



Duc de Praslin
Chocolate Online Shop

by

Ms. Chuleeporn Vanichphan

A Final Report of the Three-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

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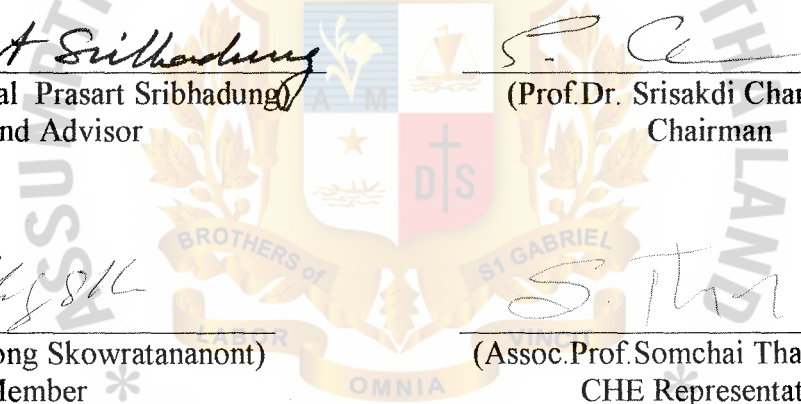
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Academic Year November 2004

The Graduate School of Assumption University has approved this final report of the three-credit course, IC 6998 E-Commerce Practicum, submitted in partial fulfillment of the requirement of the degree of Master of Science in Internet and E-Commerce Technology.

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ABSTRACT

The project focuses on establishing and operating an E-Commerce website chocolateonline.com. The report gives the general information on the background, objectives, scope and deliverables of the chocolateonline.com project. It then provides the basic picture of overall E-Commerce-related issues in the present day eg. The Internet, its benefits, users' driving forces, E-Commerce in Thailand, and the profits of providing websites. The background of chocolate online website is also given, explaining the objectives, mission and key success of chocolateonline.com. Then, market-related issues are thoroughly analyzed and examined: SWOT analysis, target market, market segmentation, product analysis, competitive analysis, financial analysis, and marketing strategies. Next, the issues of project implementation such as hardware and software requirement, site structure, site map, and web operating function are discussed by concentrating at provision of value added services to customers. Then, it continues by providing information on payment methods of chocolate online. Finally, it gives recommendations for further development of chocolateonline.com

ACKNOWLEDGEMENTS

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I. INTRODUCTION

1.1 Background of the Project

In the third millennium, global business has realized the e-commerce application to help the business in term of marketing, sales and promotion, advertising and negotiation via the Internet. As the company enters a new digital economy, the Internet is the most effective media in current business world. E-commerce is more beneficial for every business as the shop can open our shop 24 hours a day, 7 days a week.

Therefore, this is a good opportunity of our company to promote our wide range of products to maximize our sales volume and maintain our customer's satisfaction, both existing customers and potential customers. This web site is developed in order to increase more communication channel in terms of marketing and customer relationship as fast as the company could provide information and sell products over the Internet.

1.2 Objectives of the Project

The main object is to design and create a prototype model of a web site to promote an existing chocolate company with the following goals:

- (1) To sell products across the network over the Internet.
- (2) To provide one stop information and shopping destination with Thai chocolates, a comprehensive range of dark, milk and white chocolates, for all wholesale and retail chocolates.
- (3) To create an on-line order system and registration of members both existing customers and new customers in terms of:
 - (a) Increasing number of users or visitors
 - (b) Customer's information databases

- (4) Using e-commerce as a good network infrastructure to expand business worldwide.

1.3 Scope of the Project

This project would be constructed as a prototype of the Thai chocolates web site as an electronic commerce application in terms of electronic online catalogue, quotation requirement with quick respondents by e-mail. This web site will serve as a marketing and selling tool by providing an online worldwide catalogue. The advantage in terms of marketing and export is that using e-mail the company can receive enquiries from target customers and send them quotations quickly and easily. In addition, we can build brand awareness of Thai chocolates products for global perception.

1.4 Deliverables

This final report includes

- (1) The prototype of a website to show the concept of the objectives.
- (2) Hard copy of the final report.
- (3) PowerPoint Presentation.

II. LITERATURE REVIEW

While it is true in theory the Internet gives small and medium-sized enterprises (SMEs) new opportunities to compete, because it reduces transactions costs and barriers of entry, their e-commerce business models must be adapted to their competitive strengths and not just replicate the approaches of bigger players. If a small enterprise tries to compete with a large multinational simply by making a large investment in powerful equipment for its website, the chances are that its productive and/or distribution capacity will never allow it to recover the costs. For SMEs and enterprises in developing countries like Thailand, e-commerce may create new opportunities to participate in international trade. But although putting up a website opens a window to global markets, the Internet allows SMEs to implement new, cheaper strategies to build brand names and images in markets to which they had little access in the past.

The Internet is considered a valuable means of communication offering the enticing possibility of interaction (one-to-one communication, e-mail), for many people the web has turned into a primary information resource (one-to-many communication, broadcasting). Most of the information on the web is either company or product specific information to increase awareness. As with traditional marketing media, such information is offered free of charge. However, many companies who generate information on the Internet, which are not their core business, are investing in new possibilities offered by the medium. They consequently face the challenge to transform these opportunities into adequate and sustainable profit.

Currently the cost of content provision on the web is hardly covered by the contribution of Internet sales. The driving force for a web presence is more the belief that the web will lead to competitive advantage, or will turn into a competitive necessity in the future.

2.1 What is Internet?

The Internet, sometimes called simply “the Net,” is a worldwide system of computer networks – a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers). It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANET. The original aim was to create a network that would allow users of a research computer at one university to be able to talk to research computers at other universities. A side benefit of ARPANET’s design was that, because messages could be routed or rerouted in more than one direction, the network could continue to function even if parts of it were destroyed in the event of a military attack or other disaster.

Today, the Internet is a public, cooperative, and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (Transmission Control Protocol/Internet Protocol). Two recent adaptations of Internet technology, the intranet and the extranet, also make use of the TCP/IP protocol.

For many Internet users, electronic mail (e-mail) has practically replaced the Postal Service for short written transactions. Electronic mail is the most widely used application on the Net. You can also carry on live “conversations” with other computer

users, using chatting program. More recently, Internet telephony hardware and software allows real-time voice conversations.

2.2 Internet Growth

In the early 1960s, The Internet was primarily the domain of military, research, and educational institutions. It grew out of ARPANET, a research network created by the Department of Defense (DoD) Advanced Research Projects Agency (ARPA). In the mid 1980s, DoD moved its military operation machines to separate network and ARPANET was transformed to NSFNET, a new network founded by the National Science Foundation. NSFNET consists of more than a dozen regional networks linked by high-speed (1.5 megabits per second) connections. The regional networks connected various other networks in universities, corporations, and research institutes. In 1995, NSFNET was shut down and management of the backbone was turned over to companies such as MCI, Sprintlink, and Advanced Network and Services (ANS). The Internet became a commercial network with main Network Access Points being located at Chicago, New York, Bay Area, and Washington, D.C. being served by Ameritech and Bellcore, Sprint, Pacific Bell and MFS Datanet respectively.

The World Wide Web has evolved as a main component of Internet. It is a powerful medium to deliver on-demand, just-in-time information. The web has undergone tremendous growth in the past five years. While there were approximately 100 web sites in 1992, today there are more than 200,000, there were fewer than 30,000 Internet linked computer networks two years ago, today there are more than 10 million; the amount of information on the Internet doubles every year, the web grows by 300,000 pages every seven days.

Businesses and entrepreneurs who have taken the first step towards Internet based transaction systems can be considered to be web commerce pioneers. The biggest obstacles remain privacy, security, and authentication issues. Companies that develop web browsers have recognized this and in the short span of less than two years have made successful attempts to address these issues. Once Digital payments come to be accepted on par with regular over-the-counter consumer credit card sales, the web will expedite financial transactions that are completed electronically. This will reduce outstanding balances and ultimately help bring together separate work processes and business function, which will enable manufacturers and suppliers, quickly delivered competitively priced goods tailored to customer's needs in today's fast changing market.

2.2.1 Internet Users Globally

The figure 2.1 shows the growth of Internet users for the main regions of the world. Six regions and the U.S. totals listed in the bar graph. The Projections show Asia Pacific will become the largest region with 242M Internet users in 2005 up from 61M in 1999. Western Europe with 224M Internet users will also top the 208M Internet users forecasted for the U.S. The Middle East/Africa region will have the lowest number of Internet users at 34M in 2005, but showing strong growth from only 3M Internet users in 1999.

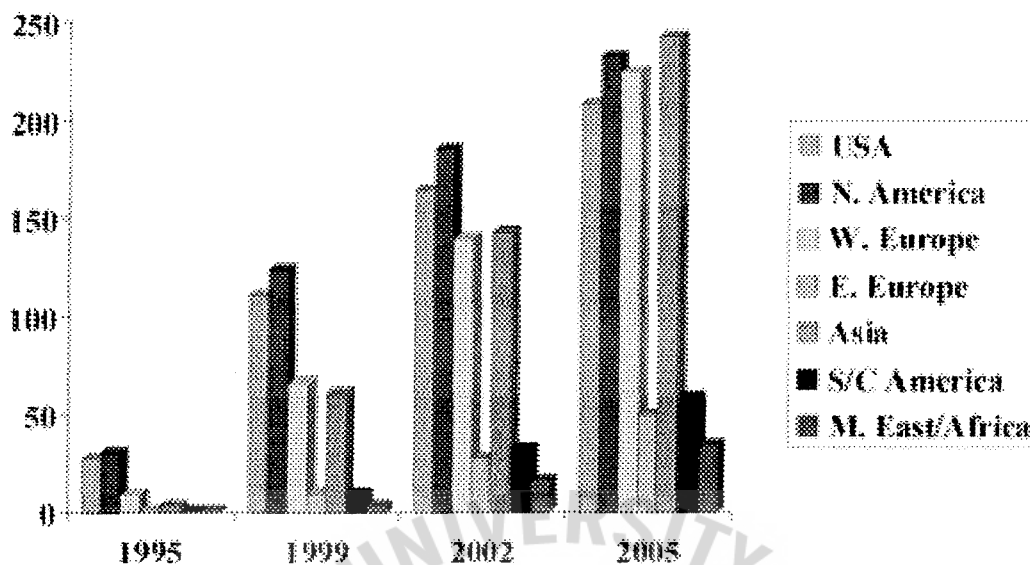
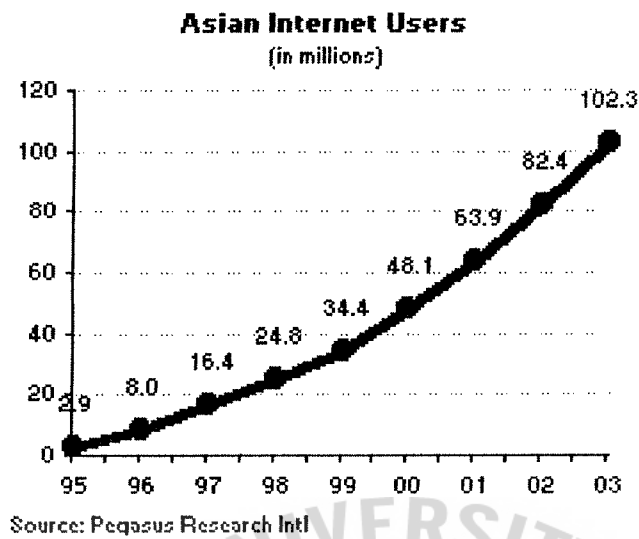


Figure 2.1. Internet Users by Regions.

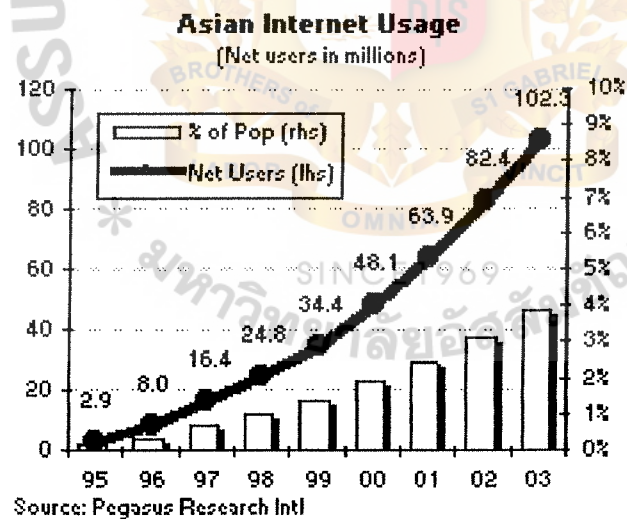
2.2.2 Internet Users in Asia

The figure 2.2 shows of Internet users in Asia. Currently, the majority of Internet users in Asia are in Japan, where more than 14 million Netizens reside. Japanese also happens to be the second most common language spoken by web users. However, the landscape is shifting. Japanese Internet growth will start to slow down just as other countries in the region are picking-up speed. In China, there are expected to be over 21 million Net users within five years. By mid-2000, China will surpass Australia as the second largest Net nation in the region. India, despite crossing the one billion population threshold this year, has less than one million Net users.



Source: <http://www.pegasusresearch.net/>

Figure 2.2. Asia Internet Users.



Source: <http://www.pegasusresearch.net/>

Figure 2.3. Asia Internet Usages.

Asia Internet users currently account for 19% of the web population. By 2003 Asia will account for nearly one-quarter (24%) of all Net users. Within the Asia region, Japan (54%), Australia (15%) and China (6%) currently account for three quarters of the Net population.

