



Online PetCare Shop

by

Ms. Jiraporn Vorasayan

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

July 2003

St. Gabriel's Library, Au

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The logo of Assumption University of Thailand is a circular emblem. It features a central shield with a blue field containing a white cross and a red field containing a white cross. The shield is flanked by two golden lions. Above the shield is a golden crown. The shield is surrounded by a wreath of golden leaves. The words "ASSUMPTION UNIVERSITY OF THAILAND" are written in a circular path around the shield. Below the shield is a banner with the text "BROTHERS of ST GABRIEL". Below the banner is a ribbon with the text "LABOR OMNIA VINCIT".

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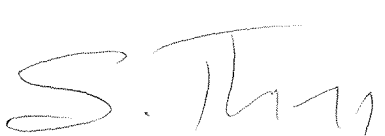
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|-----------------|-------------------------|
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| Academic Year | July 2003 |

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.

Approval Committee:



The seal of Assumption University of Thailand is a circular emblem. It features a central shield with a blue field containing a white cross and a red field containing a white cross. Above the shield is a crown. The shield is flanked by two golden lions. Below the shield is a banner with the text "LABOR OMNIA VINCIT". The outer ring of the seal contains the text "ASSUMPTION UNIVERSITY OF THAILAND" at the top and "มหาวิทยาลัยอัสสัมชัญ" at the bottom. The year "1969" is also visible.

| | |
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July 2003

ABSTRACT

Since E-commerce has become one of the symbols which represent the modern life styles throughout the world, people are now eager to know how to get several benefits from the Internet. This means the chances of establishing business and the chance of success. We rely on the Internet more and more to get the endless variety of cyber sites. Besides, the Internet becomes a worldwide home shopping network. There are many online shopping sites available for customers. That is the reason why 'PetCare.com' is created.

This report examines the involvement of several issues into the focus of how to create and manage a web site named 'PetCare.com'. It starts with the introduction of the project that contains background, objectives, and scope of the web site, the introduction and overview of E-commerce. The section of Marketing Techniques and Analysis also includes Analysis customer behavior in cyber market and customer's needs, SWOT Analysis, market segmentations, target market, marketing mix, cost and benefit analysis and future plan.

Furthermore, there are many activities needed to succeed in managing the shop. This report contains necessary information, factors, and strategies which are crucial indicators that lead to define a successful E-commerce shop.

ACKNOWLEDGEMENTS

In writing my project, I have gained help and support of many people. I would like to thank them for their assistance and encouragement that lead to the completion of this project. Without them, this project would not have been complete.

I wish to express my profound gratitude and thanks to my advisor, Dr. Settapong Malisuwan. His patience assistance, and guidance has proven invaluable and his constant kindness has led me from the project inception to the project completion.

My sincere thanks go to my friends who provided valuable constructive criticism and suggestions, courage and strength.

Especially my gratitude goes Mr. Htin Aung, Website Officer-Content Manager of United Nations (ESCAP), for his constructive comment throughout the project.

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I. INTRODUCTION

1.1 Background of the Project

The Internet is a key element in functioning of today's society. Our economy, our lifestyles, our physical well-being are directly or indirectly influenced by going online. The Internet has a profound impact on our live. What we do at work, how we work, how we learn, and what we do during leisure time have changed dramatically during the Internet era. Thousand of companies have been emerged in the digital market every day. This means the chances of establishing business and the chance of success. We rely on the Internet more and more to get the endless variety of cyber sites. Besides, the Internet becomes a worldwide home shopping network. There are many online shopping sites available for customers. That is the reason why 'PetCare.com' is created.

PetCare.com is your online destination for pet supplies, health and behavior information and community interaction. At PetCare.com, we stand behind our products, our shopping experience, and the information and advice we offer because we're also pet owners. We know what it is like to worry about giving your pet everything he needs to be healthy and happy. We also know that there's nothing like clear, straight-forward information to help in the decision-making process, whether it's what kind of food to feed our kittens or what the best training techniques are for a stubborn pup. We have built an online destination where pet-spoilers like us can find everything we need to keep our pets healthy and happy.

We will put more and more products to our Web in the near future, and I would like to present my cyber shop named 'www.PetCare.com'.

1.2 Objectives of the Project

The purposes of the study are:

- (1) To apply the concepts learnt in the Master's of Science in Internet and E-Commerce Technology courses.
- (2) To present the products into the cyberspace.
- (3) To expand distribution channel via the Internet.
- (4) To provide the convenience to the customer to preview, select and buy the product via the Internet.
- (5) To help customers save transportation costs.
- (6) To reach new and existing prospective consumers.

1.3 Scope of the Project

- (1) To analyze business concept, contains model, services and benefits of Online PetCare Shop.
- (2) To conduct a complete advantage, and SWOT analysis and design strategies to meet competition and show how implementation will be done.
- (3) To provide the marketing plan by setting target market, market positioning and marketing mix.
- (4) To design and develop the web site effectively allowing users to find information easily.
- (5) To update web site products frequently.
- (6) To manage the web site effectively allowing users to find information easily

1.4 Deliverables

- (1) A prototype of PetCare.com
- (2) A complete project report in details covers the scope mentioned earlier.

Table 1.1. PetCare.com Gantt Chart.

| No | Project Description | Apr | May | Jun | Jul | Aug |
|----|--------------------------|-----|-----|-----|-----|-----|
| 1 | Proposal Submission | | | | | |
| 2 | Data Collection | | | | | |
| 3 | Web Design & Development | | | | | |
| 4 | Web Testing | | | | | |
| 5 | Finalize Report | | | | | |
| 6 | Project submission | | | | | |
| 7 | Defense | | | | | |



II. LITERATURE REVIEW

2.1 The Introduction and Overview of E-commerce

Considering the newness of the internet and world wide web, it is safe to say that nearly everyone who has purchased online gained their understanding of commerce offline. "Dirt-side" commerce transactions have structural, schematic, and semantic orders that don't fully map to the different medium of the web, and it is this gap in mapping that causes the problems users experience trying to shop online, whether the problems stem directly from usability flaws or unmet expectations.

My experience in shopping online and working on a major online commerce site - PetCare.com -- has shown me that most people involved in the design, creation, marketing, implementation, hyping and analysis of E-commerce sites have not thought about the basic relationship that commerce is based on. A quality online shopping experience must be designed from a firm understanding of this basic relationship.

Most people have an understanding of commerce based on their experience as shoppers and buyers, and they bring this experience with them when they start shopping online. In order to meet the user's needs, then, we must understand the typical user's experience of traditional commerce.

Most problems with commerce sites are due to misunderstandings on the part of the site creators about how users understand the structure and elements of typical commerce transactions. Users have formed schemas to understand commerce, but commerce sites routinely ignore these schemas.

Commerce is a communicative transaction between two parties playing very familiar roles: *buyer* and *seller*. For commerce to occur, somebody must do the selling, and somebody must do the buying, and these two some bodies must share a basic understanding of how the transaction is generally supposed to flow. E-commerce web sites can't simply make products available to be bought (surface it, they will buy...); these sites must hold up their part of role-playing the commerce transaction.

Branding serves as a marker of corporate identity, and so has some value to the user, but the hubbub over branding misses some very important concerns that users have.

E-commerce web sites must pay attention to how they communicate to users. E-commerce sites play their role of seller by trying to broadcast two messages to potential buyers: "buy from us" and "trust us". The impact of these explicit messages, though, is often corrupted by contradictory or distracting messages implicit in the site's implementation of navigation flow, page layout, visual continuity, and information space.

E-commerce sites seem to shout the message that they are trustworthy, that users need have no trepidation over purchasing from these sites, but trust derives not from assertions but rather from experience and judgment. People interact, and they make judgments and form expectations of others based on what they experience and what they surmise; it's a lot easier to decide to trust a merchant when you can speak to them face-to-face and shake their hand. Trusting a web site to deal with you fairly and deliver your merchandise, though, well, that's harder to do when you realize that anyone can build a commerce site. E-commerce sites must work hard to build the impression of trustworthiness.

2.2 Online vs. "Traditional" Commerce

Users come to online commerce with some key experiential understandings of the characteristics of traditional commerce.

(1) Identity.

Customers can easily authenticate the identity of a merchant simply by walking into a bricks-and-mortar store. Stores can be members of a community and neighborhood; they can be part of customers' daily experience. There is a concreteness about a physical store that no amount of HTML will ever match.

(2) Immediacy.

Customers can touch and feel and hold the merchandise. Tactile cues can drive the decision to buy. A transaction that is face-to-face is usually unmediated: your communication with the merchant is not in the hands of a third party or technology (as with ordering by phone).

(3) Value.

The item at the center of the commerce transaction -- the product, service, or property that is to be sold/bought -- has some kind of value. Its price is determined and validated through the performance of the transaction. The seller agrees to a selling price, and the buyer agrees to a buying price. The value of an item, especially the relative value an item has for the buyer, is much easier to appraise if that item is close at hand.

(4) Discourse.

Customers can converse with the merchant face-to-face; unmediated conversation is basic to human communication. People want the feedback available from non-verbal behavior, which forms a large part of our judgment process.

(5) Community.

Customers can interact with other customers and gain feedback about the merchant from other customers, as well as by observing the merchant interacting with other customers.

(6) Privacy.

Customers can make purchases anonymously with cash; they usually don't have to give their name or address. They don't usually have to worry about what a store will do with their personal information, although this is becoming more of an issue with various recent attempts by lawyers to access private sales and rental records. Privacy is often a measure of how much of his or her identity a buyer wants to invest in a transaction; sometimes, we just want to quietly make our purchase and leave with it.

An online commerce customer faces mediation in every element and at every stage of the commerce transaction. Customers can't see the merchant, only the merchant's web site; they can't touch the merchandise, they can only see a representation; they can't wander a store and speak with employees, they can only browse HTML pages, read FAQs, and fire off email to nameless customer service mailboxes; they can't explore the store's shelves and product space, they can only search a digital catalog. A customer at an online commerce site lacks the concrete cues to comfortably assess the trustworthiness of the site, and so must rely on new kinds of

cues. The problem for the online customer is that the web is new -- to a large sector of the online audience -- and online commerce seems like a step into an unknown experience.

2.3 Schemas & Concept Mapping

Schemas are exceptionally powerful because they are usually internalized and applied without conscious intent: we just expect certain things to behave a certain way and follow certain expected steps and processes.

Users build an understanding of commerce from traditional commerce -- a traditional commerce *schema* -- then bring that schema with them when they try online commerce. Clearly, all users will not have identical commerce schemas, just like all users won't have identical desires or agendas, but many points will be similar across most schemas. Every user will have a point in the schema where they agree to a price or hand over the payment to the seller.

What I expect from a commerce transaction is basic adherence to the following schema.

- (1) a buyer
- (2) a seller
- (3) authentication of the seller (Do I know him/her? Is it a company I want to do business with?)
- (4) something I want to buy
- (5) help finding the product I want to buy, if necessary
- (6) courteous, professional, helpful service (but I also want to be left alone to shop in peace, so make help available when I want it.)
- (7) if the store is interesting, I might want to sign up for a newsletter

- (8) an obvious method for purchasing (a line, a register, a checkout lane -- something. Don't make me look for somebody to take my money.)
- (9) an explanation of store policies, if necessary (is there a warranty? Can I return the product?)
- (10) a declaration of the amount due (Is that the correct total? Can I use this coupon?)
- (11) making the payment
- (12) authentication of the buyer (me) if not using cash
- (13) I take ownership of the product

These are the expectations I bring with me when I shop online; this list shows the needs I have when shopping, and my understanding of how shopping is supposed to be. Unfortunately, E-commerce simply can't meet these needs, at least not in this order, and often not even on a granular, point-by-point basis.

2.4 Using Schemas to Improve the E-commerce Experience

Most commerce sites fail in one (or both) of two ways: first, they may fail to adhere to the user's schema for commerce; and second, they may violate the schema. The cause of the schema failure or violation may be bad site design, bad information architecture, badly designed commerce engine, rushed implementation, unfamiliarity with the audience... whatever the cause, I believe the blame can usually be assigned to somebody not understanding what the user expects from a commerce transaction. The most elemental rule for designing a quality site is understand your audience.

The most common type of problem with E-commerce sites is failing to adhere to the typical user's commerce schema; interestingly, many of these problems also end up being user interface and usability problems. While these problems vary in severity and scope, keep in mind that any deviation from the user's expectations will disturb the user;

disconcert the user enough and they may decide that they were lied to. And, as Jakob Nielsen remarked on his 31 January 1999 Spotlight, "On the Web, credibility and trust are everything because your company exists as nothing but glowing pixels on the user's screen. *Lie to a user even once and you have lost that customer forever.*"

Table 2.1. The List of Some Common E-commerce Failures.

| Commerce Schema | E-commerce Failure |
|--|--|
| a buyer | |
| a seller | |
| Authentication of the seller (Do I know him/her? Is it a company I want to do business with?) | Anybody can create a commerce web site. |
| Something I want to buy | |
| Help finding the product that I want to buy (if I need help). | Can't find the product on the site; either the interface is unhelpful or the catalog architecture is flawed. |
| Courteous, professional, helpful service (but I also want to be left alone to shop in peace, so make help available when I want it.) | Email is impersonal, especially when sent by autoresponders. No phone numbers for "live" help, no context-sensitive help; only generic help that ALL users don't need to read. |
| An obvious method for purchasing (a line, a register, a checkout lane -- something. Don't make me look for somebody to take my money.) | Some sites don't make the checkout function obvious, or don't provide a link to checkout from an item's description. |

Table 2.1. The List of Some Common E-commerce Failures (Continued).

| Commerce Schema | E-commerce Failure |
|--|--|
| An obvious method for purchasing (a line, a register, a checkout lane -- something. Don't make me look for somebody to take my money.) | Some sites don't make the checkout function obvious, or don't provide a link to checkout from an item's description. |
| An explanation of store policies, if necessary (is there a warranty? Can I return the product?) | Many sites don't post this information at appropriate points in the navigation flow. Many Sites have prohibitive policies. |
| A declaration of the amount due (Is the total correct? Can I use this coupon?). | Is the math correct? Are multiple tender types allowed? Are the tax policies clear? |
| Making the payment | Is the credit card charged correctly? Is the transaction secure? |
| Authentication of the buyer if not using cash. | By nature of the medium tender options are limited. |
| Taking ownership of the product. | Slow shipping, bad delivery estimates, bad other tracking functionality, and the possibility of damage while in transit. |

Violations of the schema are potentially the most disturbing problem for E-commerce users. These violations go beyond just improperly handling some expectation, they jarringly confront the user with an unexpected and threatening event. Two unfortunately common violations are the requirement to register in order to use the commerce site, and any ambiguous error within the actual ordering flow.

Registration is a major sore point with commerce sites. Users do not expect to authenticate themselves before they are ready to purchase. If a user cannot flag a product for later reference -- for example, adding the product to a shopping cart or wish list -- without registering and/or logging, the typical user will be frustrated and will possibly get angry: this authentication barrier occurs at a point in the shopping experience that doesn't reasonably require authentication. If the user is not at the point where they are ready to lay down their money, experience tells them that there is no reason to prove their identity.

Ambiguous errors within the ordering flow are perhaps even more annoying. Commerce sites routinely fail during the final order submission: the user clicks on the submit button, and boom -- they receive a message that says there is a problem, but they don't receive the information essential to them, which is (a) the order was processed, and (b) their credit card was charged correctly. Online transactions are entirely mediated by technology, so a failure of technology at the critical point of purchase leaves users in a feedback vacuum.

2.5 The Roles within Commerce

A commerce transaction is a communicative transaction; that is, if two parties engage in a commercial transaction -- buying and selling something -- then that event is actually based not solely on the exchange of goods but also on linguistic and social role-playing. Commerce is governed by social rules (in any culture, a seller follows certain rules of behavior that are different from the buyer's rules of behavior), and by linguistic rules (certain words, gestures and tones have meanings specific to a discussion about buying something).

A commerce transaction has two roles: *seller* and *buyer*. Each of these roles has its own agenda, but the logical assumption of a commerce transaction is that both parties want to cooperate to find a mutually acceptable solution. Each of these roles has a set of beliefs and expectations about its own purpose and agenda in a transaction, as well as beliefs and expectations about the other role's, well, *role*.

Both buyer and seller roles have "comfort zones" built into the relationship based on their expectations and experience: perhaps the buyer believes that s/he can trust a car dealer only so far, or perhaps a merchant will extend credit to people whom s/he knows are from the neighborhood; these roles allow for some relaxation or flexibility of the rules they use to govern their participation in the transaction. This flexibility can be exploited by dishonest participants, but should one of the parties have reason to doubt this search for a mutually acceptable outcome, the entire commerce transaction becomes more difficult and may fall apart in distrust.

Online commerce is still new enough that participants are still trying to get a handle on how the rules of commercial interaction apply to this new medium. The burden of smoothing the transition to online commerce falls to the creators and owners of E-commerce sites, because when a commercial transaction falters through misunderstanding or distrust, a typical buyer-to-be won't spend any effort analyzing the contradictory message cues or violated role-playing expectations. When a potential customer is frustrated, s/he will exit; the merchant has the investment in fostering the relationship, and so had better understand the mechanics of the relationship, starting with the roles.

The Buyer

From the Point-of-View of the Buyer

Buyers expect three important actions from a typical transaction: they want to make the decision to purchase something, they want to affect payment for this something, and they want to assume ownership of what they purchased. Anything that interferes with these three actions is going to bother the buyer.

The first action, making the decision to buy, has some implicit hurdles. The buyer must find what they want, evaluate their budget, evaluate their trust of the merchant, etc. The buyer weighs a lot of factors and faces a basic fact of inertia that it is often easier to not buy than it is to buy; some merchants make the buying process absurdly difficult with such design decisions as forcing the user to register and log in before accessing the shopping cart function or requiring a specific browser for buying from their site. After all, the buyer expects to give their personal information, if they give it at all, when they pay, not when they're just shopping. When was the last time that you had to give your name when you walked into a store?

Buyers don't want to buy without knowing they have bought. Buyers face some violations of the decision to buy from "slammers" and the illegal use of credit cards. Making it too easy for a buyer to purchase from your site -- for example through an "express lane" commerce track -- may backfire if the buyer thinks they have been tricked into the purchase.

Buyers also consider themselves as having entered into a tacit contract with the merchant: when the buyer decides to buy something, s/he does so with an expectation about the availability of the something. Merchants declare the availability of their products, "available right now for immediate shipping" or "this will ship out in 5 days", and the buyer uses that availability in their process for deciding to buy. If the

availability promised by the merchant proves false, the buyer will re-evaluate their decision to buy, even if they have already entered the ordering process.

