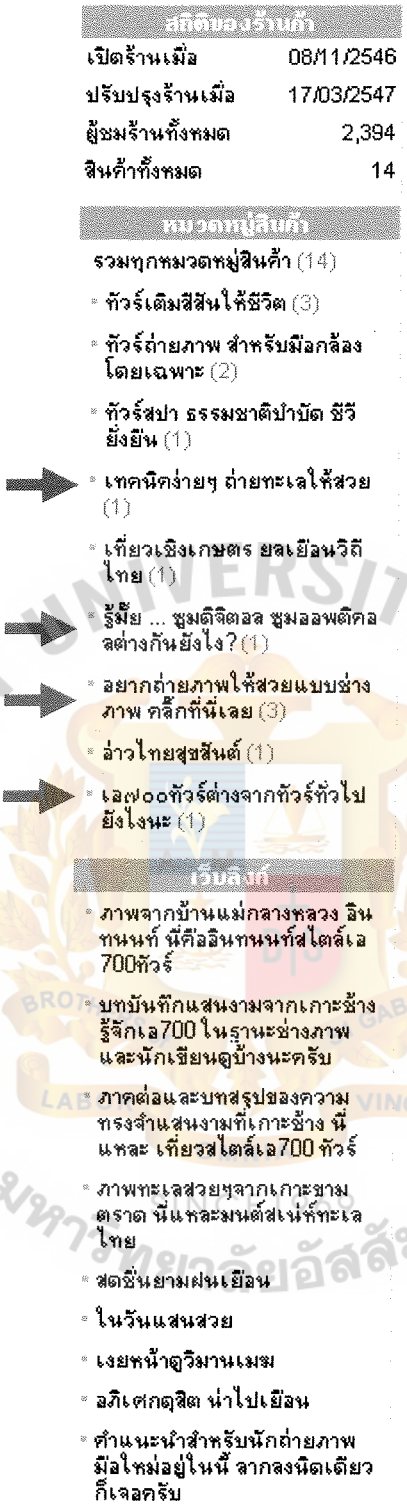


Figure 4.3. The Product Categories in the Side Navigation Bar.

ASSUMPTION UNIVERSITY OF THAILAND
มหาวิทยาลัยอัสสัมชัญ

Contents

One of the obvious mistakes in the www.a700tour.tarad.com website is the contents organization, especially in the product section. As illustrated in the figure below, the 3 red-framed items are the photographic tips, not the tour programs as it should be. Furthermore, these 3 photographic tips have the product codes and customer can put them into the shopping chart. Even though their prices are 0.00 Baht, it still creates confusion for the visitors. A700 Tour's webmaster should get all non product items out and put it in other proper section. The same mistake also occurs in the recommended product section located at the right-hand side of the web page.

Some tour programs do not have the illustrations. It is important to show the customers what they will see when they join the tour, especially for those who love to take photos.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

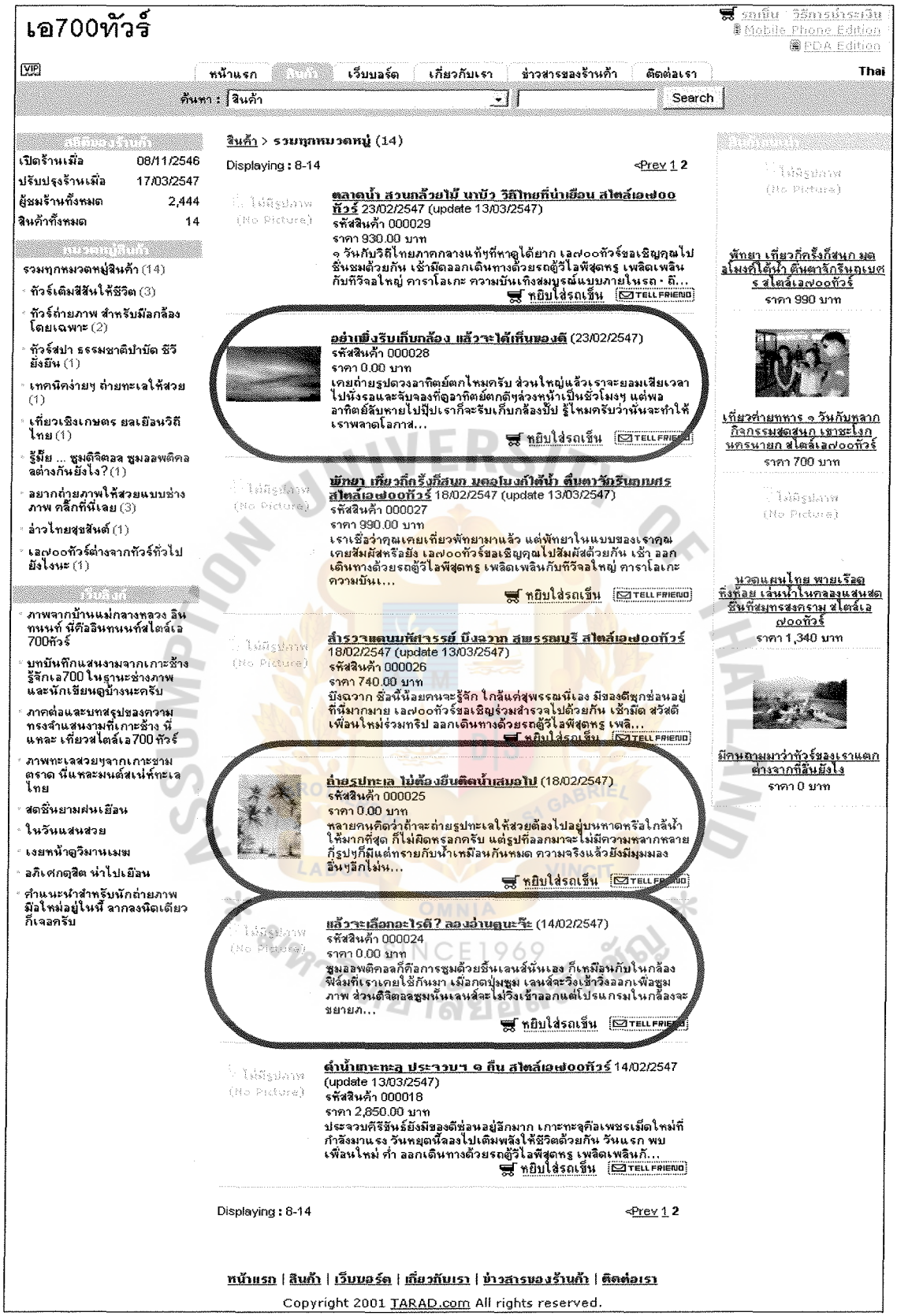


Figure 4.4. The Non-product Items in the Product Page.

St. Gabriel's Library, Au

4.2 Phase 2: Site Content

The second phase is the determination of the website's content which is about designing strategies, content, and functional requirement. Things obtained in this phase are web design guidelines, contents and its limitations, and organized data.

Design Strategies

As a photographic-related website, we can hardly avoid putting lots of photos on the website. The photographs should be attractive and relate with the tour program we offered. The web design should have the photographic theme so that it can imply what our business is related to. The company will use the design that is a well-combination between outstanding professional look and user-friendly navigation. Information contain in the website should be clearly and useful in order to support the prospects' decision. The company website, www.thaiphototrip.com, will mainly contain the following features:

(1) Service packages information and illustrations

(2) Online booking service

(3) Payment options

(4) Payment policy

(5) Security policy

(6) Privacy policy

(7) Web board

(8) Photographic instructions

(9) Member registration

(10) About us

(11) Portfolio

(12) Contact us

(13) FAQ (Help)

Identify content and functional requirement

According to the above features, we can arrange the contents into specific groups as follows:

(1) Services or product content – This group covers service packages' information and detail, booking form, and instructor's portfolio. Functions required in this group are online booking service, online payment service, services category, and member registration.

(2) Customer services content – It includes all services to facilitate customers including pre-sales and after sales services such as Help or FAQs, email address of the company, policies, Web board, Photographic instructions, etc.

4.3 Phase 3: Site Structure

This phase covers grouping & labeling content, organization metaphor, site structure listings, and architecture blueprints. From defining them, we will get the structure of the website.

Grouping & Labeling content

Since the website will be the main communication channel for the company, we have to put all information related to our services, activities news, and the company profile into the website. So, we decided to separate the content in the website into 3 groups of content include contents for general audiences, content for the buyers or customers, and other contents.

Firstly, the content for general audiences or, to be specific, all prospects will be located in the main navigation. This group consists of 7 sub-categories in the main navigation as follow:

(1) Home

(2) Photo trip tour programs

(3) Photo contest

(4) How to take photos

(5) Web board

(6) About us

(7) Contact us

Secondly, the content for the customers who are willing to or ready to buy our services will be put in the sub navigation system. There are 4 sub-categories of content in this group as follow:

(1) Shopping cart

(2) Payment method

(3) Member

(4) FAQ

Thirdly, the other contents consist of the contents that may not be in the general interest of our prospects and the contents that provided to the people who are not the customers. Some of these contents will also be place as the sub-content in the above groups and can be accessed from the sub navigation system. There are 4 sub-categories of content in this group as follow:

(1) Buying policy

(2) Security and privacy policy

(3) Advertising rate

(4) Job Opportunities

These 3 content groups can be accessed through the different kinds of navigation system which will be represented by using the organizational metaphor. From the

content grouping and labeling, we can define the site structure and the architectural blueprint for Thaiphototrip.com as shown in the following sections. The site structure and the architectural blueprint will be then used as the guideline for content organization and navigation system development.

Site Structure listings

(1) Home

(2) Photo trip tour programs

  (a) 1 day trip inside Bangkok

  (b) 1 day trip outside Bangkok

  (c) 2 days trip outside Bangkok

  (d) Add-on services

(3) Photo contest

(4) How to take photos

(5) Web board

  (a) Camera reviews

  (b) Purchasing advisor

  (c) Share experience

(6) About us

  (a) Company profile

  (b) Our staffs

(7) Contact us

  (a) Query form

  (b) Advertising rate

  (c) Job Opportunities

(8) Shopping cart

ASSUMPTION UNIVERSITY OF THAILAND
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

(9) Buying policy and payment method

(10) Member

(11) FAQ

(12) Security and privacy policy

St. Gabriel's Library, Au

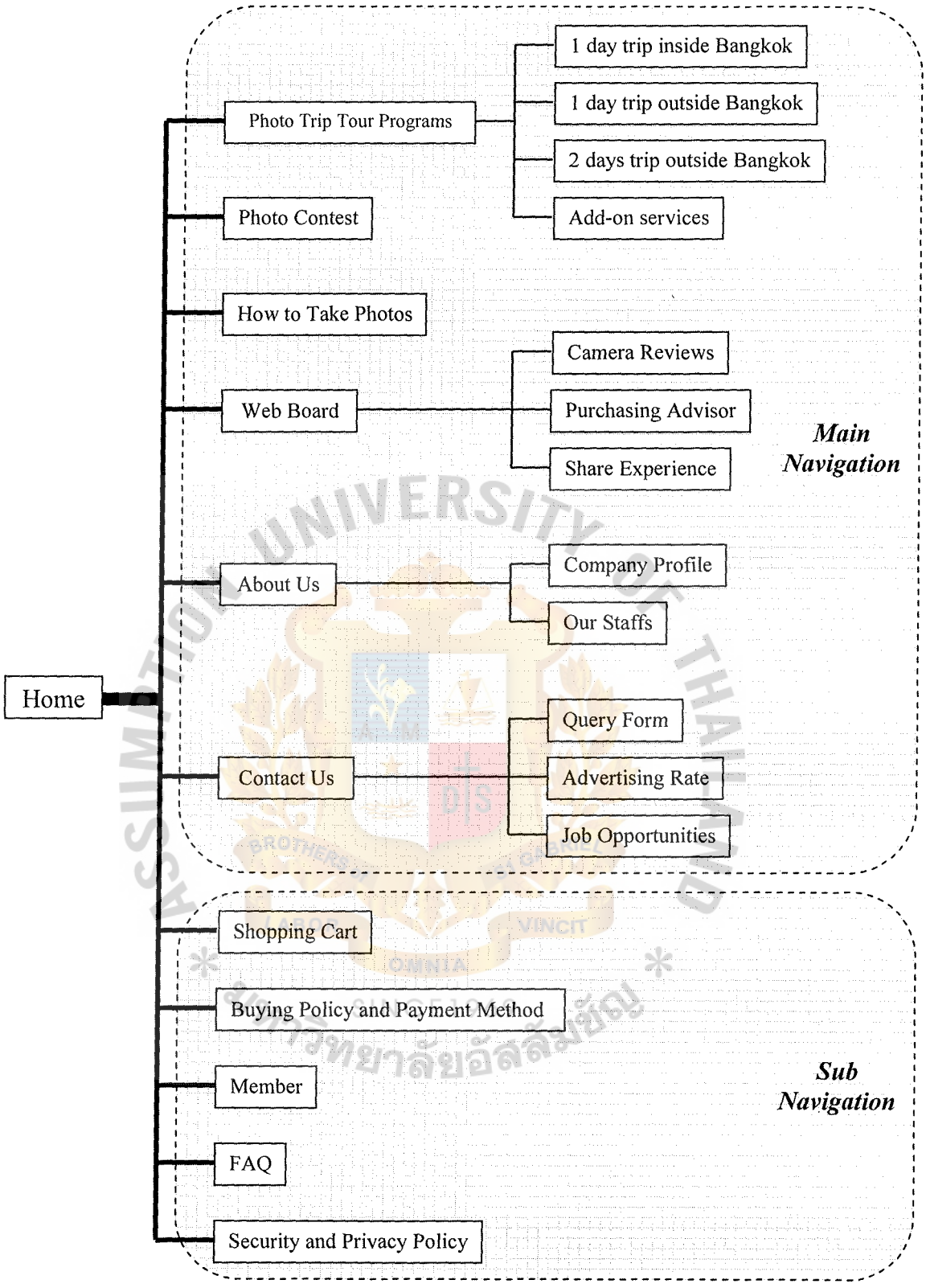


Figure 4.5. The Architectural Blueprint of Thaiphototrip.com Website.