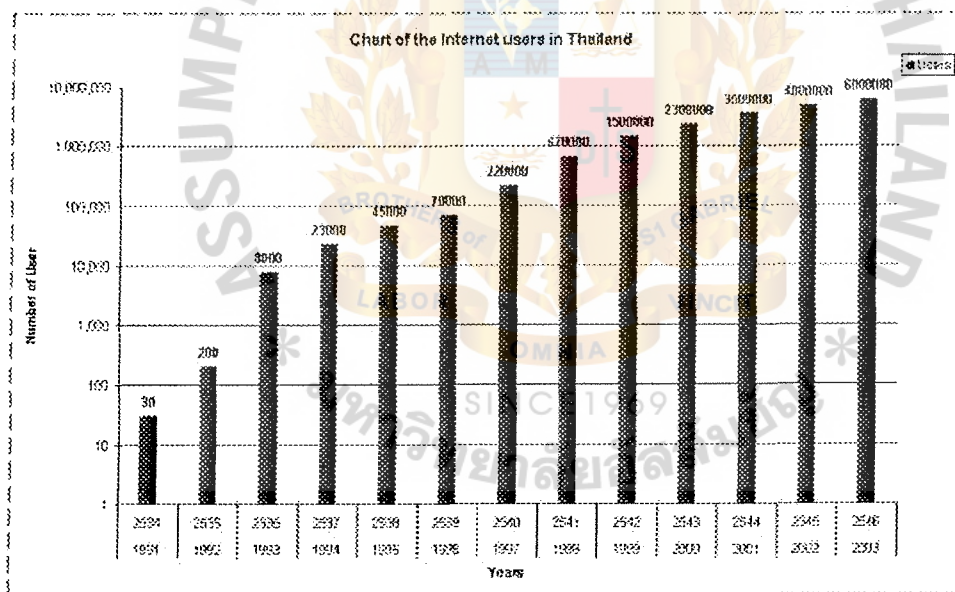
2.2.3 Internet Users in Thailand

Form the result of the survey of Internet on the Net, image of the typical Internet users in Thailand emerged: a young, highly educated male of 20 years old or older and lives in Bangkok. Typical respondents use the Internet relatively frequently and many of them access it from home. Their main purpose is sending and receiving e-mail, downloading files and web surfing. Few have any experience of online shopping. But the people who actually use online shopping have revealed that they utilize the Internet in many different ways from purchase of computer software, books and CDs to hotel reservation. This suggests that the online shopping market in Thailand has passed the experimental stage and is about to take off.

In addition to Internet Thailand, the first Internet service provider in Thailand, MKSC and Loxley Information Service have announced lower service fees since the first half of this year, followed suit by other ISPs, thanks to severe competition. About five years ago, users had to spend at least 40 baht an hour on top of a 1,000 baht star-up charge to get connected to the World Wide Web. By companies, access to the network now costs an average of between 10 baht to 15 baht an hour. Industry experts have predicted that the number of net users in Thailand currently put at more than 1 million. It will be 20 percent of the population, or 15 million in the next five years, with a wider spread of participants between Bangkok and rural areas. Seeing the growth of Internet users, both the public and private sectors are gearing up to provide access services.

Table 2.1. Internet Users in Thailand from Year 1991-2003.

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 (house survey)
2002	4,800,000	NECTEC (estimate)
2003	6,000,000	NECTEC (estimate)



Source: Nectec

Figure 2.4. Internet Users in Thailand from 1991-2003.

2.3 Benefits of the Internet

The Internet is becoming the principle platform for electronic commerce and electronic business because this technology provides so many benefits. Those benefits are such as the following:

(a) Connectivity and global reach

The value of the Internet lies in its ability of easily and inexpensively connecting so many people from so many places all over the globe. The Internet's global connectivity and ease of use can provide companies with access to business or individuals who normally would be outside their reach. Companies can link directly to suppliers, business partners, or individual customers at the same low cost, even if they are halfway around the globe. Internet gives the opportunities for the businesses to find new source for their products and services because of the information flow.

(b) Reduced Communication Cost

Internet technology can reduce communication cost by allowing companies to create virtual private networks as low-cost alternative to private WANs. It also reduces the cost for fax, phone and mail by using e-mail.

(c) Lower Transaction Cost

Businesses have found that conducting transaction electronically can be done at a fraction of the cost of paper-based processes.

(d) Reduced Agency Cost

The cost of managing employees and coordinating their work by providing low-cost network and inexpensive communication and collaboration tools that can be used on global scale.

(e) Interactivity, Flexibility, and Customization

Web pages have capabilities for interacting with viewers that cannot be found in traditional print media. Companies can use e-mail, chat rooms, and electronic discussion groups to create ongoing dialogues with their customers, using the information they have gathered to tailor communication precisely to fit the needs of each individual.

2.4 What is Electronic Commerce?

E-Commerce means on-line trading, that is, buying and selling goods and services over electronic network. Although e-commerce refers to all electronic transaction over any electronic network, today we tend to think of it as transactions carried out using the Internet.

Like the Internet, electronic commerce has in fact been around for a long time. Large corporations have been conducting electronic commerce transactions via Electronic Data Interchange (or EDI) for years. The problem is that EDI is run on proprietary networks, and uses proprietary software. It is too expensive to be used by smaller business.

The Internet, on the other hand, is an open network. The software that makes the Internet work is in the public domain. Anyone can install it for free. The Internet Service Provider (ISPs) who sell you Internet access are often by large companies, which are also the telecommunications networks over which the Internet runs, but they don't own the Internet itself. No one does.

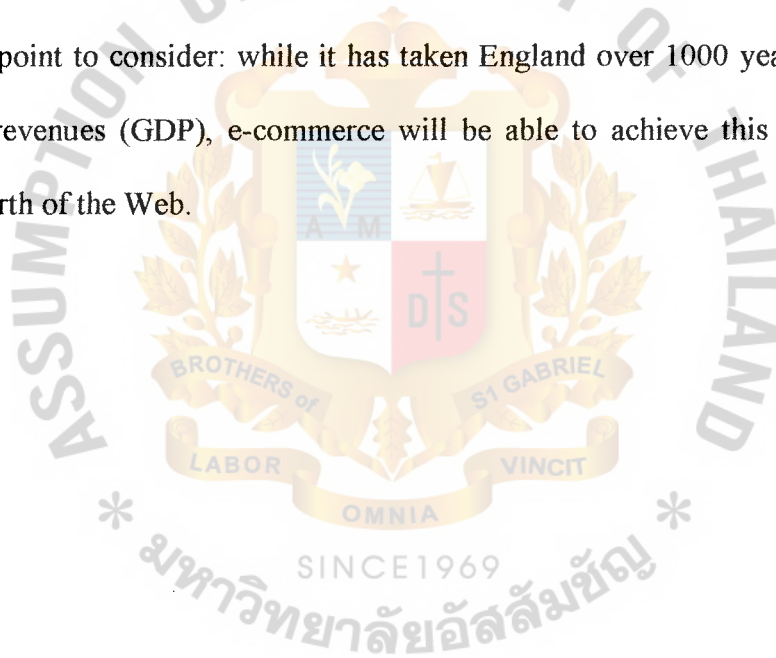
This means that accessing and using the Internet is relatively inexpensive. It means that our business, courtesy of the Internet, can operate in the global environment, participating in global networks and markets.

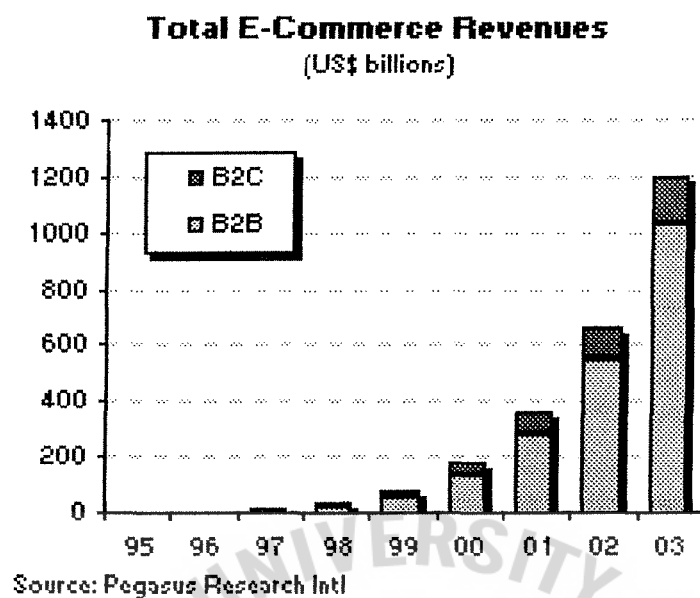
2.5 E-Commerce Growth

Five years ago, the web was being as simple brochure were businesses. Today, their businesses are using the web to generate an estimated \$176 billion in revenues, either from customer or from other businesses. Within another four years, E-Commerce will grow to more than \$1.2 trillion in revenues, a seven-fold increase from what is being spent today, and coming close to rivaling the GDP of England.

It is no wonder that businesses have been rushing to embrace the Internet. E-Commerce is the only sector of the economy experiencing a growth rate of over 100% each year.

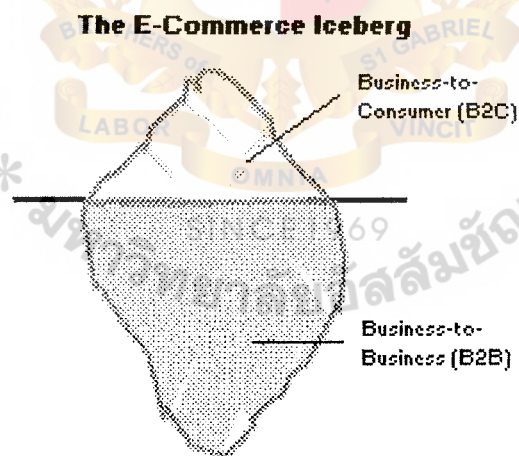
Another point to consider: while it has taken England over 1000 years to reach \$1.2 trillion in revenues (GDP), e-commerce will be able to achieve this in only 10 years after the birth of the Web.





Source: <http://www.pegasusresearch.net/>

Figure 2.5. Total E-Commerce Revenues.



Source: <http://www.pegasusresearch.net/>

Figure 2.6. Total E-Commerce Iceberg.

As we have stated before, E-Commerce can be compared to an iceberg, with the tip of the iceberg representing business-to-consumer (B2C) E-Commerce. Although it is the most visible portion, it represents only a tiny fraction of the total picture. The bulk of E-Commerce revenues are actually under the surface, on the business-to-business (B2B) side. It is here that roughly 70% of the revenues are generated.

2.6 Business Vision of E-Commerce

E-Commerce supports the business vision of the future. Business and trading partners are inextricably linked regardless of which sector they operate in. All members of a seamless supply chain act in harmony and as a single unit, not a number of disparate members crudely brought together.

Virtual businesses are established with a customer's staff becoming an integral part of a supplier's operation. Electronic forecasts for forward orders are placed with suppliers who return an automatic confirmation. Such confirmation will automatically raise a request for transport facilities such as cargo space with a shipping line.

Point of Sale (POS) information will be fed to the supplier, not the store's ordering department and all payments are made on receipt of electronic instruction from customers or even automatically on receipt of goods. 69

Such visions are not restricted to large companies. SMEs will have access to a database of trading information which will provide instant information on possible world wide suppliers or customers. Supporting technology will be available to provide electronic links with such companies and lists of products will be displayed in electronic catalogue for potential buyers to browse and subsequently order from.

The effective use of information is seen to be the foundation of competitive firms in the Millennium. Information and communication technologies have also enlarged the competitive environment and made a truly global marketplace and we are now seeing a shift in trade from “merchandise goods” to services.

The business vision means that electronic commerce will become a fundamental, de facto part of everyday trade and communication in the future.

2.7 The Value of E-Commerce for Business

E-Commerce is about moving physical business processes to the electronic environment of the Internet. Instead of sending a fax or a letter, you send an e-mail, or access a web site.

By using electronic instead of physical means, these processes are faster and less susceptible to human error, reducing the cost of transaction and contributing significantly to business efficiency. Other benefits of the electronic environment include:

- (1) The potential for much greater collaboration and customization in design.
- (2) Lower inventory costs.
- (3) Faster production.
- (4) Lower supply costs.

Besides the simple reduction in costs through increased efficiency, there are other benefits:

- (1) The reach of the organization is increased, enabling it to interact with new and different (“non-traditional”) suppliers or customers.

- (2) Business relationships can change by connecting businesses that were not directly connected on the pre-Internet supply chain.
- (3) Businesses are better able to reach or combine makers across borders, making national borders less of barrier.
- (4) . It is easier to enter new export markets, making activities possible that cannot be supported by the local or national market (particularly beneficial for the SMEs located in low population areas and operating in niche markets).
- (5) Time-zone differences can be an advantage.
- (6) Manager can get a much better understanding of the real value drivers in the business.

In a nutshell, the Internet makes possible a much more varied and richer range of supplier and customer relationships. It provides an ability to collect and analyze much greater amounts of information about those relationships. This opens up opportunities for new business models to develop, creating new sources of wealth.

2.8 E-Commerce over the Internet

E-Commerce over the Internet is growing out of its infancy. A limited number of detailed pilots have taken place in Thailand which have attempted to provide a trading scenario.

Electronic trading opportunities offer SMEs in particular the chance to compete for business on an international scale. The sequence of trading opportunities in the paper-based world filtering through to SMEs is slow and cumbersome. This lack of opportunity prohibits SMEs trading, and competing fairly, across the globe.

Businesses are being expanded to web sites and many trading forums are beginning to appear. This also means that not only can goods and services be purchased, but that service can be offered for sale and rent. The Internet certainly offers an international, cheap and easily accessible 'classified ads' section such as no media has ever known.



III. EXISTING SYSTEM

3.1 The Story of Chocolate

In the Beginning our favorite food starts life as the little cocoa bean which grows in pods on the beautiful cocoa tree.

The cocoa tree is a type known as cauliflorous which means the pods grow directly from the trunk rather than on branches giving it a rather strange appearance. The tree is also very sensitive and needs to be within 20 degrees of the equator which when combined with the requirement to be in the shade of other trees, means there are few places where it can be grown successfully.

Making a bar of chocolate from the cocoa bean involves more than 30 steps. Below we have described some of the stages.

Harvesting & Fermentation

The ripe cocoa fruits or pods are cut from the tree, opened and the skin between the rows of beans is peeled off. When exposed to the light, the creamy-colored beans immediately turn a shade of purple, which shows they are now ready for fermentation.

