



Bo Music Box Online

by

Ms. Suteera Narongkan

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

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

November 2004

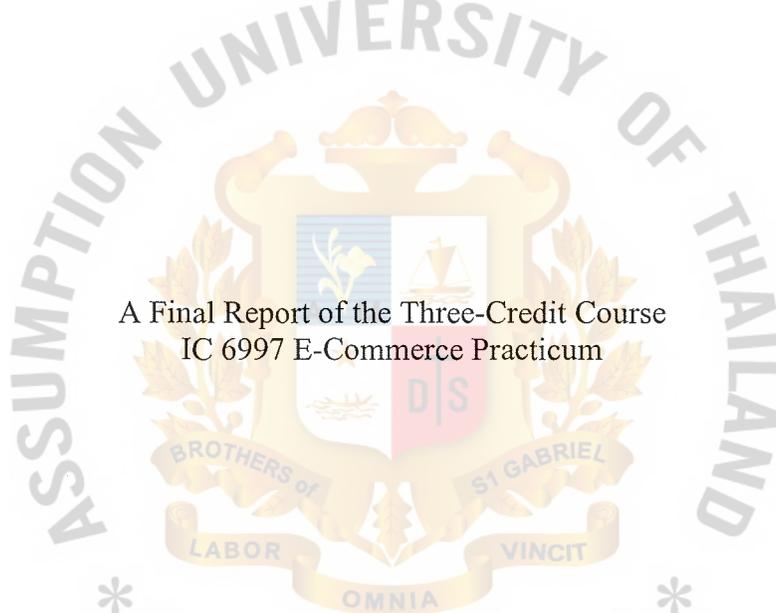
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Mobile phone E-Commerce website: www.mobimart.com

by
Mr. Suppasit Sakkankosol

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

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ABSTRACT

The Internet not only represents the modern lifestyles of people around the world but also is the eminent and imperative part of doing business today. The E-commerce allow people to transcend the barriers of time and distance and to gain the enormous advantage of global markets and various business opportunities simultaneously, so every party pays more attention to expanding his business via the online Website .

The objective of this project is to design and build an online shop to sell mobile phone products on the internet as an extension of a company on the online channel together with existing physical shop named “ www.Mobimart.com” . The scope of this project covers business background, business analysis, SWOT analysis , marketing plans, target market analysis, marketing mixes and competitive advantages.

The online operations can provide better services to customers and retain the accurate records and databases. This advance leads to higher level of the customer satisfaction and loyalty. The prospective customers from all area are increasing in large members to buy mobile phone via a website.

In short , the perfect combination of the Internet technology and the effective E-commerce business strategy will bring the success to the company.

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Finally, the writer is infinitely grateful to his parents who encourage and support everything to achieve his educational goal.

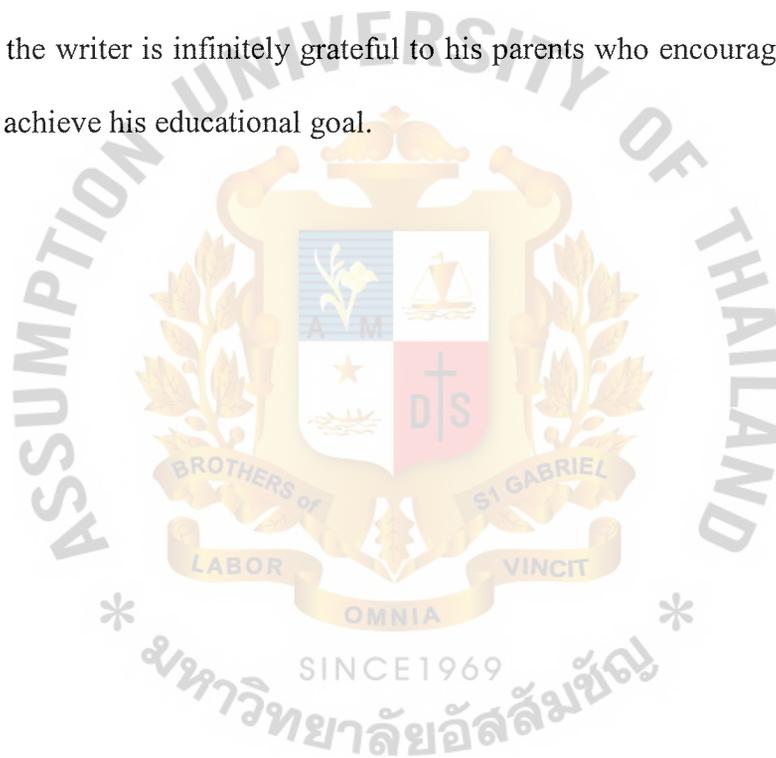


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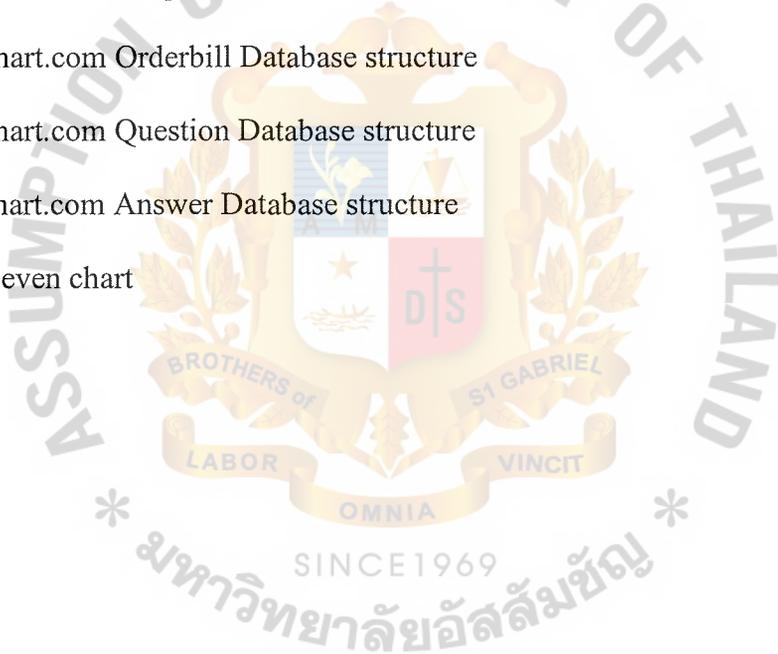
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I. INTRODUCTION

1.1 Background of the project

As computer technology plays a major role in developing our country, unavoidably, Internet also becomes one important component in computer technology. The use of Internet in Thailand is getting more popular as the statistic research in Thailand indicate that at the end of last year, the number of computer using at home is about 1 computer per 6 household. The research also indicates that this number will increase as frog leap next year. So this can be the way for promoting my shop to all Internet users. In order to follow this new trend, my web site will be created to respond to the need of all customers and visitors who would like to know about mobile phone and mobile technology. This web site also helps to promote mobile phone via Internet. The web site includes various sections which responds to the information of mobile phone in different brand name. This website is also created to be the part of the marketing of my shop, too. Mobile phone has always been one of the common communication devices in Thailand society. Mobile phones are world wide use to be the new channel of communication technology that not includes only voice but also data transmission that can be used any where and any time to communicate with each other around the world. Communication is the important thing in our world ,we can observe development of mobile phone technology including Bluetooth , infrared , EDGE/GPRS , WI-FI technology that combines in mobile phone model also the newest technology called '3G' that still developing to be used in Thailand. Mobile phone is the standard communication device, more than 90% of people using mobile phone, which variety technology for each mobile model that support many purposes e.g., business , fashion , multimedia , internet browsing , and also personal use. With new

mobile phone technology ,it provides an alternative to modern life for communication channel of consumers to produce an increasing demand for mobile phone . Therefore, Thailand's mobile phone marketing remains bright and positive.

1.2 Objective of the Project

To design the web site for the new channel of online business, which is the mobile phone online shop. This web site will be developed for the customers who are interested in mobile phone and mobile technology. This web site will provide the information of each type of mobile model. They also can make the decision to purchase the products of my shop via the Internet, which means this web site acts as the middleman to be the center between retail shop and the consumer.

- (1) Developing online shop for selling mobile phone products.
- (2) To create this e-business model to gain shares in the growing markets.
- (3) To make e-business trustful to the customer or to the business partner.
- (4) To create new marketing channel to reach customer by expanding the Marketplace for Thailand markets with minimum capital investment.
- (5) To enable customer to visit our online shop at all time.
- (6) To decrease the cost of creating , processing, distributing, sorting and retrieving paper-based information.

1.3 Scope of the Project

- (1) Marketing Analysis consists of Segment the customers, identify customer's needs, improve CDV value, conduct SWOT analysis, research Marketing Mix and product differentiate.
- (2) Managing the web site by market products and services on the web, distance selling and online trading, providing returns, refunds, warranties and

complaints policies, ensure data protection of customers and managing customer database.

- (3) Creating an online shop will be covered the development of interfaces that are usable by employ HCI concepts and practice, color, typography, multimedia, accessibility and trust techniques.
- (4) Web site Promotion includes setting up and promotes business on the Internet, making web site visible, getting web site listed on search engines and encourage E-mail marketing, and making the banner or exchanged links of the web for promoting web site.
- (5) Financial Analysis describes on accepting online payments , security payment and financial plan of the web site.

1.4 Deliverables

A prototype of an online shop “Mobimart.com” project report describing the design and development of the website including both marketing and technical aspect of business.

1.5 Project Plan

Table1.1. Project plan.

No.	Task Name	August	September				October	
		Aug. Q4	Sep. Q1	Sep. Q2	Sep. Q3	Sep. Q4	Oct. Q1	Oct. Q2
	I. Marketing Analysis	↔						
1	Segment the customers	█						
2	Identify customer's needs	█						
3	Conduct SWOT analysis and Improve CDV	█						
4	Research Marketing Mix	█						
5	Product differentiate	█						
	II. Managing the web site		↔					
6	Market products and services online		█					
7	Providing returns, refunds, warranties and - complaints policies		█					
	III. Create an online shop		↔					
8	Create web site prototype		█					
9	Data protection of customers						█	
10	Managing customer database						█	
	IV. Web site Promotion							↔
11	listed on search engines and E-mail marketing.							█
	V. Financial Analysis		↔					
12	security online payments and financial plan		█					

II. THE EXISTING SYSTEM

2.1 Background of the Organization

Our company Mobimart Communication Ltd. offers mobile multimedia consumer products for people who appreciate the possibilities of powerful technology. By creating an enticing brand and taking the lead in bringing new ways of using multimedia communications while mobile, Mobimart can create compelling business opportunities for its operator customers that was established in 2001. Mobimart is responsible for product research, design and development, as well as marketing sales, distribution and customer services.

At Mobimart, we believe in investing in our shared future. We develop products and services that encourage communication and learning among people and societies. We are using our strengths - connecting and communicating to help making a difference.

Through many years of operation with experience, the name of Mobimart has been well-known with creditworthiness, and trustworthiness in the horizon of the customers, the suppliers, and the financial institution dealing with the company. There are high quality products from many famous brand names available for selling such as “Nokia”, “Sony Ericsson”, “Motorola” and “Samsung” which are the famous and well-known brand name of mobile phone manufacturer also include with their accessories.

Mobimart communication would like to extend the marketing channel and the distribution channel to reach the ultimate customers(end user), so the company is looking for the best way to create attractive opportunities in marketing to increase sales and to capture more market shares. The internet is the most area at a lowest cost. So the

company realizes the importance to concentrate more on the online business as another business channel to support the traditional offline store. In addition , the online channel is not a big stuff for the company to fulfill because the company already has the existing staff and operation which flow smoothly.

2.2 Current Problems and Areas for Improvements

2.2.1 Current Problems

There are some current problems in the existing system:

- (1) Need differentiation from many of competition include the large company eg. Mobile From Advance , Dtac, Orange , JayMart ,etc.
- (2) Customer need enough information about the products for different information of each product model which cannot be explained by salesperson.
- (3) The inventory levels are unstable which reduce the efficiency of the inventory control and management.
- (4) New marketing channel is needed to increase sales volume and expand target markets to out side Bangkok and Metropolitan areas.

2.2.2 Areas for Improvement

The use of internet technology in today business can reduce and solve these current problems while offering the additional attractive advantages to the company. The online website named “ www.Mobimart.com “ will be created to serve the purpose of supporting the additional service and information to both existing customers and prospective customers in all areas . The website acts as an online catalogue to display, advertise, promotion, and sell the products at the same time. The customer can search for information and shop online 24 hours everyday from almost anywhere and locations that are convenient for them . This medium will transcend the barriers of time and

distance with result in increasing in sales volume of the company, and strengthening the customers ' relationship and satisfaction.

Up to many reasons, the Internet is a very useful source for the companies to gain much more benefits from. Similarly, many individuals are followers to start up their businesses from homes by using the Internet.

Benefits of having an on-line catalogue can be categorized into:

(a) On-line Sales

The web site has an on-line order taking service for the customers to be able to order and make a purchase the same as they can buy from the physical shop. They can also order whenever they desire whether the stores are open or not. This is a very strong point supported by the Internet for an on-line business.

(b) Instant Information

The Internet is the only on-line channel that anyone can find the information quickly and easily. The Internet is available all the time. Just having a telephone line, the user can access to the web site at anywhere and anytime by putting the address and find out about the company, products and information.

(c) Discount

The main purpose that the web site offers discounted products is to reduce the inventories. Besides, the discounted prices not only gain more customers, but it also helps the company discourage the competition.

(d) Company Image

How to make the customers perceive the company address is the great way to gain more customers than the competitors. So, to make them

recognize a company's website address (www.mobimart.com), the name of the address should not be too difficult to remember. In addition, presenting the address on any card or advertisement, many people may notice and then visit the web site.

In the present situation, the role of salesperson is not as important as before because the company can now contact directly with the customer via the website speedily and cheaply . This direct connection can reduce the problem of inefficient communication and develop the closer relationship between the customers and the company. The customer can get any needed information as much as they want and can ask for more information directly and interactively via the website . The processes of taking orders and delivering product are now faster than ever which will allow faster and secure payment collection process . The paperwork volume ,the cost, and the time processing these paper based document decrease by applying the paperless technology from the using of internet. The communication cost , the operating cost , and the advertising expense also decline by using this online medium.

In addition, the website allows the organization to utilize the benefits of the JIT (Just-In-Time) process and the supply chain management. Mobimart.com can connect its own system to those of suppliers, the trading partners, and the customer on an online real time basis in order to operate the logistics system interactively and in a timely manner . The Just-In-Time and the supply chain management concepts can help the company control and manage the inventory stocks more efficiently. Mobimart.com can reduce the stock levels which can future save the inventory maintenance expense and the financial investment that must be paid to the suppliers when purchasing the products to maintain the safety stock level. The company can also use the space for stocking the excessive products in the warehouse for other purposes.

Mobimart.com acts as a new marketing channel which is necessary for increasing sales volume and expanding the target markets. The company will concurrently have higher benefits and lower the overall operation costs. The website is the best medium right now to reach worldwide target markets and to be the tool to gain competitive advantage over others. So the website can help the company to expand market areas to reach customer in any place which will result in increasing market shares and revenues.



III. BUSINESS ANALYSIS

3.1 Mobile Phone Business Online

Currently , the Internet is such the most attractive medium that become a prominent factor for the success of today businesses. There are too many internet user in Thailand increasing with the large amount in every year and also in the future. The company react to this rapid growth trend by developing its own website to promote the company, expand the market base and market shares, and selling products.As the lifestyle changes, the organization must grant additional convenience service and more benefits to attract the prospective customers and gain more market shares. In order to survive in this intensive competitive environment, Mobimart marketing has to make itself become outstanding with the good image and be better than the competitors using the most attractive, easiest , fastest , cheapest marketing tool and secure enough by using Website and internet.

The company can use “www.Mobimaret.com ” as a marketing and advertising channel to reach wider base of customers.

Need in order to bring the new target markets to the company especially to reach customer from any where in Thailand not only in Bangkok. Another benefit of online website is helping the company to create the good image enhance the closer relationship and give more information for both company and product to stimulate purchasing from customers. These factors can increase the customers’ loyalty and satisfaction, sales, and profit.

The paper-based document have been replaced with electronic document to reduce cost and can be used for online direct connection between customer and the

company, that will make the business process become more effective and more efficient for all parties cooperate to work smoothly.

The business model of Mobimart.com is Partial E-commerce, because of the need to deliver mobile phone which is physical product via physical shipping processes. But some type of our product can be delivered in online such as Java game, Java application, ringtone , picture , wallpaper etc. that customer is able to download from website via internet.

3.2 SWOT Analysis

Another important factor for a complete business plan is the SWOT analysis that helps organization to know how to plan a marketing strategy effectively and how to increase competitive advantages to overcome the others in order to survive in this business.

Strengths and weakness exist inside the company, in the key relationships between the company, suppliers and customers. Relative to market needs and competition's characteristics, we have to think in terms of what we can do well and where we have shortages. The following SWOT analysis captures the key strengths and weaknesses relating to the market analysis summary and describes the opportunities and threats facing Mobimart.com.

Strengths

- (1) Mobimart communication company has a good brand image and high brand recognitions of the product, with the company selling high quality mobile phone under band of Nokia , Sony Ericsson , Motorola , Samsung , etc. included with there accessories.

- (2) Our company skillful staff can provide details information and contribute it to customer interest for making the relationship with customer and also increasing customer satisfaction and loyalty for both offline and online .
- (3) With the online website , customers can shop and ask for service 24 hours a day , all time with any location and no requirement .
- (4) The customers can receive relevant and detailed information in seconds by using internet technology.
- (5) Mobimart .com has support from Mobimart company physical store , especially the skillful existing staff and the smoothly run operations. These factors can help the company fulfill the website business functions easily.
- (6) The company provide up-to-date information to customers .
- (7) Advertising is done by using online channel by , push and pull technology, which can make the concept of direct marketing and one-to-one marketing.
- (8) Variety of Products phone model from high quality brand name.
- (9) Electronic online catalogue available.
- (10) CRM can be created over website through Q/A board for online channel.

Weakness

- (1) Currently , there are no reliable payment gateway system to support the online business payment function . There is a need to increase the customer confidence to purchase product from website.
- (2) Mobimart company is not the manufacturer or producer of product.
- (3) The company lacks the experience in online and international trading .
- (4) Physical product for online shop is untouchable for customer .

Opportunities

- (1) Using website to expand the market from physical market to e-market.
- (2) Using Thai language and English language web pages in future to have convenience for customer .
- (3) Size of online market is increasing ,because of growth of internet using in Thailand and supporting of SME business by Thai government.
- (4) The online business is more accepted and growing rapidly .
- (5) Mobimart.com is almost the first mobile phone online shop.

Threats

- (1) Too many competitors for mobile physical shop.
- (2) Having some barrier on taxation and no regulation support.
- (3) Fast changing in business environment.
- (4) Thailand still lacks the legal mechanisms to support the online business and protecting the customers ' rights such as "E-Commerce Law" , "Digital signature" , "Computer Crime Law" , etc. These reason can reduce the customer confidence and trust in the online purchasing.
- (5) There is a low level of customer's confidence in the online purchase due to lacking of the reliable payment gateway system and the efficient internet security system .
- (6) High risk of computer crimes and abuses can destroy the confidence in the privacy and safety of information provided by the customers.
- (7) Lack of touch and feel of the products compare with other physical shop.

3.3 Marketing Plan

As we know that marketing is the strategies and actions firms take to establish a relationship with customer and encourage purchase of products or services . The key objectives of Internet Marketing is to use web site as well as the traditional channels to

develop a positive , long-term relationship with customer both online and offline channel to create competitive advantage for our organization which needed the suitable Marketing plan to reach our company's goals .

Business Goals of www.Mobimart.com

Short-term Goals:

- (1) To drive our products and service to online market.
- (2) To create trust with customer for online business.
- (3) To make our web site to be well known for mobile shop website.
- (4) To increase the sale growth at 5% each year for online shop.
- (5) To increase 10% visitors for each month.
- (6) To develop skills of employee to be expertise in the online business.
- (7) To increase customer base of 10% each month.

Long-term Goals:

- (1) To survive prosper in the online business
- (2) To create and maintain the image of company.
- (3) To build customer relationship management (CRM) in long period and become closer to customer.
- (4) To expand market in to international area.
- (5) To develop higher technology for mobile content.
- (6) To increment more manufactory product band name.

3.4 Market Segmentation

The market segmentation consist of a large identifiable groups within a market with similar wants , purchasing power, geographical location , buying attitudes . or buying habits. Segmentation is essentially the identification of subsets of buyers within a market who share similar needs and who demonstrate similar buyer behavior. There

are many ways that a segment can be considered. However, Mobimart.com would segment the market according to geographic segmentation, demographic segmentation, and behavioral segmentation.

(a) Geographic Segmentation

We segment the market into city areas because people who live in the Bangkok and metropolitan area have more opportunities to use the Internet. In addition, our commercial partners usually have physical storefronts located in a large town or a crowded area. Group of customers outside Bangkok and metropolitan areas that may purchase in from of B2B in large volume.

(b) Demographic Segmentation

Our web site considers age and income for demographic segmentation. We believe that consumers at different ages have different demands. Age segmentation will be beneficial not only for designing web site and products, but also for selecting contents and services. Likewise, income segmentation will be considered to know the purchasing power of the consumers.

(c) Behavioral Segmentation

The behavior of buyers can be segmented as life styles and personal interests. For example Business people also need product that serve their demand like function to serve or browse internet with fully option , fax , email or check stock investment online etc . This segment will be helpful for creating the products to make them satisfy.

3.5 Target Markets

To develop the online marketing plan and advertising strategies , it is critical to define the target market first.

- (1) B2C E-commerce, for end-user customer that our company should enchant better relationship and customer loyalty with this group .
 - (a) First is business people which age is between 24-40 years who need high technology mobile phone model that can support they activity such as enchant internet browser , email , fax , organizer , supporting business function ,etc. which suitable with high hand model .
 - (b) Second is teenager that should be attractive with multimedia, fashion ,and entertainment model such as MP3 player ,camera , game , FM radio , attractive design and high resolution display screen.
 - (c) Third is for usually propose such as using for original mobile phone function which will be lower hand model with cheaper price.
 - (d) Forth for customer who download content via Mobimart.com website that actually can be any person but targeting for teenager that usually change their mobile entertainment.
- (2) B2B E-commerce is a transaction conducted electronically between businesses and its supply chain member or other business . For retail customer who operate their small shops inside Thailand that purchase in high volume that actually be the customer that outside Bangkok and metropolitan areas.