4.4 Phase 4: Visual Design

This phase is about designing the web interface which covers page layout, design sketches, and defining navigation systems. The web based prototypes, final architectural blueprint, production specification, and style guide are also developed in this phase. The things obtained from this phase are interface design, web based prototype, final architectural blueprint, web development guidelines.

Interface Design

Look and feel

The overall look will be like the photo album that contains the photograph taken from the trip and the detail of the trip. The main navigation bar will be design to look like film which can communicate the photographic atmosphere of the website The colorful and beautiful photos are use to convey the expertise of our staff to the audiences. Company has the concept of user-friendly website with professional and reliable look but not too formal. The logo of the company and the website will consist of the hand-writing text and cartoon mascot to make the audience feel that taking photo is not so hard that everyone can enjoy it while traveling with Thai Photo Trip.

Color and tone

Colors used in the site are plain. We use the white and grey color scheme in order to lead customers' eye sight to the beautiful photo of our trips. We add the bright orange to the topics that we need to emphasize. Orange can create the enthusiastic, lively, warm, and friendly tone to our website.

Page Layout

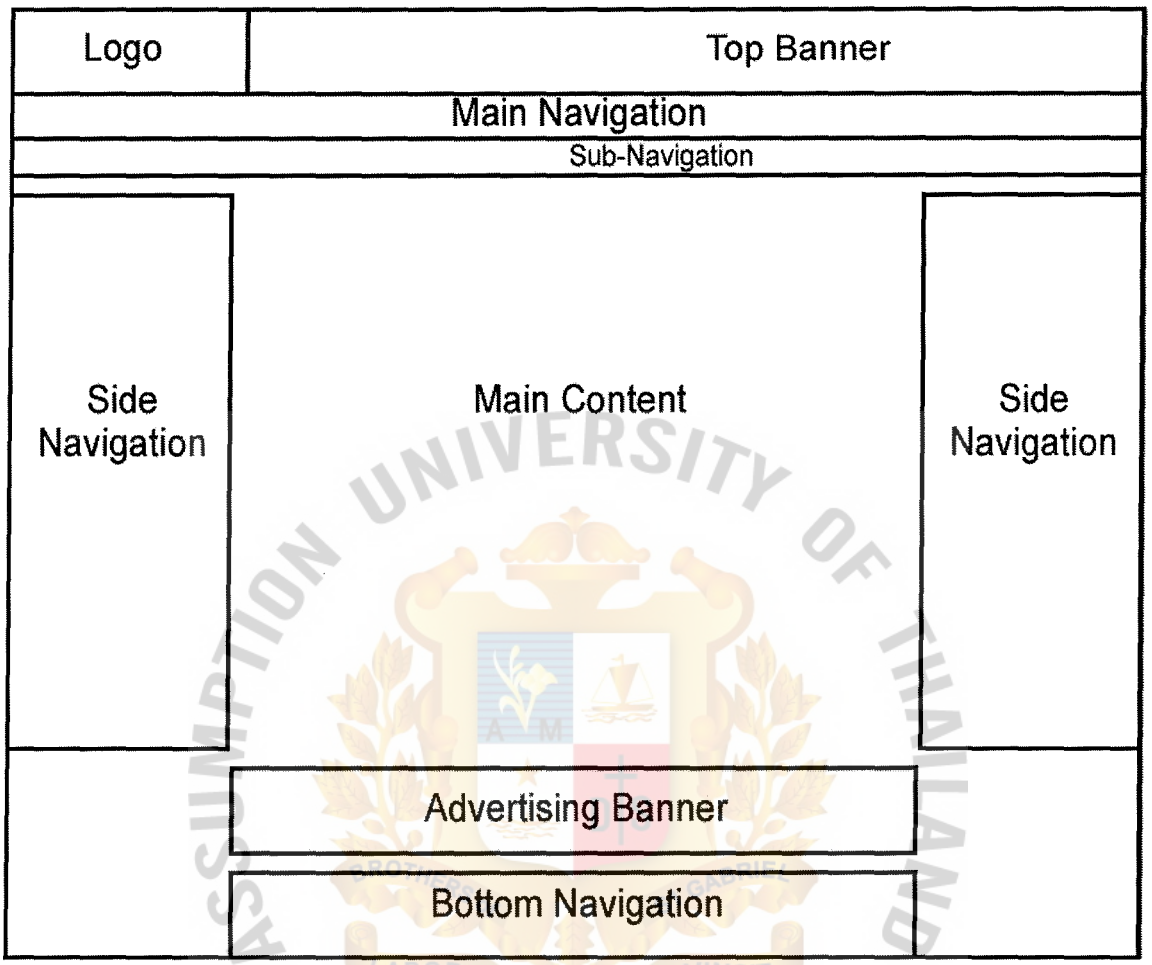


Figure 4.6. The Page Layout of Thaiphototrip.com.

ASSUMPTION UNIVERSITY OF THAILAND
LABOR OMNIA VINCIT
SINCE 1969
มหาวิทยาลัยอัสสัมชัญ

Design Sketch

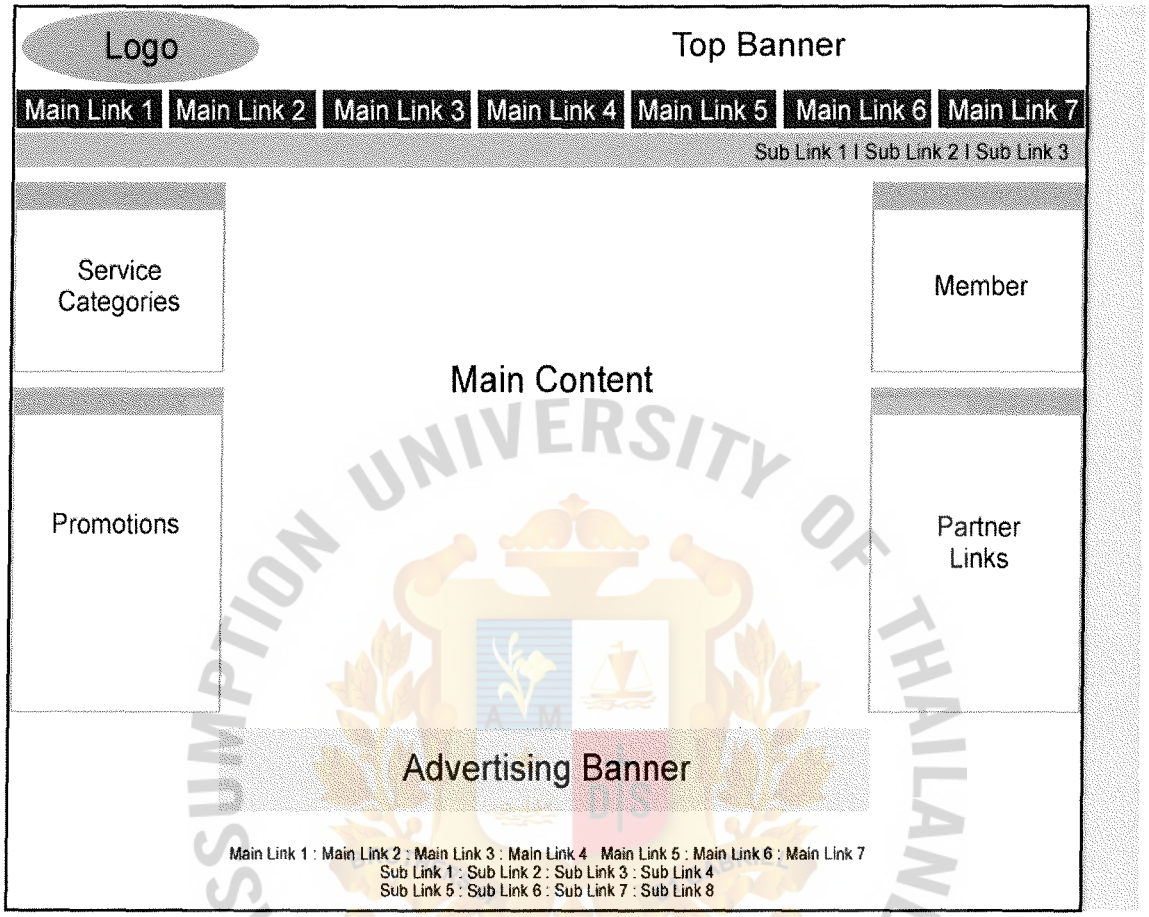


Figure 4.7. The Design Sketch of Thaiphototrip.com.

Define Navigation

The company has defined the website navigation to be user-friendly which consists of main navigation in top-most horizontal bar which will be outstanding and eye-catching. This top-most horizontal bar consists of the main navigators include Home, Photo trip tour programs, Photo contest, How to take photos, Web board, About us, and Contact us. The horizontal sub navigation bar located under the main navigation

will contain links for the customers who are willing to or ready to buy our services include Shopping cart, Payment method, and FAQ.

The member login system, the links to the member page, and the news letter subscription system will be placed in the rectangular frame located on the right-hand side of the web pages. The left-hand side rectangular frame will contain links to our tour services. Beside of the normal services categorization, which include 1 day trip inside Bangkok, 1 day trip outside Bangkok, and 2 days trip outside Bangkok, we will sort our tour programs by duration, skill requires, and equipment preferred in order to help customers easily select the program that is most suitable for them. Moreover, these rectangular frames placed in the right-hand and left-hand side of every web page will contain links that we need to highlight such as sales promotions and links to our partners' website.

The text navigators located at the bottom of every pages will include all links in the main navigation and sub navigation and also include links to some web page that are the sub content of the 7 main content groups such as banner advertising rate and job opportunities. The text navigators will allow visitors who browse the Internet in the text-only mode or people who have very slow Internet connection speed to easily surf throughout the website. As for the long web pages, visitors will not have to go back to the top of the pages in order to reach the main navigation. In addition, it will contain link to our security and privacy policy in case that user need to study it before they make any transaction with the company.

The reason that we have so many links on our webpage is that they can allow audiences to easily and quickly access to the information they want in our website. With the well organized and proper categorized navigation system, we can prevent the visitors from getting lost and confused. They will know and clearly understand where

they should go in order to find what they are looking for. The illustrations of Thaiphototrip.com's navigation system are displayed in figure 4.8 afterward.

4.5 Phase 5: Production and Operation

This is the last phase for the process of web development. It is about produce the interface and web template and then uses it to develop the final website. It also includes launching and promotion, maintenance and growth. The results of this step are complete website, web launching and promoting, maintenance and developing guidelines.

Web Template

Figure 4.8. Website's Template.

St. Gabriel's Library, Au

All the navigations will be put in the website's template so that they will appear on every pages of the website. This allows visitors to easily browse to any web pages they want in the web site, no matter where they currently are. On the other hand, the main content area, located in the middle of every page, will be varied in accordance to the sections of the website such as tour program pages, contest page, web board, contact us page, etc. Another area that would be difference in every web page is the advertising banner located on the bottom of the template which we will let the outsider place their advertisement banner in our web and collect a monthly charge.

Domain Name

For domain name of this website is "thaiphototrip.com" which is the same name as the company name which is the requirement of THNIC (Thailand Internet Information Center) which provides registration and maintenance services for domain names under .com. The company decided to register Thaiphototrip.com because .com is easier to remember for the customers and dot com can create the image of international website. Besides, the website name completes itself of company name and products we are selling.

Hardware and Devices Preparation

Hardware used in developing this website consists of personal computer, telephone line, modem, and scanner.

(1) Personal computer – The company use Pentium IV processor 3.0 GHz, 512 MB DDR RAM, SATA hard drive 80 GB, CD-RW.

(2) Telephone line – It is route which is for sending data signal from our computer to internet network. Telephone line is considered as the main route for internet connection.

(3) MODEM – It stands for MOdulator, DEModulator which is a device for connecting to the computer and telephone line. It allows the computer to communicate to other computers through the telephone system. MODEM translates digital signal of computer to analog signal which runs on the telephone line. There are 3 types of MODEMs which are PC card, external and internal. The company is using the external MODEM.

(4) Scanner – The company uses the scanner in developing the website. It converts the physical picture to be a digital one in the file types of TIF, PNG, GIF, JPG. Web pages require JPG or GIF or PNG image types, because that is all that browsers can show. On the web, JPG is the best choice (smallest file) for photo images, and GIF is most common for graphic images.

Operating System and Software used

Since we are trying the company database to its website, we therefore have to use the Window XP Professional operating system because it supports the ASP (Active Server Page), Microsoft Access Database program. For software used in developing this website are: Adobe Photoshop, Adobe Illustrator, Adobe Golive, Macromedia Dreamweaver MX, and Macromedia Flash MX.

Evaluation

The company needs to evaluate the website to determine feedback from the strategy. This is considered as an important function to develop on the future strategies. Thus, the company decides to outsource and employs Truehits' Web Statistics (http://truehits.net) because it is cheap and provides us with statistics and recommends strategies that will be beneficial for us. Truehits is a famous website traffic monitoring service provider in Thailand that provides the services to Thai famous website such as

Sanook.com. It keeps a record of the website's hits and traffic patterns, putting the data into a format that is easy to understand. With its numerous reports Truehits can help customers get to know visitors and fine-tune the website to best fit the needs.

Truehits offers circulation reports custom-tailored to meet the needs of smaller scale websites. The following are its services:

(1) General summary which is the statistical summary per specific month. It contains today visits, yesterday visits, last seven days visits, average page view, etc.

(2) Calendar summary which provides each day page view and visitors.

(3) Frequent visitors which are shown by host IP.

(4) Historical data available online for querying.

(5) Automatic nightly data processing and reports.

(6) Back up logs, database and report.

(7) Etc.

When the company outsources the web analysis, we can avoid the up-front and back-end costs of investing, upgrading, and scaling a software system, not to mention the expense of training and maintaining administrative support staff. The reports are processed on demand and often completed in minutes. It can make the company save time and cost. Thus, the company receives the full benefit of data management, storage, and system support at a fraction of the cost.