The beans are piled on and covered with banana leaves allowing micro-organisms to feed on the sugar in the pulp surrounding each bean. This is converted to alcohol and carbon dioxide, and finally to acetic acid.

Drying & Shipping

Before they can be shipped, the beans must be dried. They are placed in thick layers on wooden boards or bamboo mats and exposed to the sun for about 14 days.

Cleaning & Roasting

The cocoa beans are sieved, de-dusted, de-stoned and passed through a metal detector. Then they are roasted. This is a very critical process because it largely determines the aroma. Moreover, when roasted, the shell comes loose from the kernel and the bean is sterilized or, in other words, freed of bacteria

Breaking & Grinding

After the beans have been roasted, they are forced against crushing plates to break them apart and thus free the kernels or 'nibs'. After the shells have been removed, the nibs are coarsely ground in so-called 'pin mills' and then very finely ground in ball mills.

Cocoa Mass

After grinding we obtain a dark brown mixture of very fine cocoa particles and rich cocoa butter. This is called the cocoa mass. The cocoa mass is subjected to high pressure so the cocoa butter is squeezed out until we are left with pure cocoa powder. The butter and the powder can then be combined for use in chocolate butter.

3.2 Background of the Duc de Prasline

Gallothai Co., Ltd. is a chocolate and chocolate confectionery manufacturer which has been established in Thailand since 1993. The company has been selling Belgian Chocolates under the own brand name of "Duc de Prasline Belgium" since its establishment.

The company products are manufactured in Thailand using Belgian chocolate and Belgian chocolate making techniques fused with Thai grown ingredients, such as coffee beans, macadamias, and numerous tropical fruits.

Most of products raw materials are imported, though we try to use a maximum of quality local raw materials. One example is our delicious chocolate enrobed coffee beans, sourced and processed in Thailand.

A long learning period was necessary before the company produced the first Belgian chocolates in Bangkok. The training was done in Belgium near Brussels, where "Duc de Praslin Belgium" has its production facilities for Europe.

The "Maitre Chocolatier" Mr. Denis Colombien was to teach the Graindorge's father and son, all his know-how in the field of chocolate-making.

Gallothai Co., Ltd. is currently a leading Belgian chocolate manufacturer in Thailand. The company has grown from a small idea to a 7-digit monthly Bath revenue business, offering our special products to a wide range of customers.

The company is currently implementing GMP-Good Manufacturing Practices, HACCP, and a new computer network system for covering and linking our offices, production plant, stocks and internet services, to achieve excellence in production and customer service.

The company is producing a variety of chocolate products such as Chocolate Pralines, Truffles, Chocolate with Nuts like Macadamia, Almonds, and many other nuts for our customer's selection. During special festive seasons, the company also has various designs of packaging to fulfill our customer's demand and satisfaction. The most famous festivals are Valentine's Day, Christmas & New Year, Easter and Halloween Festival are also events which the company celebrate to satisfy niche markets, especially for expatriates living in Thailand.

The company also makes customized chocolates at our customer request for souvenir and gift or for special events such as Wedding Ceremony. Apart from the above, the company also supplies market by having Thai designed chocolates in Thai Souvenir Boxes in different design representing the beauty of Thailand, its rich art and culture.

Head quarter of company is in Bangkok. The company's potential customers are chocolate makers who make fresh chocolate and work in the food service industry like the following:

- (a) Hotels and Resorts
- (b) Restaurants
- (c) Bakery shop and coffee shop
- (d) Office and at home

Currently the company has 4 shops and 5 counters in several locations and is planning to expand more shops to serve our customers. Our customers can find us at the following places:

Shop & Factory shop:

- (1) Bangkok Office at 16 Sukhumvit Soi 49 Lane 14, Wattana, Bangkok 10110

Tel : 02-392-1120-1, 02-381-6691

Fax: 02-381-6690

- (2) Chiangmai Branch at 117 Bamrungrad Road, Watgate., Muang , Chiangmai
50000

Tel : 053-244-631, 053-246-571

Fax: 053-246-571

Retail Shops in Bangkok:

- (1) Ground Floor, Central World Plaza
- (2) Second Floor, Central Plaza Rama 3

Tops Market Place:

- (1) At Central Bangna
- (2) At Central Chidlom
- (3) At Central Pinklao
- (4) At Central Silom Complex
- (5) At Robinson Sukhumvit

The Mall Home Fresh Mart

- (1) At The Mall Bang Krap

For Special Event

- (1) At Loft Siam Discovery
- (2) At Emporium
- (3) At Central World Plaza 4th floor

3.3 Existing Business Process

For the existing business process, customers have to come to supermarkets in the department stores in order to buy our products. Customers also order products by telephone by products name from our brochure and customers can receive the products from retail shops. The traditional Due de Praslin process initial with all customers have to visit the retail shops or main shop to look for the chocolate or customers could ask to order chocolate by telephone but we have no delivery system for all of them. The reason why the company doesn't have the delivery system came from the fact that chocolate could not be in the places that the temperature is more than 18° C.

3.4 Mission

Chocolate website is much more than an online chocolate shop. Our mission is to become the best source for Tropical chocolate on the Internet. The company aim to provide the extensive range of quality chocolate with a brief description for the customers to be able to know what kind of chocolate is suitable to their purpose. The company also provides the made-to-order service which can be arranged via the website. Our website will be the most competitive and reliable source of chocolate for our customers. The company achieves this by providing innovative and effective products that allow wider selection, competitive price, consistent quality, service, and closer relationship with our customers.

3.5 Objectives and Goals of Chocolate Online

The key goals and objectives of our company are:

- (a) To focuses on the new channels to increase sales in our product items.
- (b) To want to increase the number of new customers.
- (c) To provide products and services, which will reduce the customer's time to go out.
- (d) To always provide the best possible value to our customers who care about their needs, and we want every baht spent with us to be well spent.
- (e) To provide only best quality of chocolate by giving good care for our products and we also select the most excellent sources for our products.
- (f) To focus on providing faster information and better customer services which are frequently updated.

3.6 Key to Success

- (a) Sell products of the highest quality with excellent customer support.
- (b) Communicate with our customer's base through continued use of the newsletter and our website.
- (c) Retain customers to generate repeat purchases and make referrals.
- (d) Continue to enhance daily sales by expanding the products line and services offered.

3.7 Why the Need to Go Online

According to the growth of the Internet in Thailand and worldwide, the company can see new opportunities in our chocolate business to be able to gain more profit and be able to reach more people. Most chocolate websites in Thailand only provide information about chocolate but do not provide the ordering online. Only a few chocolate websites in Thailand provide the actual sale products on the Internet. So we think this is our chance to grab this opportunity. The Internet is also our new channel to advertise our chocolate business to be recognized by new customers in the future.

The company decides to create Chocolate Online website. The name of "Duc de Praslin" is selected because, first of all, it gives customers the correct connotation of the product image and explicitly reflects the business of the company. The customers who visit Chocolate Online will not get confused about what kinds of products are sold in this website. Also the customers who are looking to buy chocolates or products will obviously know that they are entering into the right place. A variety of chocolates and product accessories are available for them at Chocolate Online.

The Word “Online” is added to imply that our website offers online products and ordering products via the Internet. It helps expand the customers’ perception that Chocolate Online is certainly the place that provides chocolates and products for the customers to buy online. The word Chocolate Online is easy to pronounce, to recognize and remember. It is also generalized and flexible. A chocolate collection of products can be included in website because it is generalized enough to cover any kind of products concerning chocolate. This, subsequently, enables us to expand our business to encompass other categories of chocolate products and services without changing the name in the future.



IV. MARKETING ANALYSIS

4.1 SWOT analysis

The key to successful accomplishment of ChocolateOnline depends on our ability to coordinate between strengths, weaknesses, opportunities, and threats to maximize the benefits to ChocolateOnline. The SWOT analysis allows us to translate the key strengths into unique capabilities that provide better value to customers than is the case for competitors. It also allows the company to turn weaknesses into strengths and capabilities. Finally, the potential threats in the environment can be avoided or minimized.

Strengths and weaknesses exist inside ChocolateOnline, in the key relationships between the company, supplier and customers. Relative to market needs and competitors' characteristics, ChocolateOnline has to think in terms of what we can do well and where we have deficiencies. The following SWOT analysis captures the key strengths and weaknesses relating to the market analysis summary and describes the opportunities and threats facing ChocolateOnline.

Strengths

- (a) The company has high expertise in chocolates business since the company has been established for a long time with more than 10 years experience in producing the chocolate.
- (b) Continuous promotion campaign to promote the sales in all seasons.
- (c) The company can provide up-to-date information.
- (d) The company has the specialists who can always give helpful information or advice on services.

- (e) Suitable price for our products and services because Thai chocolates are less expensive than imported chocolates.
- (f) The company provides only good quality chocolate products.
- (g) Flexibility of products, the company will keep on adding new product lines and related services.
- (h) Excellent and stable staff, offering personalized customer service.

Weaknesses

- (a) Limitation of time to customer contact with the company because the company has operating for 8 hours for a day.
- (b) Limited advertising budget for approaching a new market.
- (c) Need more human resources to support the Information technology department.

Opportunities

- (a) Changes in technology and markets. Internet users in Thailand are tending to grow faster compared to those in the past few years. So this means that our website has more chances to continue our services. People tend to move from physical to cyber. The technology can increase opportunities of the Internet, and offers us another area of strength in comparison to the traditional stores.
- (b) To be able to develop the company's quality of customer service level for serving the future growth demand.
- (c) To be able to develop new products for the existing market or launches to the new market to increase sales revenue and gain more profit.

- (d) Traffic situation in Thailand is getting worse every day and this will affect the customer's behavior. They will start to use the Internet rather than go out in hot weather with the bad traffic condition.
- (e) Changes in government policy or regulations. Right now the E-Commerce transaction law in Thailand has been approved so the trend of shopping from the Internet will increase from last year. Also the government strongly supports IT revolution with particular emphasis on e-services, e-trade, and e-government, known as E-Thailand initiative. This particular initiative helps accelerate the growth of E-Commerce in Thailand.
- (f) To be able to increase new product items by each category to enhance number of consumers in the existing market.
- (g) Increased advertising channel.
- (h) Low competitor because the company has various collections of the popular chocolate products.

Threats

- (a) Competitors have opened chocolate shops around Bangkok and many provinces throughout Thailand.
- (b) Customer behavior. Some prospects' preferences are to go to Department Store or Chocolate Shops to get what they want. They prefer to see the real products before they decided to buy them.
- (c) The company cannot deliver chocolates to foreign countries due to the difficulty of delivery process.
- (d) Some customers have become health conscious.

4.2 Target Market

The target market is mainly segmented by psychographics. The company website's target market can be separated into two main groups, which are people in Thailand group and worldwide group:

For Thailand Group

- (a) People who are interested in chocolate products.
- (b) People who want to buy pure chocolate and other products without going to the market.
- (c) People whose hobby is cooking a dessert for their lifestyle.
- (d) People who want to receive the updated information or event that happens around Thailand. We provide them by posting the updated events like when/where the up and coming "Food Fair".
- (e) People who want to search for information about chocolates.
- (f) People who work as chief for restaurant or hotel.
- (g) People whose careers are involved with special occasion. For example people who make a souvenir for foreigner, wedding gifts, and gifts for special occasions or events.
- (h) Group of people who purchase a pure chocolate.

For Worldwide Group:

- (a) People who want to buy souvenir products from Thailand. For example: elephant box set and chocolate in silk box.
- (b) People who want to search for information about chocolates in Thailand.

The overall target market for our website will be people within the ages of 15-50 with interest in chocolate and products, especially people who live in Bangkok and

Metropolitan areas.

4.3 Market Segmentation

To compete successfully in business today, the company needs to provide more with the best offer to be able to attract people to buy our products. Marketers must attract certain segmented markets that exhibit unique needs and wants. Market segmentation is therefore necessary for today's competitive business market environment. The overall objective of market segment of chocolateOnline is therefore to improve our competitive position, better serve the needs of our customers and enhance our business's image.

The profile of our customer consists of the following geographic, demographic, psychographics and behavioral factors:

(a) **Geographic:** the company targets the customer who lives in Bangkok and Metropolitan area. For other product lines excluding chocolates, the company target customers' worldwide (including Thailand) who are interested to buy Thai souvenir chocolate and other chocolate product such as almonds product.

(b) **Demographic:** the company target customers whose age is between 15-50 years old. Their income should be at a moderate level. They can be both male and female. The customer life cycle will be teenage, married or old people because this group of people already have power to purchase for their need, belong to one or more business, social and / or organization, which may include hotel & restaurant chief, housewife, cooking teacher, etc.

(c) **Psychographics:** people who care for chocolate dessert and their house environment. People who love to make their wonderful chocolate cake. People who want to get a chocolate product to be a present for special occasions.

(d) Behaviors: people who love chocolate and have an active role in cooking their dessert. Her / his dessert is a form of communicating “who she is” to others.

ChocolateOnline is providing its customers the opportunity to have good quality of chocolates and products. The customers have a choice to select their chocolate products. The company believes that the customers have potential to contribute to the business success of ChocolateOnline. Moreover, the segment also has the potential to grow and generate profits to ChocolateOnline as well.

4.4 Product Analysis

ChocolateOnline focuses on selling chocolates and products for the people who love to eat their favorite dessert. The main products are suitable for people who live in Bangkok and Metropolitan areas. Other categories (souvenir and pure chocolate) are focused on the people worldwide. The products in our website are raw materials, decoration, praline, truffle, finished product and Thai souvenir box. The company also provides a special service which is chocolate to the one who wants us to advice their cooking method. ChocolateOnline offers a vast array of premium quality chocolates as follows:

(a) Raw Materials:

(a) Chips: The chips offer the varieties of chocolate component for making cookies, chocolate chips and chocolate mosses. Including V7500, P5009, P7009, P9009, CP200, CP2000

(b) Dark Compound: The chocolate cube without coco butter which is used for decorating cake topping in the form of scraping chocolate.