The second action, the payment, has some explicit trouble spots. The buyer needs feedback from the process that payment has been correctly made; the buyer needs to know that the totals are correct, that their credit card (for the sake of argument, consider this the predominant payment method) has been correctly charged, that the transaction is secure, and that they are protected in case something goes wrong with the transaction. If the user receives ambiguous feedback during this payment phase, they will be frustrated and worried, and will experience doubt towards every aspect of the transaction. This is such a simple milestone for the buyer, the payment phase, but online there is little reassuring feedback. In person, the buyer can confirm with a salesperson, online they have at best error messages and an email address for "customer service".

The third action, assuming ownership, is especially full of frustration for the buyer, because s/he has committed to the purchase -- they've already paid -- and now they are at the mercy of the merchant for the delivery of their purchase. Up until they receive the order, buyers want to know the status of the order; providing useful order status information should be a requirement for any E-commerce site, but few sites display this information in ways that are useful for the buyer. I would suggest that most buyers want to know what has been paid for, how much has been paid, when the order (or separate items on the order) will be shipped, and when the order will be delivered.

If the merchant fails to meet the buyers expectations -- *whether the expectations are fair or accurate* -- the buyer will be dissatisfied. Delayed orders face the possibility of cancellation.

Most users understand that they have responsibilities when they become buyers, and most seem willing to forgive a great deal of shaky commerce systems and rough

shopping experiences to buy online. The issue here, though, is that users shouldn't have to endure uncomfortable experiences to buy online, and it is up to E-commerce merchants to smooth out the rough edges of the user experience.

From the Point-of-View of the Seller

The larger E-commerce web sites tend to treat individual buyers as statistics; individual users are difficult to deal with when the bottom line is the bottom line. Sales count as indications of trends: more click-throughs, more page hits, more traffic all mean more revenue. Pleasing the individual user is usually not a priority. Getting the users to recognize the site's branding is a priority, however, because the assumption is that exposure will translate to patronage.

Most commerce sites don't seem to be designed for any typical user; these sites haven't built sample user profiles and then optimized site behavior for the expected behavior of these users. As online competition matures, though, we should see more sites carefully targeting their niche audiences.

My guess is that E-commerce sites can't get a handle on the sheer heterogeneity of the web's client-server interaction. So many browsers and platform combinations exist that no single system is going to accommodate every possible user, so E-commerce strategists have been allowed to think in terms of sectors of users and specific audiences. The truth, though, is that selective targeting is actually selective exclusion, based not on the audience's ability to be purchasers but on the E-commerce site's ability to scale its infrastructure and technological support.

The Seller

From the Point-of-View of the Buyer

Online, the basic operative metaphor for E-commerce sites is that of the "store", based on experience gained shopping in the real world. E-commerce ventures can be grouped into sites of companies that exist primarily on the Internet, and those that have real-world "brick-and-mortar" stores that have opened up sites (channels) on the internet. The attitudes users display towards these different categories of stores seem inconsistent at best.

From what I've read and experienced, I think that any company on the web, whatever their history separate from the web, is judged according to a set of values and priorities derived from the web culture. Especially hard hits are companies that have made their stores into destinations that foster community; for example, there is a huge gap between deciding to shop for a book online, and deciding to drive over to the local Books and Music store. With all the emphasis placed on "community" by E-commerce sites, the term destination seems particularly irreconcilable with the fact of web sites as collections of documents and files; there is no meaningful *there* there, and that seems to hurt companies that have established themselves as destinations for shoppers.

Online shoppers seem to look for some of the following general characteristics when choosing between E-commerce merchants:

(1) The perception of the cheapest price.

Numerous studies show that people shop online for the cheapest price. What isn't clear is if people factor in price inflators like shipping costs or handling fees, how extensive people are in their research, or how granular people are in their appraisal (for example, do people rely on a general perception that site X is usually the cheapest place for a particular category

product, or if people always look for item-level comparisons). It is not clear whether buyers actually choose the lowest price.

(2) The perception of fewer hassles.

The different commerce "engines" or applications accommodate user expectations with different degrees of success. Logically, those sites that provide the easiest user experience for finding products and purchasing products will be the most appealing to users; anything that frustrates users becomes not just a hassle but a barrier to deciding to purchase from the site.

(3) The perception of trustworthiness.

A user must decide to trust an E-commerce site before making a purchase, and this decision is based on a perception and judgment of the site's trustworthiness. While E-commerce sites can provide explicit cues about their trustworthiness, sites also provide implicit cues that affect the user's perception of the site. Sites often say one thing -- "trust me" -- while simultaneously giving a message -- for example, "I'm unprofessional" -- that effectively undoes this first message.

(4) The visibility of the site.

The user's awareness of a site has an obvious effect on their potential to purchase from the site. Advertising, public relations, and media play all contribute to increase consumer awareness about a site, but none of these speaks to the quality or trustworthiness of the site. Brand is valuable, though, when the brand is recognizable as standing for qualities of the company, but the translation of real world brands to the web isn't entirely understood yet.

2.6 "Why People Shop on the Web"

The article presents answers to the question "What Information Do You Look For When Buying a Product on the Web?"

- (1) 82% -- Detailed information about the product itself
- (2) 62% -- Price comparisons
- (3) 21% -- Detailed information about the vendor

One of these data points as stated here -- that only 21 percent of these queried users agrees that looking for "detailed information about the vendor" -- is open to misinterpretation. The obvious conclusion is that users are shopping online, and not necessarily looking to purchase online, because so few seem interested in validating the trustworthiness or suitability of the merchant. I take this statistics to mean that few users are actively researching merchants; it is counterintuitive to assert that users are interested in product information and price comparison to the exclusion of concern about the commerce transaction.

From the Point-of-View of the Seller

The E-commerce site is out there on the web to make money. The goal is to generate always increasing traffic, so visibility is essential. Advertising, press releases, media exposure, partnerships -- these all are tremendously important for creating and maintaining public awareness of the site. The critical concerns governing the decision making process become: will a proposed change drive traffic to the site, and will it interfere with the basic ability to purchase from the site?

The Other Players

There are other roles involved in the entire chain of events when a buyer makes a purchase from a seller -- somebody may process the merchandise in the warehouse, somebody may ship the merchandise, somebody may deliver it -- but these roles are

ancillary to the commerce transaction, and in fact are more appropriate parts of the relationship the seller has with his backend and fulfillment procedures. After all, when you walk into a store to buy a book, the mailman isn't standing next to the seller and participating in the transaction.

A very important element in the commerce transaction is the merchant's customer service team, although it is unclear what role the presence and quality of customer service plays in the buyer's decision to purchase from a merchant. What is clear is customer service's important function as the representative of the online merchant: customer service is often the only contact for the customer, and usually the only way for the merchant to salvage a negative user experience or complaint into a positive reflection of the company's quality service.

Recognizing Who's Who

As obvious as these roles of buyer and seller may seem, it's not always easy to identify who is playing what role. In the offline world, different stores (and often different types of stores) have their own rules for dress and comportment of the sales staff, which can create interesting dynamics with the customers. While appearance and judgments based on appearance can have an effect on the tenor of a business relationship, appearance often provides useful cues for identifying the roles and players.

The most common version of this buyer-seller relationship is that of the merchant, or store. If you walk into a book store, you are faced with some quite formal cues and rules. You know that the store has products for sale, and you can easily find the prices of the books. You can usually identify the employees, and while you may not see one specific "seller" you understand that the employees are all acting as agents for the merchant. You will probably see posted notices delineating the commerce rules for the merchant, such as return policies.

An important part of the commerce relationship is the need to authenticate the other party: Is the seller reputable? Can he follow through with his promises? Does the buyer have good credit? The buyer and seller sound each other out during their commerce conversation; they weigh each other's manner and tone and body language. They look for social cues like seals of approval or credit ratings. They look to the people they know and past customers for a vetting of trust. They form judgments based on their perceptions and intuition, and they ultimately decide whether to complete the transaction. And you may even realize that the store employees have likely been taught how to treat and respond to customers, rules ranging from how to answer the phone to how to gift wrap purchases.

The adoption of appropriate roles isn't always smooth. While working in a local Books store, I would routinely deal with customers who didn't understand that we were a book store. The well-lit spaces, the natural wood shelves, the comfortable chairs and sofas scattered through the space all indicated to these folks that we were a library. People would ask us where they could sign up for a card in order to borrow books.

2.7 Branding & Merchant Identity

The term brand means different things to the different roles of buyer and seller, with buyers generally associating brand with a product or service, and merchants associating brand with identity.

For the typical buyer, a brand is basically just a product identifier -- this isn't just cereal, it's Cheerios. Used this way, a brand functions as a proper name, at best flagging a specific product with a name that differentiates it from the rest of the product category. This use of brand doesn't denote any judgment of quality or performance, just the characteristic of having been named.

Brand can also identify the company behind the specific product -- that's not just a hot dog, that's an Oscar Meyer wiener. This use of brand puts a "face" behind the name, so to speak, even if the "face" is the result of advertising copy and television commercials. This use of brand also says nothing of quality, just the buyer's exposure to the brand's PR and media hype.

For the typical merchant, branding is a way of taking everything that is good about the company -- positive shopping experience, professionalism, superior service, product knowledge, whatever the company decides is important for a customer to believe about the company -- and wrapping these characteristics into a package that can be evoked by the brand as signifier. The E-commerce trust study from Studio Archetype/Sapient and Cheskin Research defines brand as "The corporation's promise to deliver specific attributes and its credibility based on reputation and the visitor's possible previous experience". For a company, success means that people see or hear the company's brand and think "you know, company XYZ is the best at service, product knowledge, and generally good experiences".

Merchants also use branding as another word for consumer awareness, with the idea that the more people are aware of the company and its products/services, the more market the company will capture. This makes sense with the web, since users are encountering a marketplace far larger than they have experienced offline and so may become disconnected from their familiar brands. Users online may have awareness of a brand in context with the web that is so strong it drives the association of the brand with the category. It is hard not to associate online book shopping like Amazon.com, even though other good options exist, and even though users cannot have any experience of Amazon as a real-world bookstore.

When Branding Is Successful

A brand has no intrinsic value itself; only through signifying a connotation can a brand be of any value. Branding is very important to the corporation, because the more visible the brand is in the marketplace, the more visible the company is, and therefore the more exposure to potential revenue. If a company successfully places its brand in a position to be the predominant signifier of a category of product or service, that brand will be very difficult to supplant.

Brands are an excellent tool for evoking schemas of an experience or relationship: if a user has very positive attitudes towards a particular brand -- great service, great product, fun place to shop -- then encountering the company's brand may cause the user to recall all of the pleasant connotations of the company. This inflation of a simple sign of the company, the brand, into a full-blown image/memory/expectation of the experience behind the brand and promised by the brand is the eagerly sought result of all the money and effort invested in the branding campaign.

When Branding Is Not Successful

The creation of a schema that describes the positive aspects of a product or company is a very powerful tool in driving consumer awareness for the product and/or company, but this tool can also fail.

Customers with bad experiences tend to be vocal in their displeasure, and it may not be easy for the company behind the brand to win back. No company wants to consumers to hear their branding and immediately associate the brand with negative experiences.

Some companies are so successful in their market that they may have difficulty transferring the brand to a new medium, like the web. If a real-world company is renowned for being a great destination and a comfortable place to shop, that quality may

not transfer to the web. People may associate the company not with the category of product, but as a place to go.

Branding Doesn't Make Commerce Easier

A brand doesn't help the user add an item to his shopping cart, it doesn't help him figure out his shipping options, and it doesn't help him get through a web site's commerce track any faster. A brand helps the user authenticate the supplier based on past experience with that brand in a different context, or based on reported experiences of others with the brand. If I shop in a neighborhood book store, and I have faith in that bookstore, should I have a need or desire to shop online. I will look for that company online because I respect the brand.

The Consumer's View of Brand & Identity

Brand helps users identify the product and or company behind a product. Companies are made up of people, and most interactions customers have with companies in the real world involve some level of contact with real flesh-and-blood employees of the company. The simple truth is that employees represent their company, and if I go to my neighborhood Central Plaza to pick up some software, I deal with a salesperson. I am faced by this salesperson and his or her skills, experience, and level of training face-to-face, and I may walk out of that store with no thoughts of the company's president or founder, just thoughts of the representative they placed on their sales floor.

The customer's experiences with a company form the basis of the brand's connotations. When I encounter the Central brand, I recall a very definite expectation of the caliber of salesperson and their level of training and product knowledge.

Employees represent their company, but there are no employees on the web; we can't walk into an online store and gather information about a company by examining the demeanor of its employees. We can't ask the person behind the register about their

day, we can't flirt with the person straightening shelves, we can't share in the dynamic between other customers and sales staff. We can gather not one iota of conversational information from an online site, because a web site represents itself. The typical online transaction has no front end interaction with any representative of the company, and this is considered good.

Complaining to a store manager lacks resonance when done through anonymous email. Email has given rise to smileys, emoticons and ASCII art precisely because straight ASCII text doesn't convey emotional gradients; speak to a person face-to-face and your anger or dissatisfaction becomes much more immediate. More importantly, a store will value you and your dispute more if you are a member of that store's community. Sure, an online store doesn't like to lose customers, but that can't compare to the desire of a store that you patronize every day -- because you live or work down the street -- to keep you satisfied.

The best stores foster community through the interaction of store employees and customers. Any good book store develops a character that is palpable as soon as you walk in the door. In my experience at Borders, repeat customers would come in just to touch base with the employees who stocked their favorite sections of the store, or customers would spend hours hanging out in the espresso bar chatting with other people who worked in the area. An online author chat doesn't compare to hoisting a hot cup of joe with an author, maybe even that same author.

2.8 Message for the Users

For commerce sites to succeed, they must be aware of all the messages they are broadcasting to users and potential customers. A commerce cannot simply declare that they are the best or the most trustworthy if they also surface cues that contradict these messages. Users will pick up on such contradictions, even though they may not understand what they are reacting to.

"Buy From Us"

The basic goal of a commerce site is to sell something, a product or a service; even if the company launching a commerce site has other goals, such as establishing an online presence, a commerce web site is a place for selling. Commerce sites use some powerful tools and techniques -- including merchandising, advertising, reviews -- to focus the "buy from us" message, make it stronger, and make it more attractive to the user.

As with any communicative transaction, the audience must build themselves an understanding of the meaning of the message. A user will follow various schemas for relationship mapping, including one for commerce. A user will pick up explicit cues from a commerce site, such as the product types for sale, prices, the purchasing/ordering track, maybe the scope of selection; these cues fill in the message "buy from us". The user also picks up implicit cues, often without realizing it, and it is to these implicit messages that commerce sites should pay particular attention.

If a commerce site's base message is "buy from us", then the site must take great care to avoid undoing that message inadvertently through contradictory messages or behavior. For example, a commerce site with prominent exit links on major pages is telling the user that they are welcome to leave the site; if you make it more interesting for a user to explore another site, your message is more accurately "bye bye" than "buy

from us". For another example, a commerce site that doesn't have an "add to cart" link next to products displayed on major pages, instead forcing users to navigate deep into the site to product detail pages, is making the buying process harder for user...a contradiction of the crucial "buy from us" message.

Commerce sites that are hard to reach because of access delays are not crying "buy from us" effectively. A site that limits accessibility, either through the requirement of specific browsers, or the use of non-standard code, or even through an over-reliance on graphics, is diluting the audience of the message.

Remember that the user refers to three rough categories of information when making up his or her mind about your commerce site as a place worth buying from:

- (1) judgement of your site
- (2) judgement of the company behind the site
- (3) feelings and impressions that may be operating on a subconscious level

The user relies on information gleaned not just from your obvious message but from their impression of your site, and by extension from their impression of the company behind the site. Users will look at a site and wonder about the decisions that led to the features and problems they see, and a bad impression derived from a user judgment is very difficult to undo.

"Trust Us"

If the basic message of any commerce site is "buy from us", the higher-level message -- the meta message -- is "trust us". Users are unlikely to purchase from a site unless they are satisfied that the site is trustworthy. As with a user's perception of the simpler message "buy from us", users process multiple explicit and implicit cues when assessing a site's trustworthiness, but trust can be a tougher sell.

Every commerce web site has at least two core messages: at the most basic level, the user encounters the message "buy from us", while at a higher level the user faces the message "trust us". A commerce site may also have a range of content, as well features that try to build community, such as chat rooms, forums, and contests, but without these two messages a commerce site will be hard put to accomplish any commerce.

Using Design to Communicate with the User

The obvious method to convince users to buy from your commerce site is to provide the customer with a pleasant experience. Reduce the chances of negative events, or the misapprehension of events as negative. Keep in mind that the user will move around your site and read your text, and ultimately decide on whether to buy from you based on judgments of their experience with your site; you don't do what will make them say no, so you can't afford to be haphazard with your message cues.

Some trouble points that deserve attention:

- (1) **Make your site look professional.** You don't have to spend huge amounts of money to hire a bleeding edge design house, just make sure your site doesn't look amateurish. Choose your fonts, color schemes and graphic cues carefully.
- (2) **Polish your information architecture.** Organize your information so it makes sense to customers who may not live and breathe your product. You should not be required to be an expert in your product in order to navigate your catalog, and you should have multiple logical tracks to accessing any product.
- (3) **Polish your navigation.** Don't force your customers to dig to find what they want to buy, and then dig to find out how to buy it.

- (4) **Answer questions pro-actively.** Research the potential problems customers may have using your site and document them. Design your FAQs carefully. Include help text in your commerce flow. Every time a customer must communicate with your customer service or webmaster teams, you risk annoying the customer. The "correct" approach to customer communications is that every email is an "opportunity", but most online commerce sites don't have the staff to convert complaints into happy solutions.
- (5) **Refine your commerce track.** Anticipate the needs and behaviors of your typical customer -- if necessary creating user profiles -- and design your commerce track (which Peter Merholtz describes as the "commerce tunnel") to accommodate those users. Most users have an expectation of what makes up the process of purchasing, so if your site throws up what seem to be arbitrary, intrusive or threatening barriers to purchasing you will lose customers and sales.
- (6) **Address privacy concerns explicitly.** Privacy and the ownership of personal information is a big issue. Don't be vague or wishy-washy where the customer's personal information is concerned. If you require the user to give address or email information, explain how you will use it. If you will use email info to send the user non-order related notices, provide an opt-out mechanism.
- (7) **Set expectations carefully.** Explain the steps to completing a purchase, and explain the factors that will affect shipment, timing, returns, crediting, etc. Set expectations of service that your site can meet. Aim to under-promise and over-deliver.