Final Web Design and Features

Home Page

The home page contains information about the new photo trip tour programs, recommended programs, and the update news of Thai Photo Trip include the upcoming exhibition show, images from the website's activities, etc. Visitors can easily get more

information on each topic by using the "More Details…" links provided with each topic. The newly photo trip tour programs, which the company would like to highlight, are put in the home page with a big photograph taken from the destination in order to catch the eyesight of the visitors at the first time they arrive at our website. The recommended tour program also has their own photos so that visitors can be immediately informed of what they will see if they join the trip. All of these information displayed in the main content area of the design layout, which is located in the middle of the web page.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Figure 4.9. Thiaphototrip.com's Home Page (First Part).

St. Gabriel's Library, Au

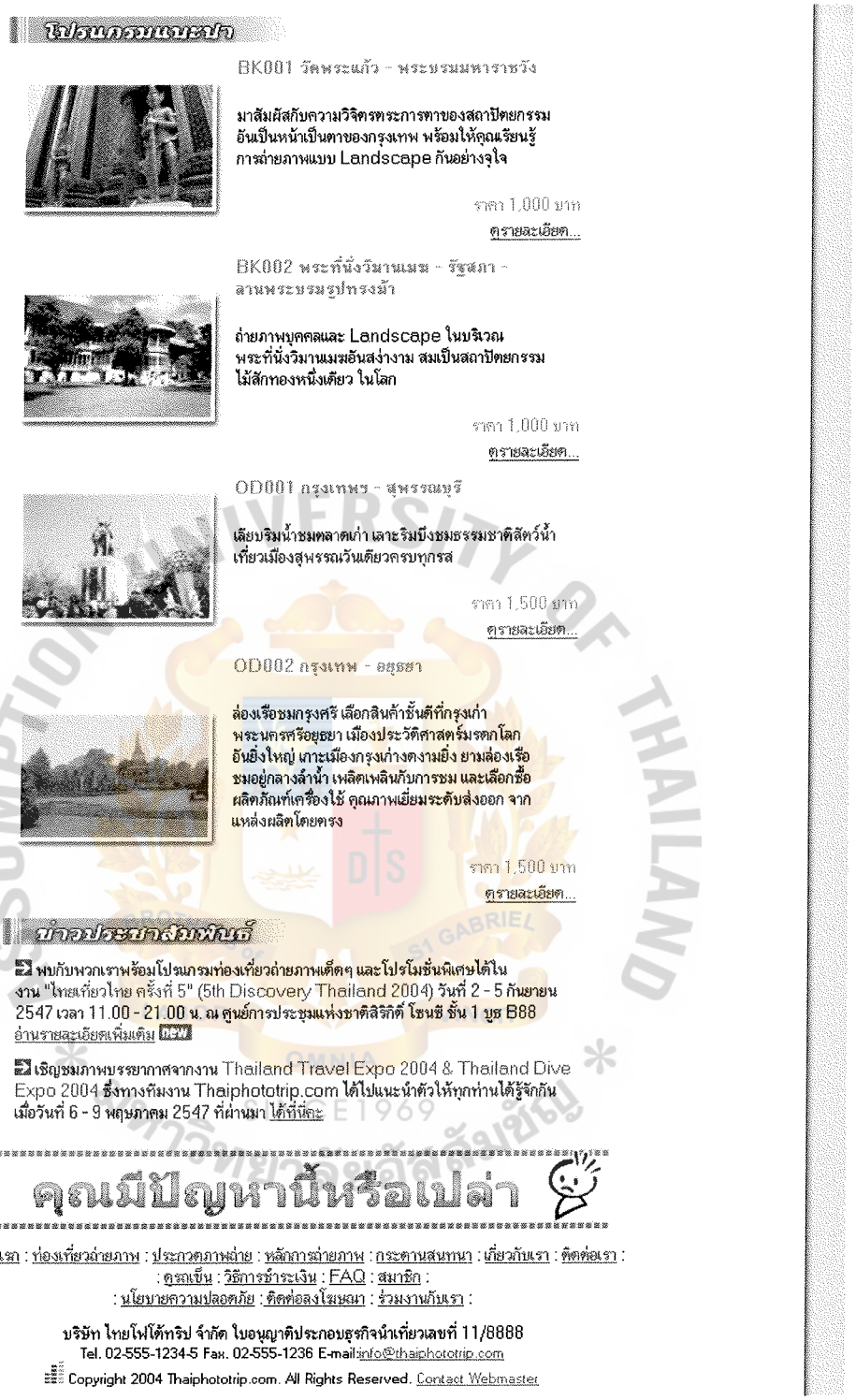


Figure 4.10. Thiaphototrip.com's Home Page (Second Part).

Photo Trip Tour Programs Page

As there are 4 sub categories of services offered by Thai Photo Trip, the photo trip tour programs pages or the services pages are separated in to 4 web pages include 1 day trip inside Bangkok page, 1 day trip outside Bangkok page, 2 days trip outside Bangkok page, and Add-on services page. Visitors can easily access to each page by using the "Photo Trip Touring Program" links located in the top-left hand side frame and since this frame is a part of the website's template, visitors can access to each photo trip tour programs page from anywhere in the website. Each tour program displayed in the web page with the program's name and code number, introduction, price, and photos so that visitors can easily choose the program they are interested in and then use the "More Details…" links to see the details of the trip include schedule, meeting point, price's details, photographic skill and equipments required, photographic instruction topics and the name of the instructor, and time table. Figure 4.11 display the 2 days trip outside Bangkok page of Thaiphototrip.com.

ASSUMPTION UNIVERSITY OF THAILAND
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Figure 4.11. The Example of Photo Trip Tour Programs Page.

Photo Contest Page

This page contains information about the photo contest arranged by Thai Photo Trip. After taking a trip with the company, customers can submit the photographs taken from the trip to the website and let other customer vote for the most favorite photograph. The winners will get premiums or discounts which can be used in their next purchase from Thaiphototrip.com. As shown in figure 4.13, the contest page also provides information about the photo contests held by the outside parties at the bottom of the page so that the customers who are interested in joining them can get information directly from our website.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

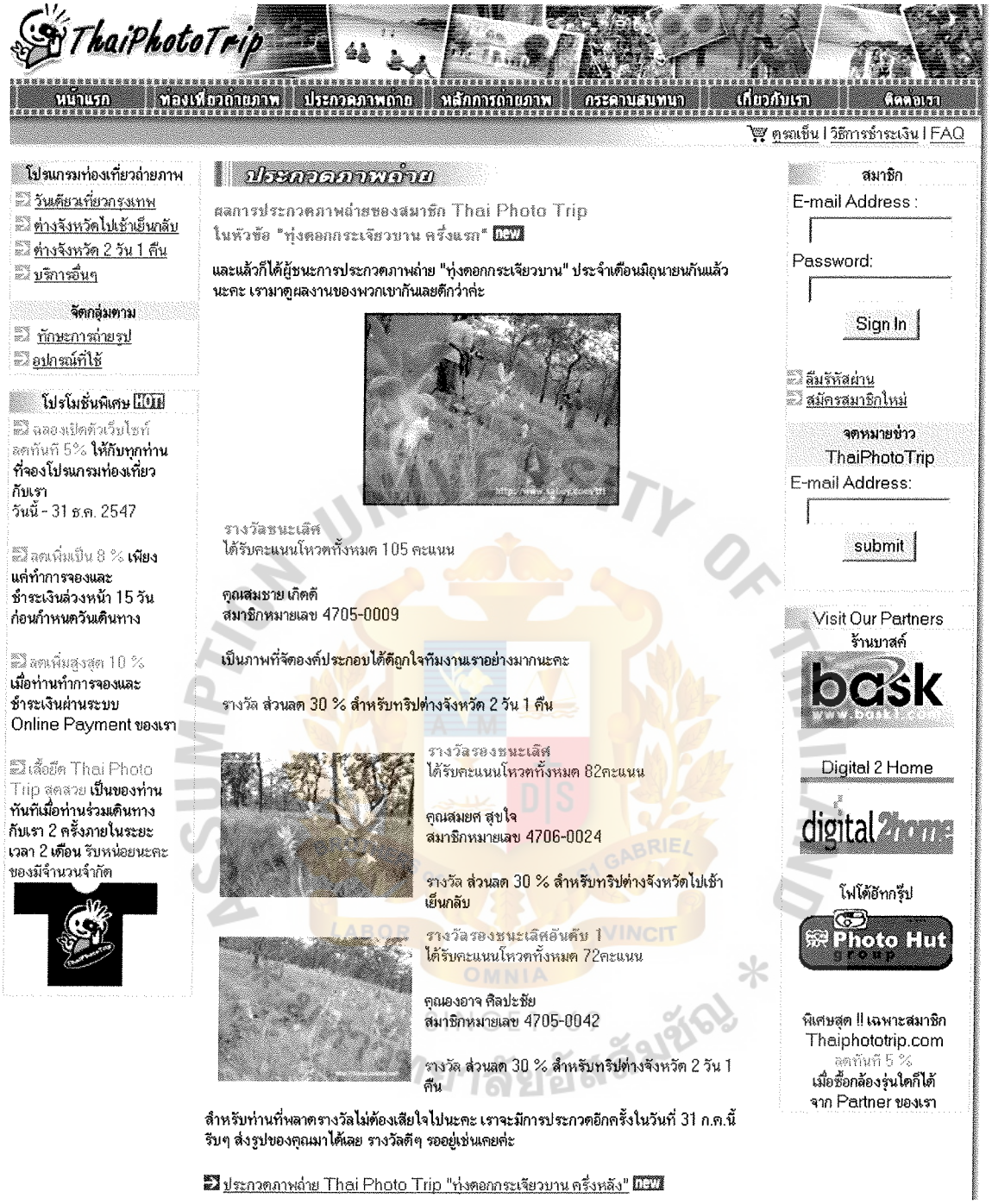


Figure 4.12. Photo Contest Page (First Part).

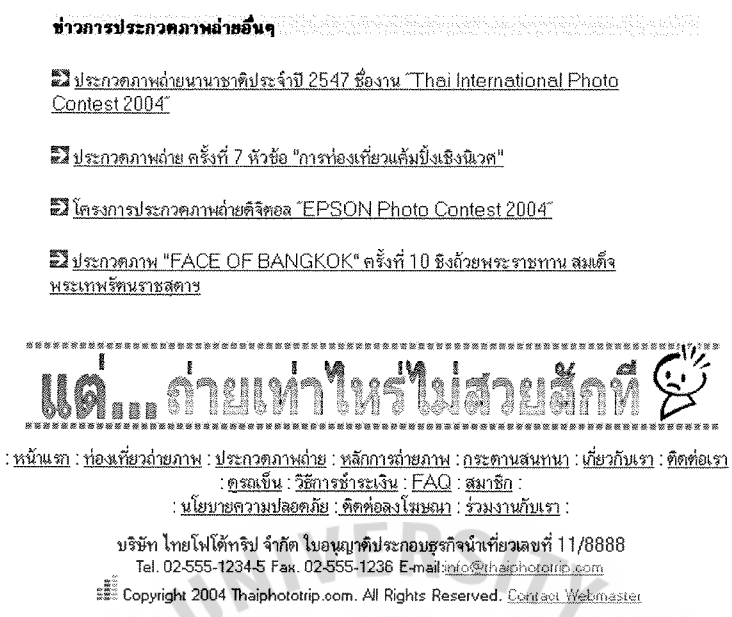


Figure 4.13. Photo Contest Page (Second Part).

How to Take Photo Page

This page contains photographic tips and techniques. The contents are divided into 2 parts, the Photo Learning and the Photo Clinic. The contents under the photo learning part are the knowledge about how to take a good photo and about camera and other photographic equipments. On the other hand, the photo clinic's contents are about how to use the computer graphic programs such as Adobe Photoshop to modify or retouch the photographs in order to make it look better.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
มหาวิทยาลัยอัสสัมชัญ

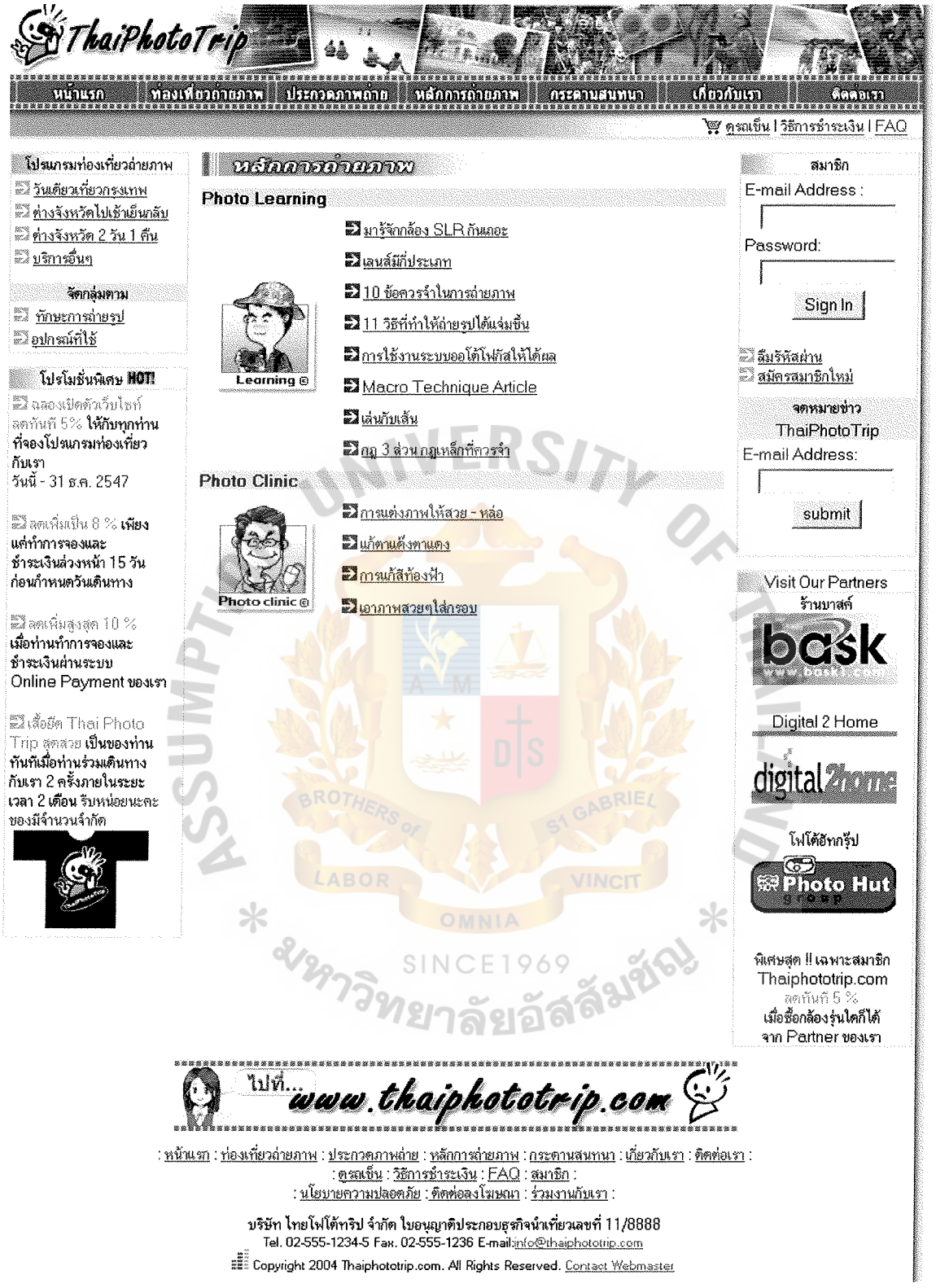


Figure 4.14. How to Take Photo Page.