(c) Dark Covertures: The fresh chocolate with coco butter which is used for cake compound but its tested is better than Dark Compound.

- (b) **Decoration:** The plate of decoration includes rolls and plate chocolate for decoration on the ice cream and cake.
- (c) **Praline:** A piece of chocolate in the each shape with the varieties of stuff inside, for example, Champaign, peanut, fruit juice and etc.
- (d) **Truffle:** A piece of Swiss style chocolate in the sphere shape with the varieties of stuff inside, for example, ganache stuff and etc.
- (e) **Finished Product:** The ready to eat product with the favor stuff inside such as almond, macadamia, coffee bean, ginger and etc.
- (f) **Thai Souvenir Box:** The set of Thai souvenirs which are made into the box set there are so many collection of souvenirs, for example, Thai elephant box set and silk box.

4.5 Price Analysis

Product pricing is based on offering a high value to our customers compared with most price points in the market. Value is based on the best quality available, convenience, and timeliness in acquiring the product. ChocolateOnline will also provide better quality and selection than the latter. The company sets prices, which are consistent with the competitive situation operating in the market. Pricing policy that we are using on our website is intrinsically linked to business objectives. The following are the pricing policy that we use:

- (a) **Marketing Penetration Pricing:** our company set low prices for our products relative to key competitors in order to gain a large market as quickly as possible. For example: the company has its own production machines then the price could be reduced and competed with other competitors.
- (b) **Psychological Pricing:** The price levels of our products are determined

for psychological rather than rational reasons. Perceived value pricing is based on what buyers believe the product to be worth. For example, the customers would expect the price of chocolate on the Internet to differ from that at traditional chocolate markets.

- (c) Odd-even pricing: this is related to the psychology, it involves trying to attract customers using odd number prices, the idea is that more customers will purchase an item priced at 199 baht compared to 200 baht. For example Thai Souvenir Box is sold at 199 baht.
- (d) Promotional Pricing: this approach to pricing involves the use of special price levels to increase sales in the short-term. This can involve the use of special-event pricing, perhaps in a Christmas, Valentine, etc. for example 5% discount if buying our products during this special event.

4.6 Competitive Analysis

There are some websites in Thailand that sell chocolates and products on the Internet. But most of them specify for only one product category. They intended to sell for a small market. For example: one website sells only products or some website sells only pure chocolate. The following are our competitors in Thailand:

- (1) <http://users.pandora.be/Valentino.Chocolate/index.htm>

Valentino manufactures top quality chocolates made with the finest ingredients and distributed in Belgium as well as abroad, through specialized chocolate shops. Valentino is a reliable supplier of top quality chocolates at competitive prices. If you are interested or if you want more information, please call or mail to Valentino Chocolate.

- (2) <http://www.flowers2thailand.com/shop/chocolates.asp>

This website provides chocolates with flowers, online catalogs, and delivery services. They can deliver their products within Bangkok only. But the site is not selling only chocolate, they also sell flowers, cakes, cookies, gifts, perfumes, gift baskets, and personalized gift. Thus this site may not be our direct competitor.

- (3) <http://www.danschocolates.com>

This website provides similar chocolate products to our website but our site has a lot more products categories, they have only a few categories of chocolates. Mainly they are using their website as a tool for advertisement of their products like how to make their chocolate by putting some images and processes of chocolate. And if customers are interested to buy, they need to contact them over email.

4.7 Financial Analysis

To establish the system, the company considers total financial analysis. There are one time costs (development cost, sets of PC and related software) and recurring costs (maintenance and data storage). Financial analysis is important for the business set up. This projected model helps us to estimate the finance that will be in the real business.

- (1) The Proposed System Cost Estimation

Cost or expense that will occur for the business model is as follows:

- (a) Computer Hardware
- (b) Application Software
- (c) Web Site Design
- (d) Domain name registration

- (e) Web hosting fee
- (f) Rent office and other expenses
- (g) Salary
- (h) Maintenance Cost
- (i) Office supplies and Miscellaneous
- (2) The Proposed System Benefit Estimation
 - (j) Selling online profit
 - (k) Income from event and trade show exhibition



Table 4.1. Financial Analysis.

Proposed system cost	Year				
	1	2	3	4	5
Hardware Cost	65,000	0	0	0	0
Software Cost	48,000	5,000	5,000	5,000	5,000
Domain name registration	500	500	500	500	500
Web hosting fee	7,200	7,200	7,200	7,200	7,200
Total	120,700	12,700	12,700	12,700	12,700
Operating Cost					
Salary (3 Manager)	720,000	756,000	793,800	833,490	875,165
Salary (11 Staffs)	660,000	693,000	727,650	764,033	802,234
Total	1,380,000	1,449,000	1,521,450	1,597,523	1,677,399
Product Cost	400,000	500,000	600,000	700,000	800,000
License Fee	25,000	25,000	25,000	25,000	25,000
Maintenance Expense	12,000	12,000	12,000	12,000	12,000
Equipment Expense	5,000	5,000	5,000	5,000	5,000
Utilities Expense	10,000	7,500	7,500	7,500	7,500
Transportation Expense	2,500	2,500	2,500	2,500	2,500
Total	454,500	552,000	652,000	752,000	852,000
Total Proposed System Cost	1,834,500	2,001,000	2,173,450	2,349,523	2,529,399
Proposed System Revenue					
Annual Benefit					
Selling offline profit	250,000	250,000	250,000	250,000	250,000
Selling online profit	1,200,000	1,750,000	2,400,000	2,800,000	3,200,000
Total Revenue	1,450,000	2,000,000	2,650,000	3,050,000	3,450,000

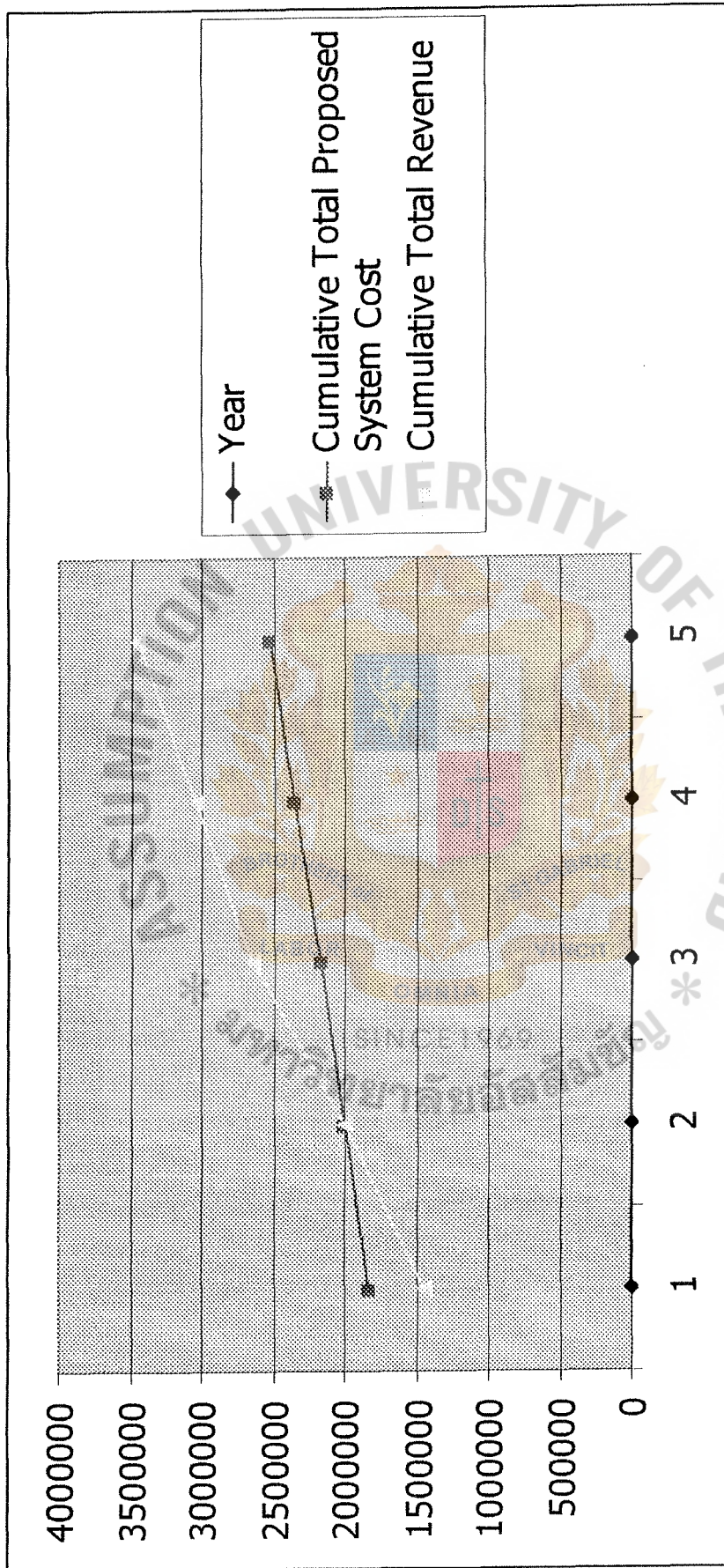


Figure 4.1. Breakeven Point.

V. MARKETING STRATEGY

5.1 Advertising

Advertising on the Internet is another way to endorse products. The goal of our advertisement is to reach our target audience effectively and efficiently. Researches found that three-quarter of PC users were willing to give up television to spend more time on their computer. There are several reasons why the company advertises on the Internet:

- (a) Our ads can be updated any time with a minimal cost; therefore, they are always timely.
- (b) Our ads can reach a very large number of potential buyers globally.
- (c) Online ads are sometimes cheaper in comparison to newspaper, radio or television.
- (d) Web ads can efficiently use the convergence of text, audio, graphics, and animation.
- (e) The use of the Internet itself is growing very rapidly
- (f) Web ads can be interactive and targeted to specific interest groups and/or individuals.

The most successful advertising methods that the company use to promote ChocolateOnline are as follows:

- (a) Print our E-mail and web address on all our company's print out, letterhead, business cards, press releases, package label and display advertising to make people believe they can find out more about our products or services by looking online.

- (b) Advertise on the magazine such as ELLE Cuisine and Health Today
- (c) Advertise on the BTS and MRT on the poster or ChocolateOnline. The poster will include some pictures of our chocolates products and the address of our website plus email, phone and fax number.
- (d) The company is going to hold a fair like the show about chocolates and products.
- (e) The company will produce brochure to give out to the people who come to visit us at the exhibition.
- (f) Advertise ChocolateOnline on the web search engines that index the web, such as Sanook, Yahoo, Lycos, Google, and InfoSeek.

5.2 Promotion

The most successful promotional activities that The company will use to increase our sales volume are as follows:

- (a) Customers will receive the points after they buy our products and get a reward when they reach the maximum point. They will get 1 point for every 100 baht they spend on our products. The minimum point is 200 points, after they reach 200 points – they can use their points to exchange with the current rewards or they can continue collecting points for a bigger / more valuable reward.
- (b) Customers, who introduce their friend to be our new customer, will get addition points (50 points) or other reward depending on the current promotion.
- (c) During the first 4 months The company will give a small gift to the customers who buy our products. The presents are such as chocolate gift or something else. The gift will be give with the products that customer

ordered.

- (d) Provide a Newsletter for people who register as our customers. The newsletter should contain any updated information on our website, current event, etc.

5.3 Value Added Services

The value services have been added to our website to use as the techniques to bring the customers back to visit our website regularly. The following are the value added services that can be found on ChocolateOnline:

- (a) The company provides a weekly recipe tips & ideas in our website. The tips will give useful information about how the chocolate could be or other interesting tips, for example: the idea on how to make a chocolate cake without buying anything by using some stuff in the refrigerator.
- (b) The company provides hot events information and hot news that happen in Thailand. For example: ThaiFex, HallFex and Food Exhibition.
- (c) The company will send the newsletters to our members to let them know about what's going on today in our website. And also to inform any updated information related to the topic that they choose when they apply to be our member. They can choose to receive or not to receive any newsletter from us and they can unsubscribe from our mailing list if they change their mind later on.

5.4 Place

The Internet offers great opportunities for marketing, with its reach, targeting possibilities and continuously evolving technology. The company has exploited our business is by selling via ChocolateOnline website. It allows customers to order products online through the website. The following are the place strategies that the

company are using:

- (a) The primary source of distribution is through traditional retail channel.
- (b) On a secondary basis, it will be through the ChocolateOnline website.
- (c) Other distribution is Exhibition and Food Fair. The company will exhibit at the ThaiFex (at Muang Thong Thani), or any Food Exhibition. It is the other way to increase our sale, increase customers and to be well known by others.



VI. PROJECT IMPLEMENTATION

6.1 Web Site Design

Chocolate online web site is designed based on the concept of easy navigation, user friendly, publishing and maintaining an online catalogue easily. This includes the ability to update or change any catalogue details quickly and simply, so that the company feels confident to implement rapid changes as and when the need arises. The web site is designed by using the program Dream weaver. The company has designed this web site with brown, red and white colors because products are related with those colors and the users will perceive and understand the characteristic of products as well. The site structure of Chocolate online company starts with a home page, serving as a clear entrance to other pages. The home page is linked with every page such as:

- (1) Home
- (2) About Us
- (3) Products
- (4) Promotion
- (5) Member Register
- (6) FAQ
- (7) Recipe
- (8) Contact Us

6.2 Domain Name

Domain name is the location of an entity on the Internet. The selection of domain names is a major consideration when doing business online, and it is often one of the first issues to be addressed. While a good domain name will guarantee success, it can have a positive (or negative) impact on almost every aspect of online business.

Our domain name is <http://www.chocolateonline.com>. We selected this domain name because it is easy to remember and minimizes confusion.

6.3 The objective of the site

The company's purposes for an online presence on the Internet are to accomplish the following objectives:

- (1) Build a positive image of the company by products and services. Promote and expand the market for Thai chocolates and other products. To provide information about the company and make it easy to browse for products by category using an online catalogue via the net. Building brand awareness of Thai chocolate products to global market and local market as well and thereby increases the market confidence in Thai products, in terms of quality of service.
- (2) To contribute good image of web site as a brand of the company in terms of:
 - (a) The quality of the design about size and the quality of the photos or illustrations.
 - (b) The clarity of wording.
 - (c) The sense of interest and excitement.
 - (d) The color scheme and graphics.