3.6 Marketing Mixes

Products

Mobimart communication offer high quality mobile phone product band name such as Nokia , Sony Ericsson , Motorola , and Samsung which are the top 4 highest

market sharing brand name all around the world and high customer's confidence . And in short coming period Mobimart communication will increase more product brand name such as Siemens , Panasonic , etc. and also addition the new catalogue for mobile phone accessory such as Bluetooth headset , charger , battery , headset , etc. that provide convenience to customer that is able to find anything from Mobimart website. We use Mobimart.com website to provide product detail to customer at present we divide product in to 3 types: first is up coming product which still isn't available for sale in present but have announcement to release in 2-3 months, to help customer to gather more information for purchasing in future. Second is for new coming product which are new release and available to sell that will be shown in home page of Mobimart.com website and third is old products which we will add for some promotion to motivate selling for some special event.

Price

Currently, Price is the most important factors for online business caused by the price differentiation on the internet can make purchase decision to customer. By using internet customer can browse or search for any information of product that they want , so price different can be the main factor for customer to make the decision .

For .Mobimart.com ,we use dynamic pricing that need to accurate and up to date, by free for shipping inside Bangkok and metropolitan area and charge some fee for shipping outside Bangkok and metropolitan area .

That total net price will not be different than other competitor with not more or less than 500-1000 Baht so, Mobimart.com need to find out promotion to attract the customer more than pricing (Promotion issue will be discuss in later section). With dynamic and accurate pricing strategy make Mobimart.com be fast and up-to-date in

mobile phone market so, it helps our shop to take advantage over other competitor that customer will search for Products price at the first place.

For purchasing product in large volume, Mobimart.com also provides discount percentage and offer customer for some gift voucher or some gift in special event.

Place

With using internet , place or market place for E-commerce business means the virtual place that customer and sellers allow to interact and perform the business together with and where and any time, so we take advantage from online channel to meet customer and provide convenience to customer to connect with our shop whether customer stays at their home. The virtual place of the company is the URL address. The URL address now takes an important role in positioning and placing the company into customer's mind and also allow user to search from search engine portal .

Promotion

The promotion is considered as one of the most critical components of an effective business plan both online and offline to be another pulse to drive customer purchase decision .Mobimart.com using service of www.true-hit.com to retrieve information about user behavior , with true-hit service it allows us to know how much user view or visit each webpage. That can show user's interest by checking each page's rating. It is necessary to promote and attract customers to purchase the products. For online business there are some types of promotional mix which are :

Advertising : By using media to attract , to capture and increase awareness of customer attention to promote shop's product and service and making well known image of organization.

The online advertising method offers numerous advantages over the offline advertising media as the online website can be accessed on demand anytime and

anywhere at a low cost. It supports direct and one-to-one marketing practices, which can't be done in the offline advertising, as the company can increase the degree of customization for each customer according to his own interest. The advertising content must be updated, supplemented, or changed at any time at a lowest cost incurred. For online advertisement of Mobimart.com using:

- (1) Banner advertisement
- (2) Banner exchange
- (3) Search engine registration
- (4) Flash file and popup on Mobimart.com website
- (5) Sending Direct Email to customers.

That all of advertisement via Mobimart.com website are easy to obtain by customer to browse to our website or receiving email or electronic E-card that attractiveness to customer.

Sale Promotion: Use to create short-term incentives in order to encourage sales and number of hit rates, and to strengthen the long term customer relationship.

Mobimart.com offer promotion in form of:

- (1) Special discount on some event.
- (2) Play game to win reward.
- (3) Giving discount coupon.
- (4) 1 year warranty with 6 months free for device fee and 12 months for working fee.

Competitive Advantages

Organization can take the competitive advantage by finding the way to attract customer to our online shop by giving differentiate between Mobimart communication and other competitor by trying to make the relationship with customer find new

customer and maintain the old customer, so we need to understand consumer behavior and try to meet their needs as much as possible which focus on service differentiation as a key point.

Mobimart communication offers various mobile phone manufacturer band names and standard accessory with giving as much as possible for each product information that give convenience to customer to search , to differentiate or to compare each product in each model function for before purchase. And for after purchase we provide warranty for our product and conduct customer care provide by Q/A board over Mobimart website and customer also contact to our organization via telephone by calling to mobimart call center or sending email.

Mobimart communication shipping , inside Bangkok and metropolitan area will use motorcycle to deliver products to customer which will be able to deliver product to customer within 1-2 days by delivery in everyday at morning. And for outside Bangkok and metropolitan area , we deliver product via parcel post using EMS with free of charge that product can arrive to customer within 3 days.

Mobimart communication provides impressive customer services as competitive advantage over other competitors by:

- (1) Presale service: free consulting service for customer to make decision before purchasing product . By customer being able to contact to Mobimart communication with many ways e.g. using telephone call to Mobimart call center , using email to Mobimart supporter and also connect to Mobimart Communication via www.Mobimart.com web site which provide up to date , accurate and deep detail of products and services information detail and price.

(2) After sale service: Mobimart Communication provide repairing and maintenance service department for purchased items. Also provide connection with customer via Mobimart call center , Supporter Email and user are able to find out more tips , external information , and question and answer via Q/A Board provide via www.Mobimart.com website which we have support team to answer your questions.

(3) Fast and interactive service: reducing the ordering cycle time and lead time.

3.7 Market Implementation Strategy

E-commerce is new business model, it gives us the new opportunity to do business. This new marketing technology must use new marketing technique to apply to implement (such as direct mail campaigns with website address displayed) . Marketing strategy should be changed from the old way.

3.7.1 Market Entry Strategies

Our company would like to combine tradition marketing and internet marketing together , that we call the combine that “clicks and bricks strategy”. By trying to establish our firm with the developed trust of customer, product image, distribution facilities and financial resource for launching a successful of online business. We use internet as marketing communication media by using website to draw customer to physical shop or purchase from Mobimart.com website.

3.7.2 Establish the Customer relationship

Customer relationship management is needed for business, we need to treat customer the same as before and after purchasing products and services by letting customer feel free to contact us in order to get more additional information and also contact to our website any time they need, or additional services more than just purchase our product to maintain old customers and find new customer in the same

time. Mobimart.com provide Q/A board for user to find out more information form webboard , to post their question and to build customer community, customer call center that allows customer to contact our organization via telephone or using e-mail to provide convenience for customer to contact us.

Internet can offer several extraordinary marketing techniques for building a strong relationship with customers and for differentiating products and services. Our company uses some technique to make the retention with customer.

Provide personalization and One-to-One Marketing will segment the market based on a precise and timely understanding of our customer needs, targeting specific marketing messages to these individuals and then positioning the product to be different from competitors as the truly unique. Internet can help our company to understand the needs of customer by individuals ,by obtaining the detail of the customer that visit our website, and using email to contact them.

3.8 Customer Delivery Value

Customers normally choose products and services from the company that they perceive to offer the highest value. The evaluation of customer delivery value derives from having the Total Customer Value the Total Customer Cost ($CDV = TCV - TCC$). We plan the cost strategies for our business survival as below:

Total Customer Value (TCV)

(a) Product Value

We provide a high quality of products which will be the well known brand name in term of quality and its accessories including the detailed specification for each of them. The products are always innovated to meet the highest satisfaction of consumers. The wholesale products are exactly standard and durable, while the designed products are truly creative.

Therefore, we can customize our products to suit the customer's needs. Moreover, our products are all guaranteed in quality from each manufacturer.

(b) Service Value

Mobimart.com.com provides many services for customer card and also with download non voice customer section. For instance, we provide highest satisfy services to all customers that all customers would gain access to get more benefits. All customers can search the web site quickly and easily from their personal computers anytime, anywhere. Besides, we have the service for the customers to return the faulty or unsatisfying products after sales and we will send the correct items to satisfy the customer for keeping customer retention and preventing to lose the sale to the competitors. Another service provided is Q/A Board that serves the customers who have problems or want to find methods to get benefit.

(c) Image Value

The production and environment are brought into public acceptance, inspected and certified by government. The security and control are provided on our web site providing all transactions the authenticity, privacy, integrity, and non-repudiation characteristics.

(d) Personal Value

Many experienced high skilled workers in our business in order to be technician consult, fix and maintenance purchased products. Especially, we have a professional team to give advice, tips and techniques including answer the visitors' questions.

Total Customer Cost (TCC)

(a) Monetary Cost

Monetary cost is low because Mobimart.com will introduce the customers to our online catalogue. The customers will get special prices from ordering promotion through our web site. And customers also are able to find what're they need directly and easily for shopping at only one place to get all the products they need. With online shop customer even do not have to waste money on travel or gasoline.

(b) Time Cost

The Internet could reduce time cost with real time interaction. The prospects visit the site both to find the required information and to have online order. Additionally, e-mail system and e-newsletter on the Internet has also a lower time cost than physical mail. The customers accessing to Mobimart.com will take less time to receive information and to make a request. Also, the time for searching and purchasing in the web site is actually less than the time for going out and walking around the shops.

(c) Energy Cost

Energy for searching products and information from Mobimart.com is very low due to customers not having to go far from their places. They can even search for available products whether the physical shop opens or not. Our company tries to help the customers to receive services with the least effort. So, there is almost no energy cost if they connect to the Internet. They just only click to the web.

(d) Psychic Cost

Psychic cost of our web site would be the trustworthiness of the customers to pay the payment via the web site, so we provide reliable and

secure payment system using credit card payment VISA and MASTER Card via Bank of Asia. Finally, to make the customer feel more confident about our products and services, they can take a look at the positive messages from another customer in the feed back section and they can find out the facts in the Q/A Board section. These services that we have provided would cause them to keep contact with us in a happy time.



IV. THE PROPOSED SYSTEM

4.1 Hardware and Software Specification

Hardware Specification:

Table 4.1. Hardware specification for Mobimart.com web server.

HARDWARE	SPECIFICATION
CPU	Pentium III or higher
Cache	256 KB or higher
Memory	256 MB or higher
Hard disk	20 GB or higher
CD-Rom Drive	40 X or higher
Floppy Drive	1.44 MB
Network Adapter	Ethernet 10-BaseT
Display Adapter	Any
Display	Any

Software Specification:

Table 4.2. Software specification for Mobimart.com intranet server.

SOFTWARE	SPECIFICATION
Operating system	Windows 2000 Advanced Server
Web server	IIS
Application server	ASP v2.0
Database server	MS Access or MS SQL server

4.2 Web Design

The way to make our company to be a fast success in business is to increase in sales volume. To keep customer come back to our website is the best tactic to do because we have high opportunity to sell products to old customers than find the new comer. Therefore, we need to attract customers, and keep them coming back to visit Mobimart.com website.

The key point of designing website is trying to think from user's point of view , which should provide friendly user interface , easy to use for anyone , easy to understand and easy to find out information that user needs from our website.

Mobimart.com website created as a combination of utility and usability. Utility describes the site's functionality that hopes to fully meet user's need. Usability describe the user's ability to manipulate the site's features in order to accomplish a particular goal. We try to make a usable site that is efficient, easy to use and help user accomplish their goals in a satisfactory and error-free manner.

Mobimart.com website using several techniques for web design:

- (1) Our home page look clean , neat and professional design . Therefore, customer will be attracted to browse on our website.
- (2) Our company logo should tell customer whose store they are in.
- (3) Each webpage should tell the prospect what the company does and what information is located on the page.
- (4) Website is easy access to ordering. We should create an icon or link to an order form so the customer can place the order.
- (5) We should find out the way to combine text and graphics to communicate and tell our information. Pictures of screen can help translate complicated concepts.
- (6) We should design file size of our webpage to be small or if picture is too large we should cut out picture into smaller pictures. Visitor can become frustrated if our page sends a large file size because it is slow to download the screen.
- (7) Website should be designed to be easy to access the information.
- (8) Test the page with different browser, because each internet browser display text, color and spacing slightly different. We need to test our website against various web browsers to ensure that the browser doesn't frustrate our scheme by pushing text out of screen or another problem.

Mobimart.com acts as an online catalogue, which can help the company create awareness and good image, advertise, promotion and sell the products and services. This online catalogue is dynamic and customized that can support direct or one to one marketing concepts. The website can present the information in the form of text, graphic, picture, sound, animation, and so on in order to convey up-to-date and clear information to the customers As the online catalogue is integrated with the order taking

and payment processes, the tool for building the effective website should be integrated with the reliable security system and the merchant sites for convenience and efficiency.

Mobimart.com website can be classified into 2 parts, which are Front page and Back office. For front page, is for Mobimart's customer to browse for information and purchase product include: Home page, that is the first page that user visit , will display brief information about what's in Mobimart's website , new products available , promotion , review , preview , advertisement etc. also allow user to register and login into our system to edit their profile , check their order status. Product page is shown the upcoming products line ,which are the new products that will be available within 3 months, for each product manufacturer such as Nokia , Sony Ericsson , Motorola and Samsung that can link to each product catalogue that provides each model information detail that classify into functions , so it helps customers to compare between each product easily. Q/A Board page works the same as webboard that allow user to contact to our website by user being able to create community over this Q/A Board to view question or answer from Mobimart support team and from user themselves . About our page shows information about brief history of Mobimart communication and Contact Us page provides how to contact with Mobimart communication. Download page allows user to download non voice content such as Java application, MMS, ringtone and wallpaper.

For Back office page is for administrator, that is able to control all of website over internet, which authentication is needed to login to verify administrator user. It enables to view , add , edit and delete all record in database over internet . It is helpful in order to add new product model administrator just only add new product records to database via this admin page , the products in Front page will be automatically updated also include with its detail . And also allow managing ordering list to verify order status.

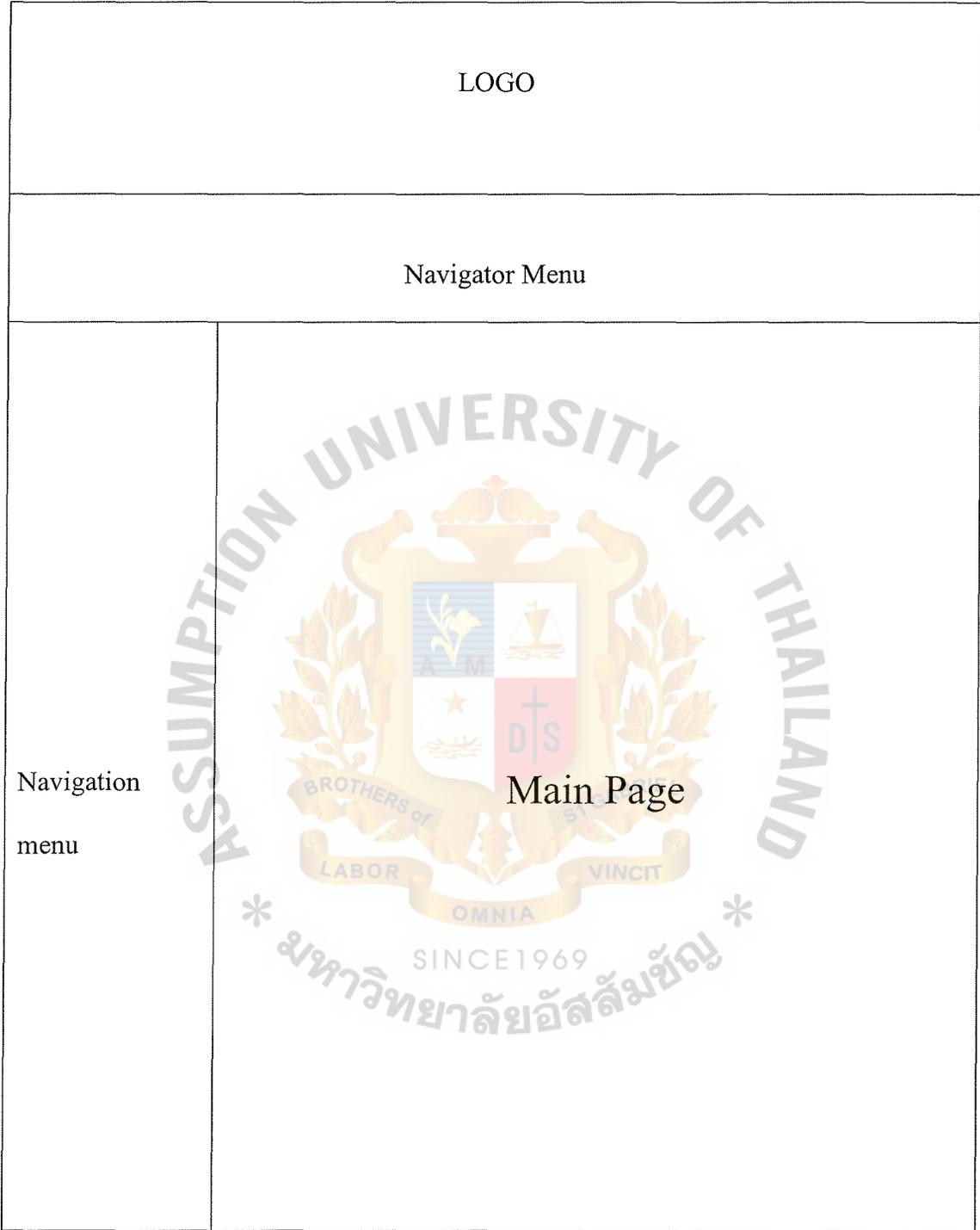


Figure 4.1. Layout grid.

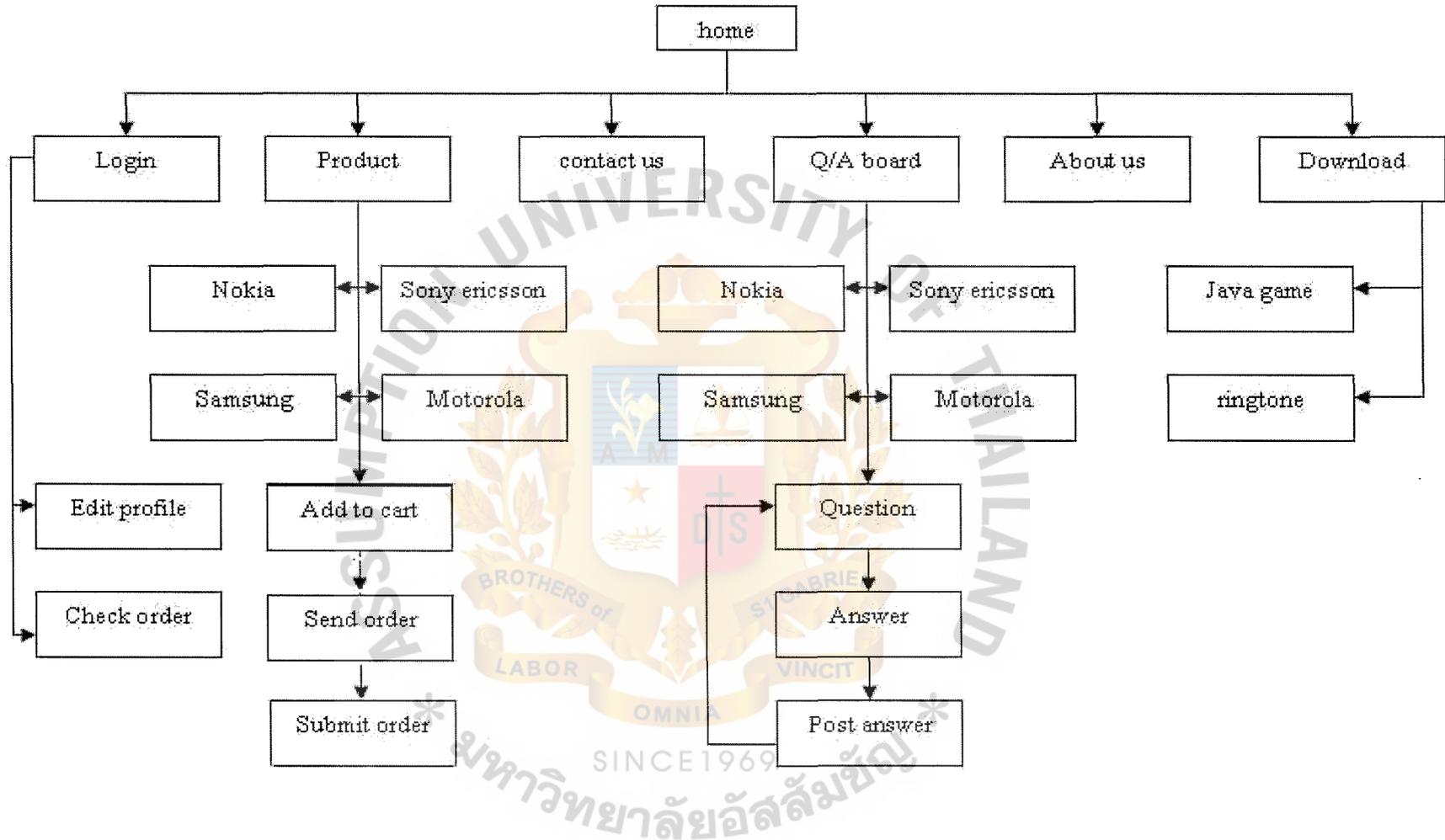


Figure 4.2 Mobimart.com Site map.