Web board

There are 3 main topics in the web board of Thaiphototrip.com include camera reviews, purchasing advisor, and share experience. In the camera review web board, our staff will place the information about specification, features, performance, and price of the newly launched cameras and other photographic-related equipments such as lens, flashlight, etc. into this web board where visitors can view and share their opinions about the advantages or disadvantages of the camera with other visitors. In the purchasing advisor section, visitor can post the question about the cameras and other equipments which they are interested in or intend to buy and then our staff as well as the other visitors who have the information or the experience of using such cameras will give the opinion about good points and bad points of the camera or whether it worth buying or not. Lastly, share experience section, visitors can share their opinion and experiences on the general topics.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of ST GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Figure 4.15. Thaiphototrip.com's Web Board.

About Us Page

The about us page consists of the information about our company and our staffs. In our staff section, visitors and the prospects can find our photographic instructor's personal data and portfolio, as shown in figure 4.17, which include education, photographic experience, and achievements in the photographic field.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

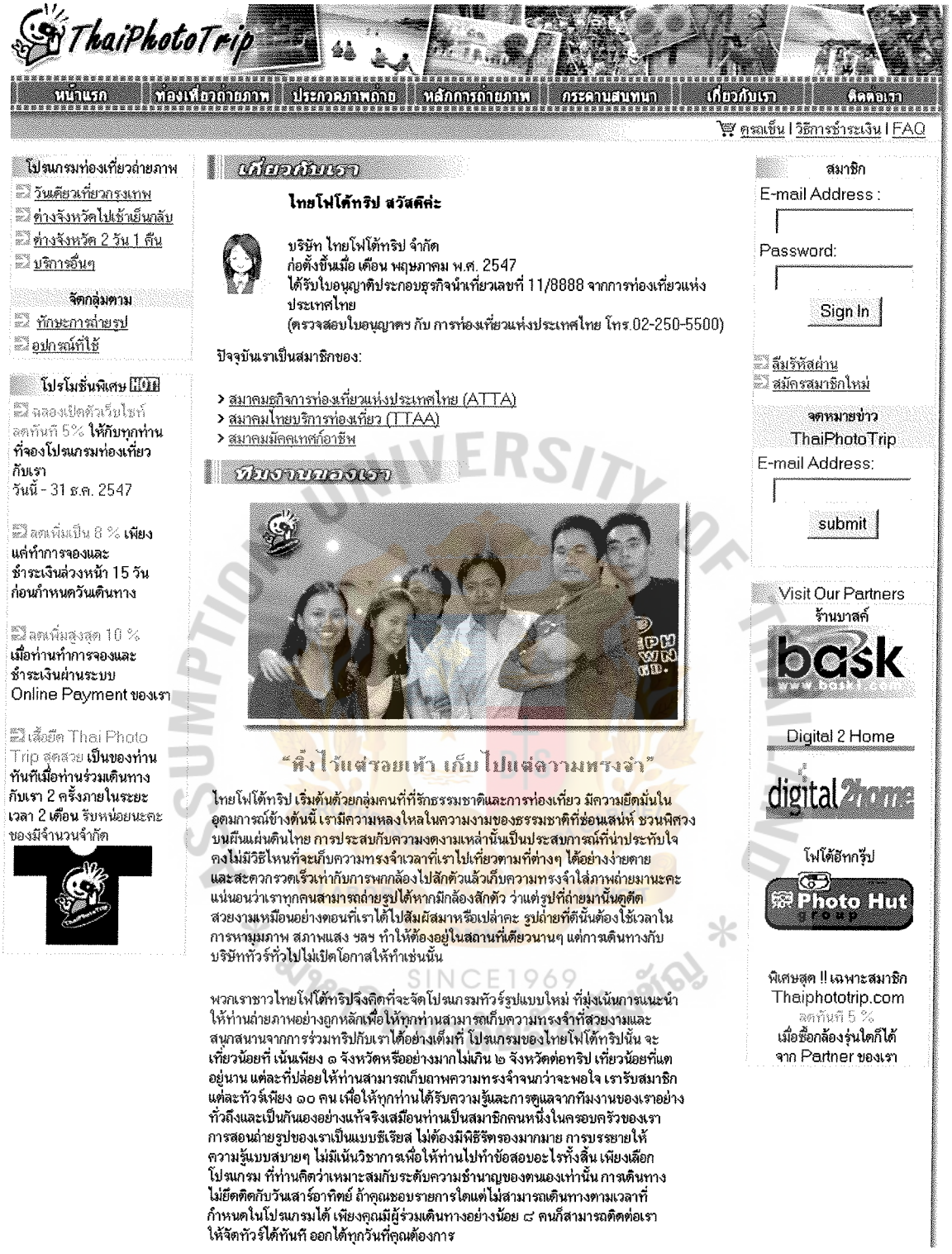


Figure 4.16. About Us Page (First Part).

Figure 4.17. About Us Page (Second Part).

Contact us

This page contains the contact address, phone number, fax number, and E-mail addresses that visitors can use to contact our company. The contact us page also contain the query form that visitors or customers can send their comments and feedbacks about our services, request for a specific information, and request for the arrangement of the tour program for the specific group of customers. The links to banner advertising rate table and to job opportunities page are located at the top of the web page.

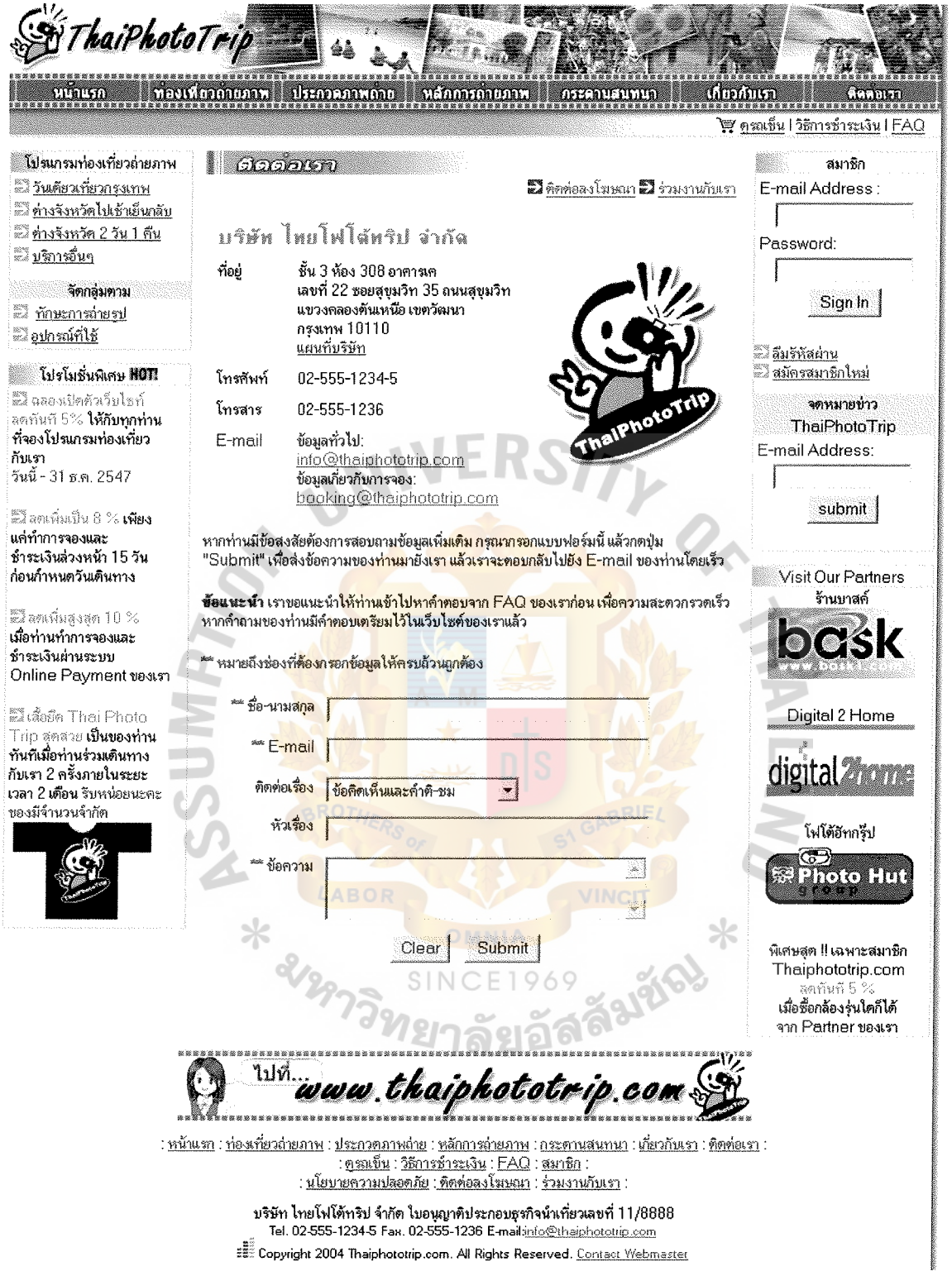


Figure 4.18. Contact Us Page.

FAQ Page

FAQ or frequently asked questions page will contain the general questions and answers related to Thai Photo Trip's services, booking process, payment method, etc. The FAQ page help visitors, prospects and our staff save time asking and providing this basic information.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Figure 4.19. FAQ Page.

Online Booking and Member Registration Process

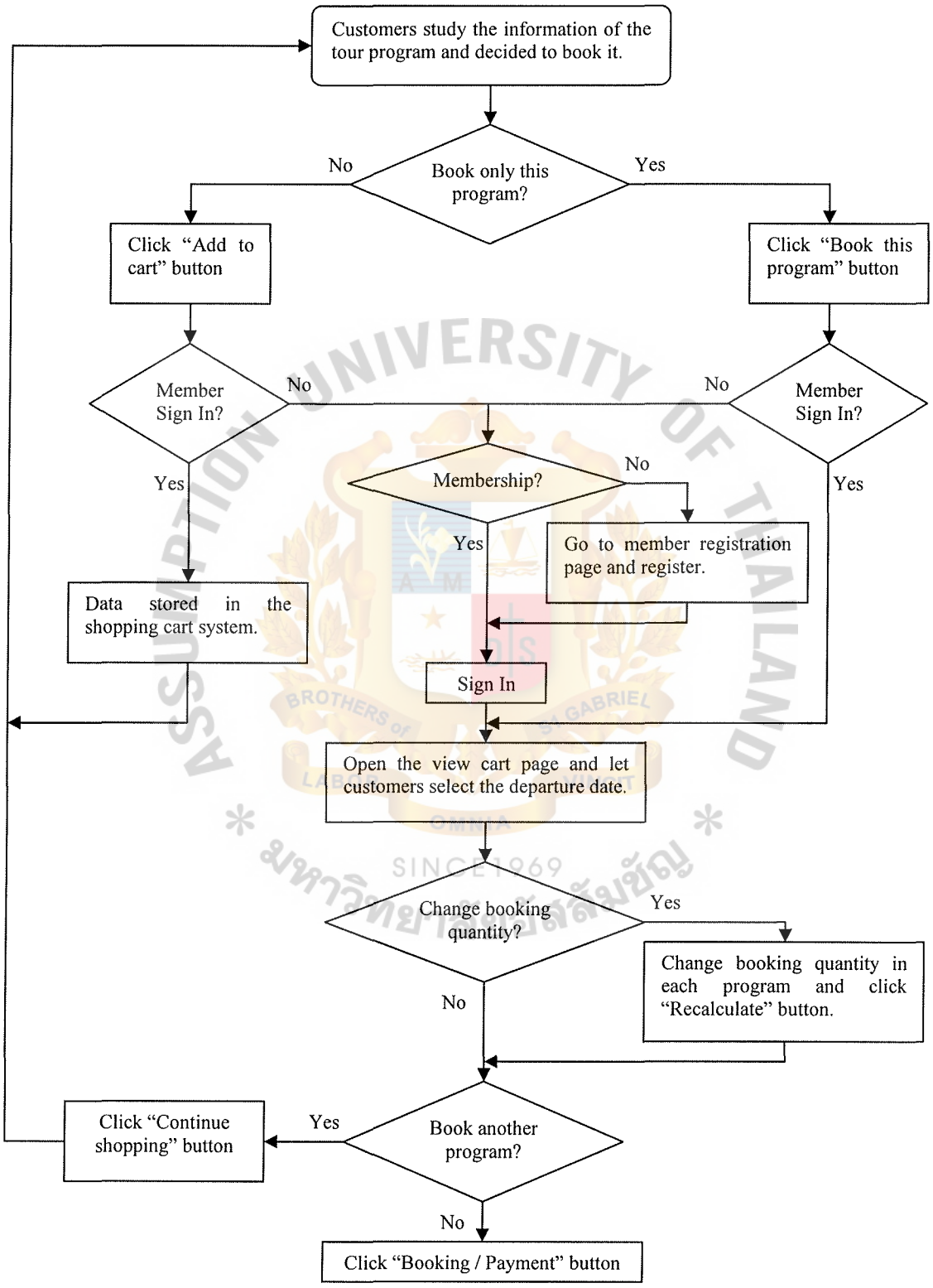


Figure 4.20. Thaiphototrip.com's Online Booking System Flow Chart.