- (e) The download time.
 - (f) The structure of the site.
 - (g) The all-important navigation system.
- (3) The company uses the web to bring company leads and provide information to support the sale and attract prospective customers, and then visitors discover what business the company is in and e-mail or phone us. So, the company would create member registration to record customer information and their particular interest that can then be followed up in terms of direct marketing activities. Then the marketing management team closes the sale by phone, e-mail, or face-to-face. The company also designs online response form "mailto" e-mail links that allow prospects or customer to contact us easily and quickly. By increasing the company's service level, the company gives the instruction manual for how to use products and how to keep products by service in content of Frequency Asked Questions.
- (4) Increase marketing channel by using electronic commerce and technology to be more competitive whilst also providing advantages for serving customer need and have personal contact. The company could sell products and services directly over the web and then the company may be able to sell advertising because of company's outstanding content.
- (5) Reduce transaction cost of communication for long distance and offer the easiest way to purchase our products. The Internet saves time, as it is significantly less expensive and more accurate to have a customer enter an order over the Internet than it is to take it by phone. Cost of sales

materials and advertising such as printing catalog is lower on the Internet.

6.4 Hardware Preparation

To operate E-commerce, the equipment needed are listed below:

- (1) PC or personal computer: Pentium IV 3.0 GHz Processor
- (2) 512 MB of DDR RAM
- (3) 40 GB of Hard Disk
- (4) 17 inch Monitor
- (5) Keyboard and Optical Mouse
- (6) CD-RW 24x10x56x
- (7) Hi-Speed Modem
- (8) Printer Epson Stylus 2700



6.5 Software Preparation

Software used for developing the web site is the following:

- (1) Window XP Professional with IIS Web Server.
- (2) Macromedia Dreamweaver MX
- (3) Macromedia Flash FX
- (4) Adobe Photoshop CS
- (5) ACDSee 6.0
- (6) Internet Explorer 6.0
- (7) MS Office 2003

6.6 Chocolate online site map

The structure of the Chocolate online web site is shown in figure 6.1 below:



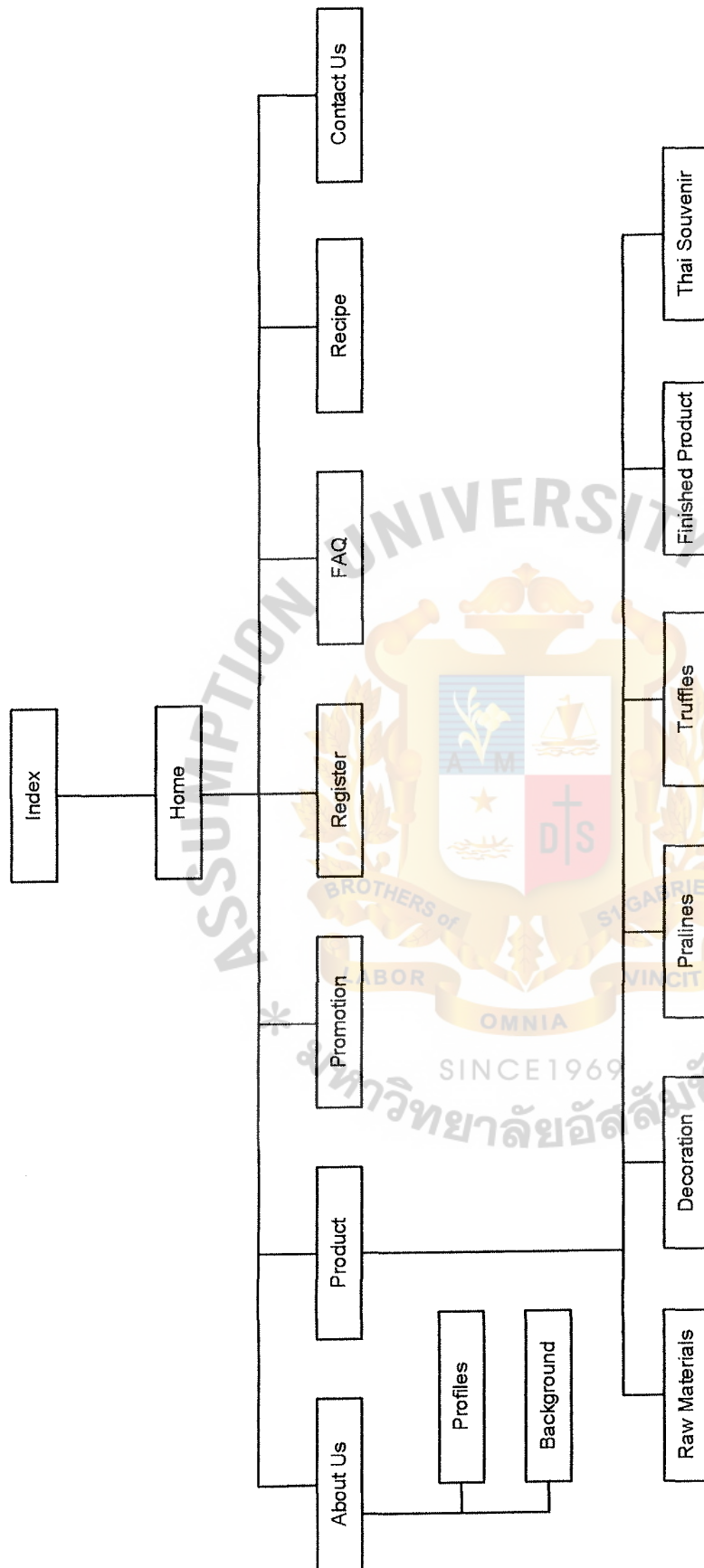


Figure 6.1. Chocolate Online Site Map.

6.7 Page Layout

Chocolate online page layout is shown in figure 6.2 as shown below:

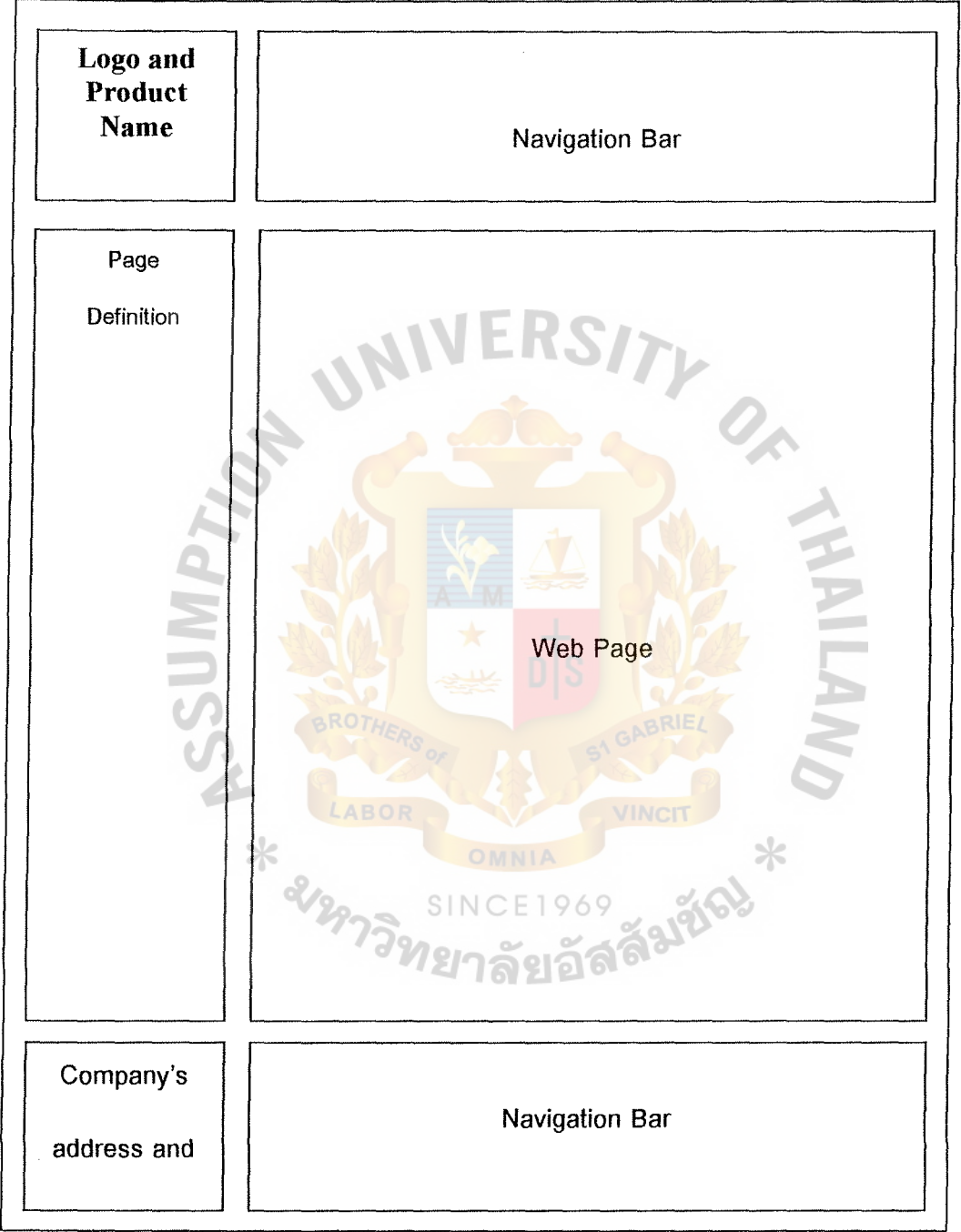


Figure 6.2. Chocolate Online Page Layout.

6.8 Chocolate online web site features

At Chocolate online web site, the visitor can find the following web pages:

- 6.8.1 Chocolate online Index page: The first page is an introduction to the premium coffee web site.

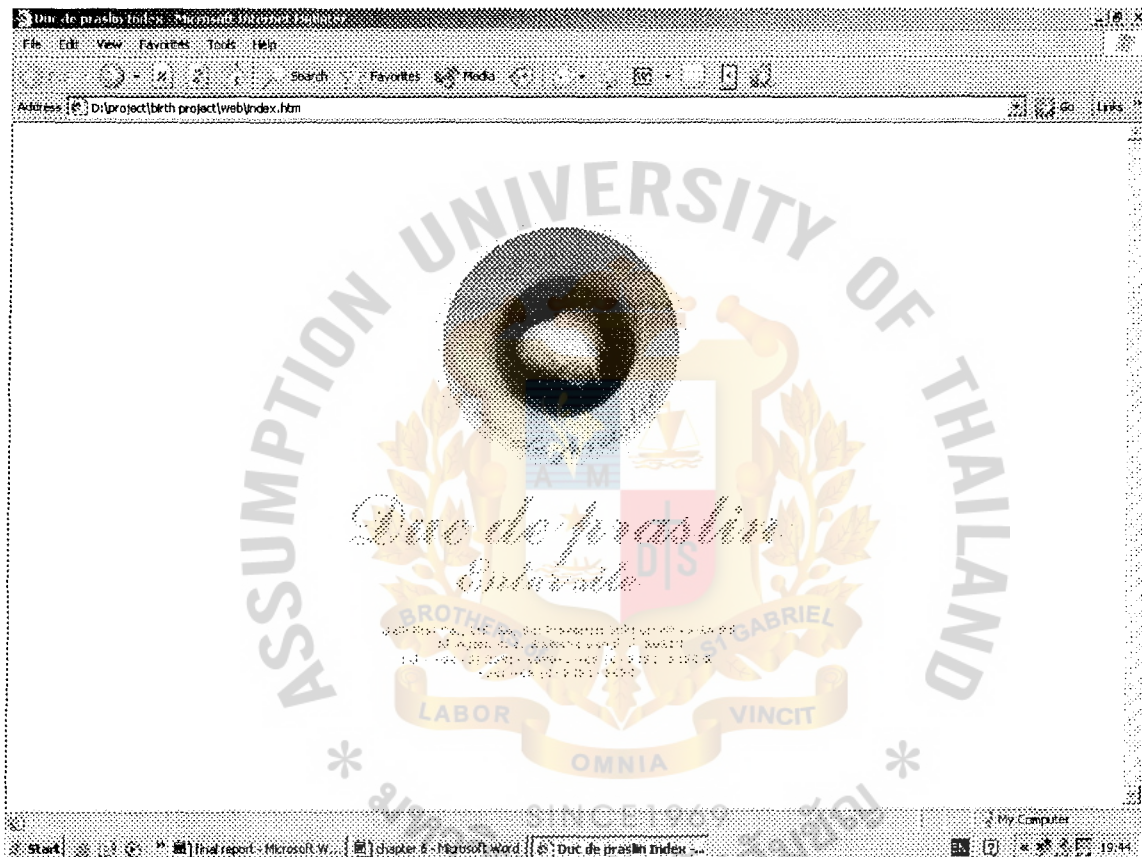


Figure 6.3. Index page.

6.8.2 Homepage: The first page is an introduction to the premium coffee web site.



Figure 6.4. Homepage.