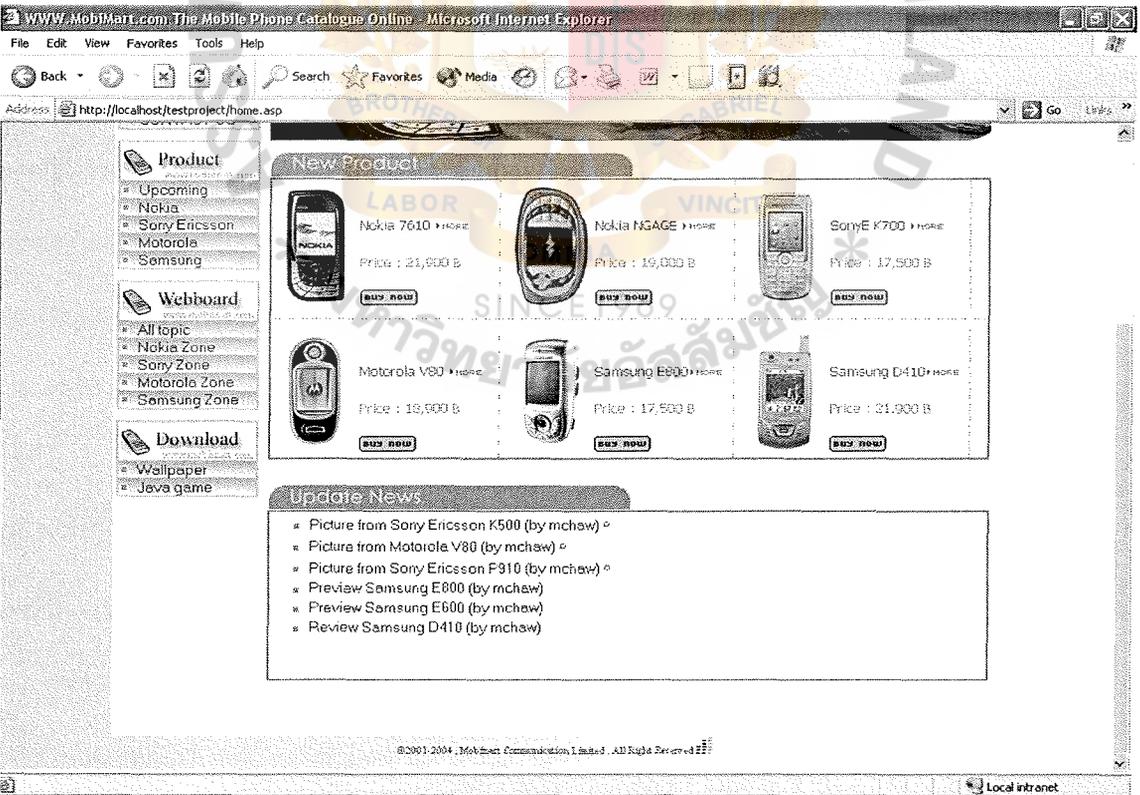


Figure 4.3. Mobimart.com Homepage.



Figure 4.4. Mobimart.com Product page.

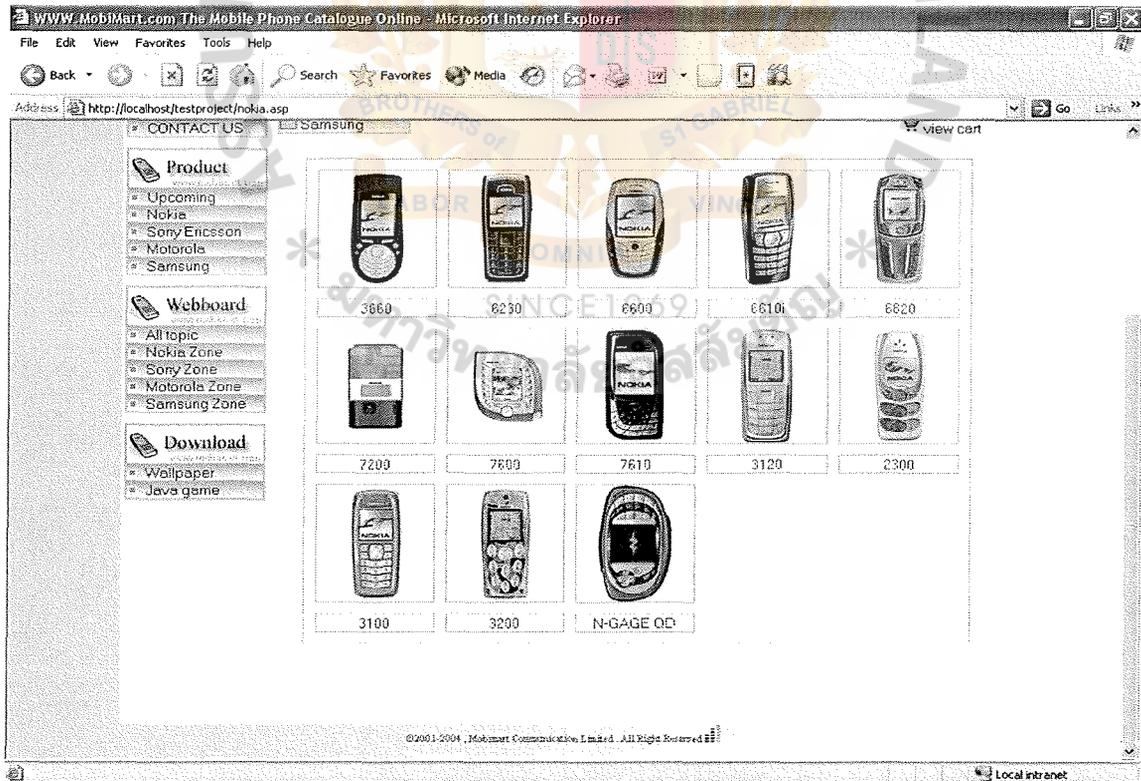


Figure 4.5. Mobimart.com Product Nokia page.

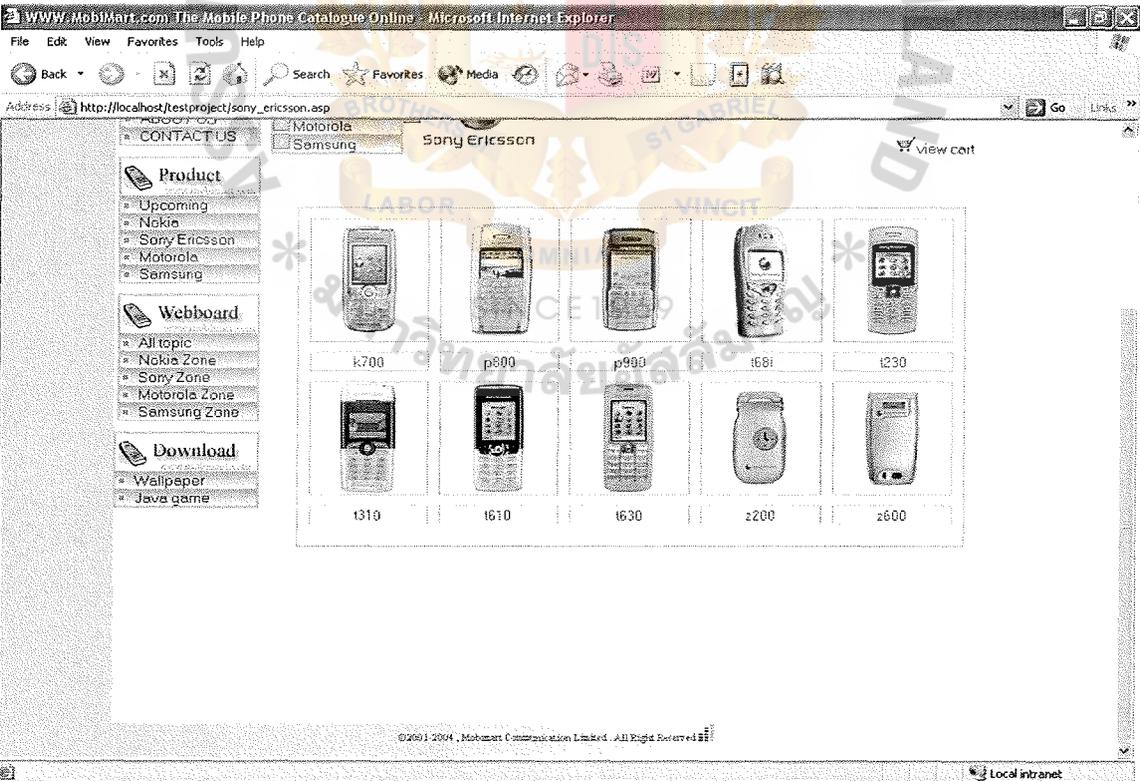


Figure 4.6. Mobimart.com Product Sony Ericsson page.

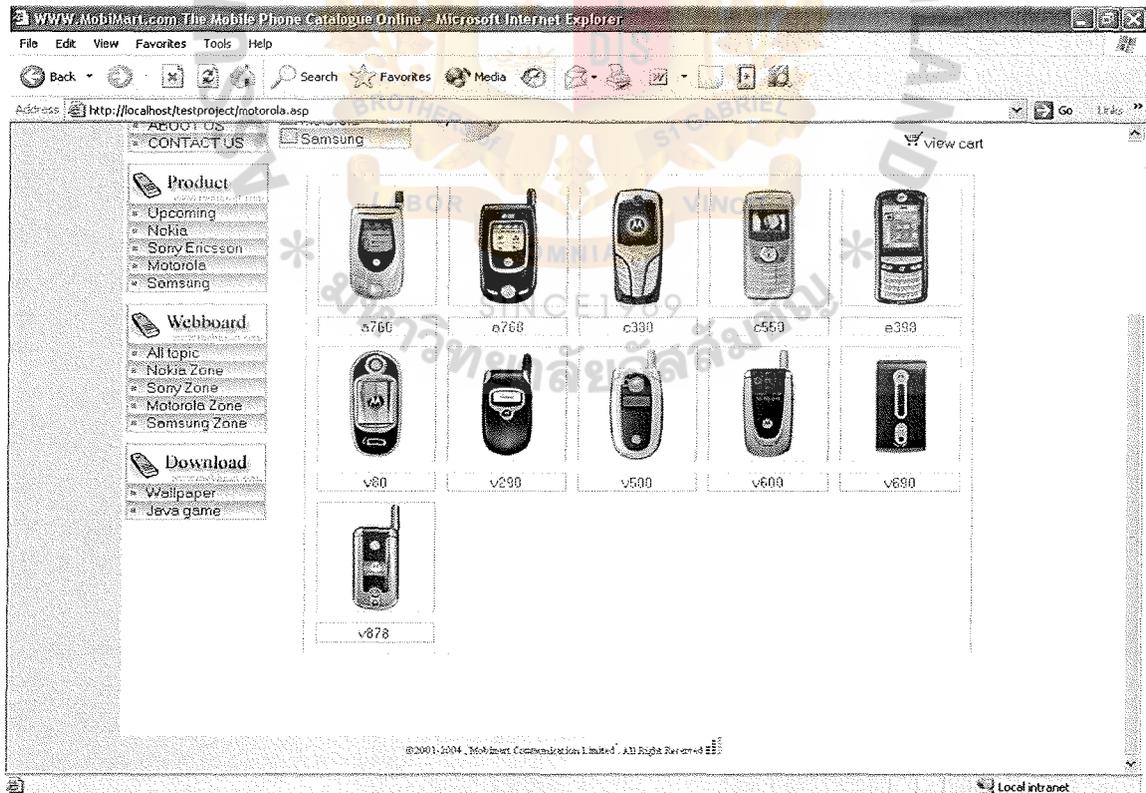


Figure 4.7. Mobimart.com Product Motorola page.

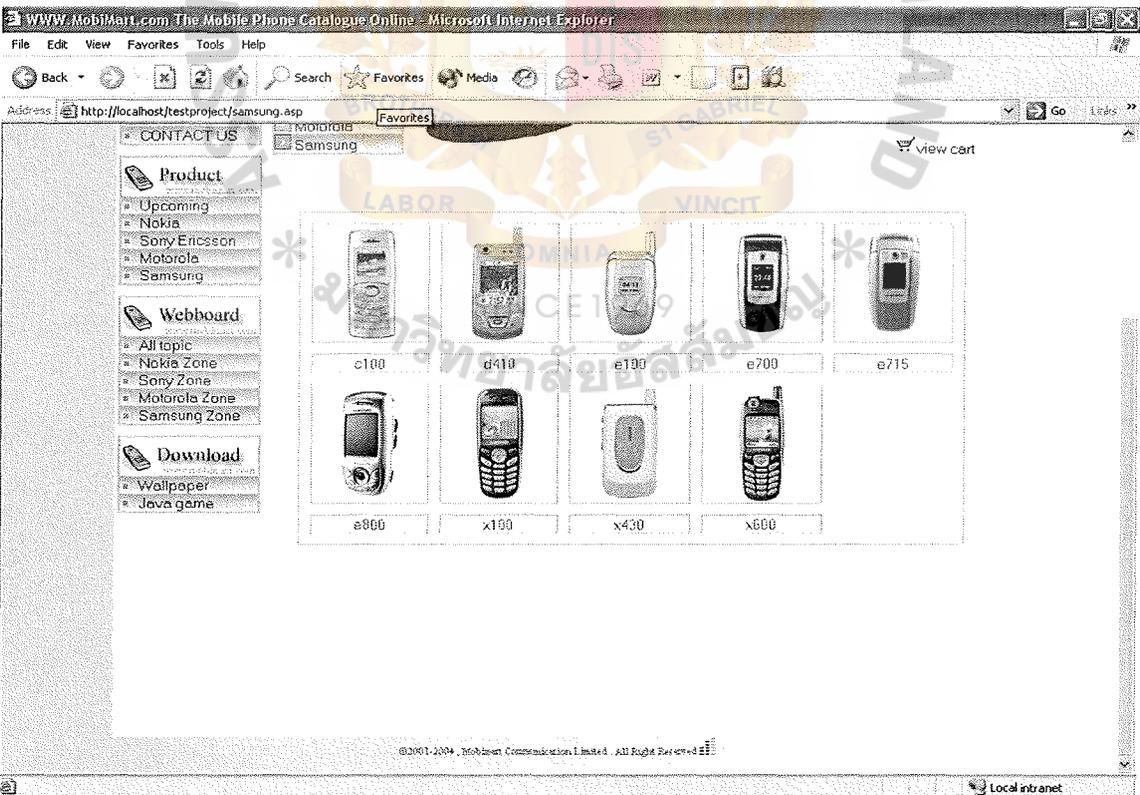


Figure 4.8. Mobimart.com Product Samsung page.

WWW.Mobimart.com The Mobile Phone Catalogue Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address http://localhost/testproject/display_product.asp?pid=N7610

MOBIMART.COM

www.mobimart.com

Welcome Guest

HOME Q/A BOARD PRODUCT ABOUT US CONTACT US

Product Catalog MOBILEPHONE LISTINGS

Menu

- HOME
- Q/A BOARD
- PRODUCT
- ABOUT US
- CONTACT US

Product

- Upcoming
- Nokia
- Sony Ericsson
- Motorola
- Samsung

Webboard

- All topic
- Nokia Zone
- Sony Zone
- Motorola Zone
- Samsung Zone

Download

- Wallpaper
- Java game

NOKIA
CONNECTING PEOPLE

view cart

NOKIA 7610

PRICE : 21900 BAHT **BUY NOW**

General	Network	GSM 900 / GSM 1800 / GSM 1900
Size	Dimensions	109 x 53 x 19 mm, 93 cc
	Weight	118 g
Display	Type	TFT, 65K colors
	Size	176 x 208 pixels
		640 x 320 pixels
Optional	Ringtones	
	Vibration	In phone
	Languages	59 for menus, 22 for TV
Memory	Numbers in phone	Yes
	Call records	Yes

Local intranet

WWW.Mobimart.com The Mobile Phone Catalogue Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address http://localhost/testproject/display_product.asp?pid=N7610

Motorola Samsung

Webboard

- All topic
- Nokia Zone
- Sony Zone
- Motorola Zone
- Samsung Zone

Download

- Wallpaper
- Java game

NOKIA

SINCE 1969

Size	Dimensions	109 x 53 x 19 mm, 93 cc
	Weight	118 g
Display	Type	TFT, 65K colors
	Size	176 x 208 pixels
		640 x 320 pixels
Optional	Ringtones	
	Vibration	In phone
	Languages	59 for menus, 22 for TV
Memory	Numbers in phone	Yes
	Call records	Yes
Features		8 MB internal memory - RS (Reduced Size) - MMC card slot, 64 MB card included - 10 min video clips - Movie editor
	GPRS	Class 6 (3+1/2+2 slots)
	Data speed	24 - 55 kbps
	Messaging	EMS, MMS, Email, Instant messaging
	Clock	Yes
	Alarm	Yes
	Infrared port	No
	Games	No preinstalled
	Colors	Play and Copy

<<BACK

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Local intranet

Figure 4.9. Mobimart.com available Product display page.

WWW.Mobimart.com The Mobile Phone Catalogue Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost/testproject/display_product.asp?pid=5Ep800

MOBIMART.COM

www.mobimart.com

Guest LOGIN Username Password login reset

HOME Q/A BOARD PRODUCT ABOUT US CONTACT US

Product Catalog MOBILEPHONE LAUNCH

Nokia Sony Ericsson Motorola Samsung Sony Ericsson

view cart

SONY ERICSSON p800

PRICE : out of stock

General	Network	GSM 900 / GSM 1900 / GSM 1900
Size	Dimensions	117 x 59 x 27 mm
	Weight	158 g
Display	Type	TFT touchscreen, 4096 colors
	Size	308 x 320 pixels
		Image handling
Optional	Ringtones	
	Vibration	In phone
Memory	Languages	Picture phonebook - Photo album - Own melody composer
	Numbers in phone	1000+
	Call records	

Symbian OS 7.0 - 16 + 16 MB flash - 12 MB

WWW.Mobimart.com The Mobile Phone Catalogue Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost/testproject/display_product.asp?pid=5Ep800

Upcoming Nokia Sony Ericsson Motorola Samsung

Webboard All topic Nokia Zone Sony Zone Motorola Zone Samsung Zone

Download Wallpaper Java game

SONY ERICSSON p800

General	Network	GSM 900 / GSM 1900 / GSM 1900
Size	Dimensions	117 x 59 x 27 mm
	Weight	158 g
Display	Type	TFT touchscreen, 4096 colors
	Size	308 x 320 pixels
		Image handling
Optional	Ringtones	
	Vibration	In phone
Memory	Languages	Picture phonebook - Photo album - Own melody composer
	Numbers in phone	1000+
	Call records	
Features		Symbian OS 7.0 - 16 + 16 MB flash - 12 MB available for images, contacts etc. - Expandable with Memory Stick
	GPRS	Class 0 (4+1 slots)
	Data speed	32 - 40 kbps
	Messaging	SMS, MMS, EMS
	Declt	Yes
	Alarm	Yes
	Infrared port	Yes
	Games	Yes
	Colors	

<<BACK

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Figure 4.10. Mobimart.com available Product out of stock display page.

WWW.Mobimart.com The Mobile Phone Catalogue Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost/testproject/display_product.asp?pid=Mmpx0

MOBIMART.COM

www.mobimart.com

Guest login reset

HOME Q/A BOARD PRODUCT ABOUT US CONTACT US

Product Catalog MOBILEPHONE LAUNCH

Menu

- HOME
- Q/A BOARD
- PRODUCT
- ABOUT US
- CONTACT US

Product

- Upcoming
- Nokia
- Sony Ericsson
- Motorola
- Samsung

Webboard

- All topic
- Nokia Zone
- Sony Zone
- Motorola Zone
- Samsung Zone

Download

- Wallpaper
- Java game

Nokia Sony Ericsson Motorola Samsung

view cart

MOTOROLA mpx

PRICE : N/A

General	Network	GSM 900 / GSM 1800 / GSM 1900
Size	Dimensions	99.7 x 61.2 x 24 mm, 140 cc
	Weight	174 g
Display	Type	TFT Touchscreen, 65k colors
	Size	240 x 320 pixels
Optional	Ringtones	32
	Vibration	In phone
Optional	Languages	- Polyphonic ringtones - USB port - Dual hinges allow to open the device in both portrait and landscape mode
	Numbers in phone	1000

http://localhost/testproject/sony_ericsson.asp Local intranet

WWW.Mobimart.com The Mobile Phone Catalogue Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://localhost/testproject/display_product.asp?pid=Mmpx0

Sony Ericsson Motorola Samsung

Webboard

- All topic
- Nokia Zone
- Sony Zone
- Motorola Zone
- Samsung Zone

Download

- Wallpaper
- Java game

Motorola

MOTOROLA mpx

General	Network	GSM 900 / GSM 1800 / GSM 1900
Size	Dimensions	99.7 x 61.2 x 24 mm, 140 cc
	Weight	174 g
Display	Type	TFT Touchscreen, 65k colors
	Size	240 x 320 pixels
Optional	Ringtones	32
	Vibration	In phone
Optional	Languages	- Polyphonic ringtones - USB port - Dual hinges allow to open the device in both portrait and landscape mode
	Numbers in phone	1000
Memory	Call records	10 dialed, 10 received, 10 missed calls
		- 32 MB user accessible - MMC/SD card slot
Features	GPRS	Class 12 (4+1/8+2/2+3/1+4 slots)
	Data speed	32 - 48 Kbps
	Messaging	EMS, MMS, Email
	Clock	Yes
	Alarm	Yes
	Infrared port	No
	Games	Yes
Colors	Build-in 1.3 MP camera with video and flash - Microsoft SmartPhone 2005 - Bluetooth - Wi-Fi Wireless LAN - Windows Media Player - Java - WAP 2.0	

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Local intranet

Figure 4.11. Mobimart.com Up coming Product display page.

Users are able to login from any web page by entering username and password and also allow user to register to web site at head section of each page. If user is authenticate the top section will be changed into form of member section to provide service to each customer . To allow user to edit their profile information that they register while registration , that will be used in Q/A Board , and ordering .

After login , users are able to check their order status if they already ordered product from Mobimart.com , to check status of their order that , success , ordering , shipping , etc . via Mobimart.com website. And Logout button will appear to let user logout from Mobimart.com system.