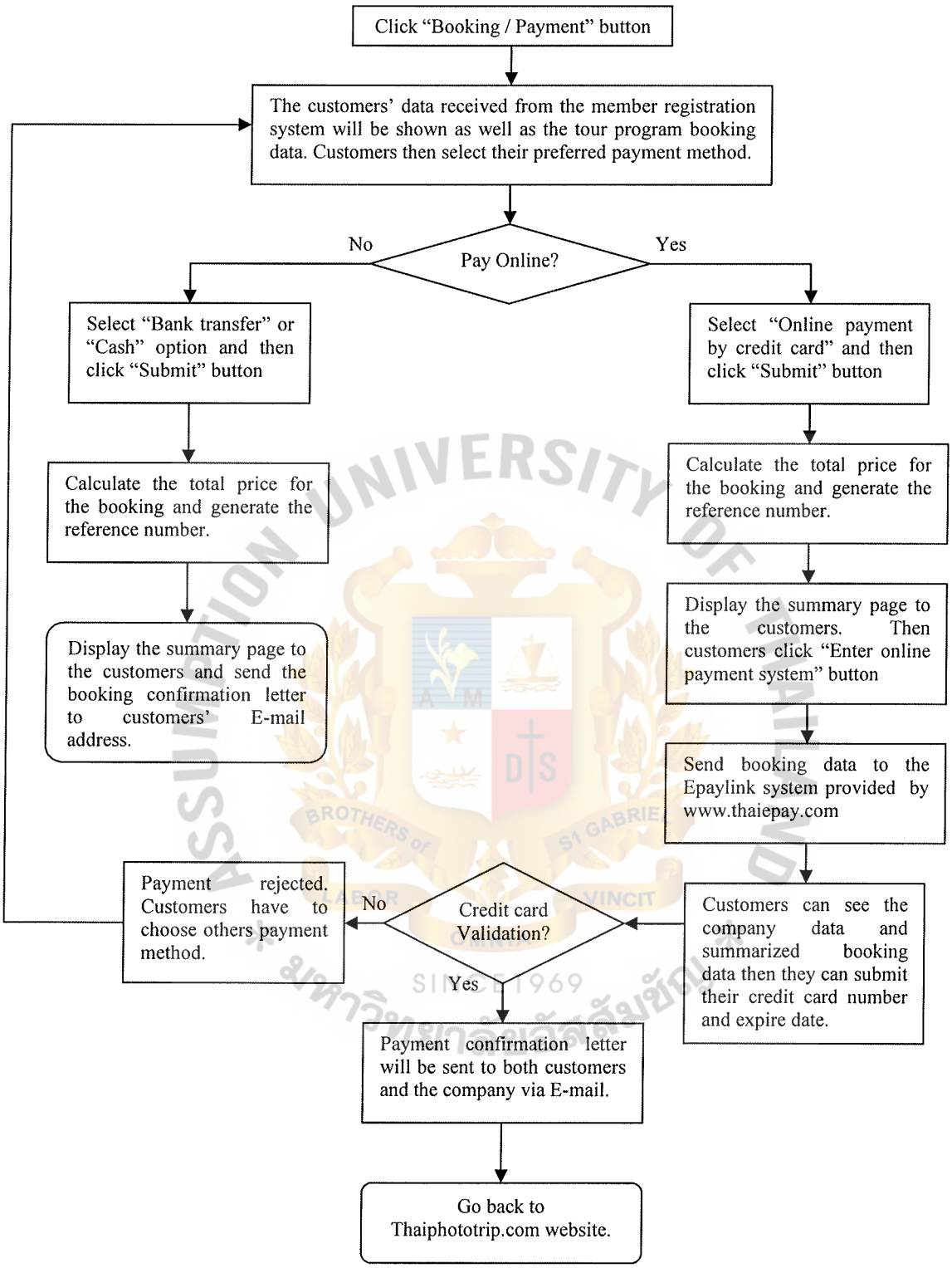


Figure 4.21. Thaiphototrip.com's Online Booking System Flow Chart (Continued).

Figure 4.20 and 4.21 illustrate the online booking process of Thaiphototrip.com. For the new customers, there are 6 major steps involved in booking or purchasing the photo trip tour services from the website.

Collecting Information

After looking at the brief introduction and see a photograph taken from the destination in the photo trip tour program page, as shown in figure 4.11, visitors can choose the program they are interested in and then use the "More Details…" links to see the details of the trip include schedule, meeting point, price's details, photographic skill and equipments required, photographic instruction topics and the name of the instructor, and time table. Figure 4.22 and 4.23 show the photo trip to Suphanburi which is categorized in 1 day trip outside Bangkok tour program of Thaiphototrip.com. With the information given in this page, customers can easily decide whether the tour program is suitable for them and their need or not.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of ST GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

ท่องเที่ยวถ่ายภาพ

OD001 กรุงเทพฯ - สุพรรณบุรี

เลียบริมน้ำชมตลาดเก่า เลาะริมบึงชมธรรมชาติสัตว์น้ำเที่ยวเมืองสุพรรณวันเดียวครบทุกรส

โปรแกรม 1 วัน ไปเช้า-เย็นกลับ มีรายละเอียดดังนี้

06:45 น. พบกันที่จุดนัดหมายรถจอดที่ "ห้างสรรพสินค้าติเอ็มโพเรี่ยม" (ดูแผนที่)
07:00 น. ออกเดินทางด้วยรถตู้หลังคาสูงอย่างดี มุ่งสสุพรรณบุรี
ขณะเดินทางอยู่บนรถ จะมีการทำความรู้จักเพื่อสร้างความสามัคคีในหมู่คณะ และเริ่มแนะแนวการถ่ายภาพ การเลือกใช้อุปกรณ์ พร้อมชมรูปตัวอย่างจากวิทยากร เพื่อเตรียมความพร้อมให้ทุกท่านสามารถลงไปลุยถ่ายภาพได้ทันทีที่ถึงจุดหมาย
09:00น. ถึงที่ตลาดสามชุก ตลาดไม้เก่าแก่ริมน้ำมีอายุกว่าร้อยปี เราจะมาย้อนรอยถ่ายภาพวิถีชีวิตของชาวบ้านที่นี่กัน ไปชมร้านบะหมี่เจ็กอ้าวที่ทำเส้นบะหมี่เอง เปิดมานานกว่า 70 ปีเลียตายที่เขาทำเส้นบะหมี่กันตอนกลางคืนไม่งั้นจะได้ถ่ายรูปการทำบะหมี่ ข้าวห่อใบบัวคุณหรึ่งสูตรดั้งเดิมก็อร่อยค่ะ ที่นี่มีร้านซ่อมรองเท้าที่เราคิดว่าเป็นอีกที่ที่ถ่ายรูปแล้วได้อารมณ์ค่ะ พิพิธภัณฑ์บ้านขุนจำนงค์ก็เป็นที่ที่น่าย้อนรอยเช่นกันนะคะ

12:00น.กินอาหารกลางวันและพูดคุยหลังอาหาร
13:00น. ออกเดินทางไปอ.เดิมบางนางบวช เพื่อชมบึงฉวากเฉลิมพระเกียรติที่เป็นที่ตั้งของอุโมงค์ปลาน้ำจืดแห่งแรกของประเทศไทย
15:00น. ออกเดินทางสู่อ.เมือง ที่วัดพระนอน ถ่ายสถาปัตยกรรมสยาม ที่นี่มีพระนอนที่นอนหงายแห่งเดียวของประเทศไทย เป็นอันชินไทยแลนด์ค่ะ ถ้าเวลาเหลือก็ไปถ่ายวัดป่าเลไลย์ที่มีหลวงพ่อโตและด้านหลังยังมีเรือนขุนช้างขุนแผนด้วยนะคะ
17:00น. เก็บกล้องเตรียมไปรับประทานอาหารเย็นร่วมกัน หรือถ้าสมาชิกยังไม่จุใจจะขอถ่ายรูปกันต่อก็ไม่ผิดกติกาแต่อย่างใดค่ะ จากนั้นก็เดินทางกลับกรุงเทพฯ

Figure 4.22. Details of the Bangkok – Suphanburi Photo Trip (First Part).

ราคาเพียงท่านละ 1,500 บาท

ค่าใช้จ่ายนี้รวม
- ค่ารถตู้ปรับอากาศหลังคาสูง
- ค่าประกันการเดินทาง วงเงินท่านละ 200,000 บาท
- ค่าอาหาร 2 มื้อ พร้อมบริการเครื่องดื่มบนรถ
- ค่าธรรมเนียมสถานที่ต่าง ๆ
- วิทยากรถ่ายภาพพร้อมมัคคุเทศก์นำเที่ยวตลอดการเดินทาง

ทักษะการถ่ายภาพที่เข้าร่วมได้
โปรแกรมนี้จะเน้นที่ความรู้พื้นฐานง่ายๆ ในการถ่ายภาพ เพื่อให้คุณสามารถนำไปใช้ได้จริง ดังนั้นทุกท่านที่มีใจรักการถ่ายภาพทั้งมือใหม่มือเก่าสามารถร่วมเดินทางด้วยกันได้ค่ะ

หัวข้อหลักในการถ่ายภาพ
- หลักการถ่ายภาพเบื้องต้น การเลือกมุมกล้อง การจัดองค์ประกอบของภาพ
- การถ่ายภาพภูมิทัศน์ และสถาปัตยกรรม
- การถ่ายภาพบุคคล และการถ่ายภาพวิถีชีวิตในท้องถิ่น
วิทยากร: มรกต ศรีสุขใจ

อุปกรณ์ถ่ายภาพที่ใช้
- กล้องถ่ายภาพ เป็นกล้อง Digital หรือกล้องฟิล์มก็ได้ ไม่จำกัดรุ่น
- ขาตั้งกล้อง
- ในกรณีกล้องฟิล์ม ใช้ฟิล์มสี ISO200 ยี่ห้อใดก็ได้ (ท่านสามารถสั่งซื้อกับ Thaiphototrip.com ได้ ในราคาม้วนละ 78 บาท)

กำหนดการเดินทาง

เดือน / ปี พ.ศ.	วันที่
มิถุนายน 2547	5, 19
กรกฎาคม 2547	3, 17, 31
สิงหาคม 2547	14, 28
กันยายน 2547	4, 18

หยิบใส่รถเข็น | จองโปรแกรมนี้

"คุณเป็นสมาชิกของ Thaiphototrip.com แล้วหรือยังคะ"

ในการสั่งจองโปรแกรมท่องเที่ยวและทำการชำระเงินผ่านระบบ Online booking ของเราได้นั้นคุณจะต้องสมัครเป็นสมาชิกของเราก่อน โดยไม่ต้องเสียค่าใช้จ่ายใดๆ ทั้งสิ้น นะคะ ซึ่งสมาชิกของเรายังจะได้รับสิทธิประโยชน์อื่นๆ อีกมากมายด้วยนะคะ ดูรายละเอียดที่นี่

หากท่านมีข้อสงสัย ต้องการสอบถามข้อมูลเพิ่มเติม หรือต้องการจัดทัวร์เหมาเป็นหมู่คณะ สามารถ ติดต่อเราได้ที่ info@thaiphototrip.com หรือ คลิ๊กที่นี่ เพื่อกรอกแบบฟอร์มส่งความคิดเห็นของท่านมาที่เรา เจ้าหน้าที่ของเราจะตอบให้โดยเร็วค่ะ

Figure 4.23. Details of the Bangkok – Suphanburi Photo Trip (Second Part).

St. Gabriel's Library, Au

Start Booking

When customers have finished gathering information and decide to join the trip, they can go to the bottom of the trip detail page, as shown in figure 4.23, to start booking process. There are two alternative offered to the customers. Firstly, the customers can click "Add to cart" button and the tour program they have chosen will be add into the shopping system. Then the browser will go back to the parent page, in this case, the 1 day trip outside Bangkok page, in order to let the customers shop the other tour program they want. After the customers finished shopping and decided to start booking, they can use "View cart" links in the sub navigation at the top or the bottom text links of every web pages to view all the items they have selected. Secondly, in case that the customers want to book the current tour program only, they can click the "Book this program" button to make the online booking. However, the booking process will not start unless the customer sign in as a member of Thaiphototrip.com according to our policy that only the member can use the online booking system. So, if the customers click "Add to cart" or "Book this program" button without member sign in, the warning page, as displayed in figure 4.24, will appear and customers have to sign in to start the booking process. For the new customers, they will have to apply for the Thaiphototrip.com membership.

Figure 4.24. Member Sign In Warning Page.

Member Registration

The membership of Thaiphototrip.com is free of charge. The main purpose of having the membership is to allow the company to easily track the customers' behavior in order to be able to offer the services that match the customers' need and make them satisfy. The data collected in the member database will be used in the online booking system so that customers will not have to enter their personal data every time they want to book the trip. Moreover the member will regularly receive the news letter and special discount from the company. To access to the member registration page, customers can use the links in the rectangular frame located on the right-hand side of the web pages or the link in the bottom navigation. The personal data needed to subscribe to the membership include name, surname, contact or billing address, telephone number, E-mail address and preferred password.