2.9 Trust & Trustworthiness

The Meanings of Trust

Trust is a concept everybody understands at some personal level, but most people will have trouble enunciating a specific definition of the concept. Some people will have strict measures they use to evaluate their level of trust in a person or company, while others rely on a more subjective "feel" for determining whether to trust somebody.

Just as every person has his or her own way of deciding issues of trust, every role a person plays will also have its own understanding of trust based on the specific goals and priorities of that role. Empathy is great for times that call for compassion and care, but in matters of trust it can be hard to see things from another's point of view. When you walk into a store that you have patronized for years, you have a level of trust about handing over your money in exchange for goods; the merchant may approach this transaction with an entirely different level of anxiety about your ability to pay -- maybe a new employee is ringing you up -- or your ownership of the credit card you proffer. Trust means different things to different people, to different roles, and in different scenarios.

Trust can mean such things as follows:

- (1) Do I believe that what someone says is true and factual?

If you tell me that you will pay me back next week for what you borrow today, do I believe you?

- (2) Do I agree with a person or company's goal or what they stand for?

Is Microsoft's dominance of the OS market really the best thing for me as a computer and software consumer?

- (3) Do I believe that a person or company's goals and/or priorities match mine?

If I registered at a commerce site, and the subsequently sent me newsletters and notices, is that really a service to me?

(4) Do I believe that a site's presentation of its informational content is objective?

Is a site mixing advertising into its supposed editorial content?

The path people take to a level of trust can vary greatly, because some people work from the premise that trust must be earned, and some from the premise that trust is assumed but can be lost.

Earning and Losing Trust

Trust plays an important part in any transaction, but it may not be a *conscious* part. On a basic level, when we enter into a transaction, we make decisions about our participation: do we complete the transaction, or do we cancel the transaction?

Trust is not a characteristic that inheres in an E-commerce site; trust is a judgment made by the user, based on general experience learned from being a consumer and from the perception of the particular merchant.

In every transaction, both roles of buyer and seller must make a decision about trusting the other participant. Sometimes this decision is conscious, sometimes it's unconscious and relies on a person's default beliefs about trustworthiness in general. For example, some people I have talked with for this essay approach commerce with a general level of trust; these people by default trust merchants, but question a merchant's trustworthiness if they receive worrying feedback or negative cues. In contrast, many people don't especially trust any merchant, and must assemble much positive feedback and encounter positive cues before deciding to trust a merchant.

Those users that look for signs that they should trust a commerce web site are searching for the presence of "good" signs and the absence of "bad" signs. Good signs

include professionalism of design, longevity, service, selection, positive anecdotal comments from other users, and even more points derived from personal experience. Bad signs include anything that violates expectations, as well as the obverse of the "good" points: amateurish design, newness, difficult interface, difficulty finding product, bad anecdotal comments, etc.

Trust

There is no oversight group that can objectively anoint a web site as being completely trustworthy. Trust is a subjective judgment that must be made by every user for any site, because individual goals vary and definitions of trust are unlikely to be consistent.

The merchants face the difficult task of selling themselves to the user based on the web site interface and on the advertising of the brand. Commerce sites must convince potential customers to trust the site; commerce sites have two critical messages for users, "buy from us" and "trust us". Without the user's trust, the merchant can't sell.

Users look for the presence of positive cues about a site's general trustworthiness, as well as for the absence of negative cues. Commerce sites can influence their impression of trustworthiness by carefully designing their site to avoid amateurishness, set and meet reasonable user expectations, and address common user concerns about privacy and security.

Some of the cues a user may look for while evaluating trustworthiness in a commerce site:

Is the Site Professional?

Have the designers taken care to create a coherent interface, or is the site the apparent product of somebody learning how to code HTML? Does the site have typos, grammatical errors, useless animation, or any of a slew of other problems that indicate

that the designers or implementers don't know what they are doing? If they can't design a good site, why do you expect them to be able to handle commerce transactions and fulfillment? Personally, I won't deal with any site that uses the Comic Sans font face because it shouts "built by an amateur" to me.

Does the Information Architecture Make Sense?

If the organization of information doesn't appear to have been carefully designed, why do you expect the site designers to have thought much about fulfillment and payment systems?

Is the Site Easy to Navigate?

Can I find the product I want to buy? Is it easy for me to browser the site looking for interesting things I might want to buy? If the designers can't make the site easy enough to navigate around, why would I trust them to have made a backend that works?

Is the Site Easy to Use?

Can I access and use the site and its offered functionality? Can I search, browse, and purchase from the site? If I can't, because of my browser and preferred browser configuration, then the site designers are telling me that they don't want my business.

Are My Questions Answered?

If I'm concerned about security or privacy, can I find information that addresses these concerns without having to email a faceless answer-bot? If the designers didn't think about my possible needs before I made my purchase, why do you expect them to handle my needs after they have my money?

Do Other People Trust This Site?

What's the word about this site? Have customers received their orders correctly?

Am I Familiar with This Company?

Have I had good experiences with this company before, on or off the web?

Are the Prices Reasonable?

Is the price realistic or just too cheap? Will they hit me with an outrageous shipping charge to balance the low price?

Some users will react to a positive answer to these questions, incrementally working towards a personal measurement of a passing score for trustworthiness. Others will react to negative answers, presuming a site is trustworthy but experiencing doubt when one of these issues suddenly appears to be less than satisfactory. There are no uniform answers to these questions, and no uniform attitudes of users towards these cues. The lesson for commerce sites is to understand their targeted audiences, and address their likely concerns, and always pay attention to the implications of the site's design.

The E-commerce Trust Study

The E-commerce Trust Study from Studio Archetype/Sapient and Cheskin Research presents some interesting analysis on "the nature of those elements that communicate 'trust' in e-commerce sites, be they transactional or graphical." According to this study:

The factors that produce a sense of trustworthiness need to be identified, in their entirety. Their interactions need to be understood, and their relative importance determined. Understanding the roles of these different factors would allow online retailers to ease consumers' concerns, and could hasten the maturation of Web retailing.

The report describes 6 main components (along with a total of 28 sub-components which I won't mention here) of a commerce site that suggest trustworthiness:

(1) Seals of Approval.

Symbols, like VeriSign and Visa, designed to re-assure the visitor that security has been established. The companies that provide these seals of approval are referred to in this report as "security brands.

(2) Brand.

The corporation's promise to deliver specific attributes and its credibility based on reputation and the visitor's possible previous experience.

(3) Navigation.

The ease of finding what the visitor seeks.

(4) Fulfillment.

Clearly indicates how orders will be processed, and provides information on how to seek recourse if there are problems.

(5) Presentation.

Design attributes that connote quality and professionalism.

(6) Technology.

State of the art connotes professionalism, even if it's difficult to use.

This study has some valuable insights into user attitudes towards trust and E-commerce sites, and is clearly required reading for anyone interested in understanding online commerce. I do, however, have some issues with the report.

First, this analysis seems to consider online commerce in isolation. E-commerce is a new kind of shopping experience in a new medium, but this experience is still new enough that the vast majority of people who buy online learned how to buy offline. Addressing E-commerce in isolation presumes that it can be studied as its own

phenomenon with no experiential antecedents, which is unrealistic and will likely produce misunderstandings of E-commerce and user behavior.

If this study relies on an assumption that E-commerce is simply a modal variation of traditional commerce, then any analysis will be flawed. The fact is that the customer's experience of the characteristics of traditional commerce does not map to online commerce, forcing the customer to seek imperfect analogs. The E-commerce Trust Study would be more accurate if it had addressed the chasm between what customers understand from traditional commerce, and what online commerce can possibly address.

Second, I think this report is a bit free in its lack of clear differentiation between what the merchant can do -- suggest that it is trustworthy -- and what the user must do -- decide whether or not to trust the merchant. Granted, there is no checklist for commerce design that specifies everything that must be done in a certain way to be correct, and no checklist that has a test for everything that might be done incorrectly. Commerce site designers, however, must understand that they cannot code trust into a site, they can only suggest trust. Trust is a property controlled by the customer.

2.10 E-commerce Storefront

Internet brings to companies to sell their products or services on-line with ease. Companies can now gain from a global marketplace while reducing drastically the setup, maintenance and operational costs, all this due to the fact that E-commerce is an extremely affordable way of doing business compared to conventional business models. You can have a lucrative online store as an independent business venture or use E-commerce to generate additional revenues to your existing "bricks and mortar" business.

However setting up an online storefront can be a laborious endeavor. It includes a proper electronic commerce application, merchant account system, credit card

processing gateway, and a secure interface for secure transactions. Every single step of this equation is shown below:

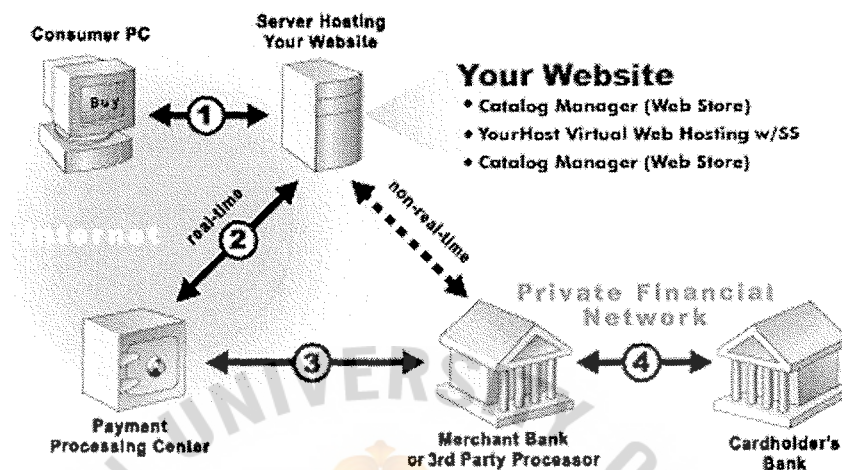


Figure 2.1. Setting Up and Online Storefront Process.

Our company can quickly and affordably set up the proper E-commerce software application solution needed by your business. We help identify the requirements for building and maintaining an E-commerce enabled web site, in addition to helping build flexible and adaptable systems.

We work with clients designing and installing the proper E-commerce software applications to handle electronic order management and transaction processing, including several areas of the business processes such as pricing, purchasing, customer order flow, shipping, inventory, order fulfillment, real time inventory management, tracking of customer behavior, and customer service.

Additionally we assist our clients throughout the whole E-commerce configuration process including analyzing the third party mechanisms required to E-commerce-enable a web site, such as merchant account acquisition or integration via an existing financial institution's system, shipping alternatives, fulfillment management and all the secure transaction schemes to safely gather and process critical and sensitive information such as client's credit card numbers and personal information.

Finally the success of an E-commerce site doesn't relay primarily in product pricing, selection and availability, just as any other business, consumer awareness via proper marketing plays a key factor in a successful on-line business venture. Once an E-commerce solution is in place and operating, we can assist with continual support by marketing, monitoring, analyzing and developing proper cross industry promotional campaigns.



III. THE EXISTING SYSTEM

3.1 Define PetCare.com

PetCare.com has several items of products for dogs and cats, which are produced in Thailand and imported from other country. Our main products are beds, cloths, leases & collars, toys & treats, etc. There are all other major products for your pet. We have several items and models to cover the market's need with our full-service of packing and shipping, and customers will be satisfied with our production and (on-time) delivery.

The opportunity for our company seeking to make advantage of the capabilities of electronic commerce is greater than merely adopting out present view of commerce to performing those buying and selling transactions over electronic networks.

3.2 Reason of Opening an Online Store Front

The Internet has opened up many exciting possibilities for both businesses and individual. It is creating a universal platform for buying and selling products and services. Along with bringing many new benefits and opportunities, the Internet becomes essential for creating the new business models and new business processes. It provides powerful capabilities in doing online businesses or electronic commerce. The Internet is perfectly becoming the efficient tools for electronic commerce since it offers a traditional business pattern an easier way to link with buyers and sellers. The Internet makes market more transparent and exposed. It cuts out the middlemen between firms and customers. It reduces transaction costs. Moreover, it reduces barriers to entry. As a result, new opportunities are presented by the fast growing virtual companies due to its reaping significant from doing electronic commerce.

With development of the Internet, companies and organizations now have access to immediate and easier means of advertising. This could help them to reach their full

potential. A home page or web site can be a relatively inexpensive way to gain exposure to millions of people, keep customers informed of new offerings, make business transactions easier and more importantly, attract potential clients.

Besides, the Internet becomes a worldwide home shopping network. There are many online shopping sites available for customers. That is the reason why 'PetCare.com' is created.

3.3 The Reason to Choose the Name 'PetCare.com'

(1) It is easy to remember and spell.

A name of electronic shop is essential since there are millions of web sites in the cyberspace then an effective name must be helpful for ease to recognize a site easily. The characteristics of a good name should be short and pronounceable. In addition, a name should only contain the normal characters or English alphabets. Therefore, 'PetCare.com' is used because it is easy to remember and spell it.

(2) It has a good meaning which is related to the market.

'PetCare.com' comes from Pet plus Care. When two words are mixed together. It means a place where people can find the products about the pet to take care of them. This name is really general and related to products. It represents that a site provides various products to customers. It is meaningful to realize what a site is about. Besides, it expresses how a site is related to the market.

(3) It is not too specific.

According to the meaning of 'PetCare', it does not have a specific meaning to limit a product category available in a shop. The name is suited to the future expansion with a variety of product ranges. Other kinds of

product categories may be added in a shop such as food, toys or bed.

Therefore, a name should carry a broad meaning to support the requirement.

3.4 How to Increase Business with the Existing Customers?

If you increase the business channel through a website, consider how it can be used to increase business from existing clients.

Certainly, our clients already have many choices to buy pet products. So, we need to retain the existing customers and try to raise new customers. PetCare.com uses e-mail and fax to show that we are dedicated to keeping up with the technology and it is necessary to better serve their needs by communicating quickly, efficiently, and conveniently.

Potential Business Benefits:

When defining the aims of Internet marketing, a company should conduct a comprehensive review of all the business benefits that could accrue; this can be of value in arguing the case for investment in a web site. PetCare.com identifies the following as the main benefits of setting up an Internet site:

- (1) Corporating image improvement.
- (2) Improving customer service.
- (3) Increasing visibility.
- (4) Market expansion.
- (5) Online transactions.
- (6) Lower communication costs.

IV. PROJECT IMPLEMENTATION

4.1 Hardware Requirement

The proposed system is an additional feature to visitors with an entirely new level of sales information provided over the Internet. The requirement of the system is as follows:

Table 4.1. Hardware Specification.

| HARDWARE | DESCRIPTION |
|---------------------|---|
| CPU | Intel Pentium IV 2.4 Ghz |
| Display | 15" XGA (1024 x 768) TFT |
| Memory | 512 MB DDR SDRAM for multitasking power, expandable to 1.0GB |
| System Bus | 266 MHz |
| Cache Memory | 512 KB integrated on die Level 2 |
| Harddisk | EIDE 40.0GB enhanced-IDE |
| DVD-ROM/CD-RW Combo | 8x max, DVD-ROM; 8x8x24 CD-RW |
| Diskette Drive | 3.5" 1.44 MB |
| Graphics | ATI Mobility RADEON; 4x AGP and 3D architecture |
| Audio | 16-bit Sound Blaster Pro-compatible audio; Altec Lansing speakers |
| Modem | 56 Kbps ITU V.90/V.92 |
| Printer | HP Laserjet 2100 TN |

4.2 Software Requirement

Table 4.2. Software Specification.

| SOFTWARE | DESCRIPTION |
|----------------------|--|
| Operating System | Window XP Professional |
| Application Software | Microsoft Office XP, Adobe Protoshop 7.0.1, Macromedia Dreamweaver MX, Macromedia Flash MX, Edit Plus 2.11 |
| Browser | Microsoft Internet Explorer 6, Netscape Navigator 6 |
| Upload Software | Cute FTP 32 |
| Screen Capture Tool | HyperSnap-DX version 4.22.01 |

4.3 System Design

To implement the sales information system of PetCare.com, we classify each function into steps to develop the system. The core activity in the proposed system is developed as follows:

Table 4.3. System Development Core Activity.

| CORE ACTIVITY | DESCRIPTION |
|----------------------------|--|
| System analysis | <ul style="list-style-type: none"> Identify limitations and opportunities Specify solutions Establish information requirements |
| System design | <ul style="list-style-type: none"> Create logical design specifications Create physical design specifications Mangage technical realization of system |
| Programming | <ul style="list-style-type: none"> Translate design specification into program code |
| Testing | <ul style="list-style-type: none"> Unit test System test Acceptance test |
| Conversion | <ul style="list-style-type: none"> Plan conversion Prepare documentaion Train users and technical staff |
| Production and maintenance | <ul style="list-style-type: none"> Operate the system Evaluate the system Modify the system |

4.4 Security and Control

We are very confident in the security of Internet transactions, therefore we offer our safe shopping guaranteed. If unauthorized charges are made to your card as a result of shopping at PetCare.com, we will cover your liabilities. (In the event of unauthorized usage, you must first contact your credit card provider in accordance with its reporting rules and procedures).

Under the fair credit billing act, federal law protects all of your credit card purchases. In the very unlikely event that your credit card is stolen over the Internet, your maximum liability is \$50. If your credit card company holds you responsible for this amount, PetCare.com will reimburse you up to \$50.

PetCare.com takes every precaution to ensure that your credit card information is secure. We utilize SSL (Secure Sockets Layer), the industry standard security protocol. All of your ordering information is encrypted using this secure server for maximum security.

SSL (Secure Socket Layer) is the scheme proposed by Netscape Communications Corporation. It is a low level encryption scheme used to encrypt transactions in higher-level protocols such as HTTP, NNTP and FTP. The SSL protocol includes provisions for server authentication (verifying the server's identity to the client), encryption of data in transit, and optional client authentication (verifying the client's identity to the server). SSL is currently implemented commercially only for Netscape browsers and some Netscape servers. (While both the data encryption and server authentication parts of the SSL protocol are implemented, client authentication is not yet available.) Open Market, Inc. has announced plans to support SSL in a forthcoming version of their HTTP server.

We also use Apache's Stronghold Server technology, which safeguards your online order by requesting authentication for server access, encrypting private

information, and protecting the integrity of your data. We also maintain a certificate with Verisign that serves as an electronic substitute for your signature.

Same card added safety online. Verified by Visa is a new service that lets you shop online with added confidence. Through a simple checkout process, verified by Visa confirms your identity when you make purchases at participating online stores. It's convenient, and it works with your existing Visa card. Plus, verified by Visa is a snap to use. You register your card just once, and create your own password. Then, when you make purchases at participating online stores, a Verified by Visa window will appear. Simply enter your password and click submit. Your identity is verified and the purchase is secure. To activate Verified by Visa in your Visa card, or to learn more, contact the financial institution that issued your Visa card or visit www.visa.com/verified.