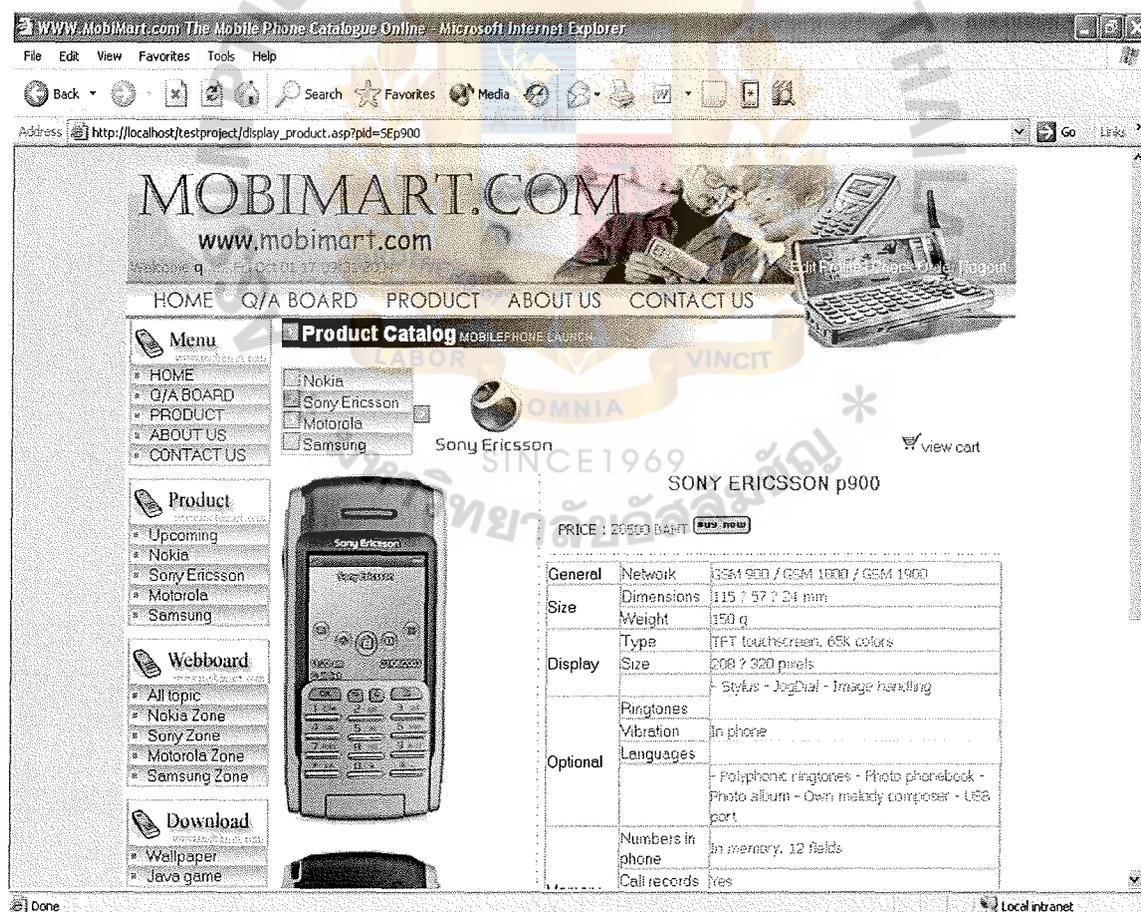


Figure 4.12. Mobimart.com successful login page.

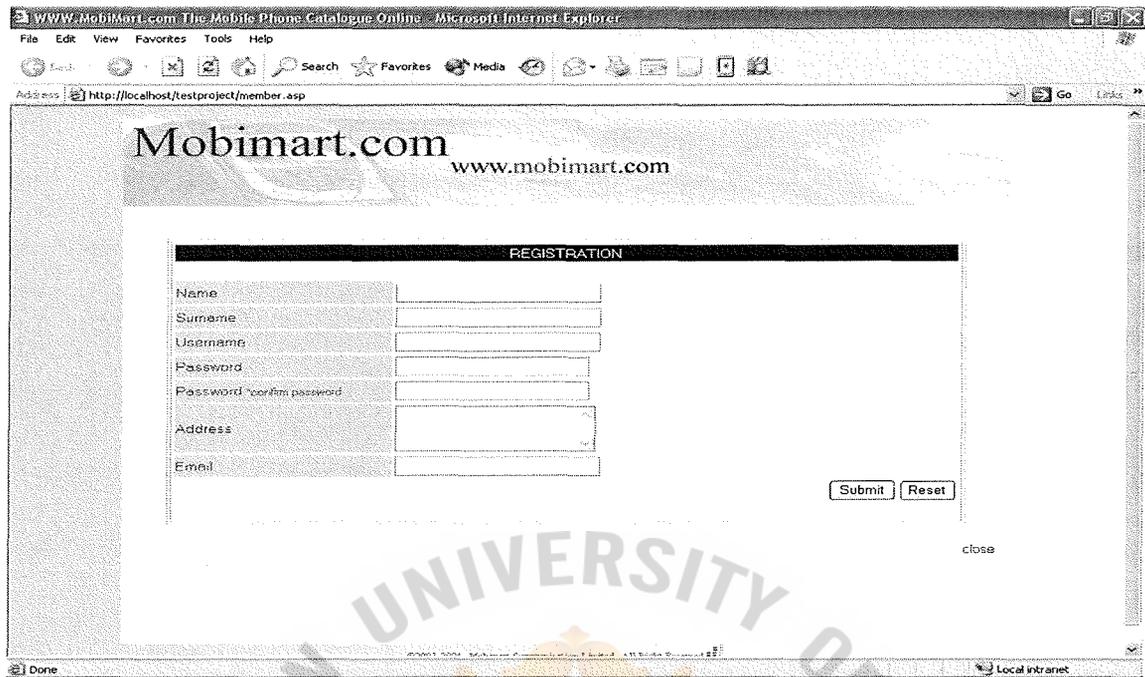


Figure 4.13. Mobimart.com Registration page.

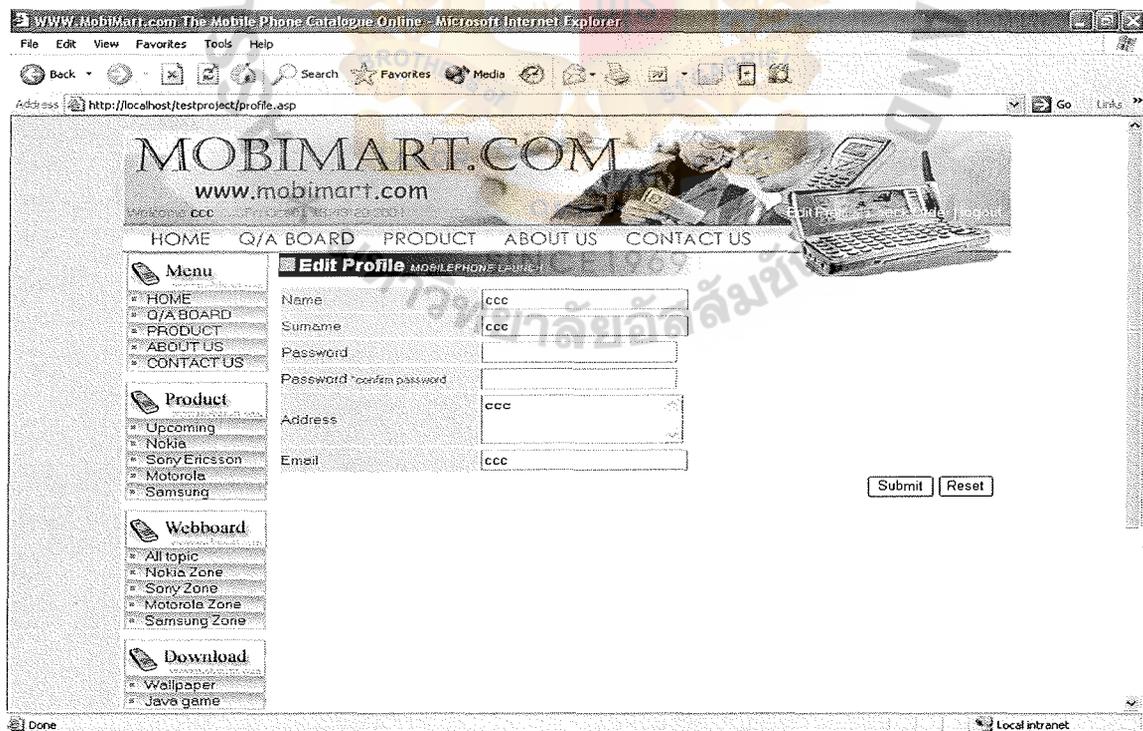


Figure 4.14. Mobimart.com Edit Profile page.

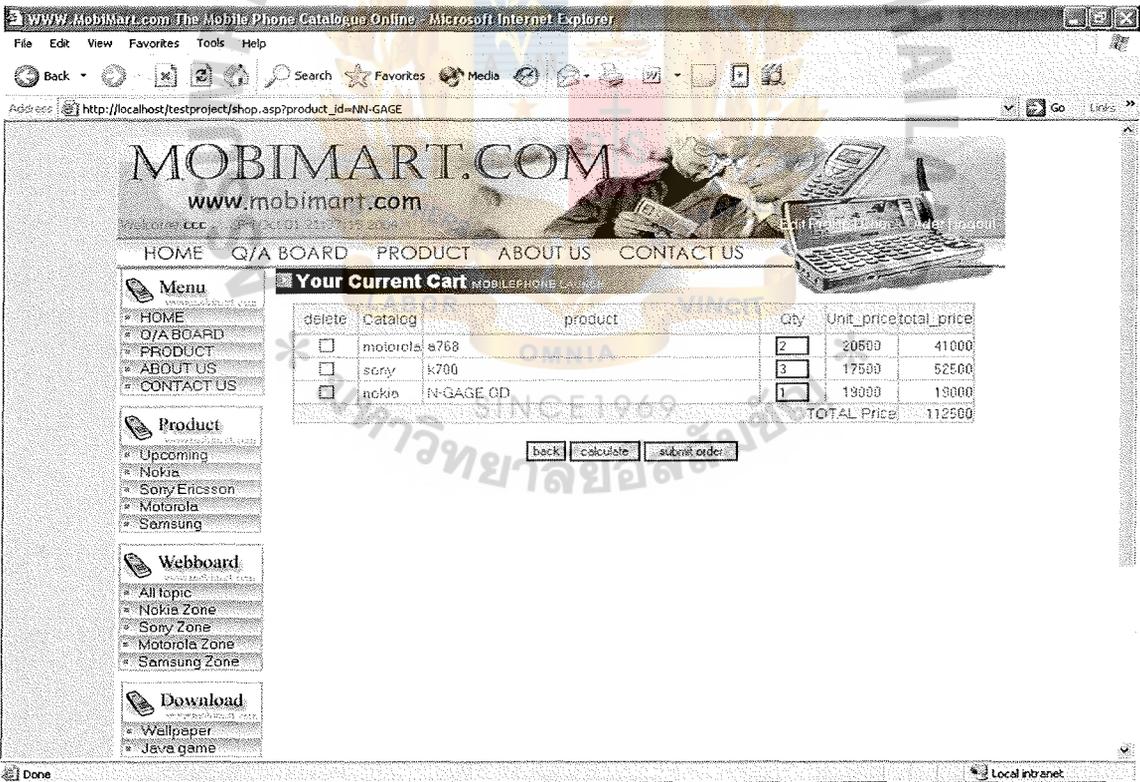
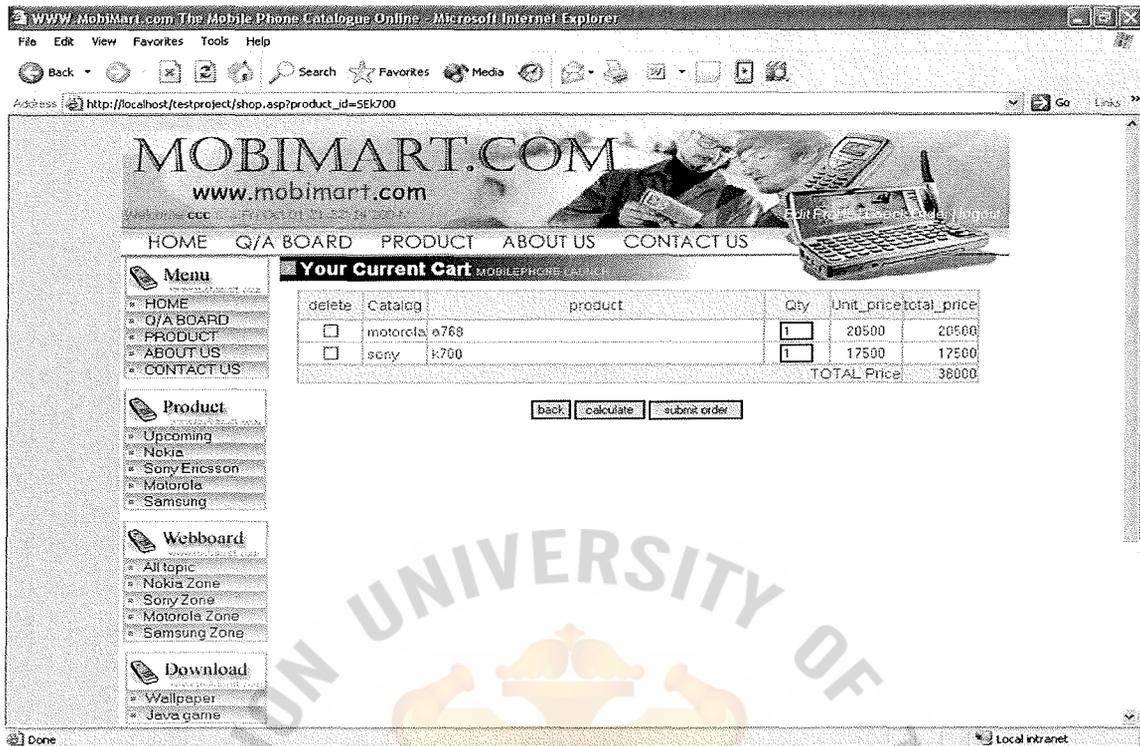


Figure 4.15. Mobimart.com View cart page.

For customer cart page , enables customer to edit item in their cart to add more quantity , remove , and add other items.

After customer finishes shopping , web site will be redirected to confirm page that will show all item in customer's cart , and ask for shipping address and payment method.

From now, Mobimart.com provides credit card payment of VISA and MASTER card. In future Mobimart.com will provide direct debit from bank in Thailand and perform the offline payment by transferring money method..

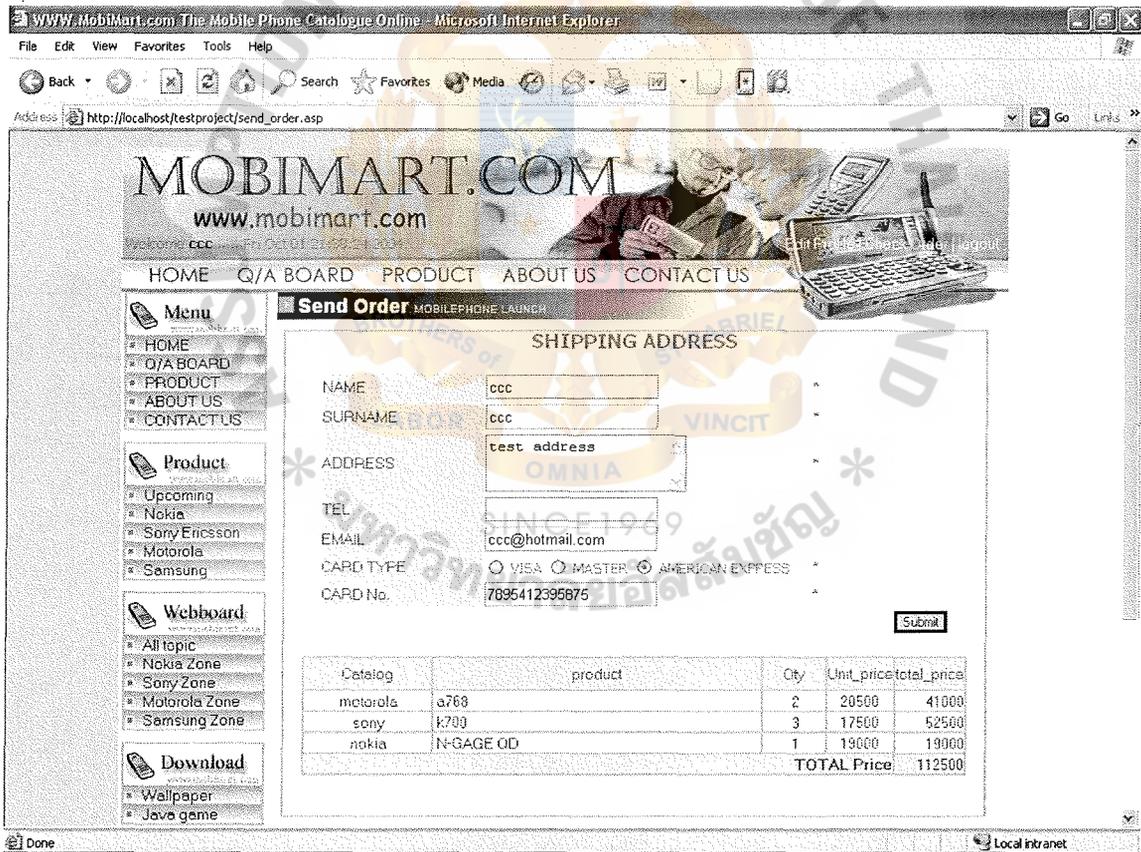


Figure 4.16. Mobimart.com Confirm page.

After finishing purchasing , users are able to check their order status any time , by login from any page. Checking order page will display all order for authentication login customer with date of purchase , total price , order status , and all cart details.

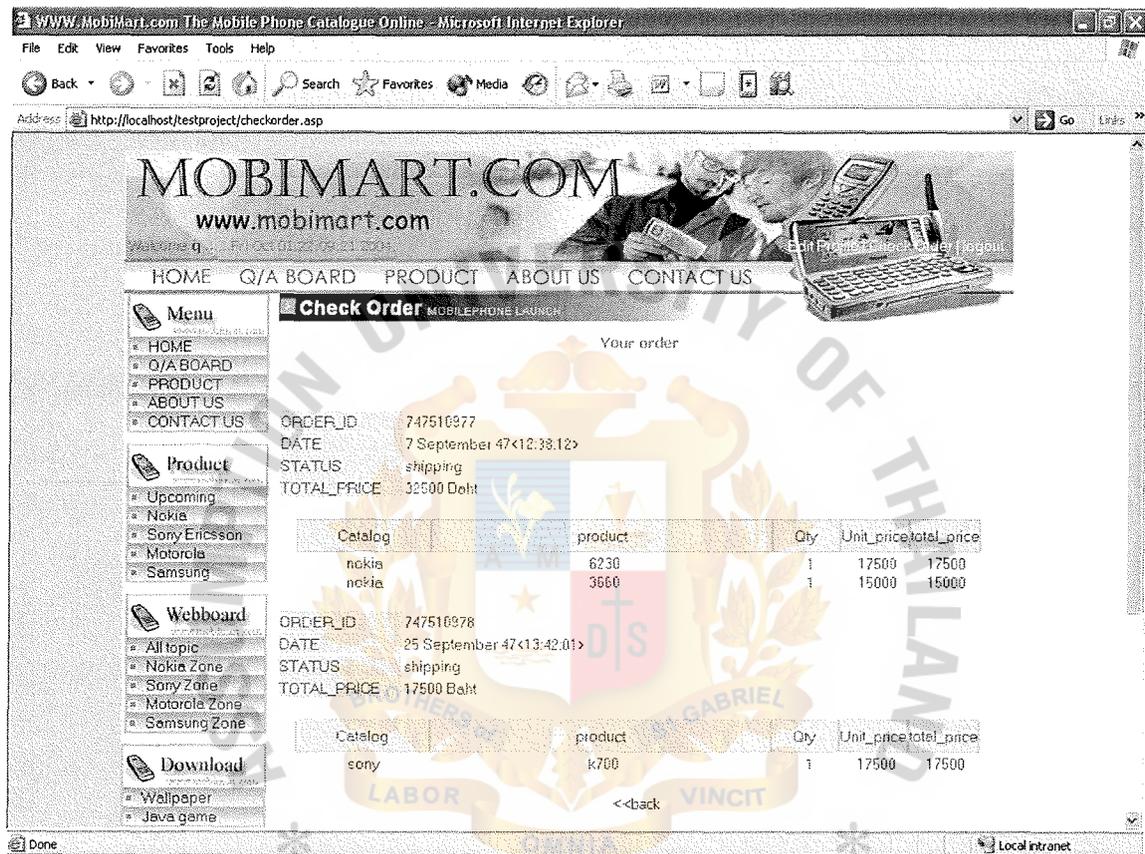


Figure 4.17. Mobimart.com Checking order page.

With using Q/A Board , to build up the community for all users , and able Mobimart.com to view customer interest and behavior , also use to announce information to user as the additional way more than just send the email.

Q/A board help us to create relationship with customer for both before and after purchase from mobimart.com . By customer can browse this board for the information that they want , that can help customer to make the decision to purchase the products and services from Mobimart .com website. And for after sale customer still is able to connect to Mobimart communication passing this board to update information about their purchased product or to find out more future information or tip and technique that board is classified into each manufacturer band which provides search to find out the old topic.

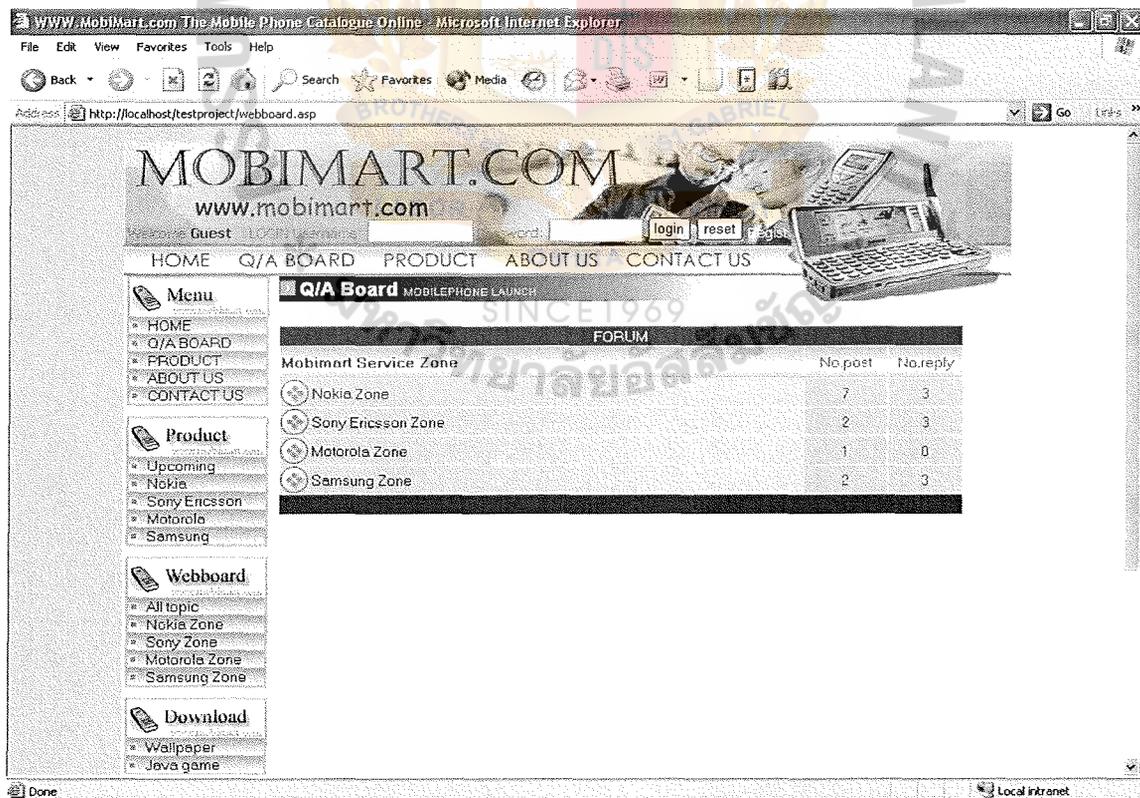


Figure 4.18. Mobimart.com Q/A Board page.