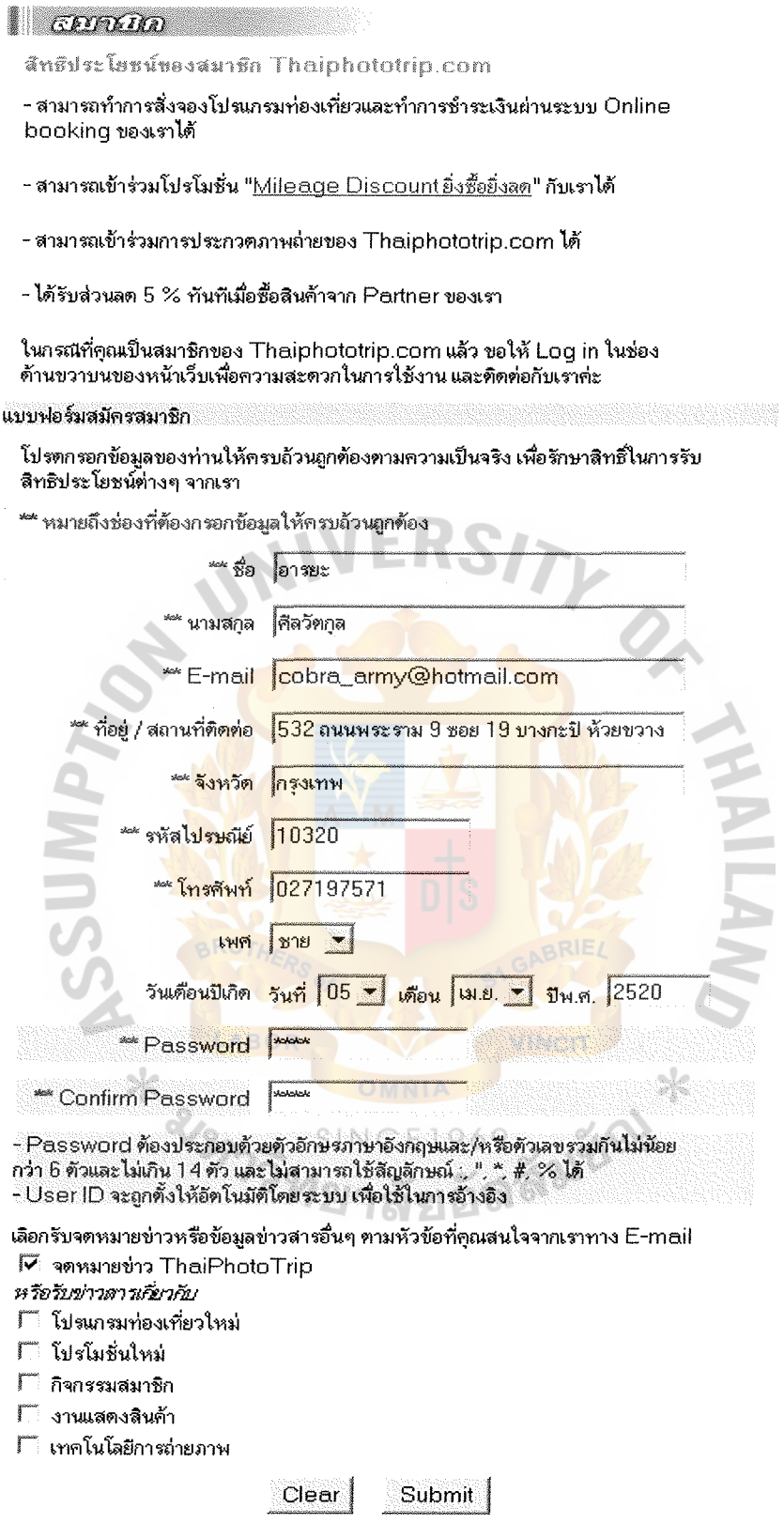


Figure 4.25. Member Registration Page.

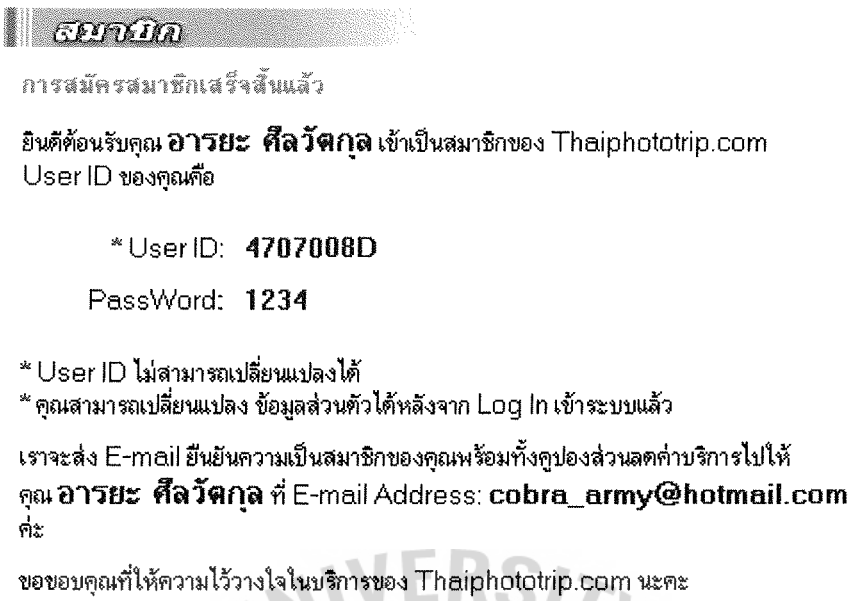


Figure 4.26. Membership Confirmation Page.

After finish registration, customers can use the member navigation system, located in the right-hand side rectangular frame on the web pages, to sign in and continue the booking process. The members can also change their personal data anytime they want after they log in.

ASSUMPTION UNIVERSITY OF THAILAND
LABOR VINCIT OMNIA SINCE1969
มหาวิทยาลัยอัสสัมชัญ

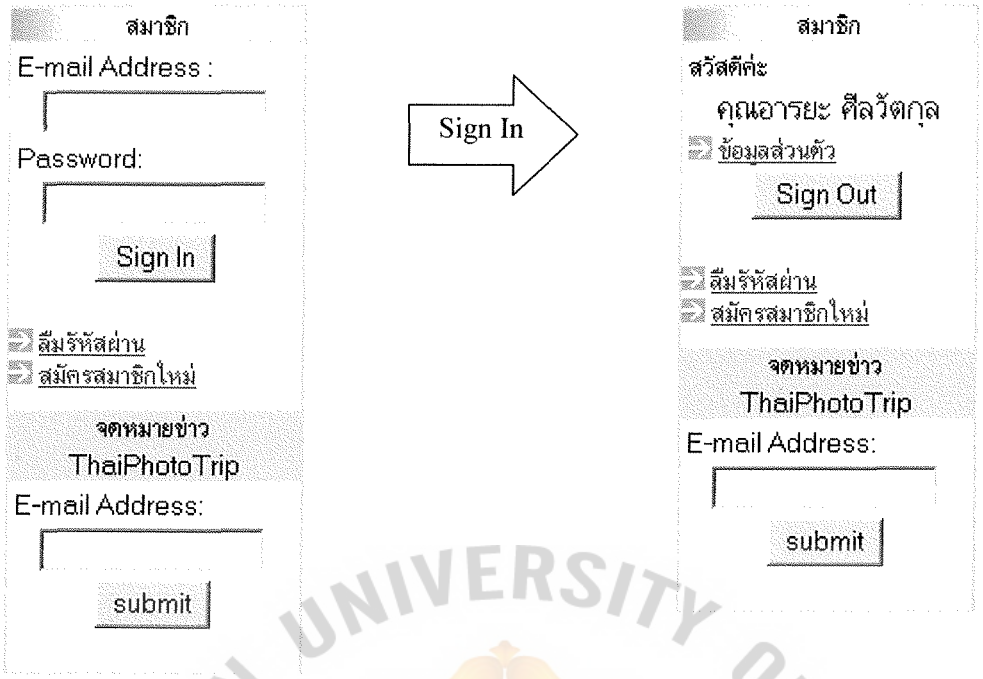


Figure 4.27. Member Navigation System.

View Shopping Cart

After subscribe and sign in as the member, customers can access to the shopping cart by clicking the "View cart" link or "Book this program" button. Shopping cart will contain tour program code, program name, purchasing quantity, unit price, and total amount of payment. In the shopping cart page, customers can choose the departure date as well as the purchasing quantity they prefer. There are 3 button located at the lowest part of the shopping cart. Firstly, customers can click the "Add more programs" button if they want to book additional tour programs. Secondly, if the customers change the purchasing quantity, they can click "Recalculate" button to let the system calculate the new total price for them. Lastly, customers can click the "Booking / Payment" button if they finish shopping and ready to make a payment.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST. GABRIEL
OMNIA
SINCE1969

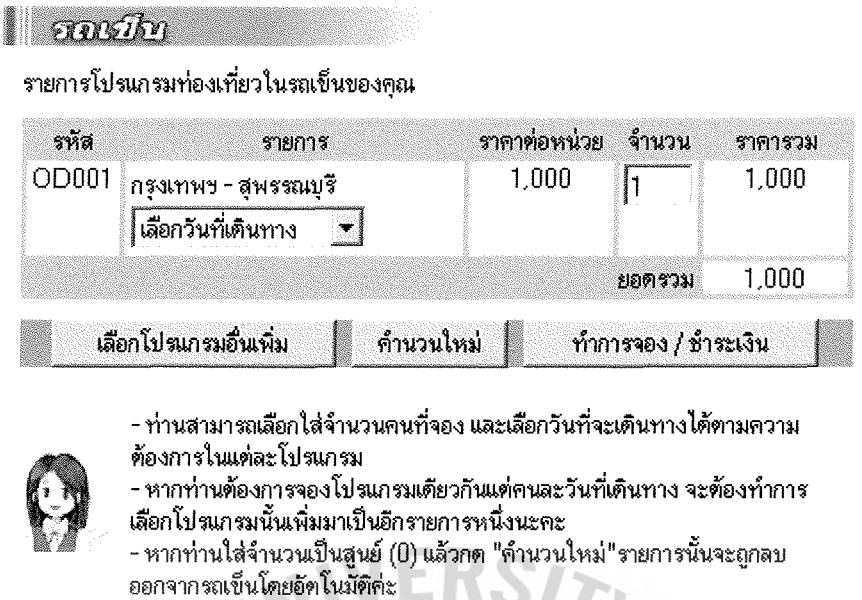


Figure 4.28. Shopping Cart Page.

Selecting Payment Method

The customers' data received from the member registration will be shown as well as the tour program booking data from the shopping cart. After verifying the data, customers will then select their preferred payment method among 3 options include online payment by credit card, bank account transfer, and cash or credit card payment at Thai Photo Trip's office. If the customers want Thaiphototrip.com to send their booking and payment confirmation documents to their physical address via postal service, they can check the check box locate in the bottom of the page. After they make their decision, they can click the "Submit data" button to continue.

ASSUMPTION UNIVERSITY OF THAILAND
SINCE1969

St. Gabriel's Library, Au

Figure 4.29. Payment Selection Page.

Payment & Summary

For those customers who prefer the offline payment methods include bank account transfer, and cash or credit card payment at Thai Photo Trip's office, after clicking "Submit data" button, the payment system will then calculate the total price for all items in the shopping cart and generate the booking reference number. The booking summary page will display to the customers and the booking confirmation letter will be sent to customers' E-mail address.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

จองโปรแกรมท่องเที่ยว

การจองเสร็จสิ้นแล้ว

Thaiphototrip.com ขอบคุณที่ใช้บริการค่ะ

รายละเอียดการจองโปรแกรมท่องเที่ยวของคุณมีดังนี้

เลขที่ใบสั่งจอง: **470705-OD0001-0023**

ชื่อลูกค้า:	อารยะ ศีลวัตกุล	User ID:	4707008D
E-mail:	cobra_army@hotmail.com		
ที่อยู่:	532 ถนนพระราม 9 ซอย 19 บางกะปิ ห้วยขวาง กรุงเทพ 10320	โทรศัพท์:	027197571

รหัส	รายการ	ราคาต่อหน่วย	จำนวน	ราคารวม
OD001	กรุงเทพฯ - สุพรรณบุรี เดินทาง 31 กรกฎาคม 2547	1,000	1	1,000
			ส่วนลด	50
			ยอดรวม	950

* ราคารวมภาษีมูลค่าเพิ่มแล้ว

หมายเหตุ

- วิธีการชำระเงิน: ชำระด้วยเงินสดหรือบัตรเครดิตโดยตรงที่สำนักงาน
- ส่วนลด: 5 % ฉลองเปิดตัวเว็บไซท์

- Thaiphototrip.com จะส่งจดหมายยืนยันการจองให้คุณทาง E-mail ของ โดยคุณสามารถพิมพ์ออกมาใช้เป็นหลักฐานการจองได้
- การจอง และการซื้อโปรแกรมท่องเที่ยวจะสมบูรณ์ก็ต่อเมื่อได้มีการชำระเงินแล้วเท่านั้น
- การชำระเงินที่สำนักงานและการโอนเงินผ่านธนาคาร จะต้องชำระล่วงหน้าอย่างน้อย 7 วัน ก่อนวันเดินทาง
- กรณีการชำระเงินค่าบริการผ่านบัญชีธนาคาร ท่านจะสามารถแจ้งยืนยันการชำระเงินมัดจำและค่าบริการได้ทางโทรสารหมายเลข 02-555-1236 หรือทางจดหมายอิเลคทรอนิคที่ booking@thaiphototrip.com โดย Thaiphototrip.com จะดำเนินการจัดส่งบัตรรายการท่องเที่ยวให้กับท่านทาง E-mail ในทันทีภายหลังจากได้รับแจ้งการดำเนินการชำระค่าบริการ

Figure 4.30. The Booking Summary Page for Offline Payers.

As for the customers who prefer the online payment by credit card, after clicking "Submit data" button, the data processing will be the same as offline payment, that is calculate the total price for all items in the shopping cart and generate the booking

reference number. However, a difference will be in the booking summary page, as shown in figure 4.31 below.