6.8.3 About Us: The second page is business overview of the company.

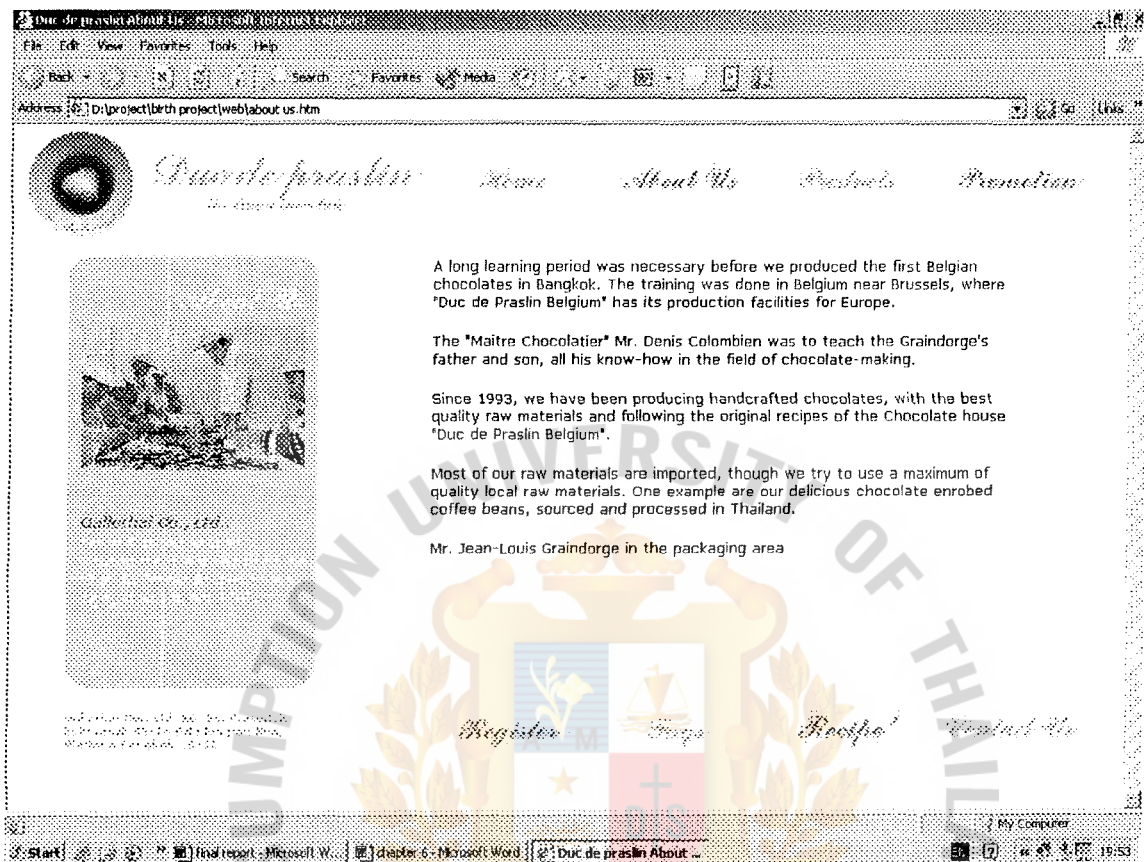


Figure 6.5. About Us Page.

6.8.4 Product Page: This page shows the main categories of company's product making it easy for users who seek information on specific products such as raw material, plate for decoration, praline, truffle, finished product and Thai souvenir.

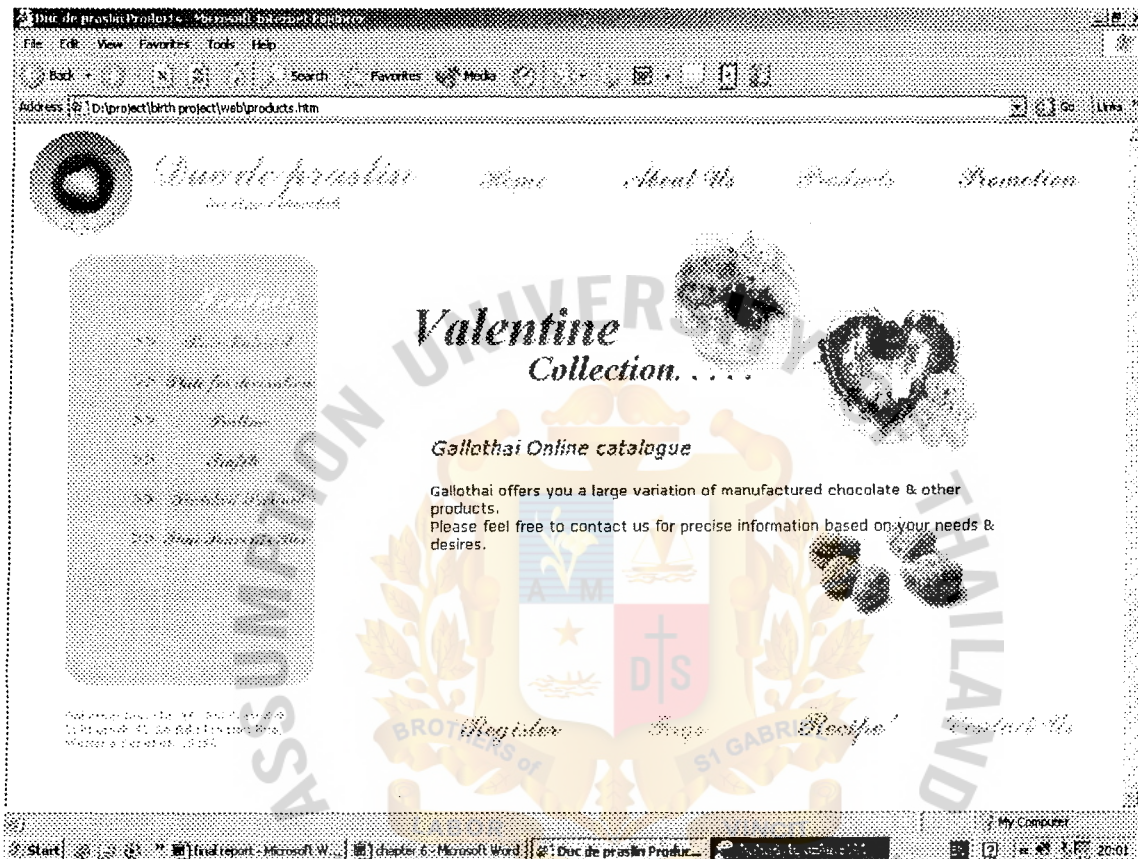


Figure 6.6. Product Main Page.

(For example)Truffle page: This page shows the chocolate product that the company sells to the market. The users can select truffle chocolate and order of each blend on the contact page.

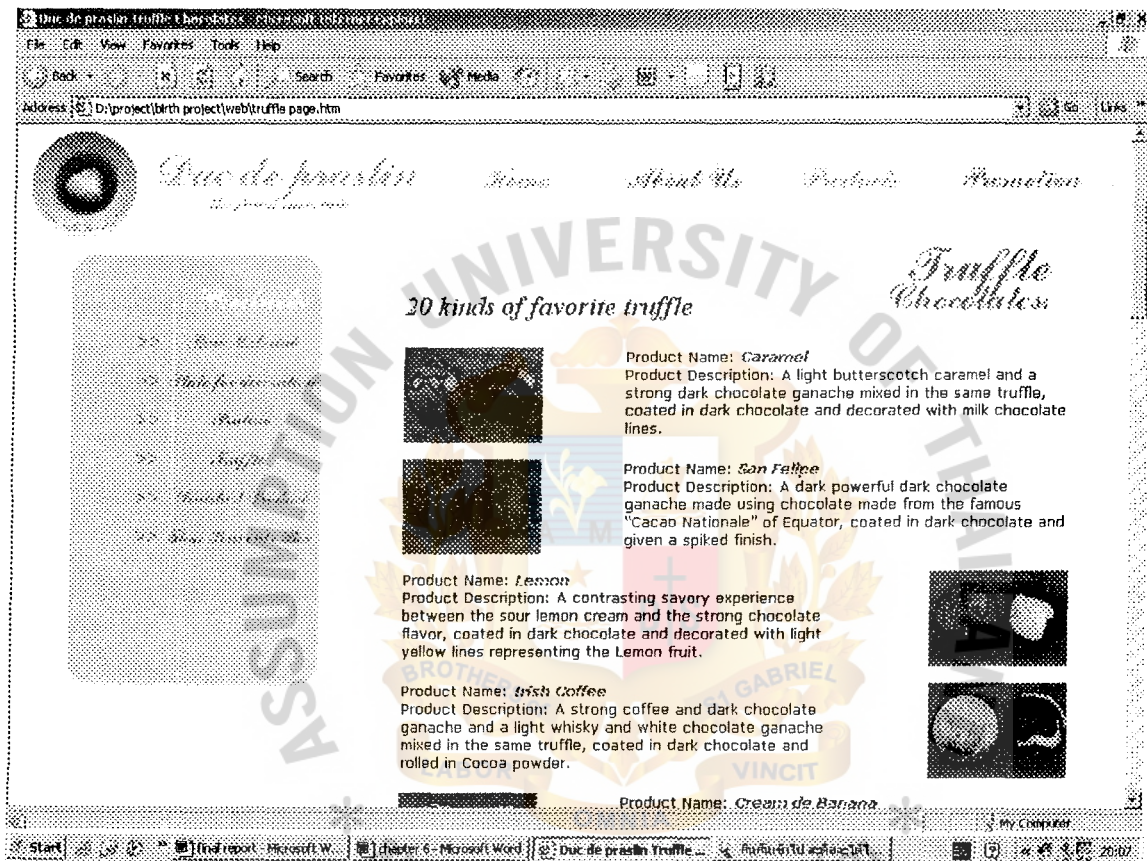


Figure 6.7. Truffle Product Page.

6.8.5 Promotion Page: This page shows the special categories of company's promotion making it easy for users who are interested in specific promotion such as how many percent discount or any gift voucher would be included for that month.

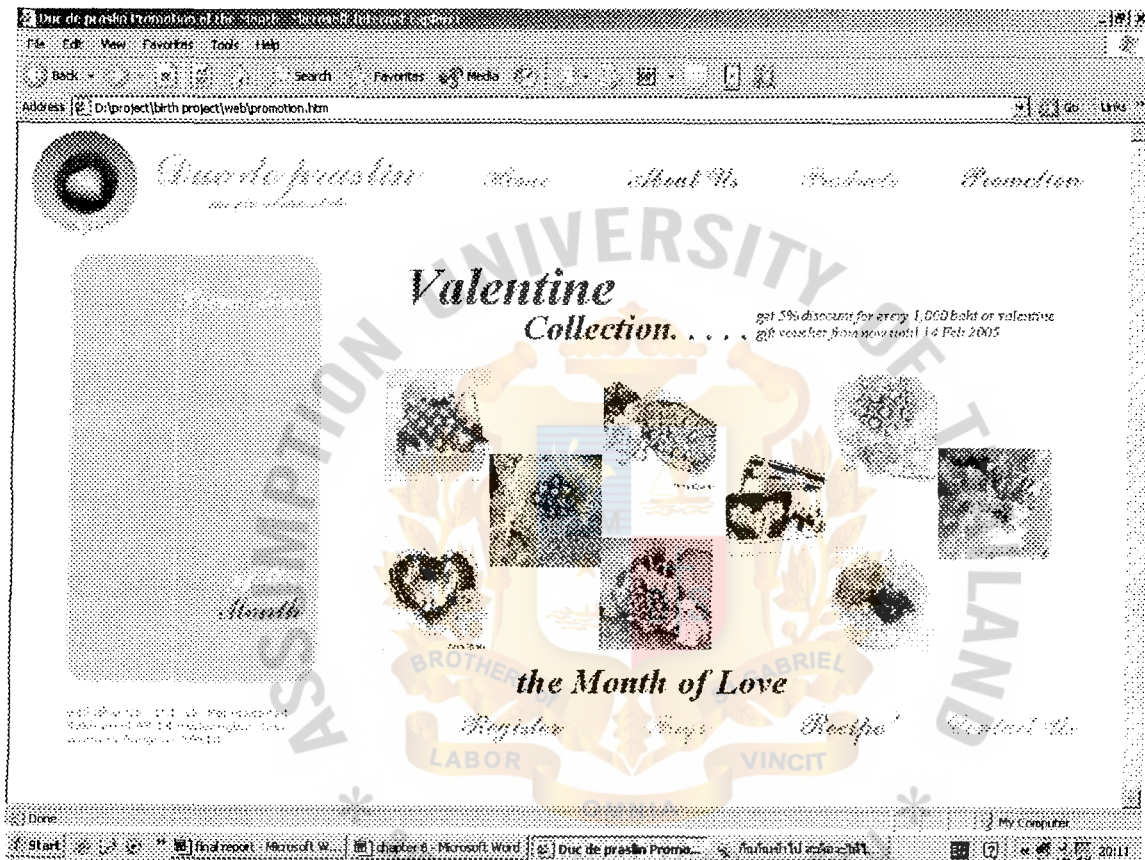


Figure 6.8. Promotion Page.

6.8.6 Register Page: The customers could register their personal information to this page so that they can receive useful news and information on any special promotions.

The screenshot displays a web browser window with the title "Duc de prasin Register Page". The address bar shows the local file path "D:\project\birth project\web\register.htm". The page features a navigation menu with links: Home, About Us, Products, and Promotion. A large "Register" button is prominently displayed on the left. The registration form on the right contains the following fields and values:

First Name		Last Name	
Chuleaporn		Vanichphan	
Gender	Birth Date		
Male	1 DD January MM 1978 YY		
Address			
ZIP Code	Province		
10110	Bangkok		
E-Mail Address			
bird649@yahoo.com			

Below the form are "Finish" and "Print out" buttons. The page footer includes a logo for "BROTHERS OF ST GABRIEL" and the text "OMNIA SINCE 1969". The browser's taskbar at the bottom shows several open applications, including "final report - Microsoft W...", "chapter 6 - Microsoft Word", and "Duc de prasin Regist...".

Figure 6.9. Customer Register Page.