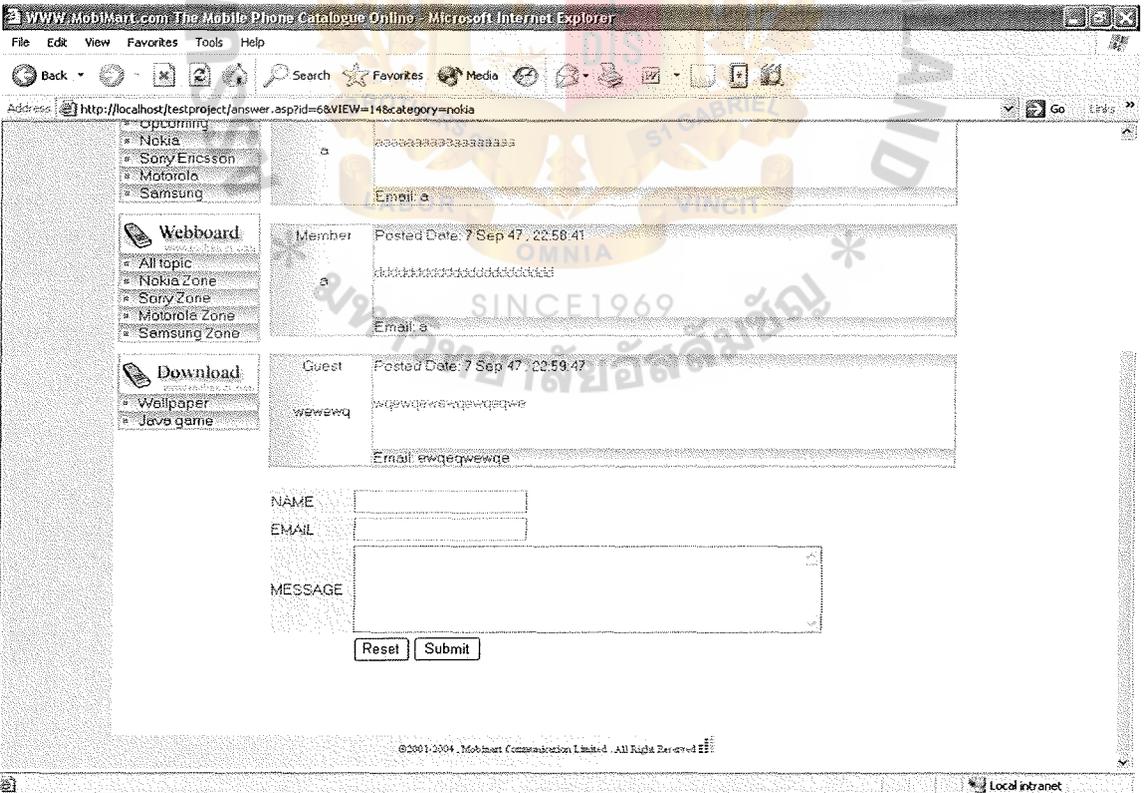
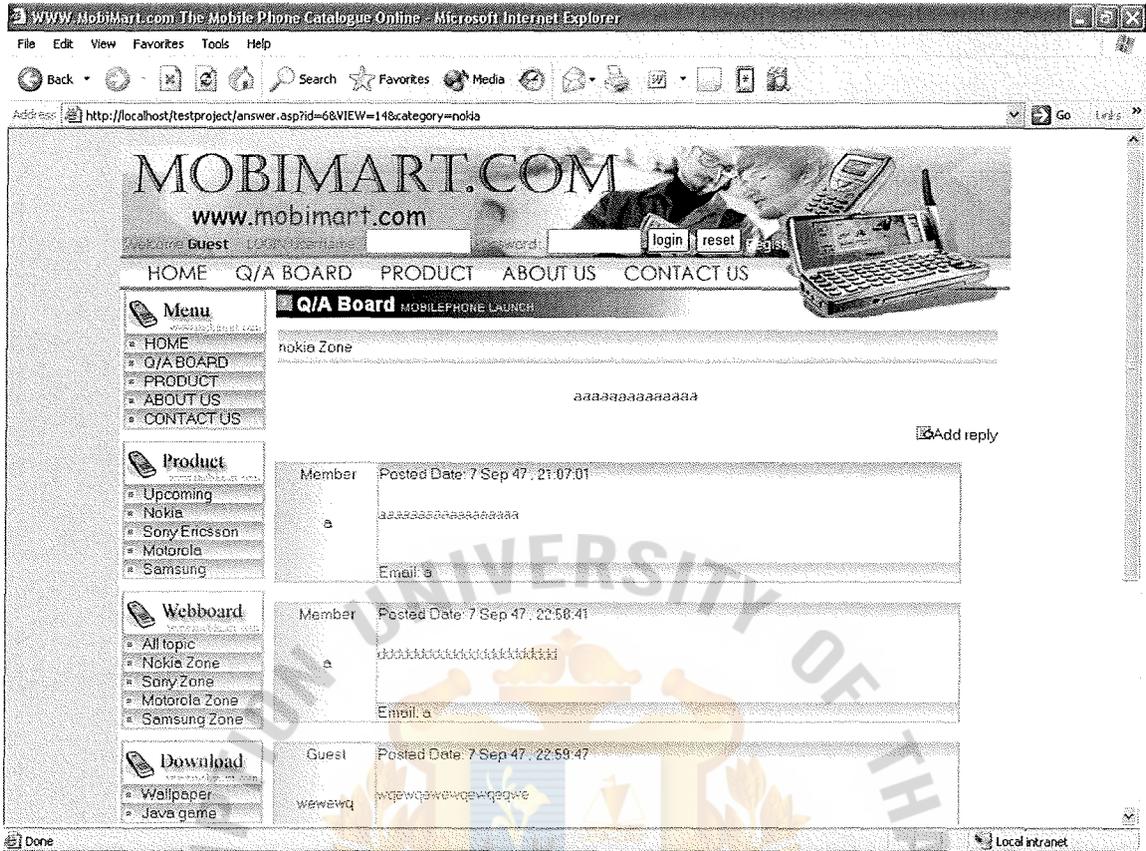


Figure 4.21. Mobimart.com Q/A Board display page.

For any of user information in Q/A Board also use the same information that they register.

4.3 Back Office Management

Mobimart.com use the Microsoft Access to design the database for maintaining and up to date the product records, sales record , and customer records . The back office management requires password for entering into the administration system in order to provide and serve the propose of security for both customer's records and the company's information.

After authenticate login to administrator system, it will show each table in database which are:

Member table used to collect user's information name, surname, username, password, etc.

Product table contains all catalogue for all product items and all function details that are categorized by each product manufacturer.

Shop table contain session of customer's shopping cart for userid , item and each quality , price ,totalprices.

Orderbill table contain all detail about purchasing for each shopping cart by providing payment type , shipping address , quantity , totalprice , and order status in 1 record that is easy to make billing , and shipping.

Administrator is able to view , edit , delete or add the new record for each table directly via website and no need to open database program , and in case of add the new product model , Administrator just only add information via this system , then product page will update itself.

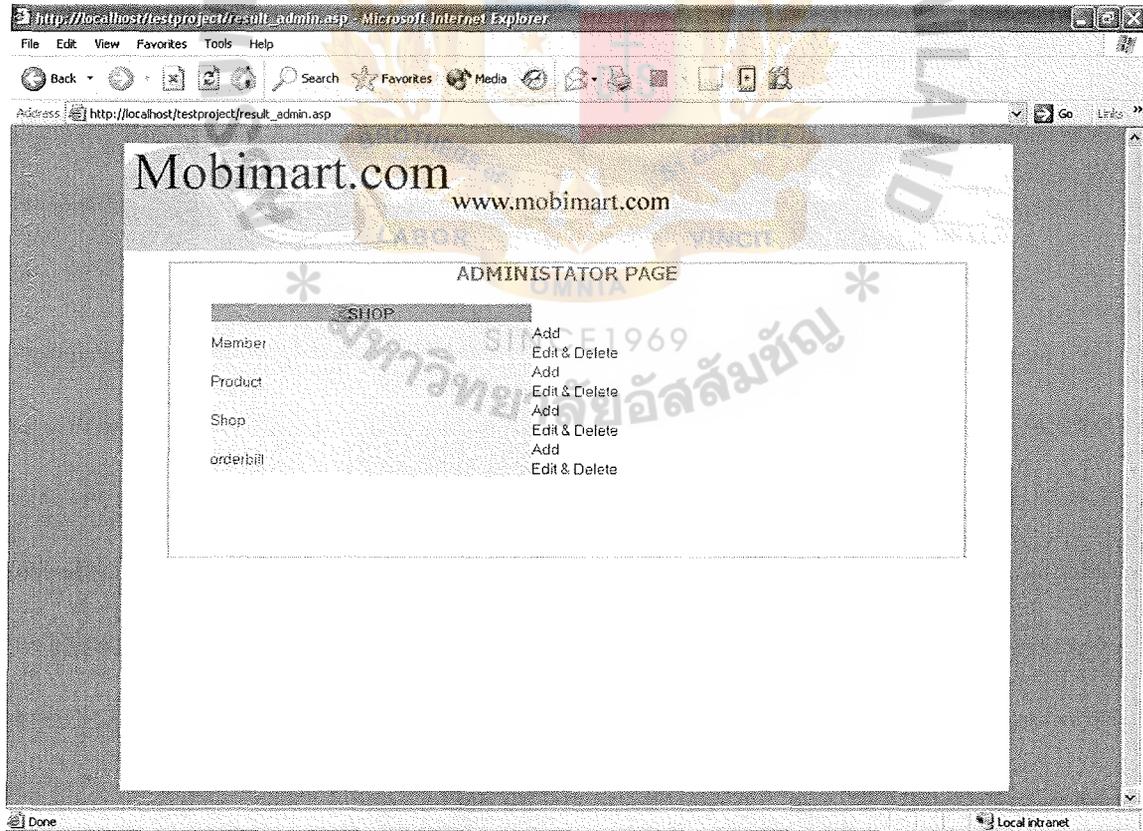
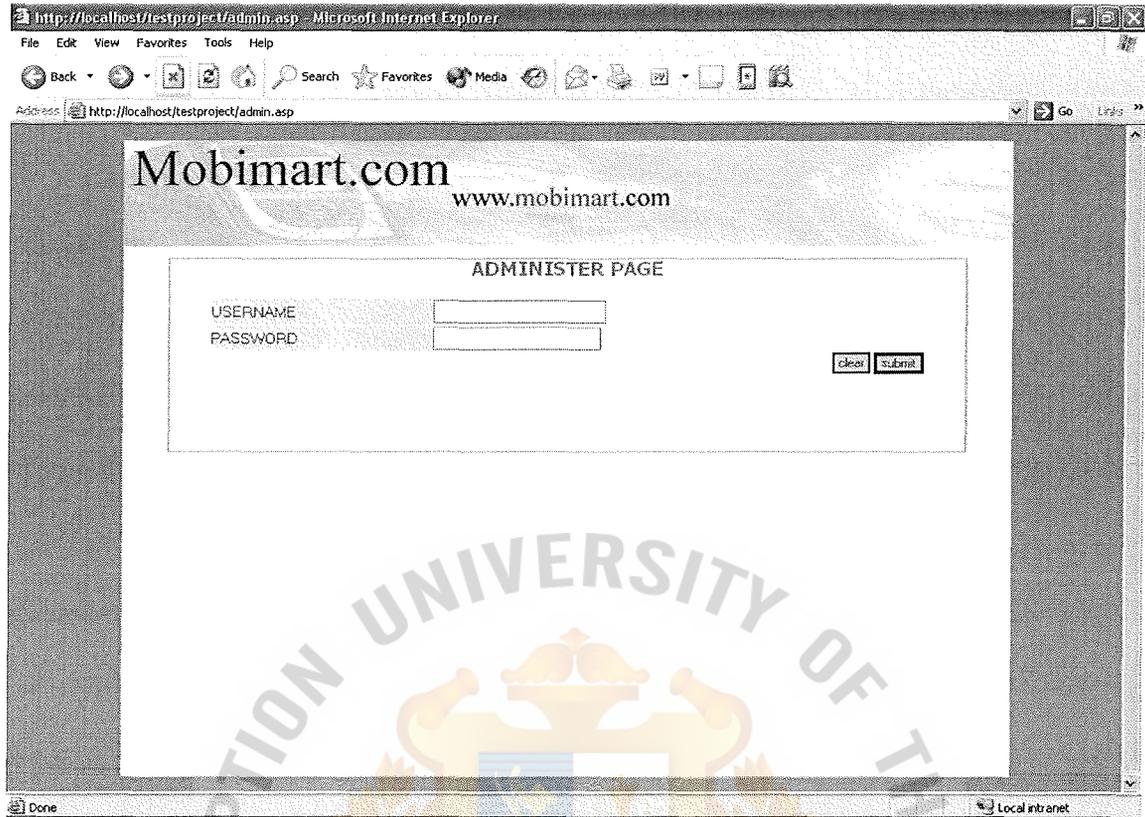


Figure 4.22. Mobimart.com Administrator page.

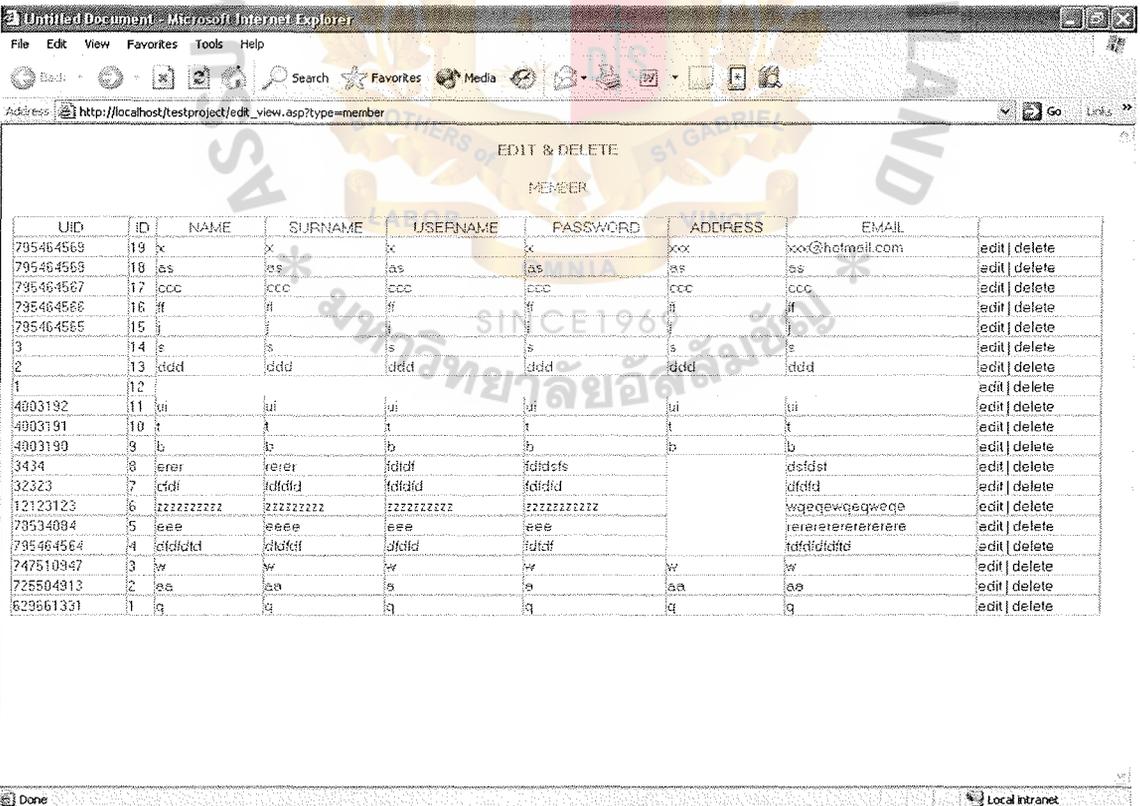
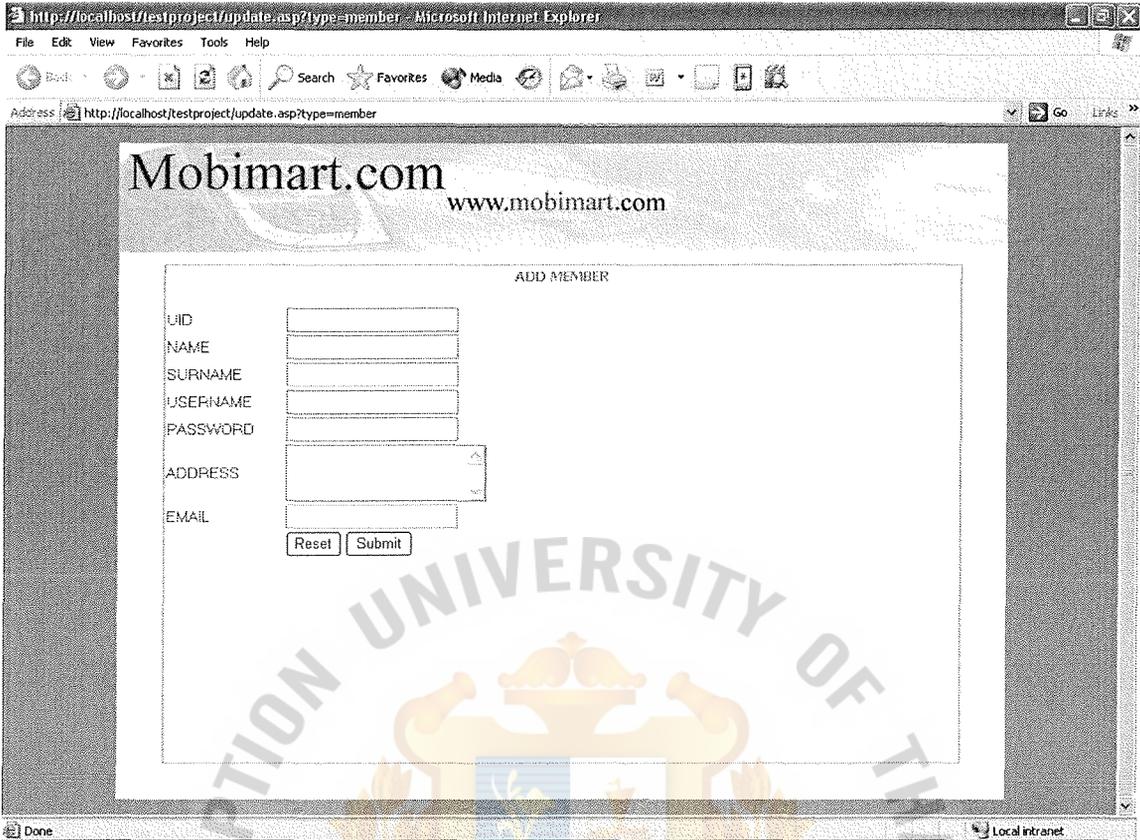


Figure 4.23. Mobimart.com Administrator Member page.