With these security measures and our safety guarantee, shopping online at PetCare.com is safer than using your credit card at a restaurant or a Department Store!

V. MARKETING TECHNIQUES AND ANALYSIS

5.1 Customer Behavior Analysis in Cyber Market

The process of electronic payments is important in a shopping experience. Understanding how customers makes purchase decisions able to help real businesses earn real profits. It can also explain why some early web sites, though deemed successes, were actually doomed from the beginning.

Customer behavior analyses show that the customers are more likely to use the Internet to gain information about competitive products and retailers than when they buy the product online. In the first stop, the consumer browses for items. Using a Web browser, consumers view an online catalog on the merchant's web site. The consumer selects items to be purchased by comparing prices and gauging the best value based on brand name, price, quality, and other variables.

The merchant presents the consumer with an order from containing the list of items, their prices, and total prices, which include shipping, handing and taxes. This order from may be delivered from the merchant's server to the consumer's PC. Some online merchants may provide the consumer with the ability to negotiate pricing.

The consumer selects the means of payment. The different means of payment include digital cash, electronic checks or credit cards. The consumers send the merchant a completed order and a means of payment. The merchant ships the goods or performs the requested services according to the order. The merchant requests payment from the consumer's financial institution.

Most of the online activities today occur during the search stage of the shopping process rather than the purchase stage, which is often completed in the store.

5.2 Analysis of Customer's Needs

The first mission is to gain the best possible understanding of online customers. People shop and buy online for different reasons. Some reasons for online shopping are that they can turn into competitive advantages for the business. You will find that what customers want or need and what is affecting them for repurchasing at online shopping web site.

The customers do not feel safe to go shopping, because at shopping malls there are critical cases every day and shopping online makes them feel safer. So PetCare.com will provide security and a trust worthy system in the web site, by including telephone number in e-mail, ad, or storefront information. Most customers feel better talking to someone and their required order. In addition, the web site provides references to satisfy customers, or includes a few testimonial phrases in the marketing information. Mail – order catalogs use testimonials to reassure their customers.

Convenience is the best reason that attracts shopping through online web site. It is a lot easier to pull a chair up to old PC and shop from the den than it is to get in the car, fight traffic, burn up some gas, find a parking space, and plunge into a crowd. Your attack should emphasize this convenience. Remind your customers about the difference. You might even offer a “Fuel Efficiency Special” to emphasize the convenience and economy of shopping at home.

About the services, the customers left shopping malls without buying because they couldn't find sales assistants. It is hard to get required service during holidays. Therefore, it is convenient for customers to do online shopping so that they can avoid long queues at the cashiers, big crowds and shop worn merchandise at the shopping malls. In addition, they can use online serviced 24 hours a day, seven days a week.

5.3 SWOT Analysis

In order to succeed, businesses need to understand what their strengths are and where they are vulnerable. Successful businesses build on their strengths, correct weaknesses and protect against vulnerabilities and threats. Just as important, they have an eye on their overall business environment and spot new opportunities faster than competitors. A tool that helps many businesses in this process is SWOT Analysis.

SWOT Analysis is conducted: Strengths, Weaknesses, Opportunities, and Threats. The first half of strengths and weaknesses analysis examines a shop's position, or that of its product against customers, competitor activity, environment trends and resources. The second half of SWOT takes this review further to examine the opportunities and threats identified and make recommendations about marketing strategy.

Strengths

- (a) Always updating our products and other information on the web site frequently. The good thing about web site is that all the information can be changed all the time due to the Internet capacity.
- (b) High level of experience and product knowledge.
- (c) Unique products with high quality.
- (d) PetCare.com offers high quality of products with reasonable price corresponding to the target which is a middle-class people.
- (e) On-line catalogue and product search features
- (f) Delivery service for our customers for every item they buy.
- (g) Easy to remember the name and to type PetCare.com.
- (h) Good customer service with satisfaction guaranteed.
- (i) Providing only good quality products.

- (j) Flexibility of products, we will keep on adding new product lines and related services.
- (k) Safe & secure transactions
- (l) User friendly, the interface of web is designed to support customer's demand, it's simple to use and easy to find the required information. PetCare.com makes it easy for our customers to navigate the site. No matter where he/she is, they can always see where they are by looking at the menu bar that indicates the current page and the roots they come from.
- (m) More comfortable and convenient than going to the shopping mall to select a pet item.
- (n) Use my web site as a new advertising tools to promote our web site to be recognized by others. Customers can find out more information about us on the web page.
- (o) The cost of advertisement on the Internet is lower than the traditional advertisement methods.
- (p) Relationship selling. We get to know our customers, one by one by keeping record of the customer's details and behavior from what they buy. That information is such as birthday, for example: when the customer's birthday comes, we will send something to greet them and this will maintain a relationship with our customers.

Weaknesses

- (a) The Web site <http://www.petcare.com> is still unknown to the customers. As PetCare.com is a new online store, our product and web site names may be unknown to some customers.

- (b) Customers cannot touch and see the real product; customers can only look from the web site.
- (c) There is no immediate interaction with the customers. For example, if the customers have questions about the products, they have to write an e-mail to our web site to ask that question. Then we reply by mail to the question and the customer has to wait for a while or may be the next day they will receive the answer.
- (d) High delivery cost.
- (e) Family business, lack of international skill.
- (f) Low company profile in the market.
- (g) Lack of financial and human resources

Opportunity

- (a) The Internet trends to be the most important media for doing business in the future. Customer can see that electronic communication become widely used among business partners around the world.
- (b) Nowadays, people get more knowledge about how to use computer and Internet becomes a parts of our everyday life.
- (c) Most companies do many transactions online including selling and buying product online.
- (d) Building international brand image.
- (e) Available 24 hours a day, 7 days a week.
- (f) Increasing chances of expansion in the E-Business market.
- (g) Increasing chances of expansion in the global market.
- (h) Reducing cost significantly.
- (i) Access to global customer groups.

Threats

- (a) Having both direct and indirect competitors. All these companies also see products online too.
- (b) Customers may feel insecure with online transaction especially making an online payment.
- (c) Some people still like the traditional way of shopping because in that way of traditional shopping, customers can see, touch, and ask the question they want to know at the time.
- (d) Major exporters like producers and manufactures dominate a large market share. So it is very hard for PetCare.com to gain a market share.
- (e) Our economic crisis.
- (f) New market channel establishment all the time.

After reviewing the SWOT analysis above, we could say that PetCare.com products have more strengths and opportunities than weaknesses and threats. It is a good sign for doing this business online and there are chances to be more successful.

5.4 Market Segmentation

Currently, PetCare.com decides to set the target market for PetCare.com product only B2C (Business to Customer) the customers both Thai and international people.

Geography

| | |
|----------------|---|
| Industry: | Wholesalers, agents, retailers, internet. |
| Location: | Local and overseas. |
| Company size: | Small, medium, large |
| Size of order: | Small, medium, large |

Demography

The consumers of PetCare.com are divided into many variables both children, and adults who can find everything they need to keep their pets healthy and happy. Buyers consist of a variety of nationalities, religions, races and occupations.

5.5 Target Market

PetCare.com is an online destination for pet supplies, health and behavior information and community interaction. As market target is the process of determining which segments to serve, this can be done on several groups depending on circumstances and business models in use. The general approach is to evaluate market/segment attractiveness and business strengths, looking for combinations which match. Our target market is emphasized on Thai consumers and international consumers of all ages.

5.6 Marketing Mix

The 'marketing mix' is probably the most famous phrase in marketing. The elements are the marketing 'tactics'. Also known as the 'four Ps', the marketing mix elements are product, price, place, and promotion.

To be successful in doing business, PetCare.com has to plan and generate the effective and efficient marketing plan and strategy.

Product

Our high quality products will bring the image of the elegance character of healthy and happy pet for the pet-owner to be proud of their dog. PetCare.com has a variety of products in each category with high quality and guaranteed satisfaction.

Before the product is sent to the customer, it will be wrapped with high quality package. This packaging service will make customers feel assured in the delivery of the product.

Price

Pricing is one of the marketing strategies that is very important in competing with competitors. Firstly, we use the competitive price strategy to set up price at market price and give percentage of discount when customer meets the target sales volume. Besides, PetCare.com offers a convenient way of payment by letting the customer pay by installment. PetCare.com assures that customer will be pleased with this payment system.

Place

Place is also known as channel, distribution, or intermediary. It is the mechanism through which goods and/or services are moved from the manufacturer/service provider to the user or consumer.

PetCare.com is a cyber marketing business using reaction indirect marketing. Therefore, the shop, to extend the market share, can receive the order through online system and then distribute the product to customers by charging the delivery fees depending on the distance. If the customers live outside Bangkok, the delivery service of UPS, DHL and FedEx will be used.

Promotion

During PetCare.com first year of operation it will organize a grand opening and will arrange and sponsor several pet associated events. Events will include regional dog shows, national dog and cat shows. Negotiations with area dog shows have begun and additional promotions will likely occur through these strategic alliances. Specialty, rather than large national publications, will serve as media vehicles for PetCare.com's advertising. Local television stations will also be used.

Moreover, to do business online, URL name recognition is an important factor for surfers and e-shoppers. To promote the Web site, PetCare.com also print URL in every

type of document and packages, register in search engine such as Google.com, Yahoo.com, Sanook.com etc., banner exchange and e-mail.

In summary, PetCare.com will use both direct-action and indirect-action advertising techniques that are:

- (1) Direct-action advertising is an advertising technique trying to push a customer to buy a product immediately.
- (2) Indirect-action advertising is a long-term advertising, which tries to build a brand image and market familiarity to the customers.



5.7 Cost and Benefit Analysis

Cost and Benefit analysis is important for the business setup. To establish the system, PetCare.com needs to consider total cost analyses. Return on investment will be calculated by subtracting revenue with integrating capital investment cost as well as pre-operation cost. The annual fixed cost and variable cost every year is included.

Estimated of Income Per Year (Year 2-5)

PetCare.com estimates the sales to increase 10% with larger distribution channel.

Forecasting the sales

Population of Bangkok is 6.32 millions

The average people per household is 3.2 people per house

→ The Bangkok household is 1.97 millions household

As we set our target group to high end customer in the medium income rank.

Revenue per household

| | |
|---------------|-----|
| 50,001+ | 5% |
| 20,001-50,000 | 60% |
| 5,000-20,000 | 35% |

There would be about 1.18 millions households

The research result comes out with

Per household 30% own dog = 354,000 households

Thus,

We also expect at least 1% of people to buy our accessory for pets.

1% of 354,000 = 3,540

According to the financial figure:

We have to invest for the advertising and preparation for the project 1 year before the project starts. The cost is about Baht 600,000.

We expect at least one family will order at least 2 pieces of our products a year.

The expense and revenue summary in the first five years is shown below.

Table 5.1. Cost and Benefit Analysis.

| Expense | Year | | | | |
|------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | 1 st | 2 nd | 3 rd | 4 th | 5 th |
| <i>Proposed System Cost</i> | | | | | |
| Hardware cost | - | 100,000 | - | 50,000 | - |
| Domain name registration | - | 1,500 | 1,500 | 1,500 | 1,500 |
| Web hosting fee | - | 800 | 800 | 800 | 800 |
| <i>Total Proposed System Cost</i> | - | 102,300 | 2,300 | 52,300 | 2,300 |
| <i>Operating Cost</i> | | | | | |
| Salaries expense | - | 240,000 | 276,000 | 317,400 | 365,010 |
| Transportation | - | 50,000 | 60,000 | 72,000 | 86,400 |
| Advertisement | 600,000 | 360,000 | 240,000 | 120,000 | 120,000 |
| Miscellaneous expense | - | 40,000 | 42,000 | 44,100 | 46,305 |
| <i>Total Operating Cost</i> | 600,000 | 690,000 | 618,000 | 553,500 | 617,715 |
| <i>Total Expense</i> | 600,000 | 792,300 | 620,300 | 605,800 | 620,015 |
| <i>Revenue</i> | | | | | |
| Sales | - | 2,548,800 | 2,803,680 | 3,084,048 | 3,392,453 |
| Direct Cost of Sales | - | 1,529,280 | 1,682,208 | 1,850,429 | 2,035,472 |
| <i>Total Revenue</i> | - | 1,019,520 | 1,121,472 | 1,233,619 | 1,356,981 |
| <i>Total Return</i> | -600,000 | 227,220 | 501,172 | 627,819 | 736,966 |

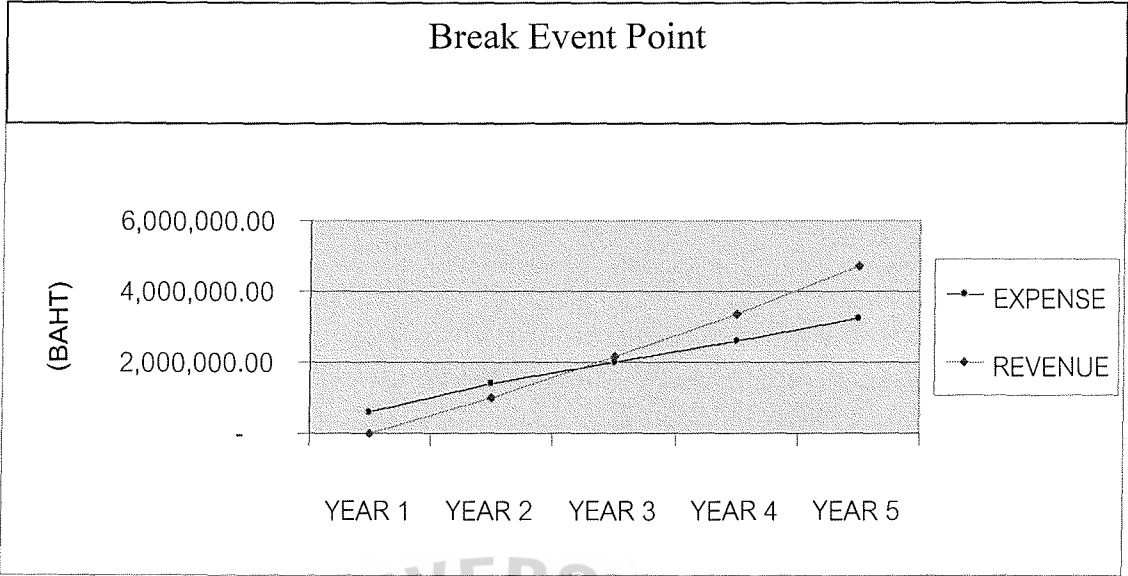


Figure 5.1. Break Event Point.

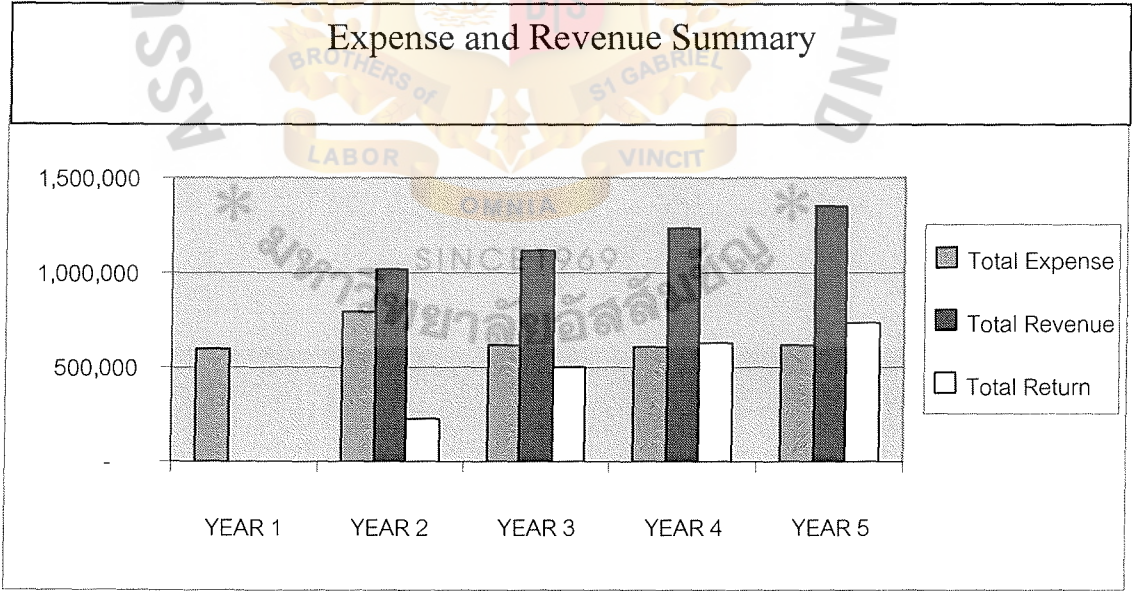


Figure 5.2. Expense and Revenue Summary.

Net present value

Net Present Value (NPV) is a way of comparing the value of money now with the value of money in the future.

Due to the economic situation, the interest rate is at 3% according to Bank of Ayudhaya for February 2003. However, the research shows that the interest rate will be flat for three years approximately.

This will calculate NPV for the next five years since it is estimated that the ROI is one year. Moreover, the revenue is estimated up to five years.

Therefore, this interest rate will be used for calculation for net present value for the next five years.

Net Present Value = Present Value Of Cash Inflow - Present value Of Cash Outflow

Present value of cash out flow

Assumption: The payment is made at the beginning of the year.

Present value of cash out flow for the first year = 600,000

Present value of cash out flow for the second year = $792,300/1.03 = 769,223$

Present value of cash out flow for the third year = $620,300/1.03^2 = 584,692$

Present value of cash out flow for the fourth year = $605,800/1.03^3 = 554,393$

Present value of cash out flow for the fifth year = $620,015/1.03^4 = 550,875$

Therefore, present value of cash out flow = 3,059,183

Present value of cash in flow

Assumption: The payment is made at the beginning of the year.

Present value of cash in flow for the first year = 0

Present value of cash in flow for the second year = $1,019,520/1.03 = 989,825$

Present value of cash in flow for the third year = $1,121,472/1.03^2 = 1,057,095$

Present value of cash in flow for the fourth year = $1,233,619/1.03^3 = 1,128,936$

Present value of cash in flow for the fifth year = $1,356,981/1.03^4 = 1,205,660$

Therefore, present value of cash in flow = 4,381,516

Net Present Value = Present value of cash inflow – Present value of cash outflow

$NPV = 4,381,516 - 3,059,183 = 1,322,333$

As seen from the calculation, the net present value is positive for five years estimation.