Figure 4.31. The Booking Summary Page for Online Payers.

After finish checking the summarized data, the customers will then click "Enter online payment system" button and the details of the booking will be sent to the EPAYLINK system web page provided by Thaiepay.com (http://www.thaiepay.com).

EPAYLINK is the online payment gateway system developed by PORAR Web Application Co., Ltd. (http://www.porar.com). EPAYLINK web page display the summarized booking details, store / company name, confirmation of price and other relevant information, to be confirmed by the customer.

Figure 4.32. The Booking Summary Page of the EPAYLINK System.

If the customer confirms the details, they will proceed to the next EPAYLINK web page, which is protected by SSL security system, with allow them to enter their credit card details include card number and expire date and then click "Submit" button.

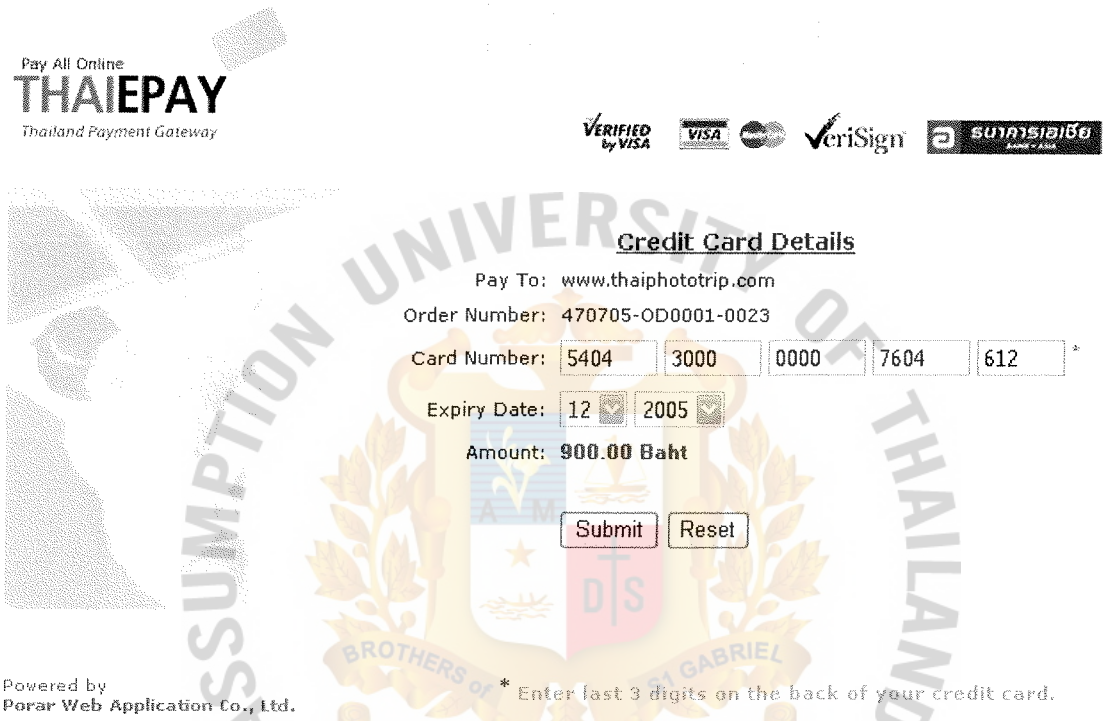


Figure 4.33. The Credit Card Details Submission Page of the EPAYLINK System.

The EPAYLINK system will check credit card details and validation and then inform the customer of the result immediately. If credit card details are not approved, the system will display "Rejected" on the web page with an appropriate reason. If credit card details are approved, the system will display "Completed" on the web page and sending an e-mail to the customers informing them that their credit card details have been approved and their money has already been debited and the payment is complete. Payment confirmation letter will be also sent to the company via E-mail as well.

Clicking the "Go back to the shop" button will bring the customers back to Thaiphototrip.com website.

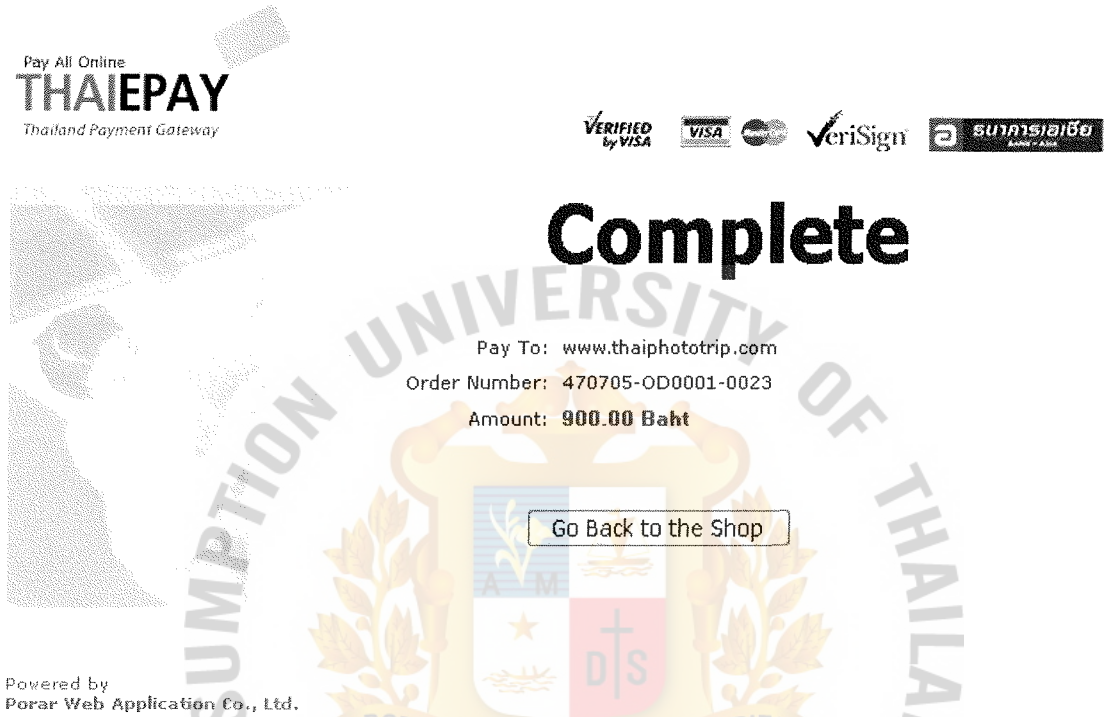


Figure 4.34. The Payment Completion Page of the EPAYLINK System.

The reasons that Thaiphototrip.com use the payment gateway service from Thaiepay.com is that it is very cheap when compared with the benefits that we will get from it. The service charges include the operating services charge at 295 baht per month and the service charge of 4% is deducted from payments made through credit cards. The remaining income is the net income that will be transferred back to the company accounts every month. Thaiepay.com's online payment gateway system is the same payment gateway currently provided by the Bank of Asia. Due to this, the usage quality regarding security system and credit card checking system are equally effective.

Moreover, as the newly established business, Thai Photo Trip still can not apply for the commercial bank's payment gateway, such as Krungsri e-Payment form Bank of Ayudhya or SCB Payment Gateway from Siam Commercial Bank, because of the conditions regarding approval of a payment gateway system which are:

(1) Applicants must be a registed company that has been established for at least 1 year with a registered capital of no less than one millon baht.

(2) A deposit of no less than 50,000 baht must be given to the Bank.

However, after the first year, the company will consider using the payment gateway from the commercial bank in order to gain more trust from the customers.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

V. FINANCIAL ANALYSIS

The financial analysis is the process to determine the ability to generate profit and pay back the startup investment of the project in order to succeed and maintain continuous growth. We will use the break even analysis and then find out the payback period of the project.

Break even analysis is the method used to forecast the sales volume and revenue in order to figure out the profit making of this project. The break even point obtained from the analysis is the minimum sales volume to achieve in order to prevent loss. In general, break even point is the point at which gains equal losses. The sale volume beyond the break even point will generate profit. For businesses, reaching the break even point is the first major step towards profitability.

The payback period is the length of time required to recover the fixed cost. The better investment is the one with the shorter payback period. Payback period will let us know how many years that the sales revenue of the company will cover fixed cost.

Break Even Analysis

Break even analysis uses 2 kinds of operating cost in the calculation which are "Total Fixed Cost" and "Total Variable Cost". Fixed costs plus variable costs equal to "Total Cost". Fixed costs consist of the costs that remain constant, regardless of any change in company's activity. The fixed costs may include office rent, salary and wage, utility expense, etc. The detailed total fixed cost calculation of Thai Photo Trip will be displayed later. On the contrary, variable costs are the costs that changes in proportion to a change in a company's activity or the number of products or services sold such as the cost of raw material, direct labor used to make or conduct each unit of the goods.

The following formula is used to determine the break even point for the project:

Break even point = Total fixed cost / (Price per unit – Variable cost per unit)

Total Fixed Cost

Total fixed cost per year of the firm is estimated to be 834,640 Baht as the following detail:

(1)	Depreciation – Office Furniture	10,000
(2)	Depreciation – Office Automation	15,340
(3)	Depreciation – Camera	30,000
(4)	Depreciation – Photo Equipments	10,000
(5)	Exhibition Show & Advertising	50,000
(6)	Sales Promotions	60,000
(7)	Domain Name Registration	500
(8)	Salary Expense	528,000
(9)	Utilities Expenses	60,000
(10)	Office Supplies	12,000
(11)	Internet Access	42,000
(12)	Web Hosting & E-mail Service	15,000
(13)	E-payment Service Fee	1,800

Price per Unit

Since Thai Photo Trip provides tour packages which consist of many price levels, mainly 3 levels, we will use the average price per unit to calculate the break even point. In the break even analysis, we will consider only the revenue from our photo trip tour packages and exclude the income from add-on services since they are not the main products of the project. As staged earlier, Thai Photo Trip's tour packages are divided into 3 categories which are 1 day trip inside Bangkok, 1 day trip outside Bangkok, and 2

St. Gabriel's Library, Au

days trip outside Bangkok. The standard prices for 1 person of each category are as follow:

(1) 1 day trip inside Bangkok 1,000

(2) 1 day trip outside Bangkok 1,500

(3) 2 days trip outside Bangkok 3,500

The average price per unit of goods sold will be 2,000 Baht.

Variable cost per unit

For the variable cost of the project, we will use the average cost of goods sold which is estimated to be about 50 % of the unit price. So, the average variable cost per unit is 1,000 Baht

According to the formula, we can calculate the break even point as follows:

Break even point = Total fixed cost / (Price per unit – Variable cost per unit)

= 834,640 / (2,000 – 1,000)

= 835 units

The figures calculated above means that we needs to sell the photo trip packages of around 835 units (835 customers) per year or the annual sales revenue should be at least 1,670,000 Baht (835 * 2,000 Baht) in order to cover the total costs. If we could sell the photo trip packages more than 835 packages per year or 70 units per month, we will start gaining profit.

As a newly establish E-commerce website, we expected to sell our photo trip tour program at least 5 programs per months in the first year. Since we will receive 10 tourists (units) in each programs, it means that the expected monthly sales volume will be 50 units. The expected growth rate of the annual sales will be 25% increase per year. Below is the table of expected sales volume for the first 5 years:

Table 5.1. The Expected Sales Volume of Thai Photo Trip.

Year	Units Sold	Average Price per Unit	Sales Revenue
1	600	2,000	1,200,000
2	750	2,000	1,500,000
3	938	2,000	1,876,000
4	1,173	2,000	2,346,000
5	1,466	2,000	2,932,000

The above projection shows that the company will reach the break even point of 835 units sold at the beginning of the 2nd year. For the clearer illustration, the break even point is plotted in the graph below:

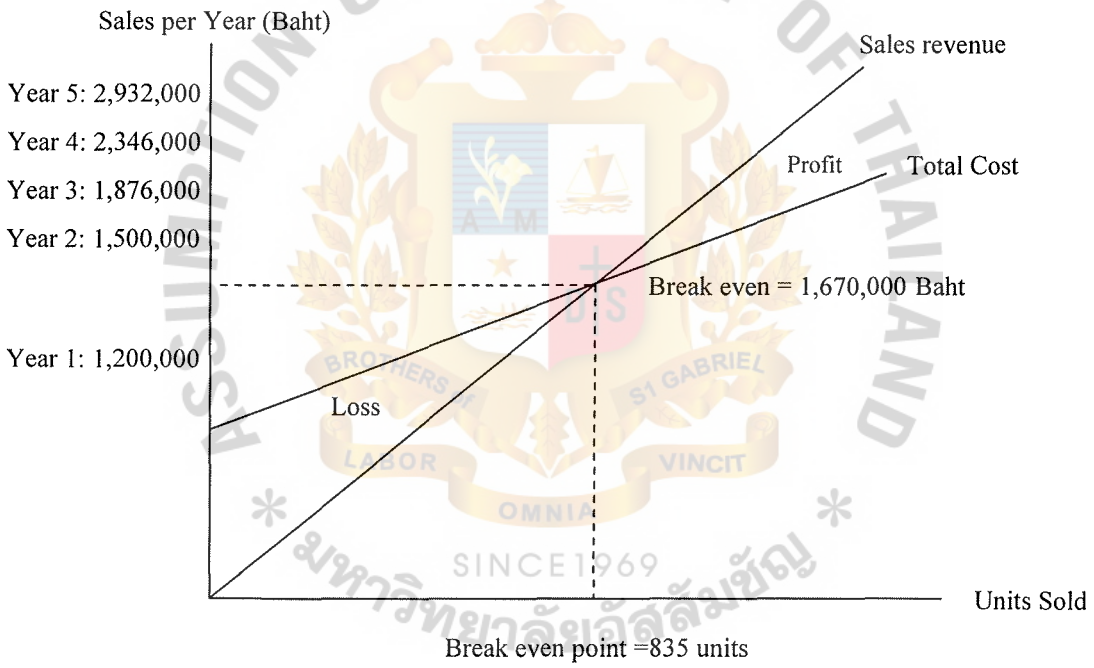


Figure 5.1. Break Even Analysis of Thai Photo Trip.