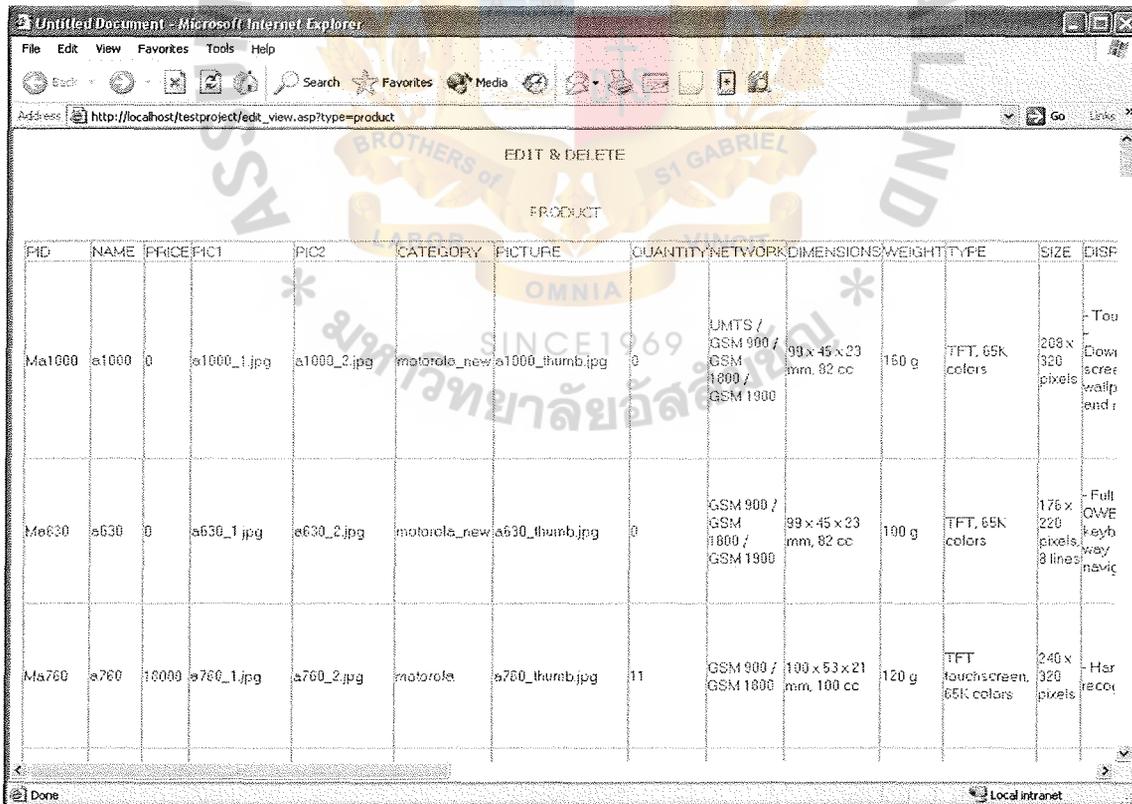
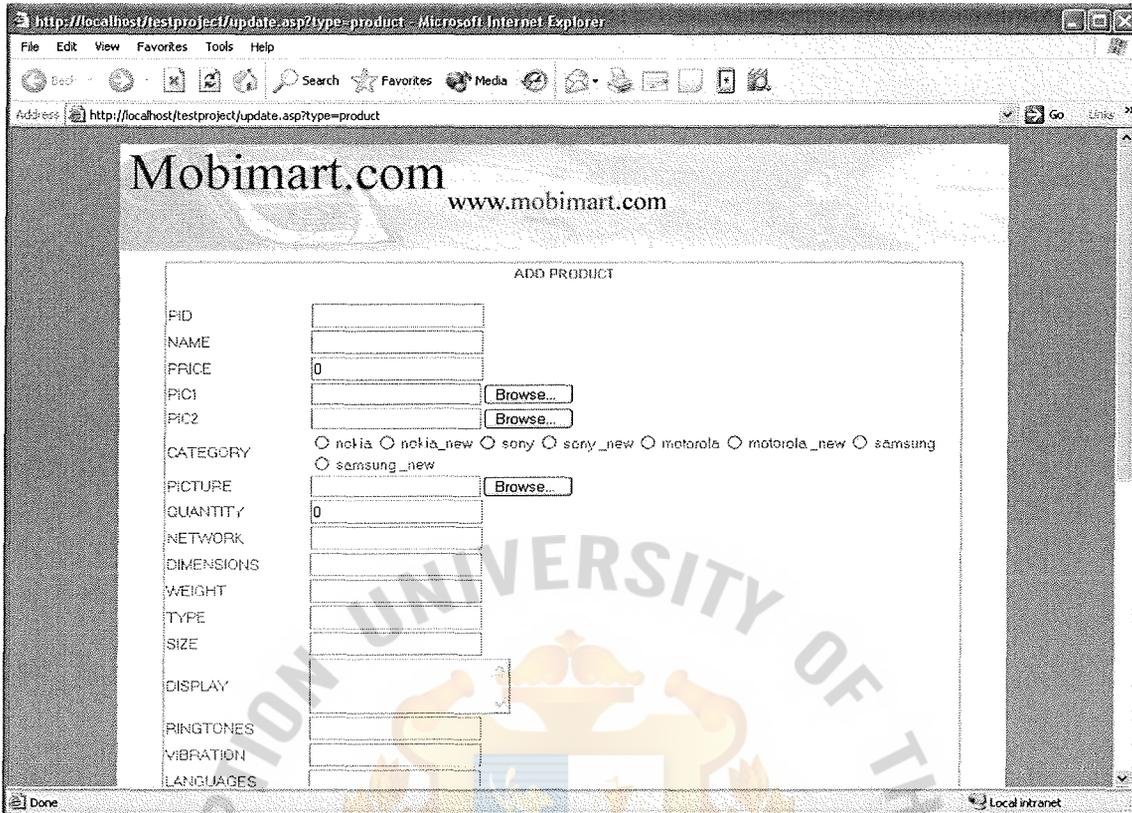


Figure 4.24. Mobimart.com Administrator Product page.

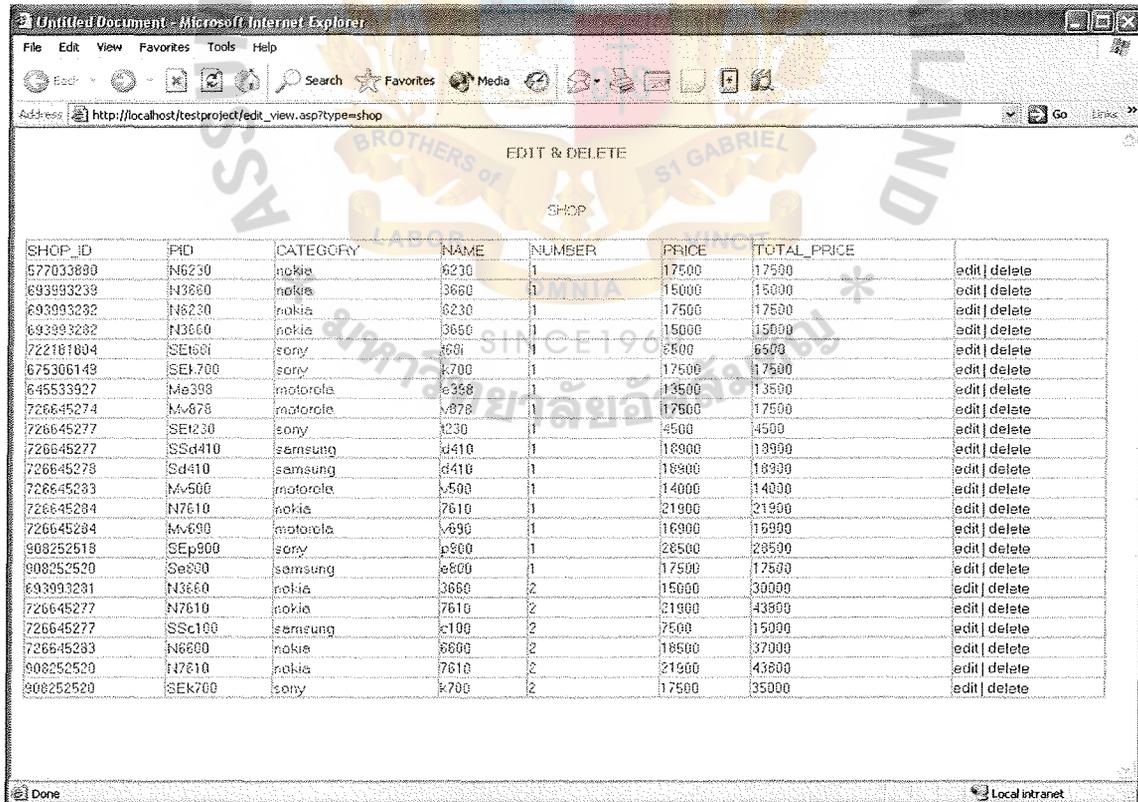
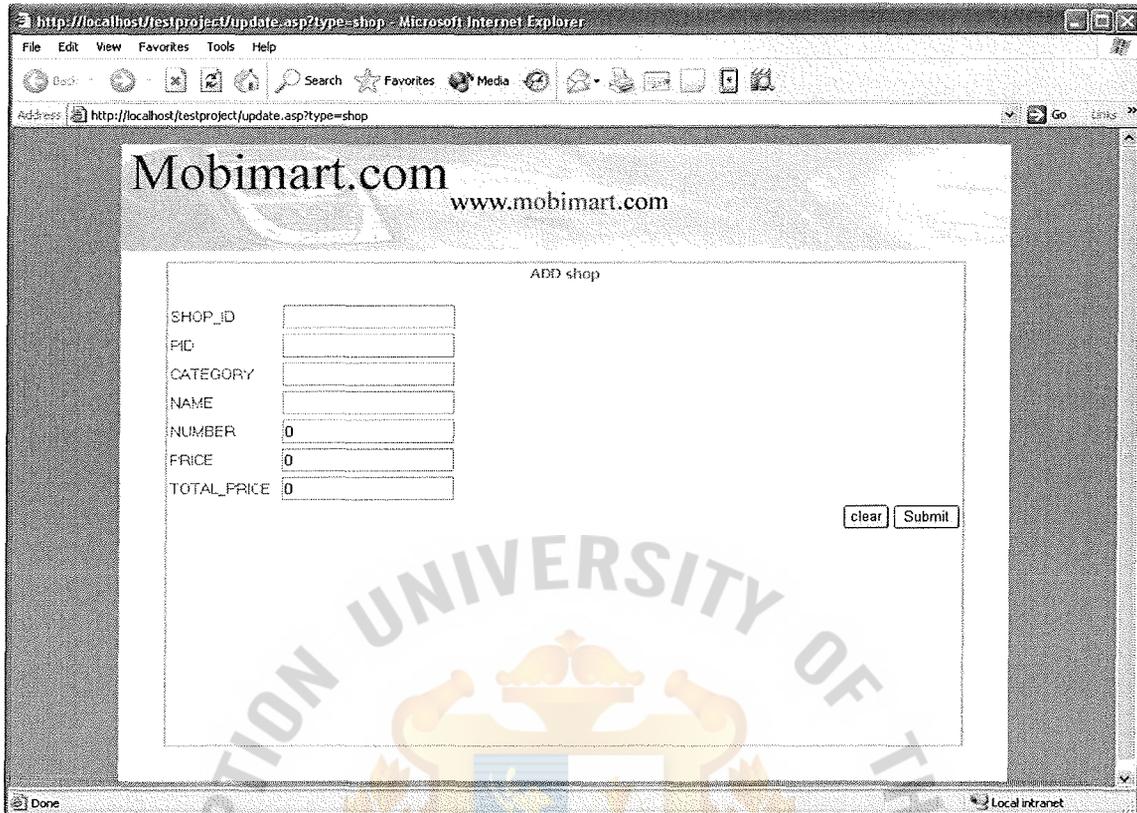


Figure 4.25. Mobimart.com Administrator Shop page.

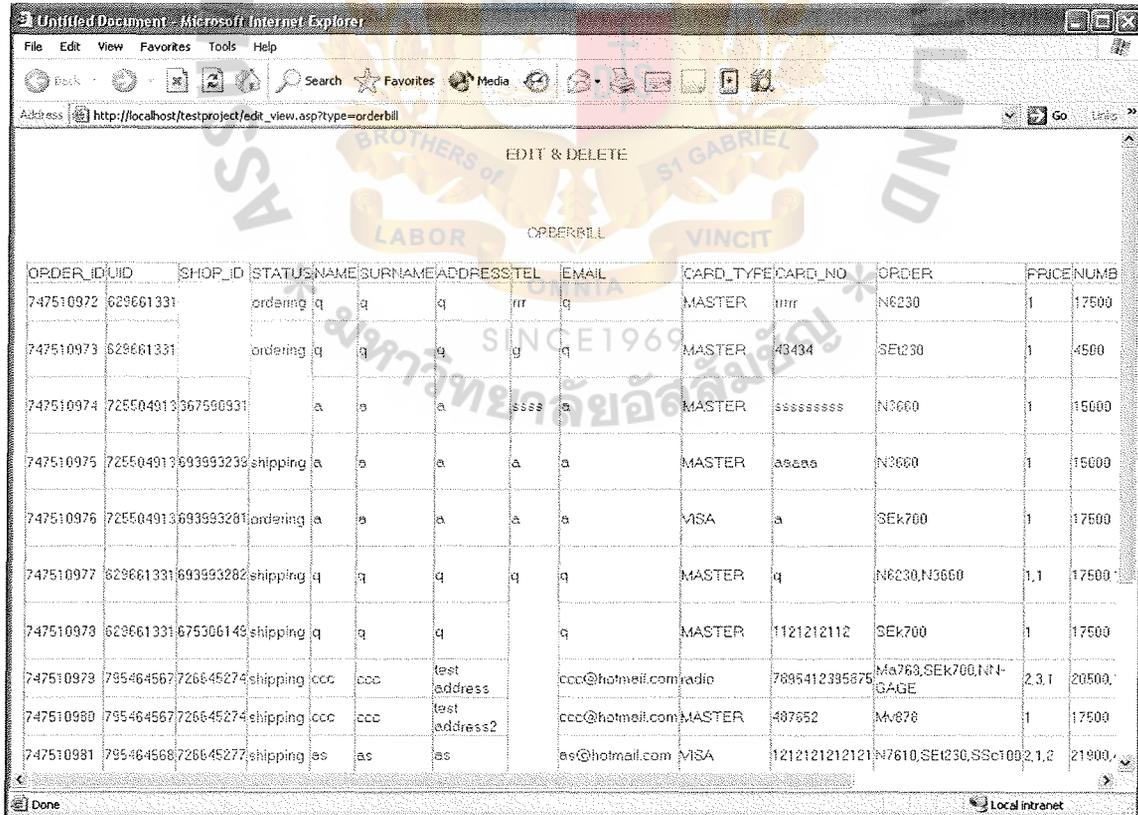
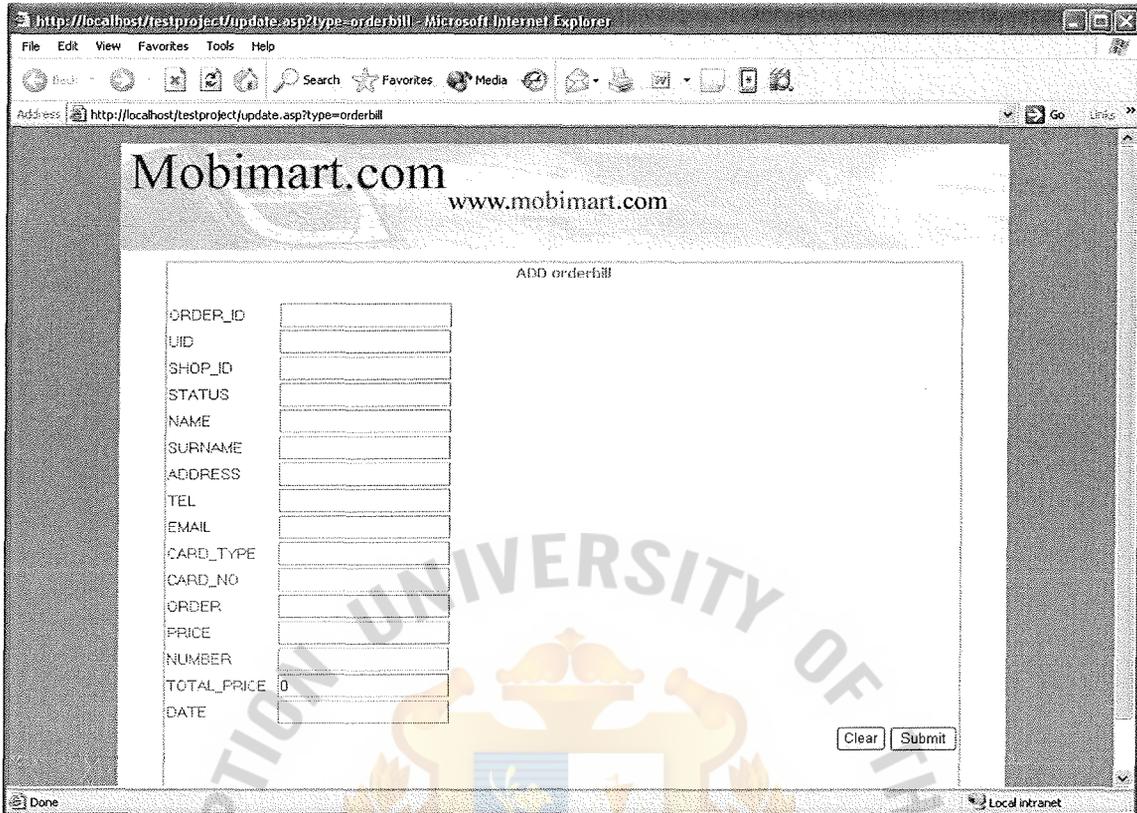


Figure 4.26. Mobimart.com Administrator Order page.

4.4 Database Management Design

Mobimart.com database consists of 6 tables that are member, product, shop, orderbill, question and answer.

Member table, contains all information about resisted user for Mobimart.com website that consists the records of user id, username, password, address, email etc. Have user id as the primary key.

Product table, contains all information about each product model which are classify into each product manufacturer which has the records of product id, price, picture, quantity and other product functional. Have product id as the primary key.

Shop table, contains information of each user's shopping cart contain records of product id , quantity , price , total price , etc. Have shop id as the primary key.

Orderbill table , contains all information about user's order that user completely purchase from Mobimart.com website that contain purchased product for each order , price also consist of shipping address information , payment type , payment information , order information ,etc. Have order id as the primary key.

Question table, contains all information about question that has been posted in Mobimart.com Q/A Board that classify into each product manufacturer board such as Nokia zone , Motorola zone , Samsung zone and Sony Ericsson zone.

Answer table, contains all information about all answer posted that related with customer question posted which classify into each product manufacturer.

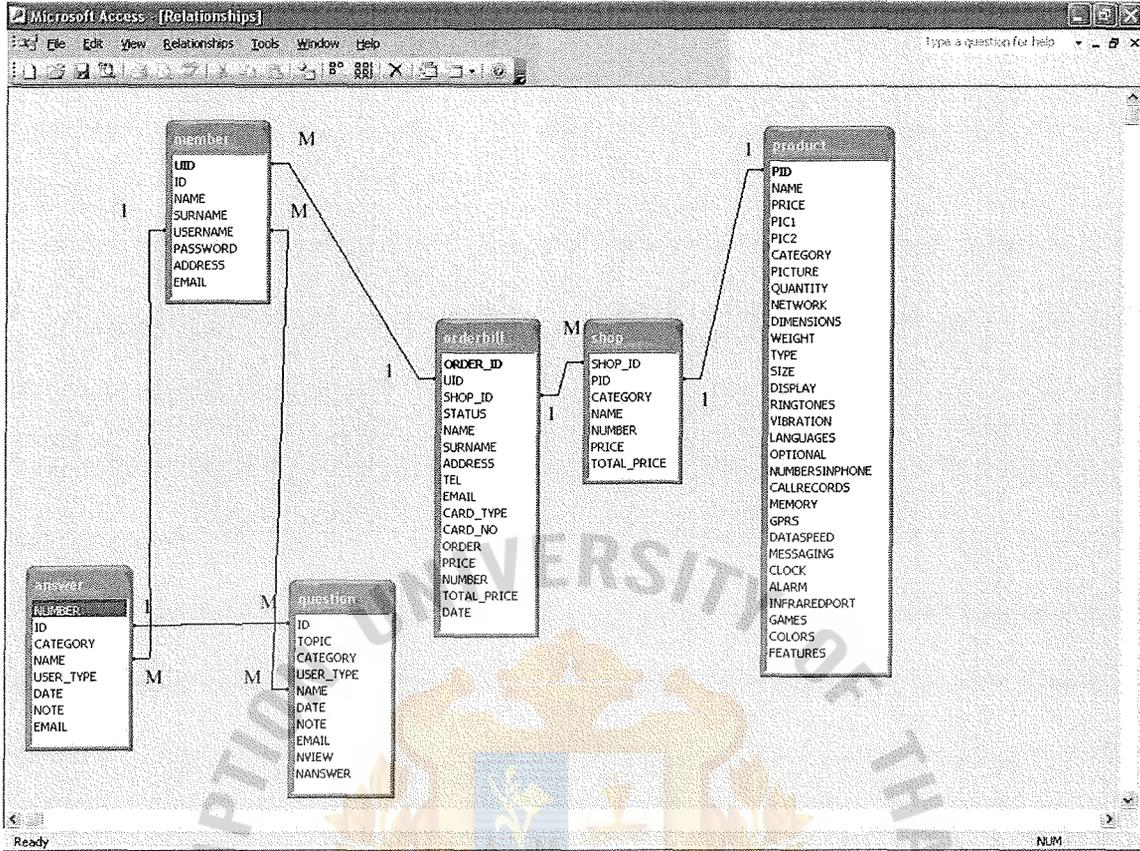
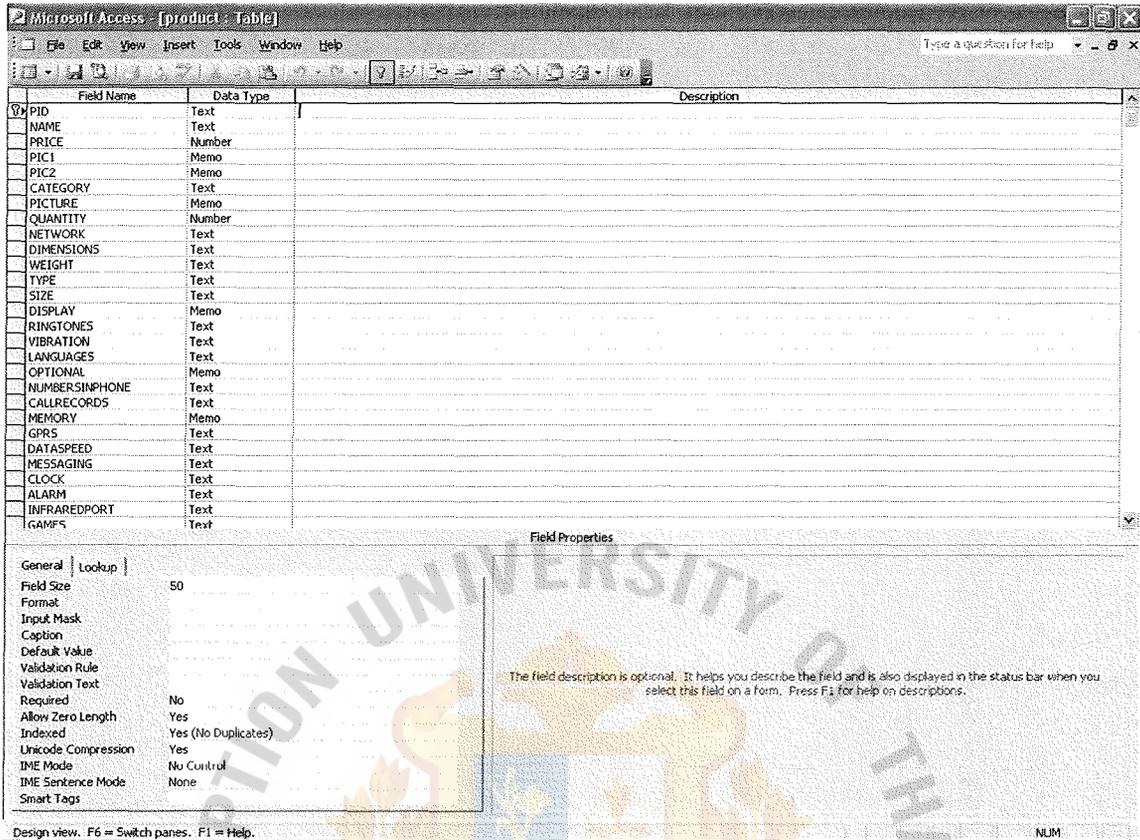


Figure 4.27. Mobimart.com Database Management Relationship.