Net Present Value is positive for 1,322,333 Baht.

5.8 Future Plan

(1) Expand market coverage

Besides maintaining our existing group of customers, PetCare.com will try to penetrate new region. And our next target market is Japan and America.

(2) Extend Product Line

Apart from PetCare.com, we will add other categories of fish and bird products. PetCare.com aims to cover various types of pet products as much as possible.

(3) Build Strong Brand Image

PetCare.com is planning to make our brand image stronger in order to obtaining brand loyalty from our existing customers and also building brand awareness to new market that we intend to approach as well.

(4) Find business partner as our exclusive distributor in that particular region

In order to save distribution cost, strong supply chain management is key to success. However, selecting the right person is very critical as they will represent our company's image towards end customers. In order to do so, PetCare.com would conduct market research particularly for each region since they have different norms, culture, lifestyle, law and regulation, etc. which probably cause them to perform differently.

VI. PETCARE.COM WEB SITE

6.1 Homepage

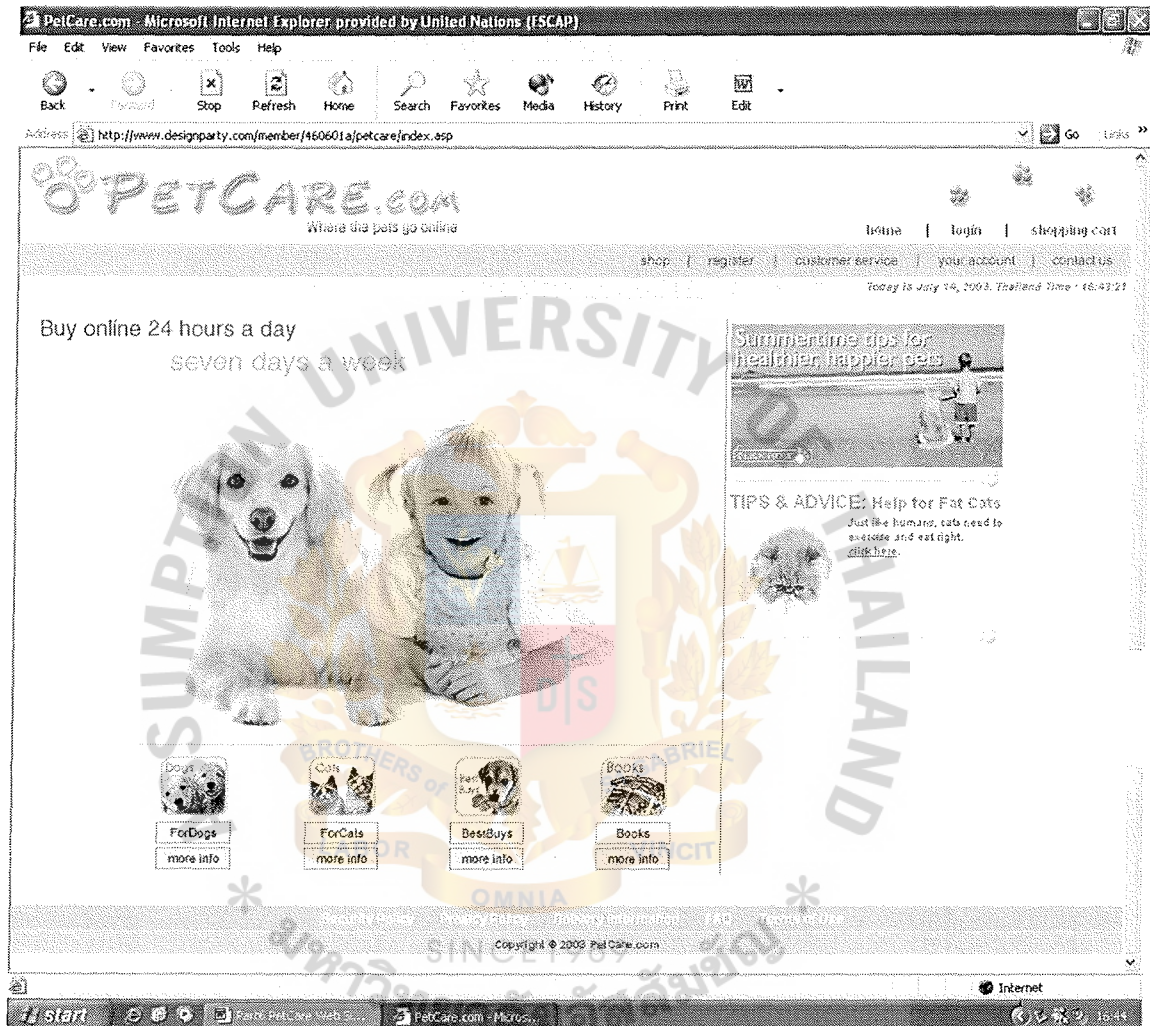


Figure 6.1. Homepage.

6.2 For Dog Category

In the left menu of dog section, there are 10 categories of products as follows:

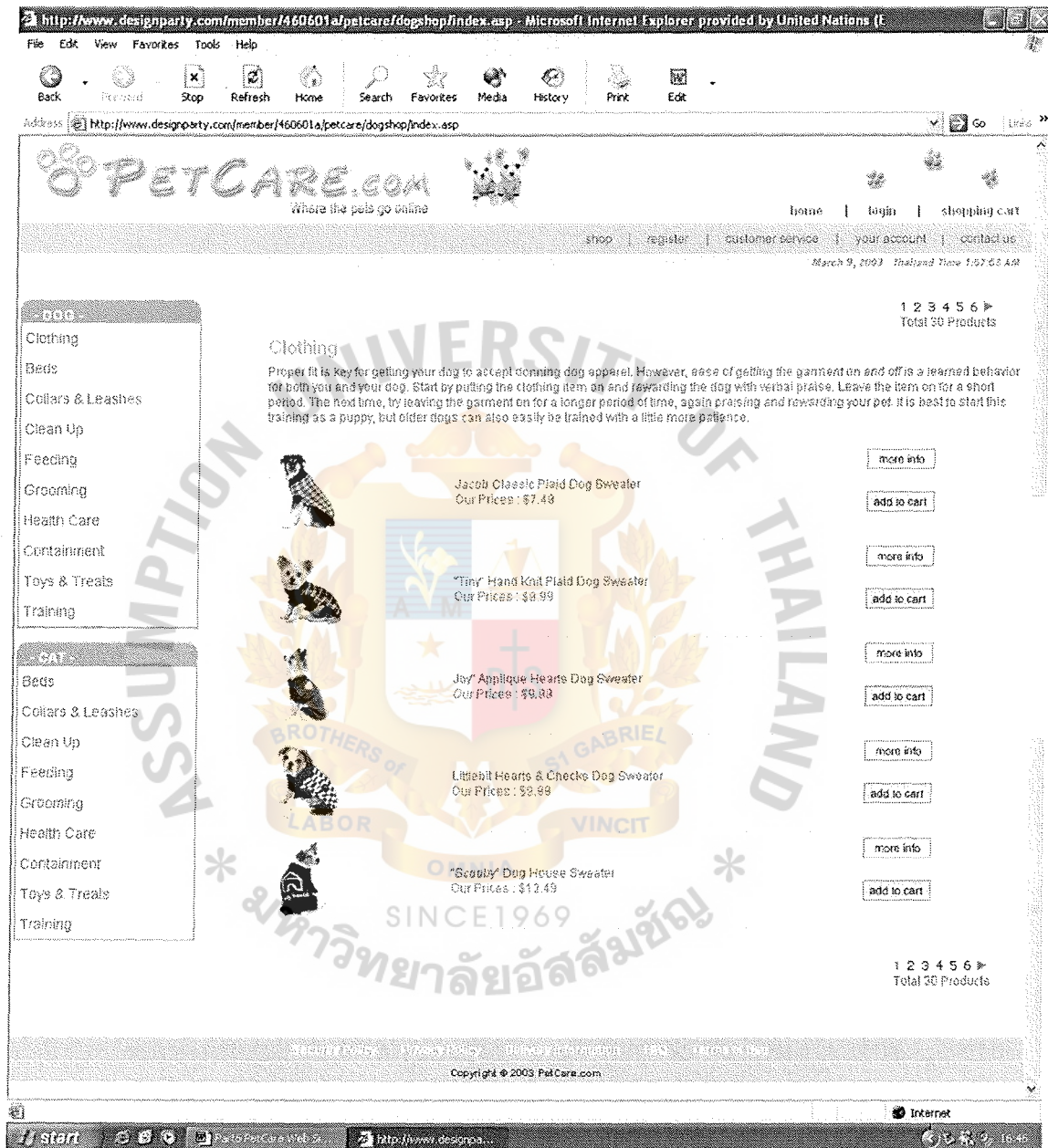


Figure 6.2. Dog Clothing.

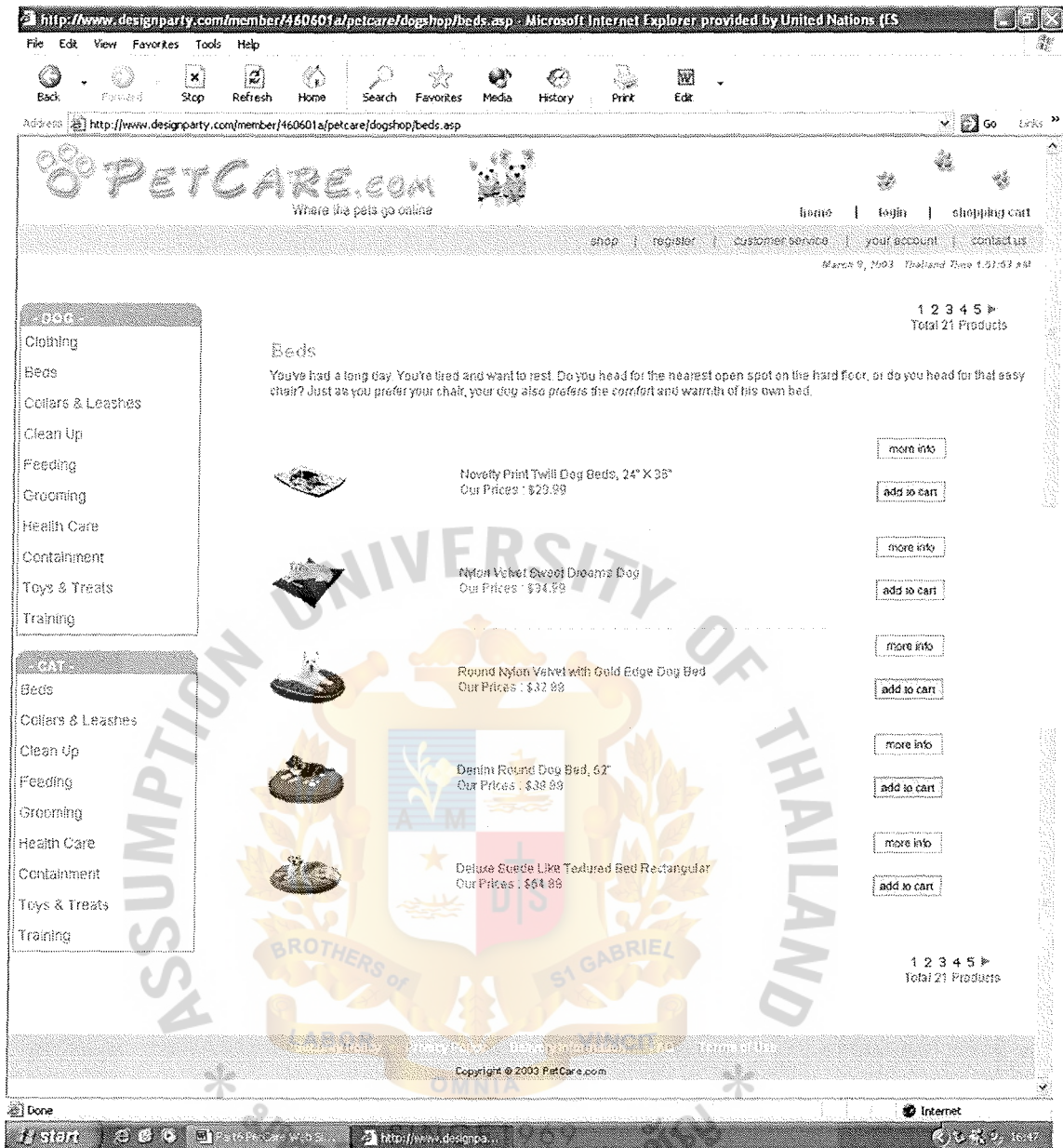


Figure 6.3. Dog Beds.

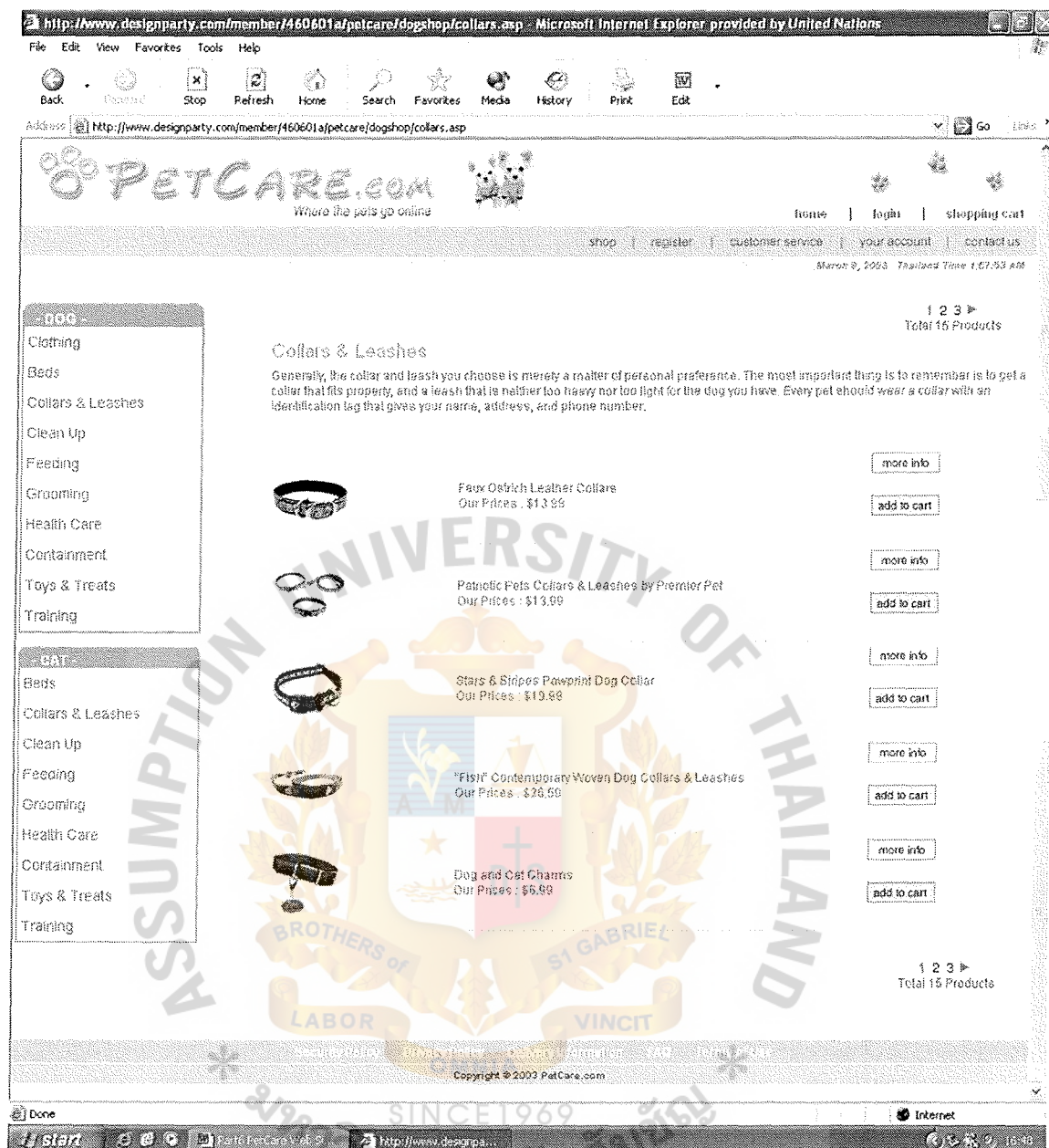


Figure 6.4. Dog Collars & Leashes.

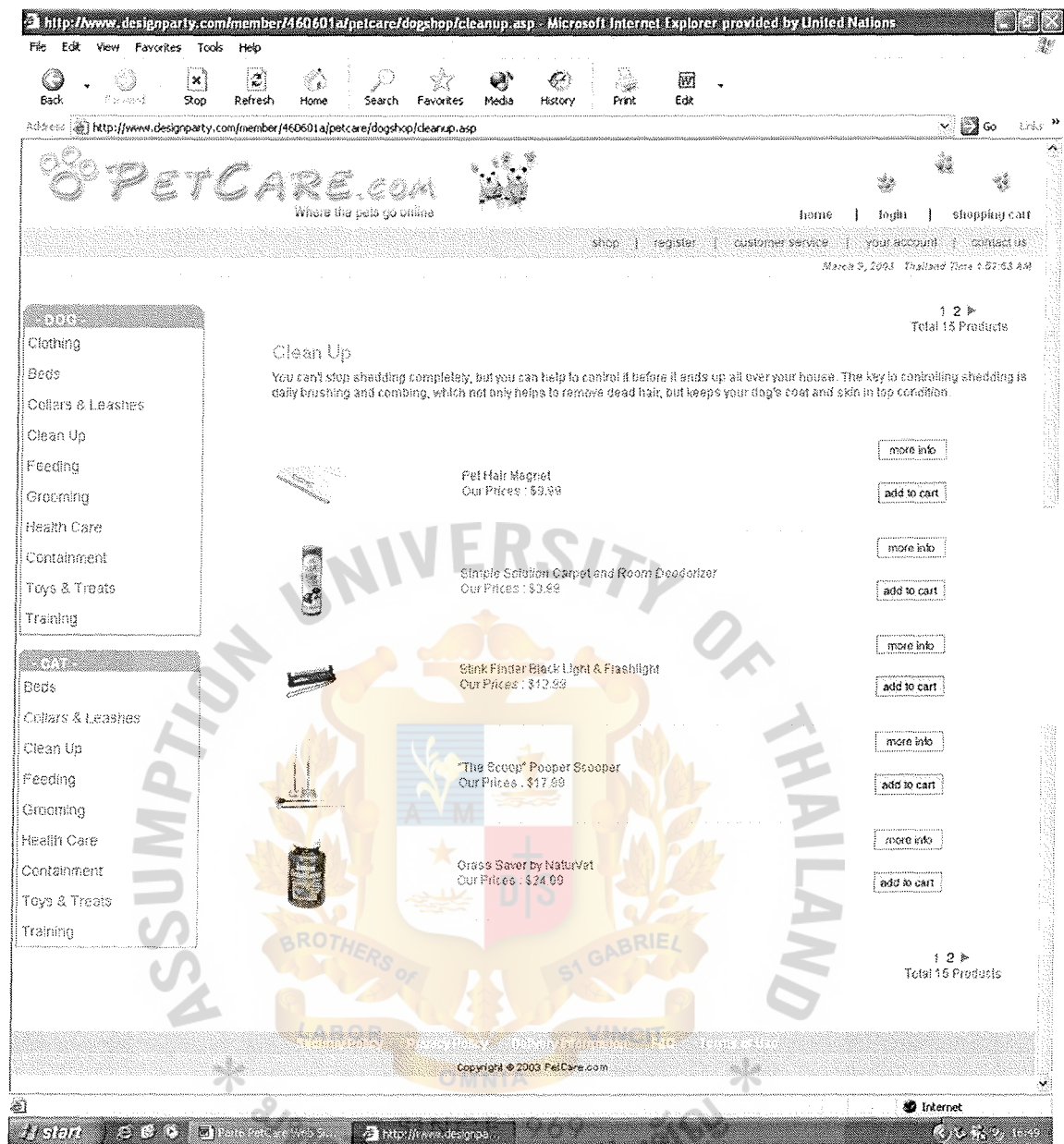


Figure 6.5. Dog Clean Up.