6.8.7 FAQ: The frequently asked questions page will provide quick answers to the customer queries.

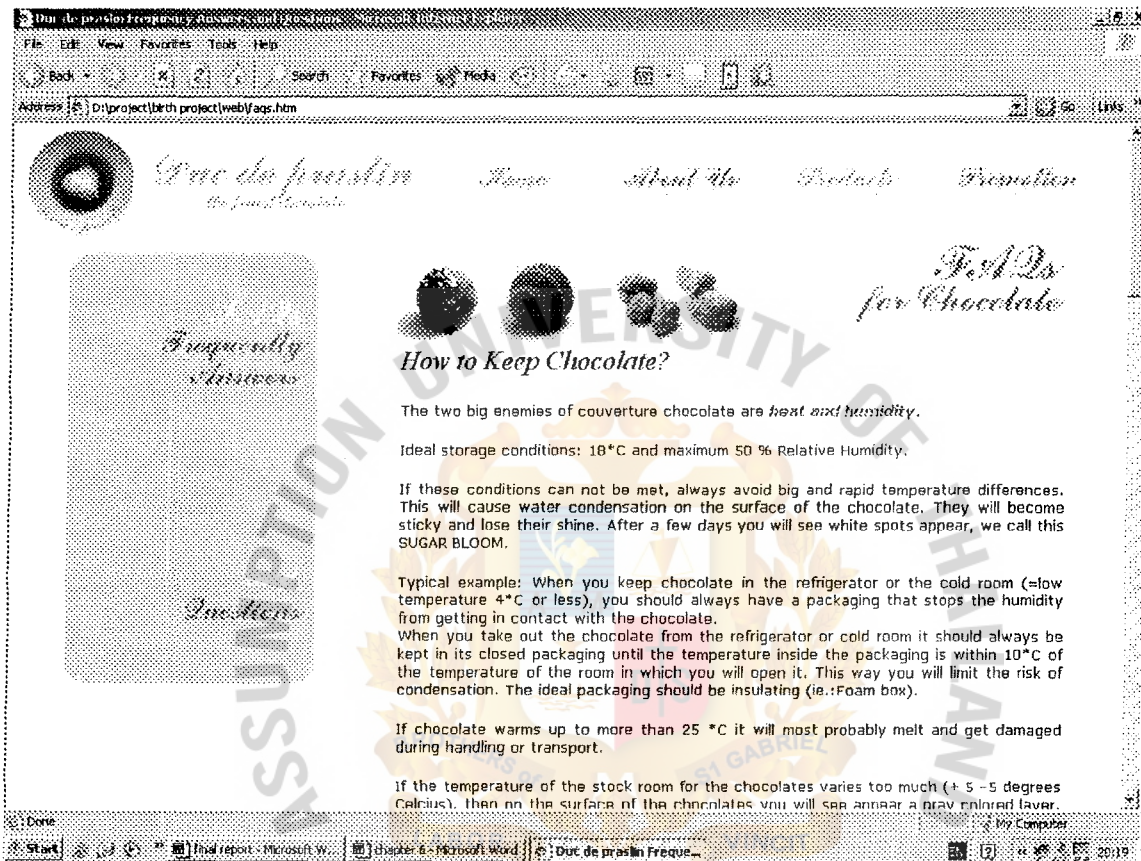


Figure 6.10. FAQ Page.

6.8.8 Recipe Page: This page provides the main recipes of raw material that the customers could make by themselves.

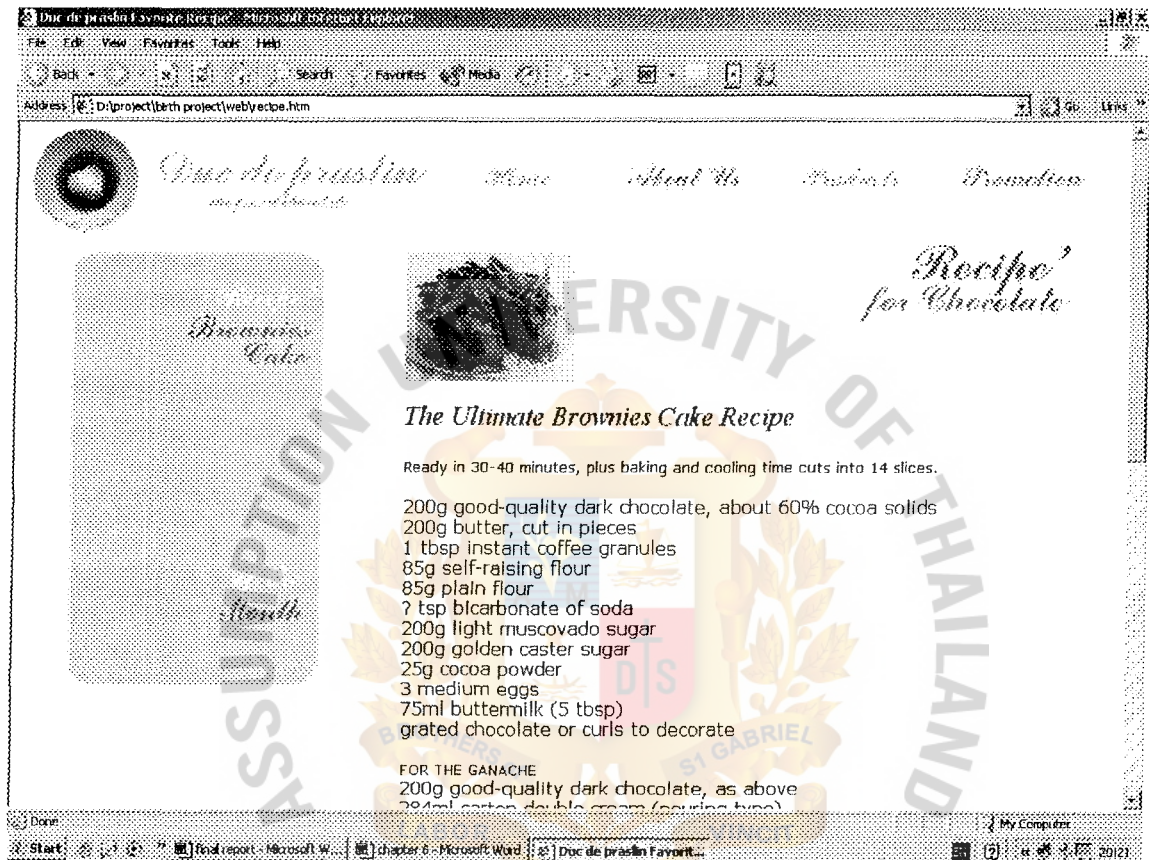


Figure 6.11. Recipe Page.

6.8.9 Contact Us Page: This page is helpful for customers who need the emergency orders and services support.

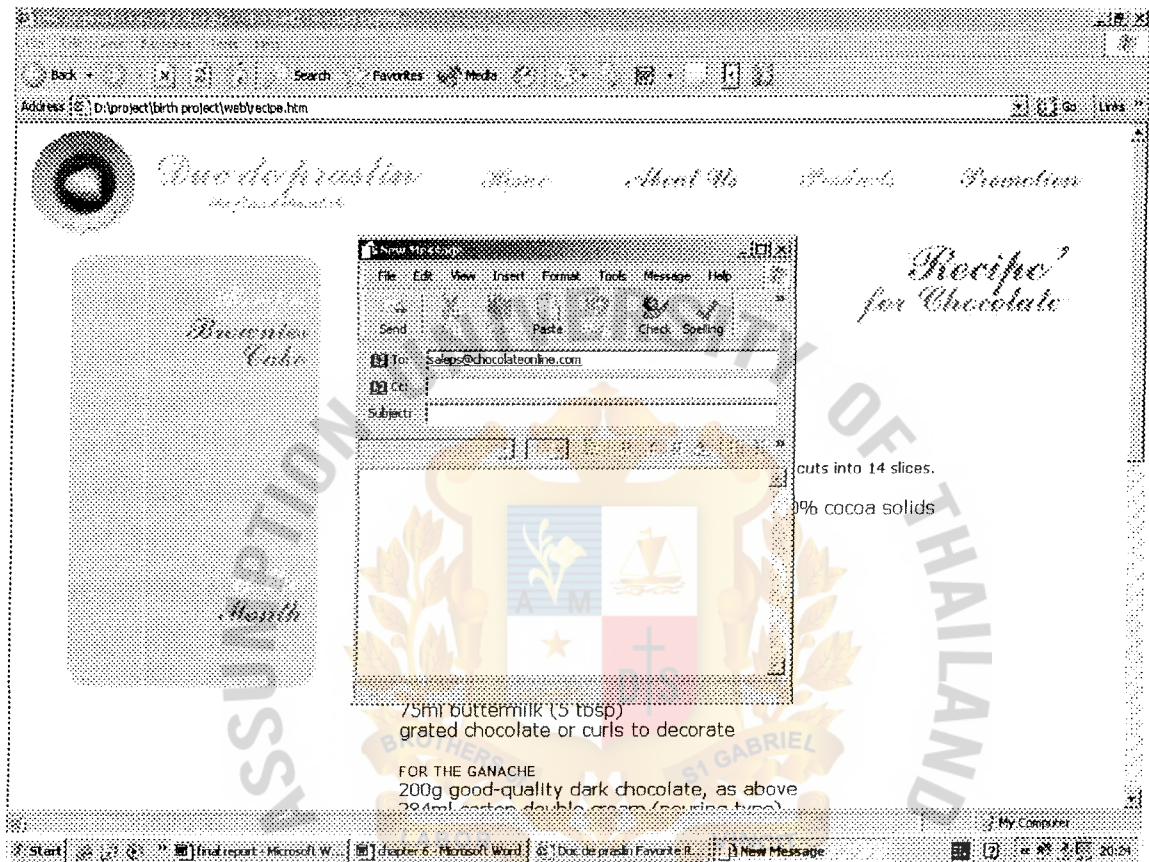


Figure 6.12. Contact Us Page.

6.9 Database Preparation

The company collected data by using relational DBMS. Because the relational data model represents all data in the database as simple two-dimensional tables called relations, the tables appear similar to flat files, but the information in more than one table can be easily extracted and combined. Our table on database is shown as follows:



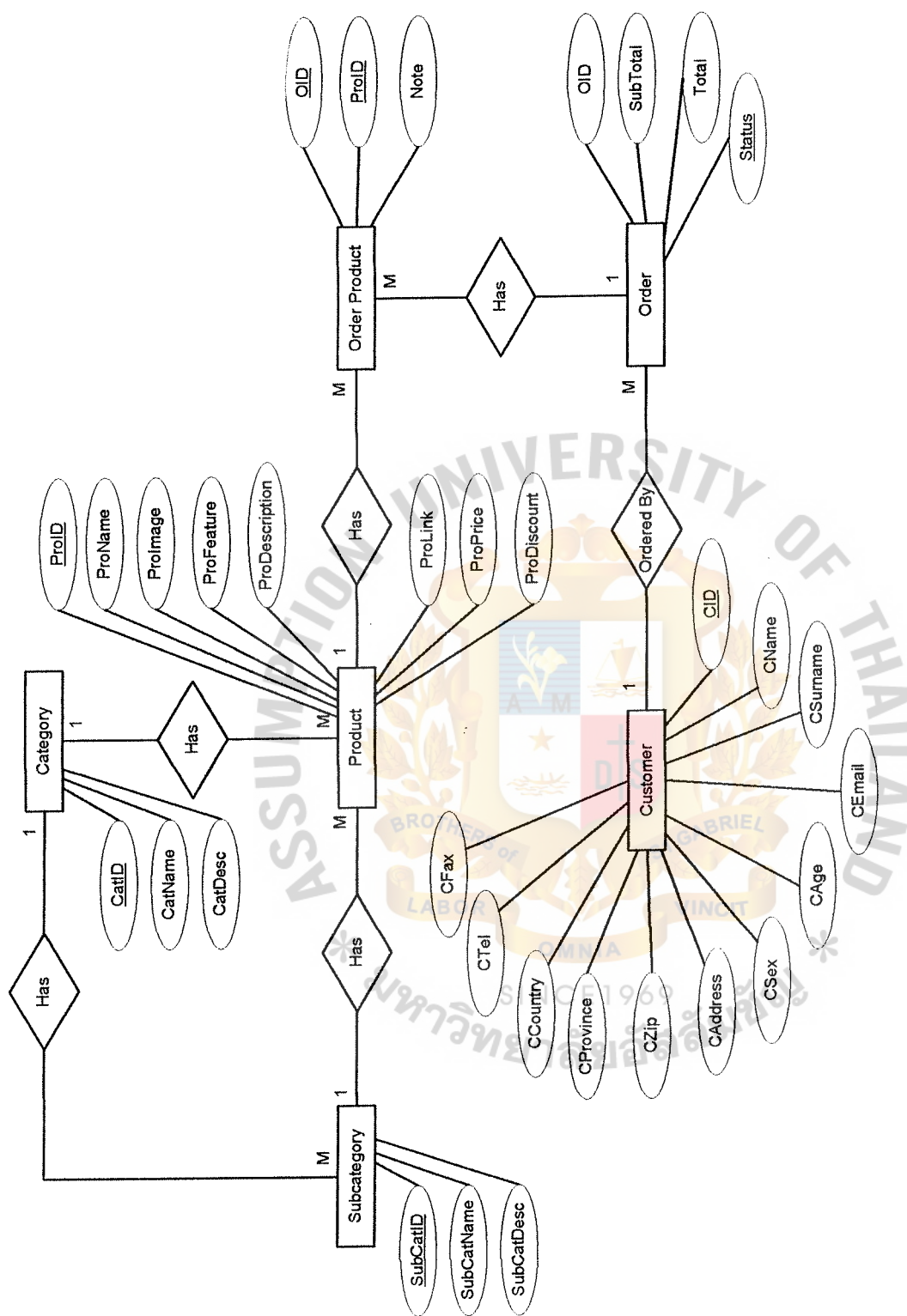


Figure 6.13. Entity Relationship of Chocolate Online.

Table 6.1. Customers.

Field Name	Data Type	Field Size	Description
CID	AutoNumber	Long Integer	Primary Key
CName	Text	50	
CSurname	Text	50	
CEmail	Text	75	
CAge	Text	50	
CSex	Text	50	
CAddress	Memo	-	
CZip	Number	Long Integer	
CProvince	Text	250	
CCountry	Number	Long Integer	
CTel	Text	50	
CFax	Text	50	

Table 6.2. Orders.

Field Name	Data Type	Field Size	Description
OID	AutoNumber	Long Integer	Primary Key
SubTotal	Number	Double	
Total	Number	Double	
Time	Date/Time	-	
CID	Number	Long Integer	Foreign Key
Cname	Text	50	
Csurname	Text	50	
Caddress	Memo	-	
Czip	Number	Long Integer	
Cprovince	Text	50	
Status	Number	Long Integer	

Table 6.3. Category.