PID	NAME	PRICE	PIC1	PIC2	CATEGORY	PICTURE	QUANTITY	NETWORK	DIMENSIONS
Ma1000	a1000	0	a1000_1.jpg	a1000_2.jpg	motorola_new	a1000_thumb.jpg	0	UMTS / GSM 99	99 x 45 x 23 m
Ma630	a630	0	a630_1.jpg	a630_2.jpg	motorola_new	a630_thumb.jpg	0	GSM 900 / GSM 99	99 x 45 x 23 m
Ma760	a760	18000	a760_1.jpg	a760_2.jpg	motorola	a760_thumb.jpg	11	GSM 900 / GSM 100	100 x 53 x 21 r
Ma768	a768	20500	a768_1.jpg	a768_2.jpg	motorola	a768_thumb.jpg	7	GSM 900 / GSM 100	100 x 53 x 21 r
Mc380	c380	6500	c380_1.jpg	c380_2.jpg	motorola	c380_thumb.jpg	11	GSM 900 / GSM 107	107 x 44 x 20.9
Mc550	c550	7000	c550_1.jpg	c550_2.jpg	motorola	c550_thumb.jpg	11	GSM 900 / GSM 98	98 x 43 x 19 m
Me398	e398	13500	e398_1.jpg	e398_2.jpg	motorola	e398_thumb.jpg	11	GSM 900 / GSM 108	108 x 46 x 21 r
Me680	e680	0	e680_1.jpg	e680_2.jpg	motorola_new	e680_thumb.jpg	0	GSM 900 / GSM 108	108 x 53 x 21 r
Mmpx0	mpx	0	mpx_1.jpg	mpx_2.jpg	motorola_new	mpx_thumb.jpg	0	GSM 900 / GSM 99.7	99.7 x 61.2 x 2
Mmpx100	mpx100	0	mpx100_1.jpg	mpx100_2.jpg	motorola_new	mpx100_thumb.jpg	0	GSM 900 / GSM 114	114 x 50 x 22 r
Mmpx220	mpx220	0	mpx220_1.jpg	mpx220_2.jpg	motorola_new	mpx220_thumb.jpg	0	GSM 850 / GSM 100	100 x 48 x 27 r
Mv290	v290	7000	v290_1.jpg	v290_2.jpg	motorola	v290_thumb.jpg	11	GSM 900 / GSM 87	87 x 47 x 22 m
Mv500	v500	14000	v500_1.jpg	v500_2.jpg	motorola	v500_thumb.jpg	10	GSM 850 / GSM 89	89 x 49 x 24.8
Mv600	v600	18500	v600_1.jpg	v600_2.jpg	motorola	v600_thumb.jpg	11	GSM 850 / GSM 88	88 x 48 x 24 m
Mv690	v690	16900	v690_1.jpg	v690_2.jpg	motorola	v690_thumb.gif	10	GSM 900 / GSM 90	90 x 47 x 23 m
Mv80	v80	18900	v80_1.jpg	v80_2.jpg	motorola	v80_thumb.jpg	10	GSM 900 / GSM 99	99 x 45 x 23 m
Mv878	v878	17500	v878_1.jpg	v878_2.jpg	motorola	v878_thumb.jpg	10	GSM 900 / GSM 82	82 x 42 x 21.5
N2300	2300	5400	2300_1.jpg	2300_2.jpg	nokia	2300_thumb.gif	11	GSM 900 / GSM 107	107 x 46 x 20 r
N2600	2600	0	2600_1.jpg	2600_2.jpg	nokia_new	2600_thumb.jpg	0	GSM 900 / GSM 107	107 x 46 x 20 r
N2650	2650	0	2650_1.jpg	2650_2.jpg	nokia_new	2650_thumb.jpg	0	GSM 900 / GSM 85	85 x 46 x 23 m
N3100	3100	8200	3100_1.jpg	3100_2.jpg	nokia	3100_thumb.jpg	8	GSM 900 / GSM 102	102 x 43 x 15 r
N3108	3108	0	3108_1.jpg	3108_2.jpg	nokia_new	3108_thumb.jpg	0	GSM 900 / GSM 106	106 x 46 x 24
N3120	3120	7000	3120_1.jpg	3120_2.jpg	nokia	3120_thumb.jpg	11	GSM 900 / GSM 102	102 x 43 x 20 r
N3200	3200	8000	3200_1.jpg	3200_2.jpg	nokia	3200_thumb.gif	11	GSM 900 / GSM 108	108 x 45 x 21 r
N3220	3220	0	3220_1.jpg	3220_2.jpg	nokia_new	3220_thumb.jpg	0	GSM 900 / GSM 104.5	104.5 x 44.2 x 15
N3660	3660	15000	3660_1.jpg	3660_2.jpg	nokia	3660_thumb.jpg	11	GSM 900 / GSM 99	99 x 45 x 23 m
N5140	5140	0	5140_1.jpg	5140_2.jpg	nokia_new	5140_thumb.jpg	11	GSM 900 / GSM 106	106 x 47 x 24 r
N6170	6170	0	6170_1.jpg	6170_2.jpg	nokia_new	6170_thumb.jpg	0	GSM 900 / GSM 88	88 x 46 x 22 m
N6230	6230	17500	6230_1.jpg	6230_2.jpg	nokia	6230_thumb.jpg	11	GSM 900 / GSM 103	103 x 44 x 20 r
N6260	6260	0	6260_1.jpg	6260_2.jpg	nokia_new	6260_thumb.jpg	0	GSM 900 / GSM 102	102 x 49 x 23 r
N6600	6600	18500	6600_1.jpg	6600_2.jpg	nokia	6600_thumb.jpg	9	GSM 900 / GSM 109	109 x 58 x 24 r
N6610i	6610i	11000	6610i_1.jpg	6610i_2.jpg	nokia	6610i_thumb.jpg	11	GSM 900 / GSM 106	106 x 44 x 19 r
N6630	6630	0	6630_1.jpg	6630_2.jpg	nokia_new	6630_thumb.jpg	0	UMTS / GSM 9110	110 x 60 x 21 r
N6820	6820	17000	6820_1.jpg	6820_2.jpg	nokia	6820_thumb.jpg	10	GSM 900 / GSM 107	107 x 47 x 20 r
N7200	7200	18000	7200_1.jpg	7200_2.jpg	nokia	7200_thumb.jpg	11	GSM 900 / GSM 86	86 x 50 x 26 m

Figure 4.29. Mobimart.com Product Database structure.

Microsoft Access - [shop : Table]

File Edit View Insert Tools Window Help

Type a question for help

Field Name	Data Type	Description
SHOP_ID	Number	
PID	Text	
CATEGORY	Text	
NAME	Text	
NUMBER	Number	
PRICE	Number	
TOTAL_PRICE	Number	

Field Properties

General | Lookup

Field Size: Long Integer

Format: Auto

Decimal Places: Auto

Input Mask: Auto

Caption: Auto

Default Value: 0

Validation Rule: Auto

Validation Text: Auto

Required: No

Indexed: Yes (Duplicates OK)

Smart Tags: No

A field name can be up to 64 characters long, including spaces. Press F1 for help on field names.

Design view. F6 = Switch panes. F1 = Help.

NUM

Microsoft Access - [shop : Table]

File Edit View Insert Format Records Tools Window Help

Type a question for help

SHOP_ID	PID	CATEGORY	NAME	NUMBER	PRICE	TOTAL_PRICE
57033880	N6230	nokia	6230	1	17500	17500
693993239	N3660	nokia	3660	1	15000	15000
693993282	N6230	nokia	6230	1	17500	17500
693993282	N3660	nokia	3660	1	15000	15000
722181804	SE168i	sony	t68i	1	6500	6500
675306149	SEk700	sony	k700	1	17500	17500
645533927	Me398	motorola	e398	1	13500	13500
726645274	M678	motorola	v678	1	17500	17500
726645277	SE1230	sony	t230	1	4500	4500
726645277	SSd410	samsung	d410	1	18900	18900
726645278	Sd410	samsung	d410	1	18900	18900
726645283	Mv500	motorola	v500	1	14000	14000
726645284	N7610	nokia	7610	1	21900	21900
726645284	M690	motorola	v690	1	16900	16900
908252518	SEp900	sony	p900	1	28500	28500
908252520	Se800	samsung	e800	1	17500	17500
1011784223	SEk700	sony	k700	1	17500	17500
1011784227	M60	motorola	v60	1	18900	18900
1011784245	SEk700	sony	k700	1	17500	17500
1011784254	SEk700	sony	k700	1	17500	17500
1011784257	N6820	nokia	6820	1	17000	17000
1011784261	SEz200	sony	z200	1	7200	7200
1011784263	SEt230	sony	t230	1	4500	4500
693993281	N3660	nokia	3660	2	15000	30000
726645277	N7610	nokia	7610	2	21900	43800
726645277	SSc100	samsung	c100	2	7500	15000
726645283	N6600	nokia	6600	2	18500	37000
908252520	N7610	nokia	7610	2	21900	43800
908252520	SEk700	sony	k700	2	17500	35000
1011784245	SSd410	samsung	d410	2	18900	37800
1011784254	SSe100	samsung	e100	2	8000	16000
1011784257	Ma768	motorola	a768	2	20500	41000
1011784261	SEk700	sony	k700	2	17500	35000
1011784263	Se800	samsung	e800	2	17500	35000
1011784223	N3100	nokia	3100	3	8200	24600

Record: 1 of 35

Datasheet View

NUM

Figure 4.30. Mobimart.com Shop Database structure.

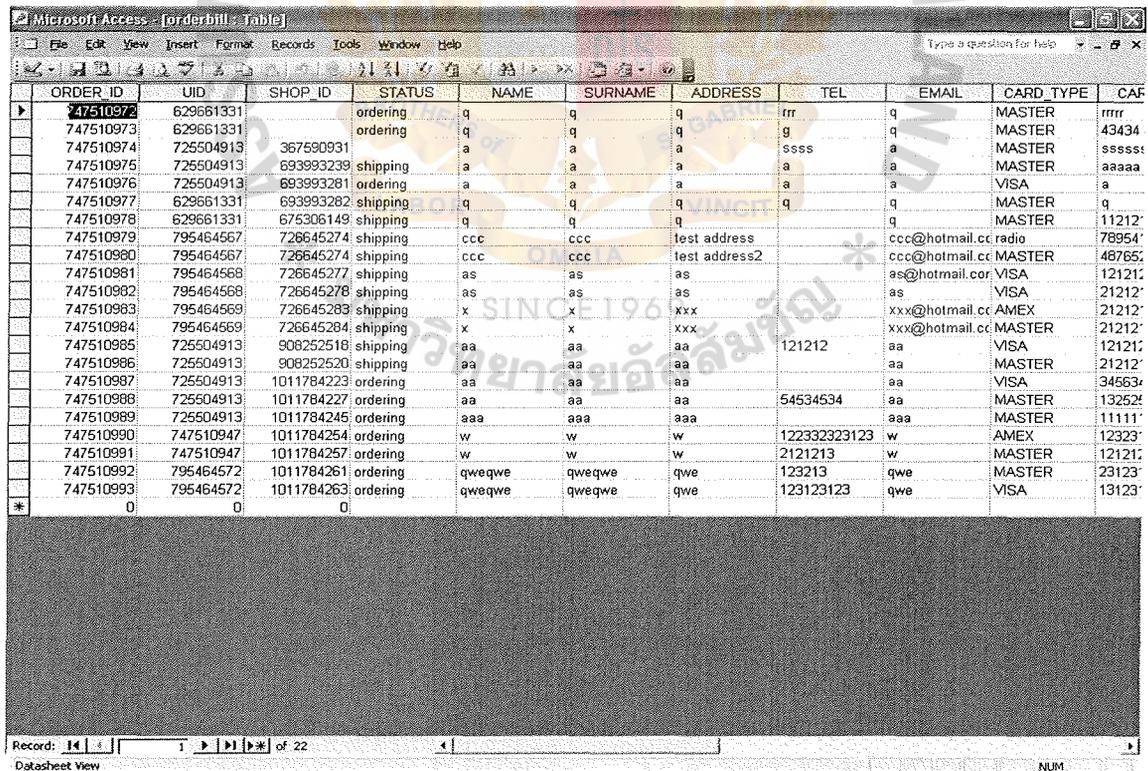
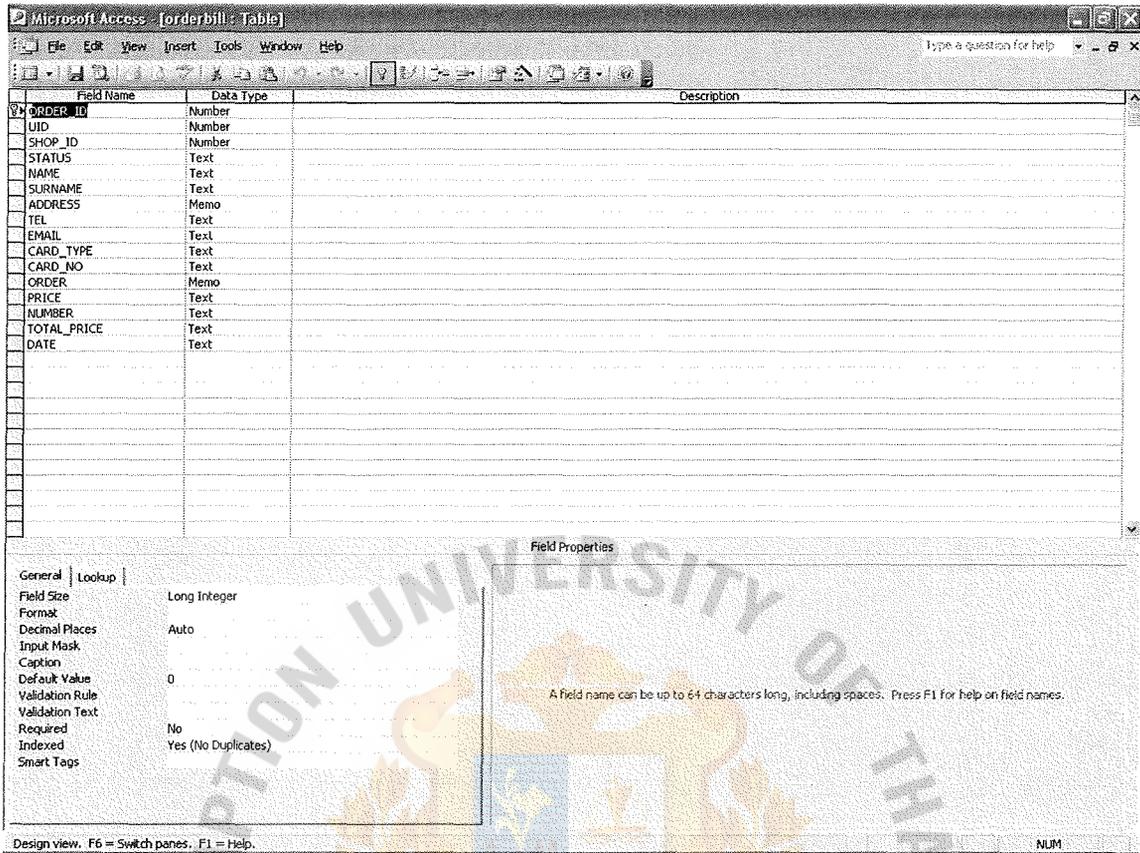


Figure 4.31. Mobimart.com Orderbill Database structure.

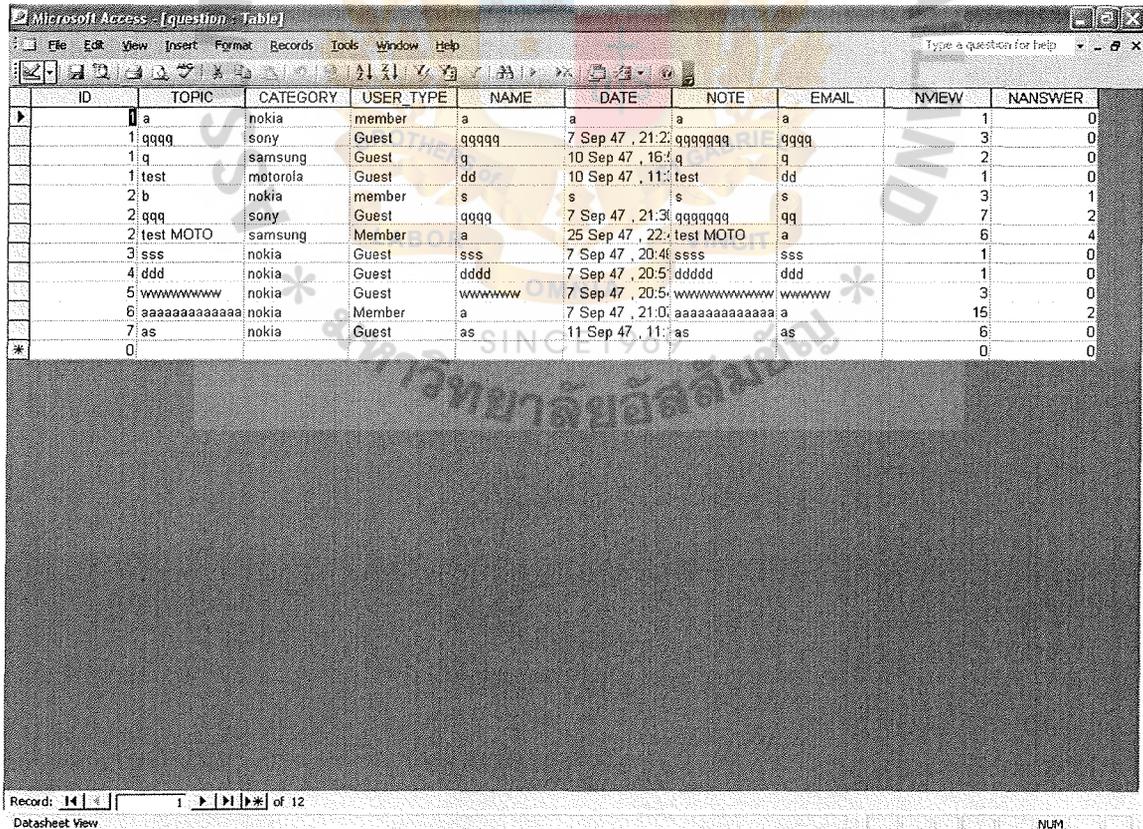
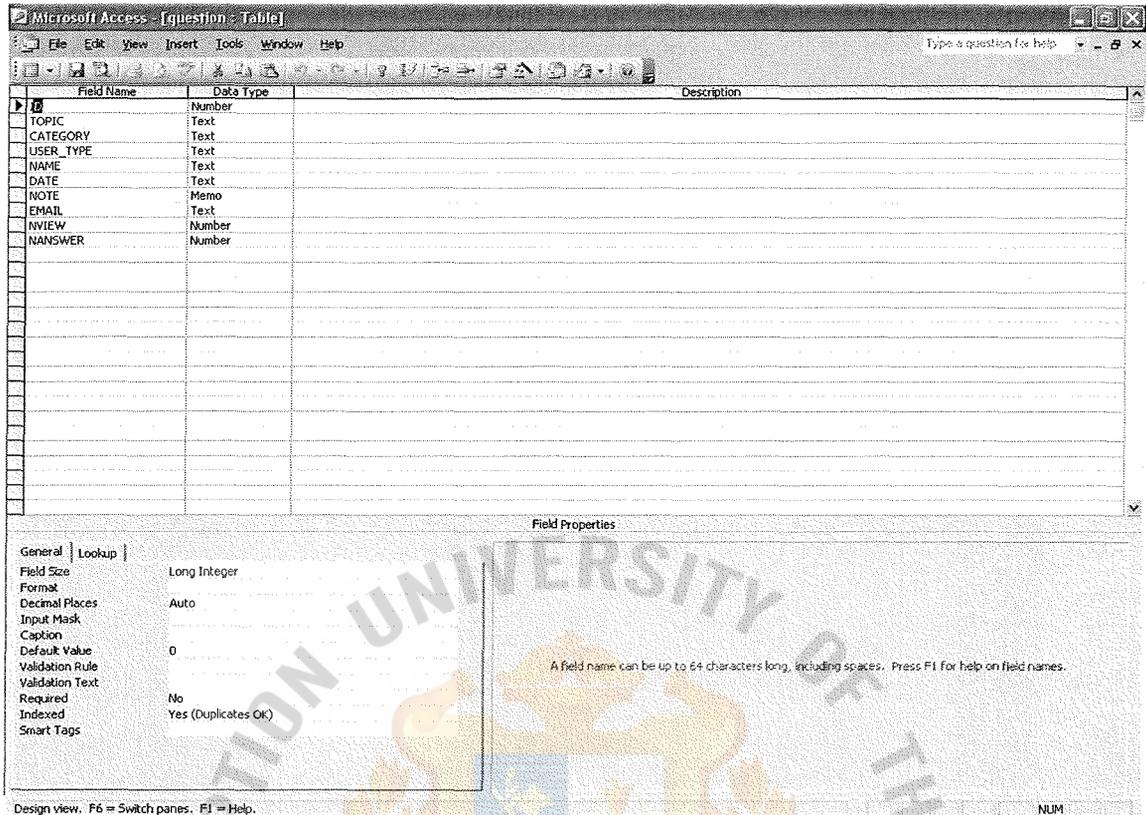


Figure 4.32. Mobimart.com Question Database structure.

St. Gabriel's Library, Au

Microsoft Access - [answer : Table]

File Edit View Insert Tools Window Help

Type a question for help

Field Name	Data Type	Description
NUMBER	AutoNumber	
ID	Number	
CATEGORY	Text	
NAME	Text	
USER_TYPE	Text	
DATE	Text	
NOTE	Memo	
EMAIL	Text	

Field Properties

General | Lookup

Field Size: Long Integer
 New Values: Increment
 Format:
 Caption:
 Indexed: No
 Smart Tags:
 A field name can be up to 64 characters long, including spaces. Press F1 for help on field names.