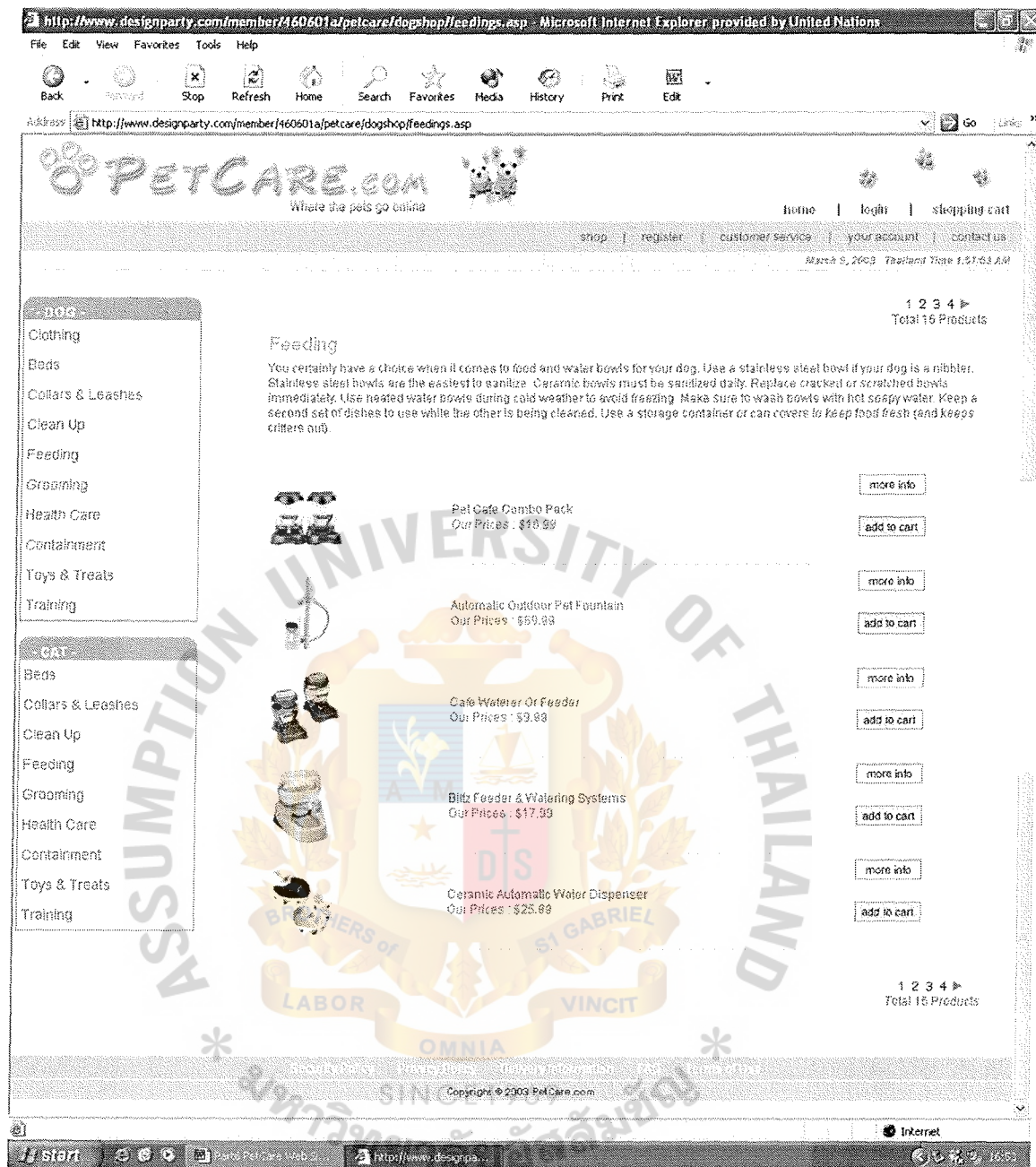


Figure 6.6. Dog Feeding.

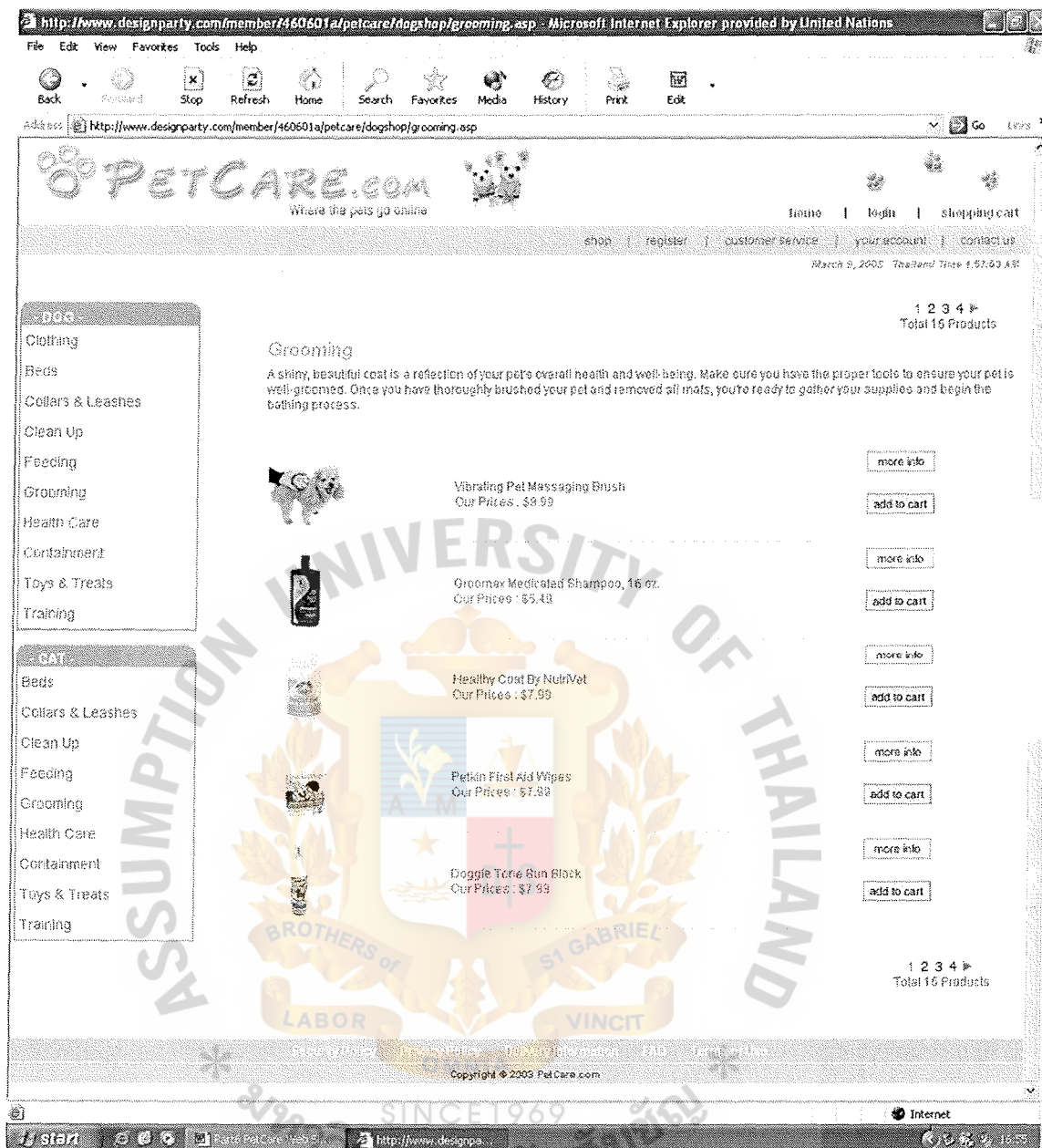


Figure 6.7. Dog Grooming.

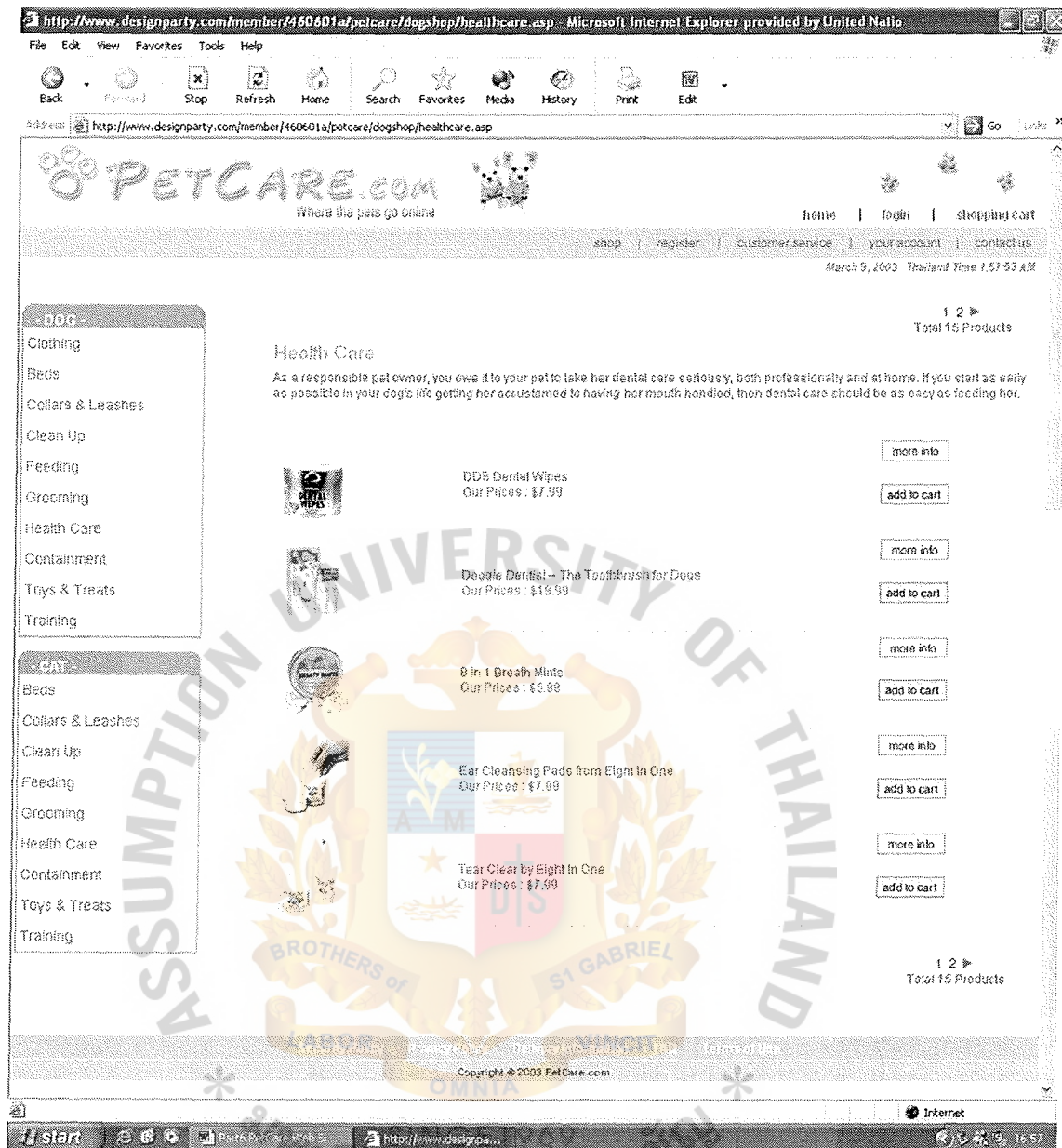


Figure 6.8. Dog Health Care.

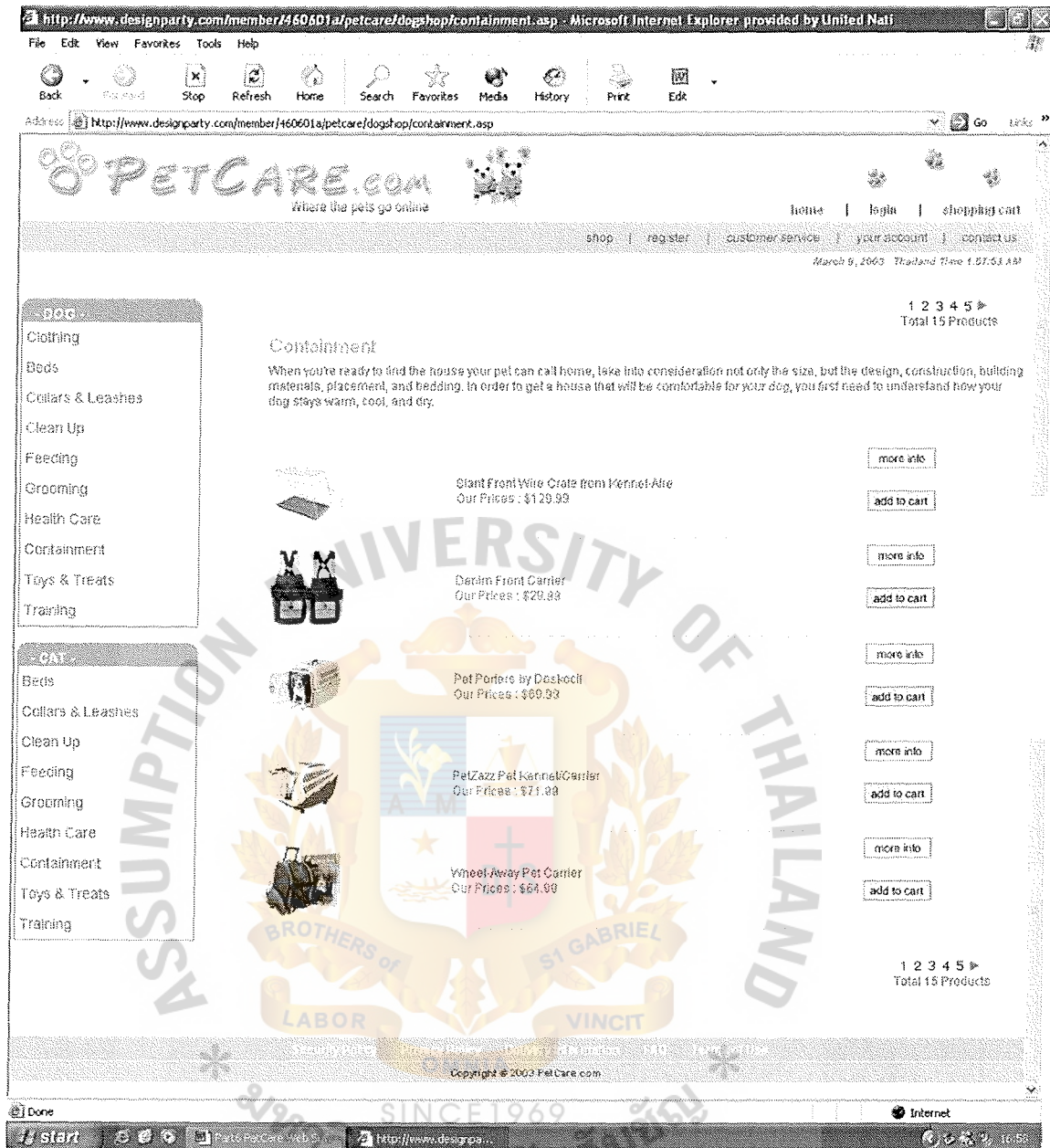


Figure 6.9. Dog Containment.