Payback Period

In order to figure out the payback period of the project, we use the yearly sales revenue based on the break even analysis and the estimated annual expense to calculate

the pro forma Profit & Loss Statement for the first 5 operating years of Thaiphototrip.com.

The calculation of the Profit & Loss Statement is based on the following assumptions.

(1) The external factors will have positive effects to the firm. The government will regularly launch the campaigns for the next 5 years in order to stimulate the continuously positive growth for the traveling industry.

(2) There will be no epidemic, the terrorist and public security problems, or politic problem in Thailand for the next 5 years.

(3) The annual growth rate of the company will be 25 % and the increase in revenue impact on the increase in cost, especially when there are new competitors enter the market.

(4) Depreciation of the office furniture and decorations and photographic equipments are 10% per year and depreciation of the office automations and cameras are 20 % per year.

(5) The salary expenses will increase 5% per year.

ASSUMPTION UNIVERSITY OF THAILAND
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

St. Gabriel's Library, Au

Table 5.2. The Pro Forma Profit & Loss Statement of Thaiphototrip.com.

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Revenue from Trips	1,200,000	1,500,000	1,876,000	2,346,000	2,932,000
Commission from Camera Vender (Partner)	15,660	19,575	24,469	30,586	38,232
Banner Advertisement	96,000	96,000	96,000	96,000	96,000
Total Sales	**1,311,660**	**1,615,575**	**1,996,469**	**2,472,586**	**3,066,232**
Cost of Goods Sold					
Average Cost of Goods Sold	**600,000**	**750,000**	**938,000**	**1,173,000**	**1,466,000**
Gross Profit	**711,660**	**865,575**	**1,058,469**	**1,299,586**	**1,600,232**
Selling & Administration Expenses					
Depreciation - Office Furniture	10,000	10,000	10,000	10,000	10,000
Depreciation - Office Automation	15,340	15,340	15,340	15,340	15,340
Depreciation – Camera	30,000	30,000	30,000	30,000	30,000
Depreciation - Photo Equipments	10,000	10,000	10,000	10,000	10,000
Exhibition Show & Advertising	50,000	50,000	50,000	50,000	50,000
Sales Promotions	60,000	60,000	60,000	60,000	60,000
Domain Name Registration	500	500	500	500	500
Salary Expense	528,000	554,400	582,120	611,226	641,787
Utilities Expense	60,000	60,000	60,000	60,000	60,000
Office Supplies	12,000	12,000	12,000	12,000	12,000
Internet Access	42,000	42,000	42,000	42,000	42,000
Web Hosting & E-mail Service	15,000	15,000	15,000	15,000	15,000
E-payment Service Fee	1,800	1,800	1,800	1,800	1,800
Selling & Administration Expenses	**834,640**	**861,040**	**888,760**	**917,866**	**948,427**
Net Operating Profit Before Tax	**-122,980**	**4,535**	**169,709**	**381,720**	**651,805**
Tax 30%	**0**	**1,361**	**50,913**	**114,516**	**195,542**
Net Operating Profit After Tax	**-122,980**	**3,175**	**118,796**	**267,204**	**456,264**

After figuring out the Profit & Loss Statement, we can see the company will start getting profits in the 2nd year. So, the return on investment will begin at the 3rd year.

In conclusion, without the negative impact from the external factors, the company will reach the break even point at the sales revenue of 1,670,000 Baht or the sales volume of 835 units sold. Sales exceed 835 units will generate profits to the company. The payback period will be within 2 years.

VI. CONCLUSION AND RECOMMENDATION

6.1 Conclusion

From studying this project using Thai Photo Trip Co., Ltd. as a prototype company, we can say that the company gains great opportunities because of the fact that we offer the services that have few competitors in the market. The company's website, www.thaiphototrip.com, will be "The place that people think of when they want to find information about the photo trip service" and for the current customers it will be "The place where you can meet and travel with the people who share the same interest". From these missions, the web site will be the main storefront for Thai Photo Trip where the booking service, sales promotions, and after sales services can be provided. The web site also contains information about our travel schedule, camera knowledge, basic instructions on how to take a good photo, and any other relate information to the customers.

The target market of the web site and the company will be Thai people aged between 15 – 49 years old who love to or are interested in photo taking while traveling around. The company's marketing position in the prospects' mind will be "Whenever you thinking of photo trip, Come to www.thaiphototrip.com".

The main services provided to the target market are the photo trip tour programs. The tour programs are categorized into 3 main types include 1 day trip inside Bangkok, 1 day trip outside Bangkok, and 2 days trip outside Bangkok. Apart from these categories, the company will occasionally or seasonally arrange the photo trip program for the specific period of time in the year such as the 1 day trip to the sunflower field in Lopburi from October to January. The value added services related to the photo trip include camera rental service, additional film preparation service, and photo CD service.

As for the pricing strategies, the company set up the prices for the photo trip touring services to be about 10 -20 % higher than the average market prices of the photo trip tour program. Prices set up for the value added service will be based on the operation cost of each service. The price of banner advertisement service will be based on the average advertisement rate of the medium–low traffic website since we are the newly established website. To encourage our customers to use our services as well as our online booking system, many types of discount are given to them include advance booking discount, online payment discount, and mileage discount for the current customers.

Since the main distribution channel for the company is the website, www.thaiphototrip.com, the way to reach the target customers is to create the customers' awareness of our website by using the proper advertising strategies include banner advertisement, link exchange, search engines and web directories registration, E-mail and newsletter, as well as the offline advertising media such as magazine. Joining the travel or photographic related exhibitions is the strategy of public relations to build the company's and website's awareness as well as create creditability and reliability in customers' views.

The company has the concept of user-friendly website with professional and reliable look. Colors used in the site are plain in order to lead the audience sight to the beautiful photos which they can take by themselves if they join our trips. The navigation is arranged into main navigator bar and sub navigator bar which will appear in every page.

The figures from the break even point and payback period analysis shown that the company will reach the break even point at the sales revenue of 1,670,000 Baht or the sales volume of 835 units sold. Sales exceed 835 units will generate profits to the

company. Without the negative impact from the external factors, the company will start getting profits in the 2nd year. The return on investment of the project will begin at the 3rd year.

6.2 Recommendation

As the competition in the photo trip touring service is still very low, Thai Photo Trip have to take this opportunity to gain brand awareness and loyalty from the prospective customers. Attending the exhibition or trade show is the effective time-saving way to reach the mass public. In the first 3 years, Thai Photo Trip plans to join 3 or 4 photographic-related and travel-related exhibitions in order to gain the target customers' awareness. Sales discounts and promotions must be given to the customers, especially the current customers in order to stimulated repeat buying and brand loyalty. The company must collect all information concerning customers' purchasing behavior include the most popular tour program, customers' most preferable day to take the trip, photographic skill level of the majority customers, feedback and complain, the most desirable destination requested by the customers, etc. Studying these data will help company recognize and understand customers' need and allow the company to customize and optimize the services in order to satisfy the customers. With strong brand loyalty, the company will have the competitive advantages over the current and future competitors.

Personnel are the significant factor for businesses in the service industry as traveling service. Thai Photo Trip concerns a lot on the recruitment of the staff, especially for the photography instructors. The instructors must be the skillful photographers who have well experiences in photography since their works and achievements will be shown on the About Us page in the website so that they can gain trust from prospects. Thai Photo Trip currently use 1 photography instructor and 1 tour

guide for each trip of 10 tourists and we will continue using 2 personnel per trip in order to maintain high level of service due to the fact that 1 person may not be able to effectively give instructions and take care of the tourists at the same time.

After the first 3 years, if there are no negative factors affect the company growth, Thai Photo Trip plan to expand our target market. Thaiphototrip.com will launch the English version website in order to serve the foreign tourists. They can book our tour program at any timer and from anywhere in the world via the website. By using our camera rental and photo CD service, the foreigners will not have to worry about carrying their photo equipments to Thailand in order to join our trip. So, we will have to recruit the personnel with good command in English in order to serve the expanding target market.

After the first operating year, Thaiphototrip.com will use the well-known credit card payment gateway provided by Thai commercial bank such as Krungsri e-Payment form Bank of Ayudhya or SCB Payment Gateway from Siam Commercial Bank in order to increase customers' confidence in our online booking and payment system. When customers trust in the online payment system, they will confidently use the system and allow company to collect the payment faster.

The company plans to provide the training course about the basic of photography to the website's members. This course will give many advantages to the company. Firstly, the course will be free of charge but the person who wants to attend will have to subscribe for Thaiphototrip.com membership so we can easily get the prospects data. The prospects who attend the course will have a chance to know our photography instructor so they can trust in the quality of our photographic instruction given during the trip. For the amateurs, they will have more confidence and will be encouraged to join our photo trip after knowing the basic principle of photo taking.

APPENDIX A

SEARCHING FOR PHOTOTRIP WEBSITE IN THAILAND

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of ST GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

For the competitor analysis, the writer tries to use Thai famous web directory and search engines to find Thai photo trip-related website. The writer used both Thai and English key words for "Photo Trip" and "Photo Instructions" to widen the search results as follow:

Table A.1. Key Words Used in Searching for the Photo Trip Website.

	Language	**Keywords**
Photo trip	English	Photo_trip, phototrip, photo_tour, phototour
	Thai	โฟโต้ทริป, ทริปโฟโต้, ทริปถ่ายภาพ, ท่องเที่ยวถ่ายภาพ
Photo Instruction	English	photo_instruction, photo_study, photo_school, photo_institute, photo_society, photo_association, photo_club
	Thai	สอนถ่ายภาพ, เรียนถ่ายภาพ, อบรมถ่ายภาพ, โรงเรียนสอนถ่ายภาพ, ชมรมถ่ายภาพ, สมาคมถ่ายภาพ

The web directory and search engine used and their search results using the above keywords are listed below.

Table A.2. Search Results from the Web Directory and Search Engine.

URLs	**Number of Result Found Using "Photo Trip" Keywords**		**Number of Result Found Using "Photo Instruction" Keywords**	
	English	**Thai**	**English**	**Thai**
www.sanook.com	0	0	0	1 (www.rpst.or.th/board/)
www.siamguru.com	0	0	0	0
www.google.co.th	2 (www.trekkingthai.com/cgi-bin/webboard/)	0	0	0
www.sansarn.com	0	0	0	1 (a700tour.tarad.com)

Remarks:

(1) Number of results is counted from Thai photo trip-related web links only.

(2) Last searched on May 31, 2004

After the search, the writer found only 1 website from Sansarn.com that provides services which is similar to, but not exact as, the Thai Photo Trip's services. That website is a700tour.tarad.com. The other 3 search results, 1 from Sanook.com and 2 from Google.co.th, are the links to the web board where someone have posted their photo trip program to invite anyone to join, especially someone in their group. There is no other photo trip-related website from the results. The web links that are closest relate to photo trip lead to a lot of web pages contain 'photos' of somebody's 'trips'. The writer have found many websites of the photo institute, photo society, photo association, and photo club but, again, they only show the 'photos' from their 'photo trips' and none of them, from the search, have the information about their upcoming photo trip and how can the outsiders join.

In conclusion, the writer chose A700tour's website (a700tour.tarad.com), web board from The Photographic Society of Thailand under the Royal Patronage's website (www.rpst.or.th/board/), and web board from Trekking Thai's website (www.trekkingthai.com/cgi-bin/webboard/) for competitor analysis. A700tour's website is also chosen as the competitor to do the web design analysis.

BIBLIOGRAPHY

English References

1. Ellsworth, Jill H. and Matthew V. Ellsworth. Marketing on the Internet, 2nd Edition. New York: John Wiley & Sons, 1997.

2. Kotler, Philip. Marketing Management, 10th Edition. New Jersey: Prentice-Hall International Company, 1999.

3. Laudon, Kenneth C. and Jane P. Laudon. Management Information Systems, 6th Edition. New Jersey: Prentice-Hall International Company, 2000.

4. Turban, Efraim, Jae Lee, Jae Kyu Lee, and David King. Electronic Commerce: A Managerial Perspective. New Jersey: Prentice-Hall International Company, 2000.

Thai References

1. แกริสัน เรย์ เอช และ โนรีน อีริค, ผู้แปล: ดวงมณี โกมารทัต. การบัญชีบริหาร - Managerial Accounting. กรุงเทพมหานคร: แมคกรอ-ฮิล อินเตอร์เนชั่นเนล เอ็นเตอร์ไพร์ส, อิงค์, 2545.

2. ธวัชชัย ศรีสุเทพ. คัมภีร์ Web Design. กรุงเทพมหานคร: บริษัท โปรวิชั่น จำกัด, 2544.

3. ศูนย์เทคโนโลยีอิเล็กทรอนิกส์และคอมพิวเตอร์แห่งชาติ. รายงานผลการสำรวจกลุ่มผู้ใช้อินเทอร์เน็ตในประเทศไทย ปี 2546 - Internet User Profile of Thailand 2003. กรุงเทพมหานคร: บริษัท ด่านสุทธาการพิมพ์ จำกัด, 2547

Website References

1. http://a700.tarad.com

2. http://bangkoktourist.bma.go.th

3. http://ntl.nectec.or.th/internet

4. http://truehits.net

5. http://www.bask1.com

6. http://www.digital2home.com

7. http://www.imagecenterdigital.com

8. http://www.investopedia.com/dictionary

9. http://www.msu.edu/~srisaard/articles/glossary.htm

10. http://www.nitc.go.th/internetuser

11. http://www.photohutgroup.com

12. http://www.porar.com

13. http://www.rpst.or.th

14. http://www.sanook.com

15. http://www.tat.or.th

16. http://www.thaiepay.com

17. http://www.thaiguide.or.th

18. http://www.thailandtourismcouncil.org

19. http://www.thaitradefair.com

20. http://www.tourthai.com

21. http://www.trekkingthai.com

22. http://www2.tat.or.th/tbgr

23. http://www2.tat.or.th/tourthai

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of ST GABRIEL
LABOR VINCIT
OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

St. Gabriel's Library, Au