Design view. F6 = Switch panes. F1 = Help. NUM

Microsoft Access - [answer : Table]

File Edit View Insert Format Records Tools Window Help

Type a question for help

NUMBER	ID	CATEGORY	NAME	USER_TYPE	DATE	NOTE	EMAIL
1	1	sony	www	guest	7 Sep 47 , 23:0	ererere	rerererer
11	2	sony	fdf	Guest	7 Sep 47 , 23:0	fdfdfdfdf	dfdf
12	2	sony	kyjuh	Guest	7 Sep 47 , 23:0	uyuyuyuy	uy
13	2	nokia	ytyt	Guest	7 Sep 47 , 23:0	ytytyt	tytytytyt
14	2	samsung	a	Member	25 Sep 47 , 22:	test answer	mot a
15	2	samsung	a	Member	25 Sep 47 , 22:	samsung	a
16	2	samsung	ff	Member	27 Sep 47 , 20:	test answer	ff
17	2	samsung	a	Member	3 Oct 47 , 14:1	test reply	aaa
9	6	nokia	a	Member	7 Sep 47 , 22:5	dddddddddd	a
10	6	nokia	wewewq	Guest	7 Sep 47 , 22:5	wqewqewqew	ewqewewqe

Record: 14 of 10. Datasheet View. NUM

Figure 4.33. Mobimart.com Answer Database structure.

Table 4.3. Data dictionary of member table.

Field name	Meaning
UID	Customer identification number
ID	Record id
NAME	Customer name
SURNAME	Customer surname
USERNAME	Customer login username
PASSWORD	Customer login password
ADDRESS	Customer Address
EMAIL	Customer email address

Table 4.4. Data dictionary of shop table.

Field name	Meaning
SHOP_ID	Shopping identification number
PID	Product identification number
CATEGORY	Product manufacturer category
NAME	Product's name
NUMBER	Product quantity in shopping cart
PRICE	Product's price per unit
TOTAL_PRICE	Product's price * quality

Table 4.5. Data dictionary of orderbill table.

Field name	Meaning
ORDER_ID	Order billing identification number
UID	Customer identification number
SHOP_ID	Shopping cart identification number
STATUS	Order current status
NAME	Billing name
SURNAME	Billing surname
ADDRESS	Billing address
TEL	Customer telephone number
EMAIL	Customer email address
CARD_TYPE	Payment card type
CARD_NUMBER	Payment card number
ORDER	Product's order
PRICE	Product's order Each price
NUMBER	Product's order each quantity
TOTAL_PRICE	Billing total price
DATE	Purchase date

Table 4.6. Data dictionary of question table.

Field name	Meaning
ID	Table id number
TOPIC	Question topic posted
CATEGORY	Question category divided in to each user zone
USER_TYPE	Type of user posted member/guest
NAME	Name's poster
DATE	Date posted
NOTE	Question detail posted
NVIEW	Number of question viewer
NANSWER	Number of question answer

Table 4.7. Data dictionary of answer table.

Field name	Meaning
NUMBER	Answer table id
ID	Answer id related with ID in question table
CATEGORY	Answer category divided in to each user
NAME	Name's poster
USER_TYPE	Type of user posted member/guest
DATE	Date posted
NOTE	Answer posted detail
EMAIL	Poster's email

Table 4.8. Data dictionary of product table.

Field name	Meaning
PID	Product identification number
NAME	Product name
PRICE	Product price
PIC1	Product picture1 in display page
PIC2	Product picture2 in display page
CATEGORY	Product manufacturer category
PICTURE	Product picture in product page
QUANTITY	Product quality in stock
NETWORK	Product phone network system
DIMENSIONS	Product's dimension
WEIGHT	Product's weight
TYPE	Product's type for classify to display
SIZE	Product's display screen size
RINGTONE	Product display function
VIBRATION	Vibration function Yes/No
LANGUAGE	Language available
OPTIONAL	Product's optional function
NUMBERINPHONE	Number of contact available to store
CALLRECORDS	Number of call record stored
MEMORY	Product's memory available
GPRS	GPRS available Yes/No

Table 4.8. Data dictionary of product table (Continued).

Field name	Meaning
DATASPEED	GPRS connection speed and class
MESSAGING	Product's message function
CLOCK	Clock available Yes/No
ALARM	Alarm clock available Yes/No
INFRAREDPORT	Infrared port present Yes/No
GAMES	Game stored in phone
COLORS	Available product model color
FEATURE	Extra product's feature

4.5 Future Plan

As continuation of controlling and improving the plan and performance of the company are essential for the success of the business. Mobimart.com has provided some future plan that it would like to achieve in order to expand the markets and operation successfully.

- (1) Increase the scope of products to keep up with the new trend and modern lifestyle. Mobimart.com will extend the line of products to offer the new 3 product manufacturer Siemens and Panasonic within next 2 months , and plan to bring the new type of smartphone such as Palm phone and PDA phone to our Mobimart communication product line in near future.
- (2) Mobimart.com will be completed mobile online shopping website by offering the mobile accessory such as BT handset, charger, case, etc. for

each supported product manufacturer to able customer to find anything they need at one place that is Mobimart.com website.

- (3) Implement for payment security system using reliable security by secure socket layer (SSL) to provide encryption in web browser .The 128-bit SSL offers the highest level of encryption generally available to the famous financial institutions and provides the best protection when transmitting confidential data over the internet. The other security provided in the system is firewall, and other encryption and decryption module.
- (4) Implement payment system, at present Mobimart.com provide only credit card payment with Bank of Asia, in future we will provide direct debit from BOA and other bank also implement for offline payment method such as money transfer etc.
- (5) Implement one-to-one relationship with customer by using push technology sending newsletter to related interest customers.
- (6) Provide Multilanguage website in order to communicate with worldwide customers.*
- (7) Expand the customer base to worldwide market in long period within 2-3 years.
- (8) Produce more various type of non-voice content download by hire staff that has knowledge about this operation to provide MMS, ringtone, JAVA application and game, logo, etc.

V. FINANCIAL ANALYSIS

5.1 Sale Forecast

To analyze our company's working, we must use the financial tools to analyze, we use financial analysis to make an analysis. It can be used to determine whether this project is economically feasible or not.

Mobimart.com income is obtained in 3 ways:

- (1) The profit margin marked up of the products sold.
- (2) Charging from non-voice content downloading such as JAVA application , wallpaper ,etc. that user are able to download via mobimart.com website.
- (3) Charging the advertisement banners of the sponsors. That price of standard banned is 2,000 Baht per month.

Table 5.1. Sale Forecast.

	Year 2005	Year 2006	Year 2006	Year 2008	Year 2009
Product sale					
Nokia	(130*14000) =1820000	(138*14000) =1932000	(128*14000) =1792000	(131*14000) =1834000	(120*14000) =1680000
Sony Ericsson	(52*14000) =728000	(27*14000) =378000	(43*14000) =602000	(29*14000) =406000	(45*14000) =630000
Samsung	(52*14000) =728000	(55*14000) =770000	(71*14000) =994000	(87*14000) =1218000	(105*14000) =1470000
Motorola	(26*14000) =364000	(55*14000) =770000	(43*14000) =602000	(43*14000) =602000	(30*14000) =420000
banner	(2000*3*12) =72000	(2000*3*12) =72000	(2000*3*12) =72000	(2000*3*12) =72000	(2000*3*12) =72000
download	(25*50*12) =15000	(25*50*12) =15000	(30*50*12) =18000	(30*50*12) =18000	(33*50*12) =19800
TOTAL	3640000	3850000	3990000	4060000	4200000

5.2 Fixed Cost prediction

Fixed costs are those business costs that are not directly related to the level of production or output. In other words, even if the business has a zero output or high output, the level of fixed costs will remain broadly the same. In the long term fixed costs can alter - perhaps as a result of investment in production capacity (e.g. adding a new factory unit) or through the growth in overheads required to support a larger, more complex business.

These are our fixed costs in one year:

Depreciation of Initial Investment for 10 years used

Office	10% x 200,000	20,000 Baht
Furniture	10% x 50,000	6,000 Baht
Depreciation of Hardware (2sets of computers, 1 scanner, and 1printers) for 10 years		
Hardware	10% x 70,000	7,000 Baht
Internet & Hosting	(10,000x12)	120,000 Baht
Web Programmer	(1x25,000x12)	300000Baht
Web Designers	(1x20,000x12)	240000 Baht
Advertising & Promotion	(1,000x12)	12,000 Baht
Repairs and Maintenance	(1,000x12)	12,000 Baht
Bank interest (5% of 500,000)		25,000 Baht
Total Fixed Cost		<u>742,000Baht</u>

5.3 Income Statement

The income statement will show the company's status in terms of sales amount and other income, total expenses of operation, and profit for each period of calculation. This indicates the performance of the company's success which is very important to increase creditworthiness in the horizons of the trading partners.



Table 5.2. Income Statement.

Income Statement	2005	2006	2007	2008	2009
Revenue:					
Nokia product Sales	1820000	1932000	1792000	1834000	1680000
Sony Ericsson product Sales	728000	378000	602000	406000	630000
Samsung product Sales	728000	770000	994000	1218000	1470000
Motorola product Sales	364000	770000	602000	602000	402000
Banner	72000	72000	72000	72000	72000
Non-voice content	15000	15000	18000	18000	19800
Net Sales	3640000	3850000	3990000	4060000	4200000
Less:					
Cost Of Goods Sold					
Nokia product Sales	1430000	1518000	1408000	1441000	1320000
Sony Ericsson product Sales	572000	297000	473000	319000	495000
Samsung product Sales	572000	605000	781000	957000	1155000
Motorola product Sales	286000	605000	473000	473000	330000
Total Cost	2860000	3025000	3135000	3190000	3300000
Expenses					
Fixed Costs					
Depreciation (Office, furniture)	26000	26000	26000	26000	26000
Depreciation(Hardware)	7000	7000	7000	7000	7000
Internet & Hosting	120000	120000	120000	120000	120000
Programmer	300000	300000	300000	300000	300000
Web designer	240000	240000	240000	240000	240000
ads &promotion	12000	12000	12000	12000	12000
Repairs & Maintenance	12000	12000	12000	12000	12000
Bank interest (5% of 500,000)	25000	25000	25000	25000	25000
Total Fix Cost	742000	742000	742000	742000	742000
Variable Costs					
Utilities	60000	60000	60000	72000	72000
Transportation	24000	26400	26400	27600	27600
Total Expenses	84000	92400	92400	99600	99600
Net Income (Total Return)	-46000	-3400	26600	28400	58400

5.4 Break-even Analysis

The break even analysis will show the equilibrium point that the cumulative cost meets or equal to cumulative income, which indicates that the company gets the initial investment back at all time.

This figure is important for anyone that manages a business since the break-even point is the lower limit of profit when setting prices and determining margins. Obviously the break-even point becomes very important when calculating a strategy for net profit.

Break-even analysis is a technique widely used by production management and management accountants. It is based on categorizing production costs between those which are "variable" (costs that change when the production output changes) and those that are "fixed" (costs not directly related to the volume of production).

The Break-even Analysis depends on three key assumptions:

- (1) Average per-unit sales price (per-unit revenue):

This is the price that we receive per unit of sales. Get this number from averaging many different products into a single estimate and taking into account sales discounts and special offers.

The total number of units = 44 Units

The total number of sales = 616,000 Baht

Per unit sales price = $616,000/44$

= 14,000 Baht/Unit

- (2) Average per-unit variable cost (including average per-unit cost):

This is the incremental cost, or variable cost, of each unit of sales. If you buy goods for resale, this is what you paid, on average, for the goods

you sell. If you sell a service, this is what it costs you, per unit of revenue or unit of service delivered, to deliver that service.

Average per-unit variable cost approximately = 11000 Baht/Unit

(3) Total fixed costs:

Technically, a break-even analysis defines fixed costs as costs that would continue even if you went broke. Instead, we use our regular running fixed costs, including payroll and normal expenses (total monthly or yearly Operating Expenses). Mobimart.com fixed cost is predicted at the previous section which are equal to 742,000 Baht

The break-even point is at a level of output where sales or revenues equal expenses. There is no profit made or loss incurred at the break-even point. It can be said that the break-even point is the point at which the Net Profit is equal to zero which means our product stops costing us money to produce and sell, and starts to generate a profit for our company.

$$\text{Break-even Units} = (742,000 + 91200) / (14,000 - 11,000)$$

$$= 278 \text{ Units}$$

$$\text{Break-even Sales} = 278 \times 14000$$

$$= 3,892,000 \text{ Baht}$$

Mobimart.com will reach the break even point in 2 years and 2 month.

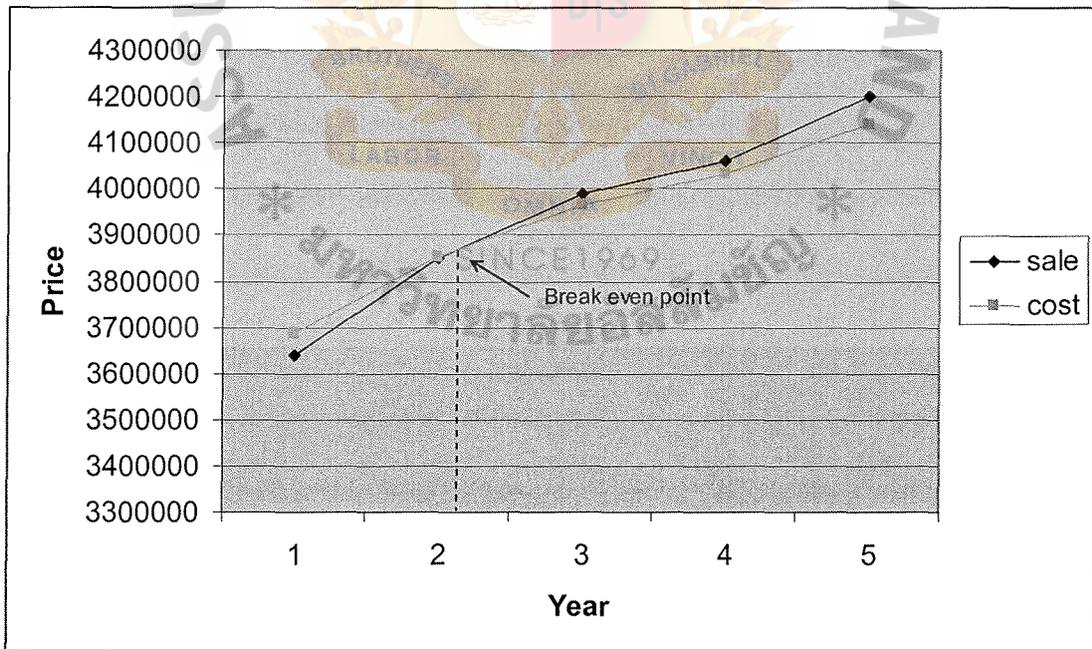
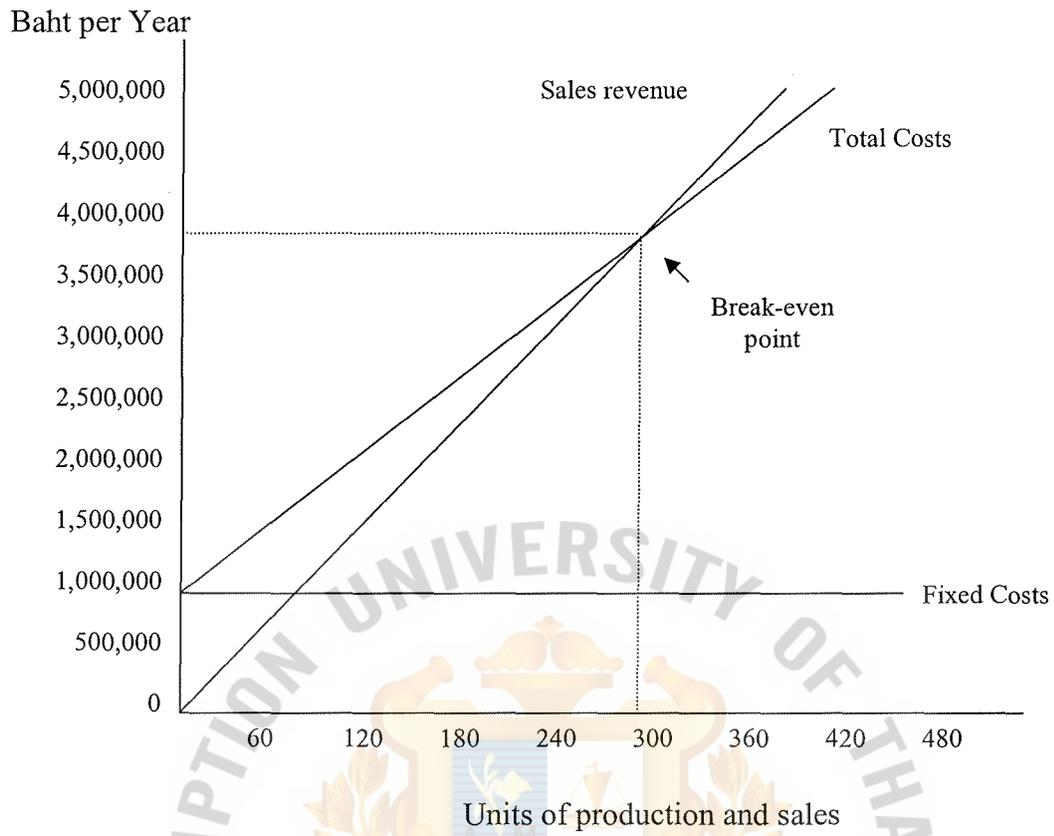


Figure 5.1. Break-even chart.

VI. PROJECT IMPLEMENTATION

6.1 Overview of Project Implementation

The project implementation is the construction of the online website for business operation. Mobimart communication will create a website called “www.Mobimart.com” to sell the products to customers in worldwide area. There are some activities required for building and testing the functional system that fulfill the business and the design requirements to make the company smoothly expand the additional online channel.

The activities needed for project implementation are shown as follows:

- (1) Implementation
 - (a) Register the company’s website named www.Mobimart.com .
 - (b) Install hardware and software
 - (c) Test hardware and software
 - (d) Plan and design the project.
 - (e) Analyze the business model.
 - (f) Design site map and web page layout.
 - (g) Build homepage.
 - (h) Generate programs.
- (2) Internet testing
 - (a) Review the homepage design requirements.
 - (b) Construct the homepage.
 - (c) Test the home page
 - (d) Test payment requirement with Bank of Asia programmer.
 - (e) Revise the homepage specification for the future reference.

(f) Testing webpage link process in any possible situation of browsing.

(3) Database Testing

This step must immediately precede other programming activities because the database is the resource shared by the computer programming to be written.

(a) Review the technical design statement for the database design requirements.

(b) Locate products code, members, and order database that may contain representative data for testing database tables. Otherwise, generate test data for database table.

(c) Build database per design specifications.

(d) Load table with sample data.

(e) Revise database schema and store as necessary for future reference.

(4) Program testing

The program testing will be defined after the entire program was written.

(a) Review the design specification.

(b) Write the program document and perform the unit testing.

(c) Review the program document and perform the unit testing.

(d) Conduct the system testing to ensure that all programs work properly.

If the programs do not work correctly or the procedure produces unsatisfactory output, the programmer must debug or rewrite the programs and continue testing until the programs function correctly and properly.

(e) Update the project repository with the revised program document for the future reference.

- (f) Place new programs and reusable components in the software library.
- (g) Test data flow in process for any possible situation.
- (h) Test encryption and decryption data.
- (i) Test for sending order requirement data to Bank website and receiving confirm data from bank.



VII. CONCLUSION AND RECOMMENDATION

7.1 Conclusion

Mobimart.com is developed to support selling mobile phone products, provide the new marketing channel for our business, this new market channel can create the sale volume to our company. Our company will achieve company's goal by using marketing concepts to create awareness and trust in our company. To create awareness and trust, we must consider the needs and want of buyer and deliver the desired satisfaction more effectively and efficiently than the competitor. Thus, we create our website by applying all knowledge which we learn such as web design, e-commerce marketing concept, and web programming.

From study of this project, the company has found out that there are many factors to be taken into account for the success of mobile phone shop online such as strengths, weaknesses, problems etc. There are also having the limitation and barriers to obstruct the prosperity of Mobimart.com. Therefore, only experienced entrepreneurs with effective business plans can survive and be successful in this aggressive competition environment.

However, mobimart.com has many outstanding strong points to survive and success in the online mobile phone business because the company already has the traditional offline store to support both investment fund and operation. Through many years of being in this business, the company has built the good images, reputation, and trust in the horizons of customers and suppliers, so the name of Mobimart communication has been well known in Thailand already so, our company can use this point to overcome the new competitors.

As Mobimart Communication is not manufacturer, there is no chance to apply the product differentiation theory. It has to rely on service differentiation as the key of success. The core competitive advantages is providing impressive customer services(both presale and post-sale) and offer one-place shopping service online by offering full range of high quality mobile phone product with various well known brand name for sale with experienced and skillful staff to provide deep and clear information about the products. With the online operation, Mobimart communication can improve the work efficiency which can support both the existing offline store and the proposed online shop. The online operation can provide more efficient ways to give better services to customers and to retain the accurate records and database. This advance leads to higher level of the customer satisfaction and loyalty, which can increase the chance of success for the company.

With suitable marketing strategy that help Mobimart communication to create marketing plan as the key objective to use website as well as traditional channels to develop a positive, long-term relationship with customer and market segmentation that worked as scope to identify the suitable target market that Mobimart communication aim our marketing efforts to reach company objective such as increasing sale , market share and brand awareness.

The result of this project can be analyzed in financial analysis that helps the Mobimart communication to predict possibility of conducting mobimart.com website to conduct this online business.

From prediction of sale forecast and compare with cost in 5 years to create the income statement and calculate the break even analysis, shown that Mobimart.com website will be reach the break even point by selling product and service in 2 years and

2 months with selling 278 units of product that are 3,892,000 baht . This result can guarantee survival of this online business and profit returnable in the short period.

7.2 Recommendations

E-commerce is a marketing tool to help business to expand market easier. We should use this opportunity to develop and expand our business growth. This marketing tool uses low cost to investment, if we compare with the traditional media to create awareness and trust. After we succeed in website, we should have to manage our website to maintain or attract customer and keep them coming back to increase amount target customer in the future.

- (1) Mobimart.com should develop the real-time sale record in order to retain the sale transactions record and to use this data for sales analysis and auto alert when stocks reach the minimum level.
- (2) Mobimart.com should concentrate on providing after-sale service to the customers in order to increase customer's loyalty and satisfaction.
- (3) The online website helps the company to operate the follow up customer system to get feedback from customers in order to improve the operations to be more efficient. We should study about customer's behavior to improve the marketing plan and support one-to-one marketing to increasing customer satisfaction and competitive advantages.
- (4) Mobimart.com should increase promotion and advertising both online and offline in order to boost the traffic to the website, which allows the company to increase the banner advertising charge to sponsor.

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