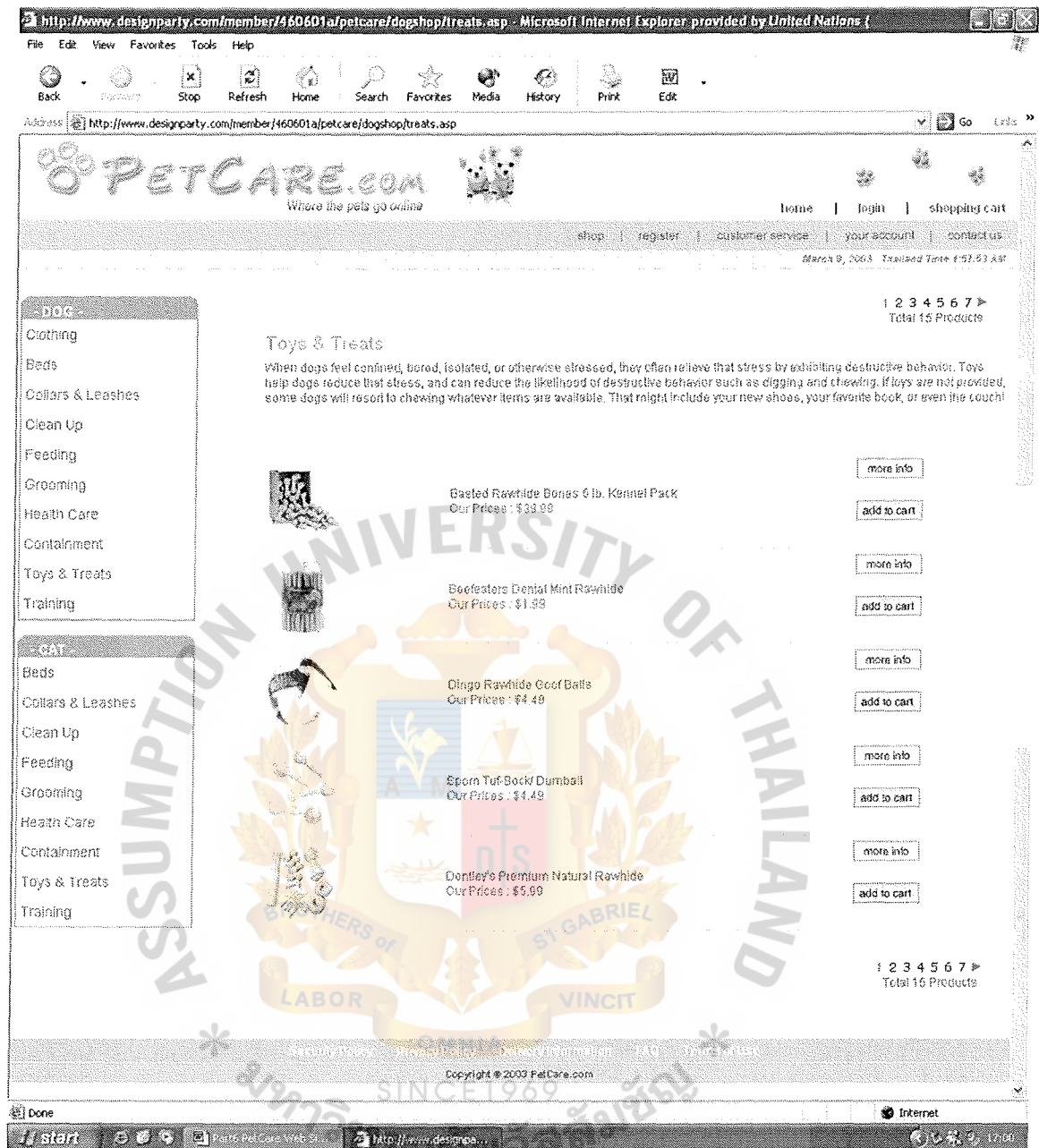


Figure 6.10. Dog Toys & Treats.

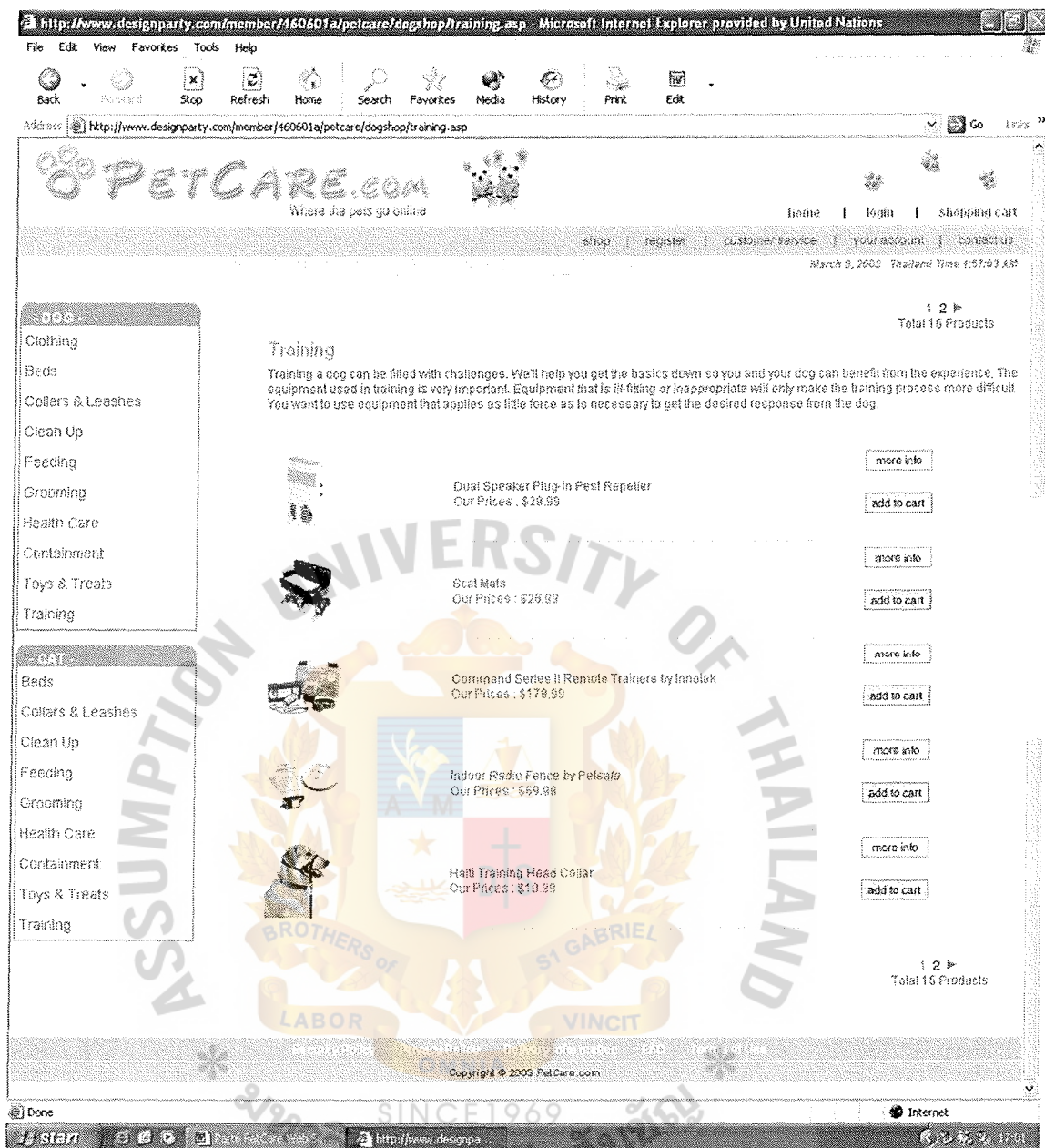


Figure 6.11. Dog Training.

6.3 For Cat Category

In the left menu of cat section, there are 10 categories of product as follows:

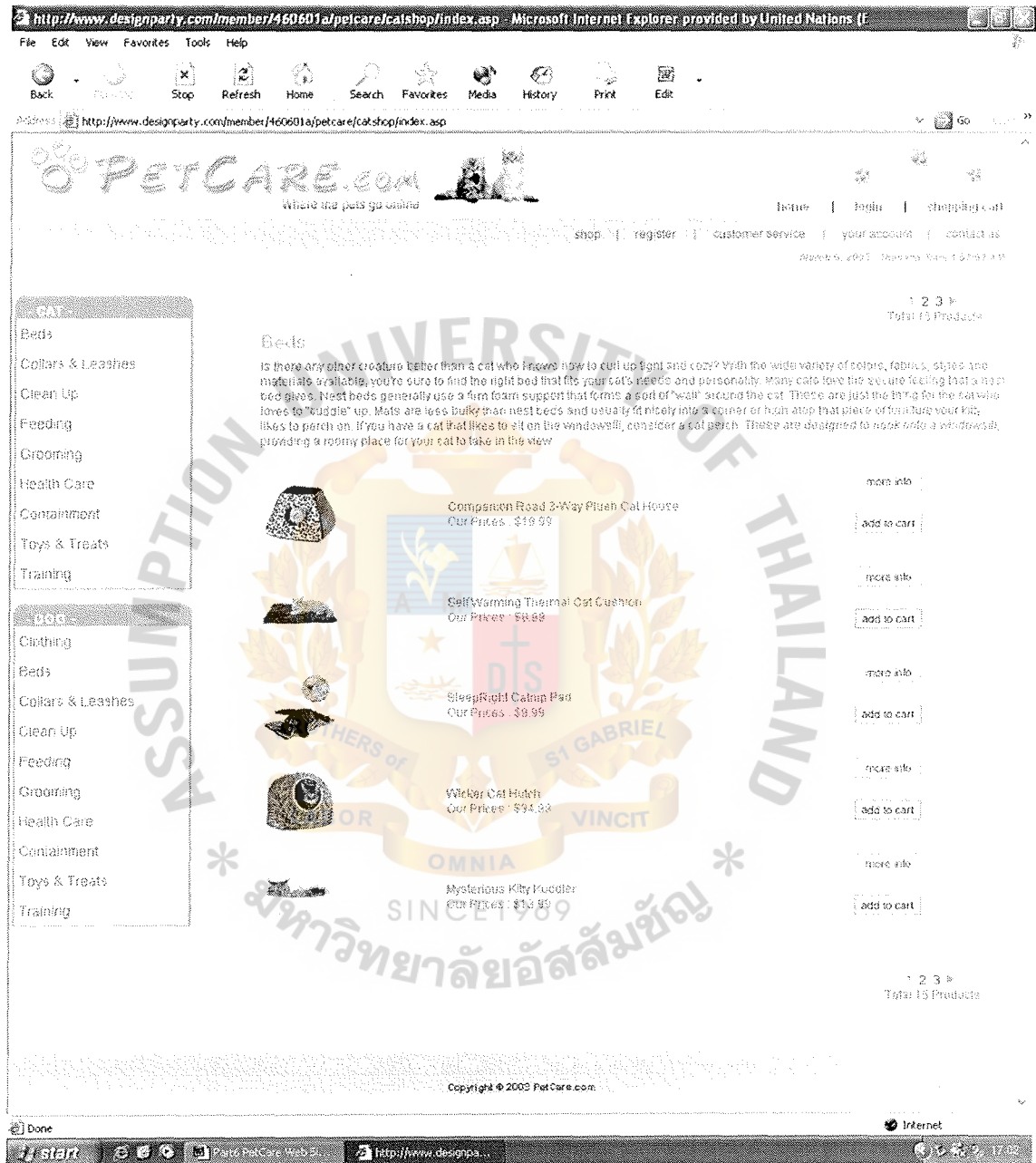


Figure 6.12. Cat Beds.

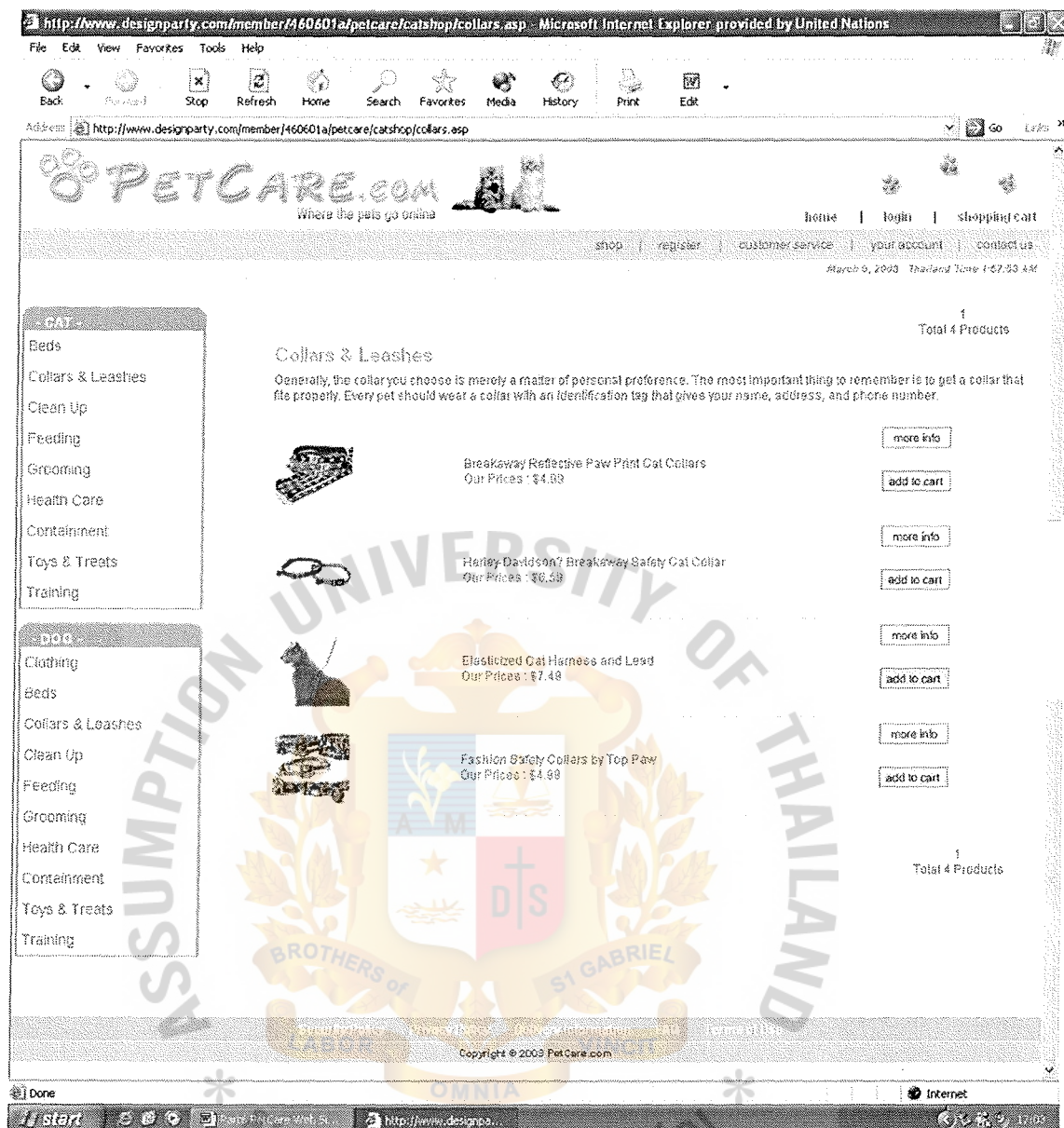


Figure 6.13. Cat Collars & Leashes.

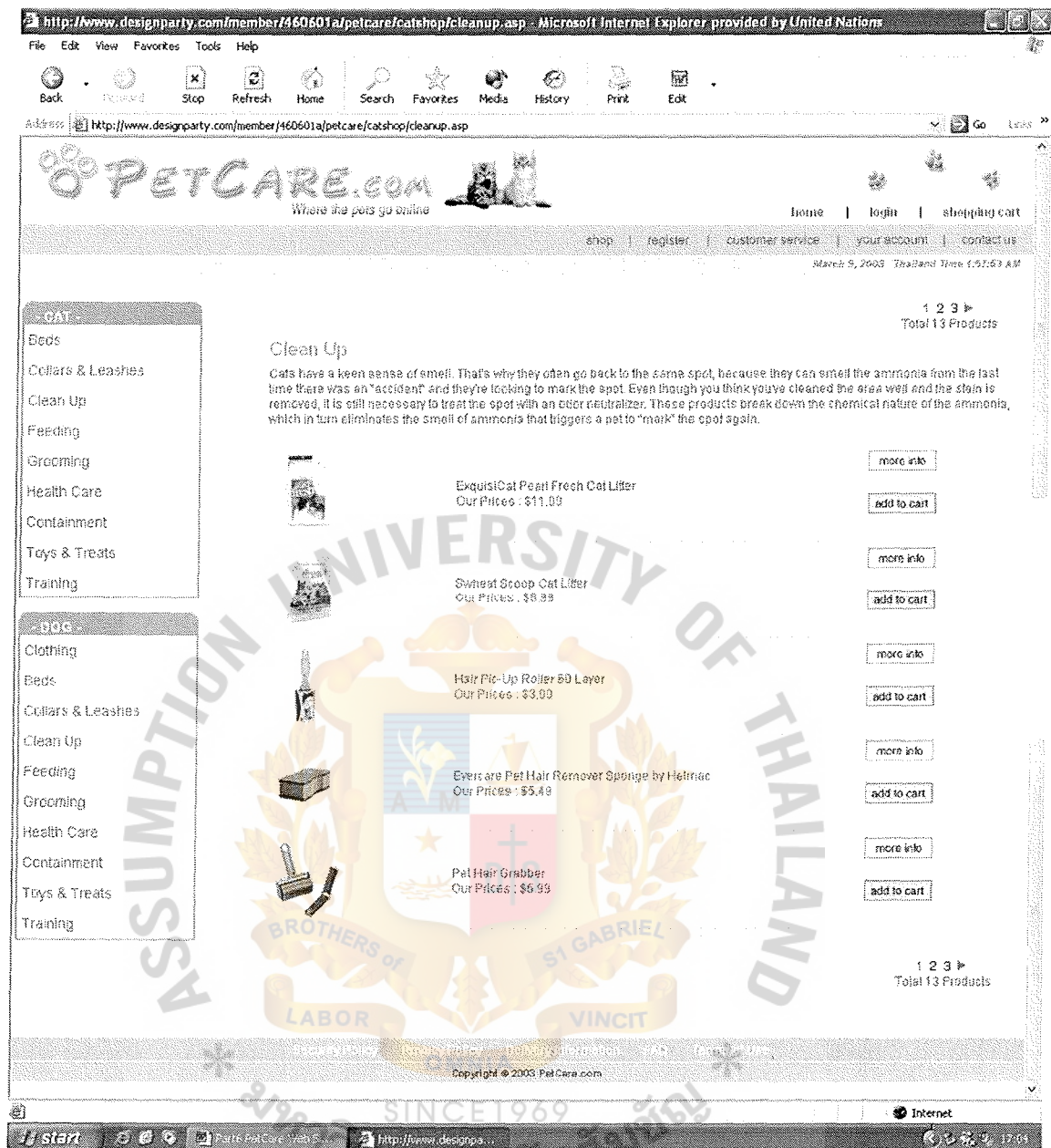


Figure 6.14. Cat Clean Up.