Field Name	Data Type	Field Size	Description
CatID	AutoNumber	Long Integer	Primary Key
CatName	Text	50	
CatDesc	Memo	-	

Table 6.4. Subcategory.

Field Name	Data Type	Field Size	Description
SubCatID	AutoNumber	Long Integer	Primary Key
CatID	Number	Long Integer	Foreign Key
SubCatName	Text	50	
SubCatDesc	Memo	-	

Table 6.5. Products.

Field Name	Data Type	Field Size	Description
ProID	AutoNumber	Long Integer	Primary Key
CatID	Number	Long Integer	Foreign Key
SubCatID	Number	Long Integer	Foreign Key
ProName	Text	100	
ProImage	Image		
ProFeature	Memo	-	
ProDescription	Memo	-	
ProLink	Text	150	
ProPrice	Number	Double	
ProPrice2Plus	Number	Double	
ProDiscount	Number	Double	
ProDiscount2Plus	Number	Double	

Table 6.6. OrderProduct.

Field Name	Data Type	Field Size	Description
OID	Number	Long Integer	Primary Key
ProID	Number	Long Integer	Primary Key
Note	Memo	-	

The followings are the descriptions of the above tables

- (1) Customers: It contains all important customer information
- (2) Orders: All order information will keep in this table and related with Customers and OrderProduct table.
- (3) Category: It contains information those are related to the product category.
- (4) SubCategory: It contains information those are specified under the product category.
- (5) Products: It includes all products information that produced by Chocolateonline.
- (6) OrderProduct: It contains Order and Product information.

VII. CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

It's easy to build a website. Anyone can do it for little or no money. What is not easy is building a successful business with it. There is always a good purpose for starting a website. The company recognizes all the great things that will happen to us when the company starts our own website:

- (a) Our business will be open 24 hours a day. This means the company can receive the order at all times even night time. Customers who live somewhere far from our shop will still be able to shop via our website. Any time someone wants to know our working hours, location, directions, or any other details about your company, the customer can get it without disturbing someone.
- (b) Create an image of a well-established company. The Internet is a great medium through which the company can create any image of our company the company wants. It is all in our hands: design a professional website, add helpful content, and our company will immediately take a step up in the image it represents. No matter how small the business, with the right tools and a great desire the company can make it look like a corporation on the web.
- (c) The main target group is people who live in Thailand especially Bangkok area due to the difficulty of delivery process.
- (d) Advertising methods that the company uses are such as print out e-mail address and URL of our website on every product, for example: the company can print on product package. Another way of advertising is

apply to be in the list of popular search engines like sanook.com, yahoo.com, google.com, etc.

- (e) Promotion for the new customer is to accumulate points for every time customers buy our products, and get reward when they reach the maximum point, for current customers they can also receive the extra 100 points for customers who introduce their friends to be new subscribers. The company also gives souvenirs to the new customers during the first 4 months of launching the web. This souvenir can be a small souvenir box; which can be placed on your showcase.

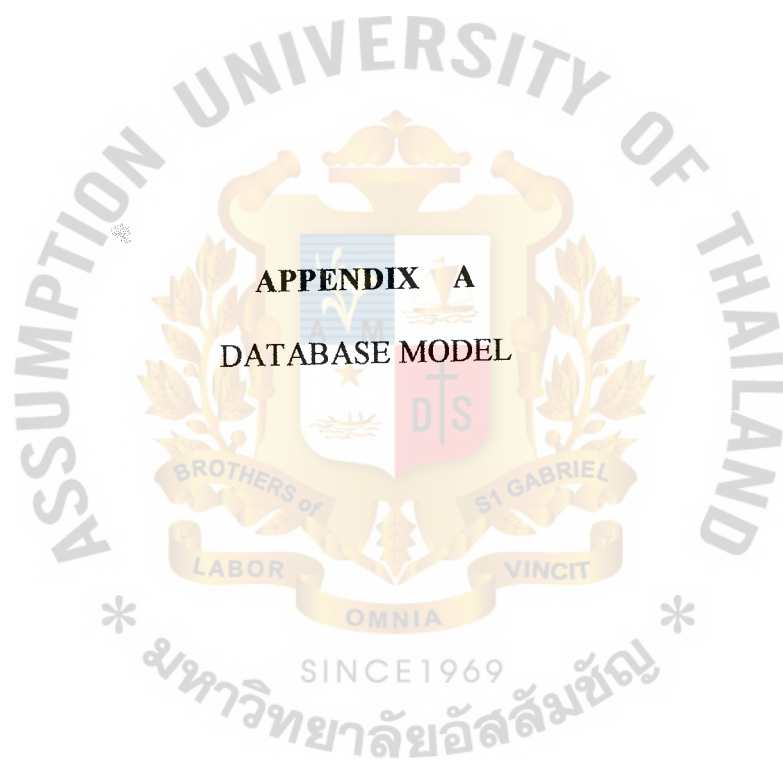
- (f) From the financial analysis, our payback period will be in 2th year.

There are many other things that we get from providing chocolateonline website. The company can increase credibility in the marketplace by establishing a website. The company is able to sell the products or services to desirable demographic markets. Website creates the possibility to open international markets. The company can also receive the feedback from customers and make use of the comment to improve our products and services. The customer can easily reach us via the website. The company can reduce postage and printing costs and publish a newsletter for no cost.

No matter how many websites there are out there, it has been less than a decade since companies decided to use websites as part of their marketing strategies. The company will place our website address in the newspaper ads and any other promotional materials to make people aware of chocolateonline website. People can find our website and place an order, search for chocolate information or contact us about the services offer, etc.

7.2 Recommendations

- (a) The company will keep on updating our information on the website and try to give efficient news and hot events for our customers.
- (b) The company plan to redesign our website structure and interface every year, to make our web more attractive and interesting.
- (c) Maintain the customer relationship by providing a special promotion for any special occasion. For example: Christmas, Valentine, Easter, and etc.
- (d) The company plan to provide both Thai and English languages on chocolate website.
- (e) Keep on updating to the new technology (introducing flash into our website) make it more eye-catching and interactive.
- (f) Improve our customer service and maintain the customer relationship by keeping contact with them. Make them believe that they are very important to us. For example: giving a special present for the customer who is a long term member.
- (g) To make an electronic payment system in the near future.



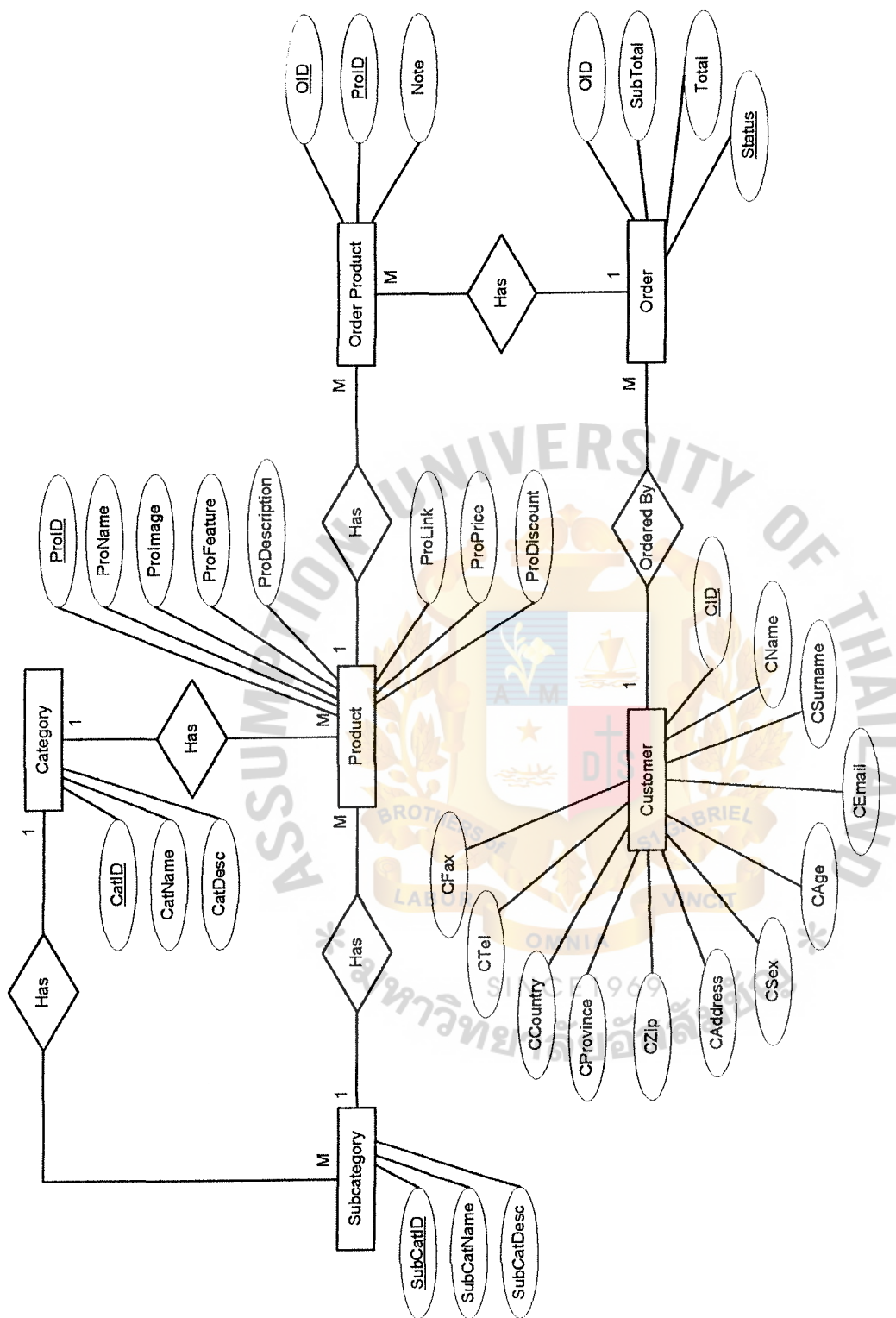
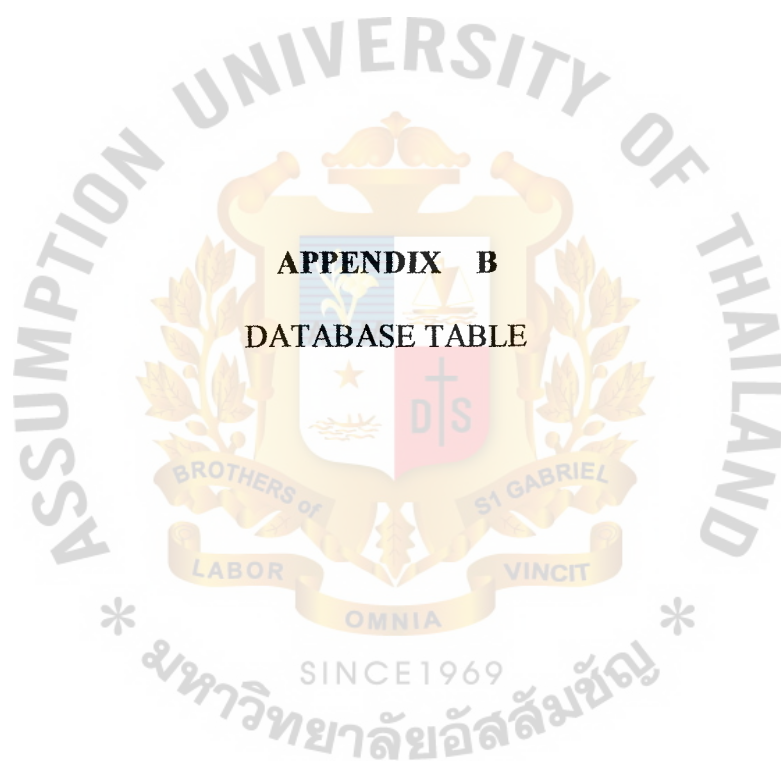


Figure A.1. Entity Relationship of Chocolate Online.



APPENDIX B
DATABASE TABLE

Table B.1. Customer.

Field Name	Data Type	Field Size	Description
CID	AutoNumber	Long Integer	Primary Key
CName	Text	50	
CSurname	Text	50	
CEmail	Text	75	
CAge	Text	50	
CSex	Text	50	
CAddress	Memo	-	
CZip	Number	Long Integer	
CProvince	Text	250	
CCountry	Number	Long Integer	
CTel	Text	50	
CFax	Text	50	

Table B.2. Orders.

Field Name	Data Type	Field Size	Description
OID	AutoNumber	Long Integer	Primary Key
SubTotal	Number	Double	
Total	Number	Double	
Time	Date/Time	-	
CID	Number	Long Integer	Foreign Key
Cname	Text	50	
Csurname	Text	50	
Caddress	Memo	-	
Czip	Number	Long Integer	
Cprovince	Text	50	
Status	Number	Long Integer	

Table B.3. Category.

Field Name	Data Type	Field Size	Description
CatID	AutoNumber	Long Integer	Primary Key
CatName	Text	50	
CatDesc	Memo	-	

Table B.4. Subcategory.

Field Name	Data Type	Field Size	Description
SubCatID	AutoNumber	Long Integer	Primary Key
CatID	Number	Long Integer	Foreign Key
SubCatName	Text	50	
SubCatDesc	Memo	-	

Table B.5. Product.

Field Name	Data Type	Field Size	Description
ProID	AutoNumber	Long Integer	Primary Key
CatID	Number	Long Integer	Foreign Key
SubCatID	Number	Long Integer	Foreign Key
ProName	Text	100	
ProImage	Image	-	
ProFeature	Memo	-	
ProDescription	Memo	-	
ProLink	Text	150	
ProPrice	Number	Double	
ProPrice2Plus	Number	Double	
ProDiscount	Number	Double	
ProDiscount2Plus	Number	Double	

Table B.6. OrderProduct.

Field Name	Data Type	Field Size	Description
OID	Number	Long Integer	Primary Key
ProID	Number	Long Integer	Primary Key
Note	Memo	-	



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