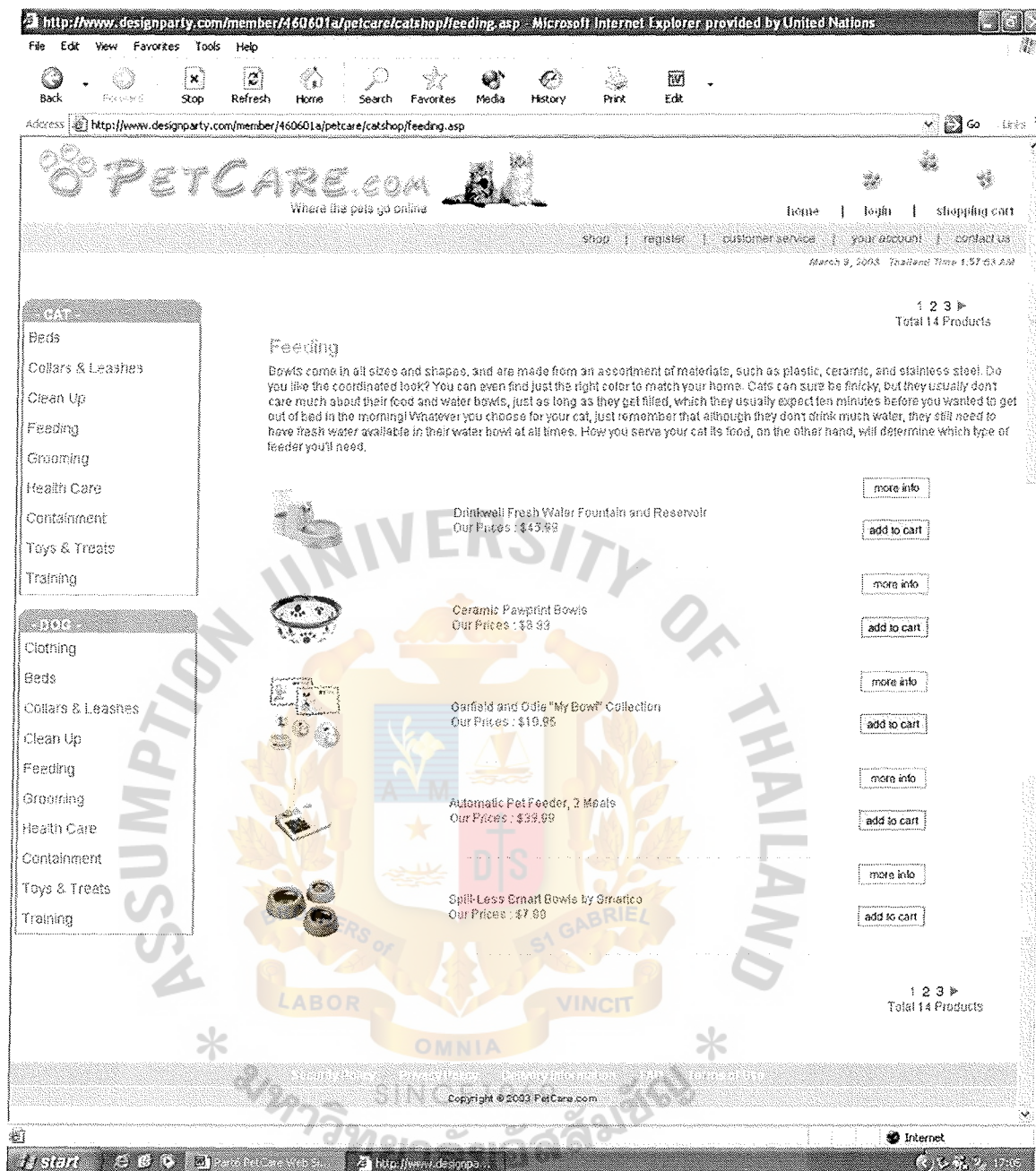


Figure 6.15. Cat Feeding.

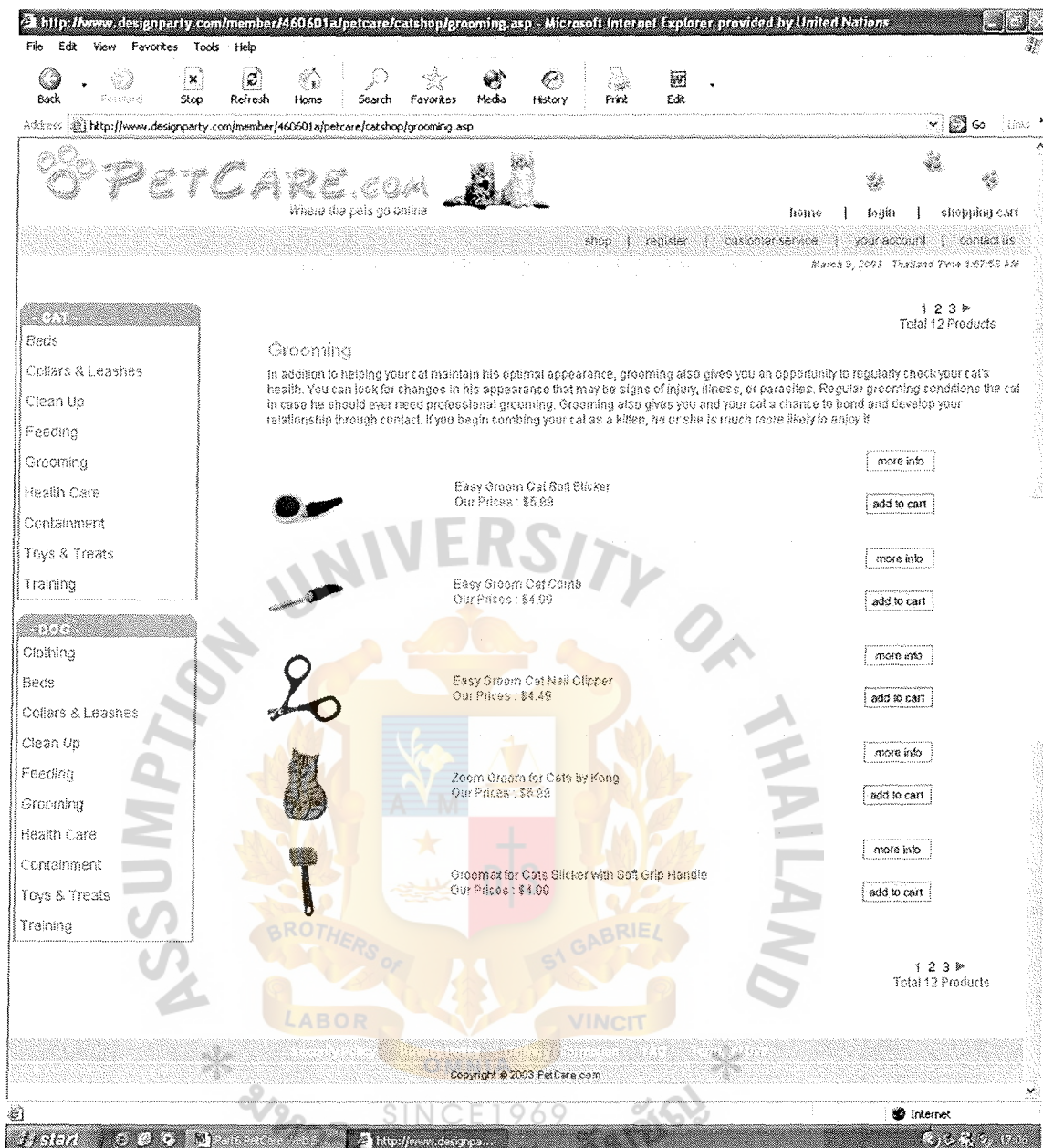


Figure 6.16. Cat Grooming.

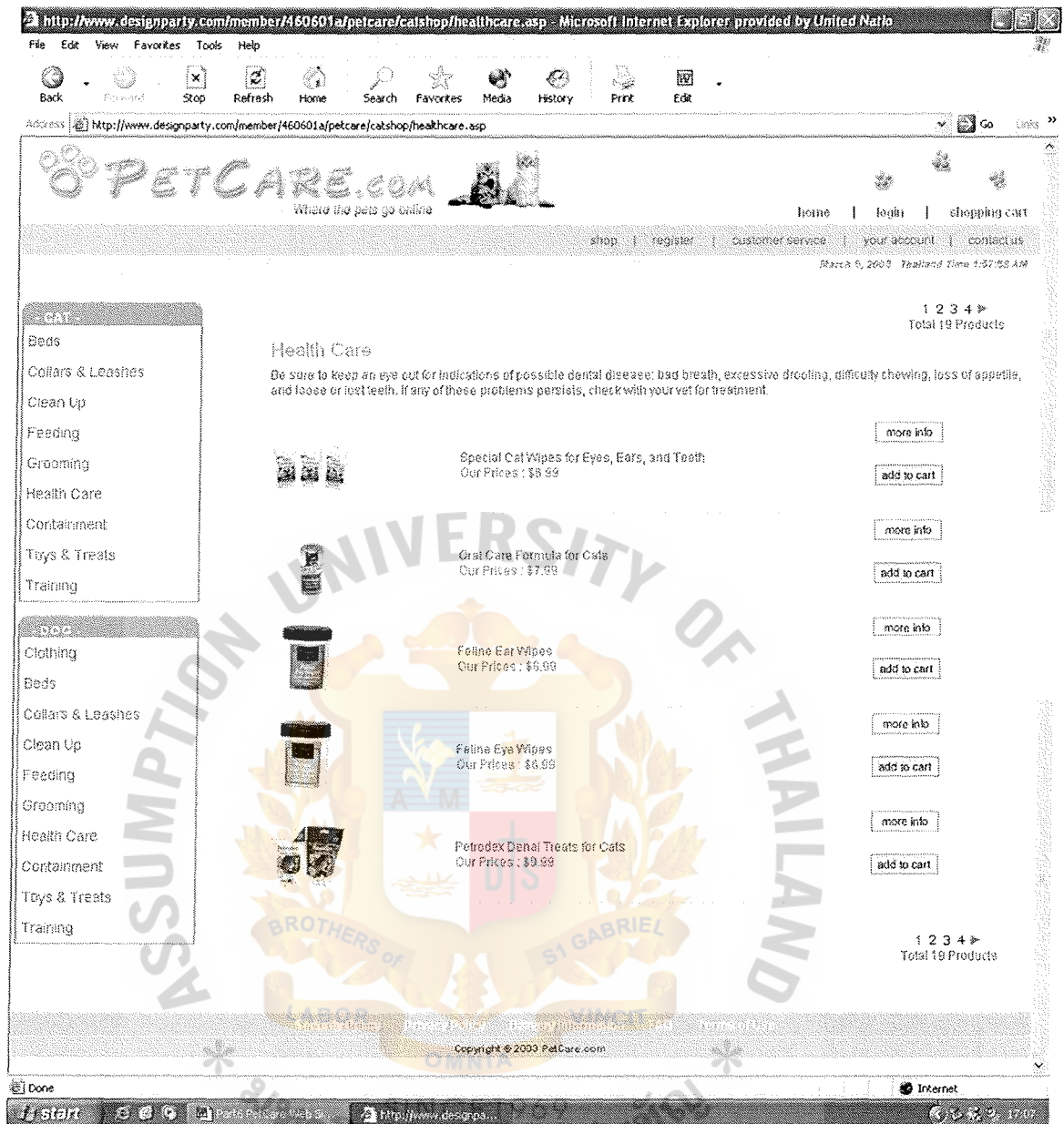


Figure 6.17. Cat Health Care.

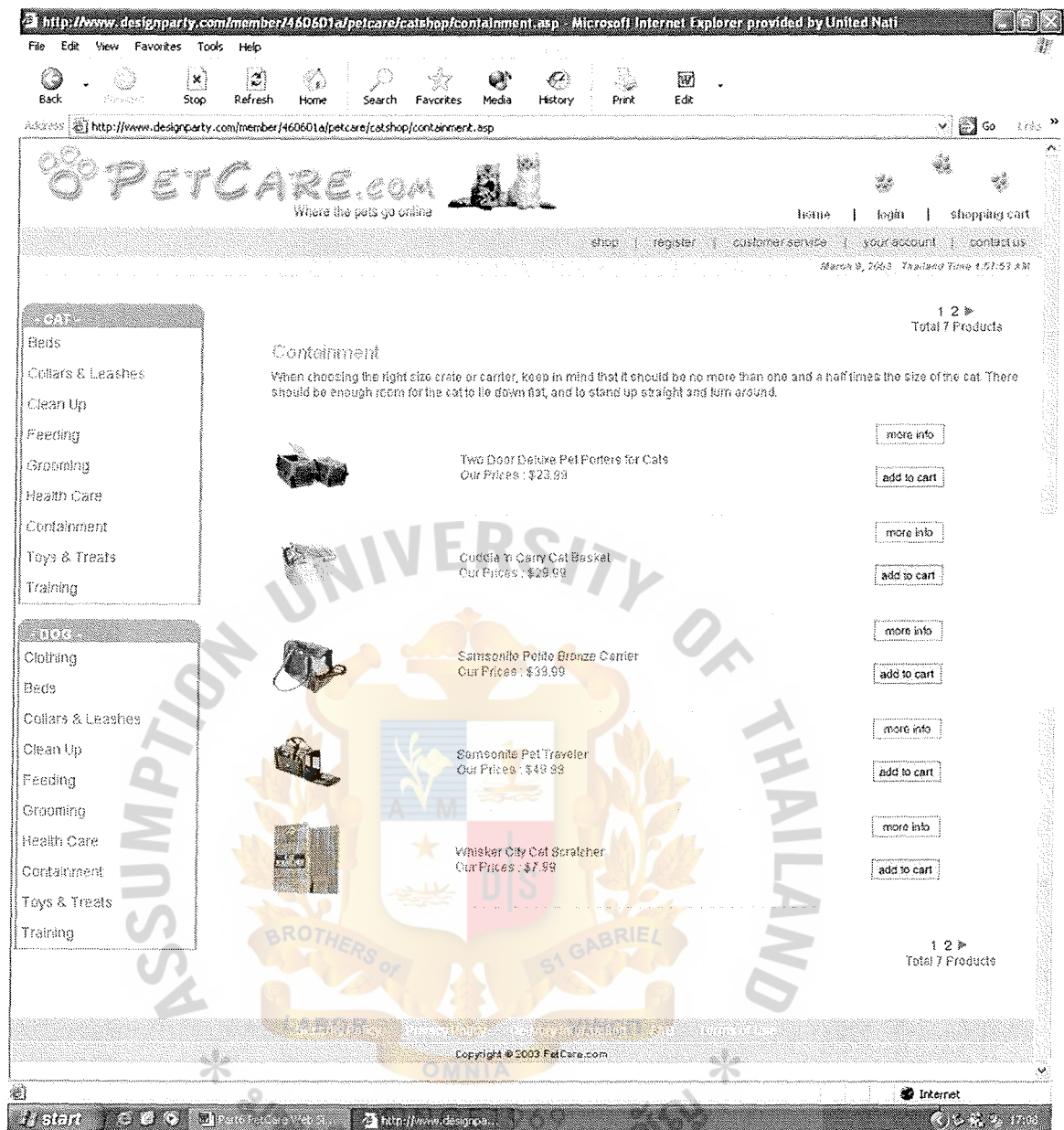


Figure 6.18. Cat Containment.

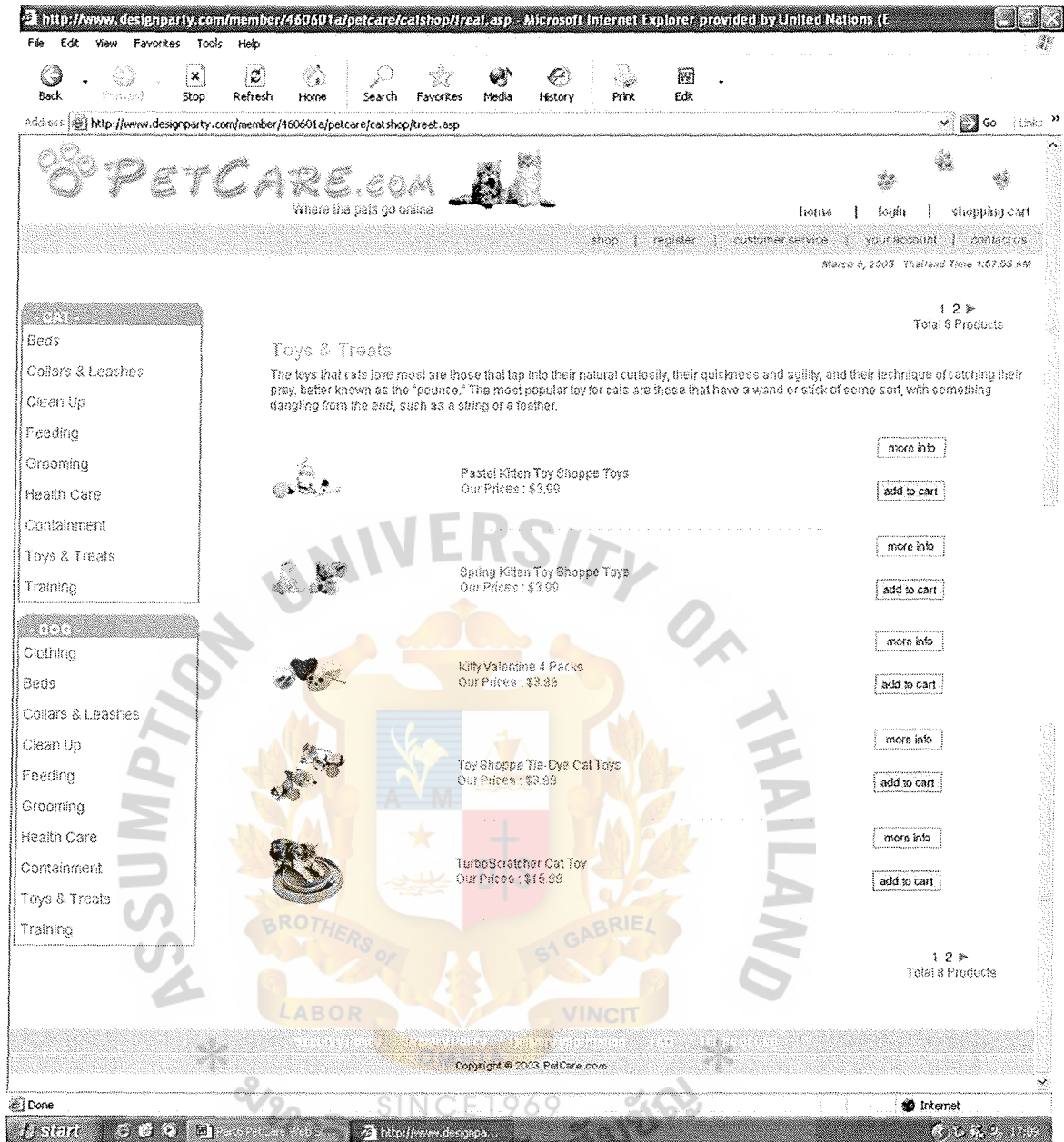


Figure 6.19. Cat Toys & Treats.

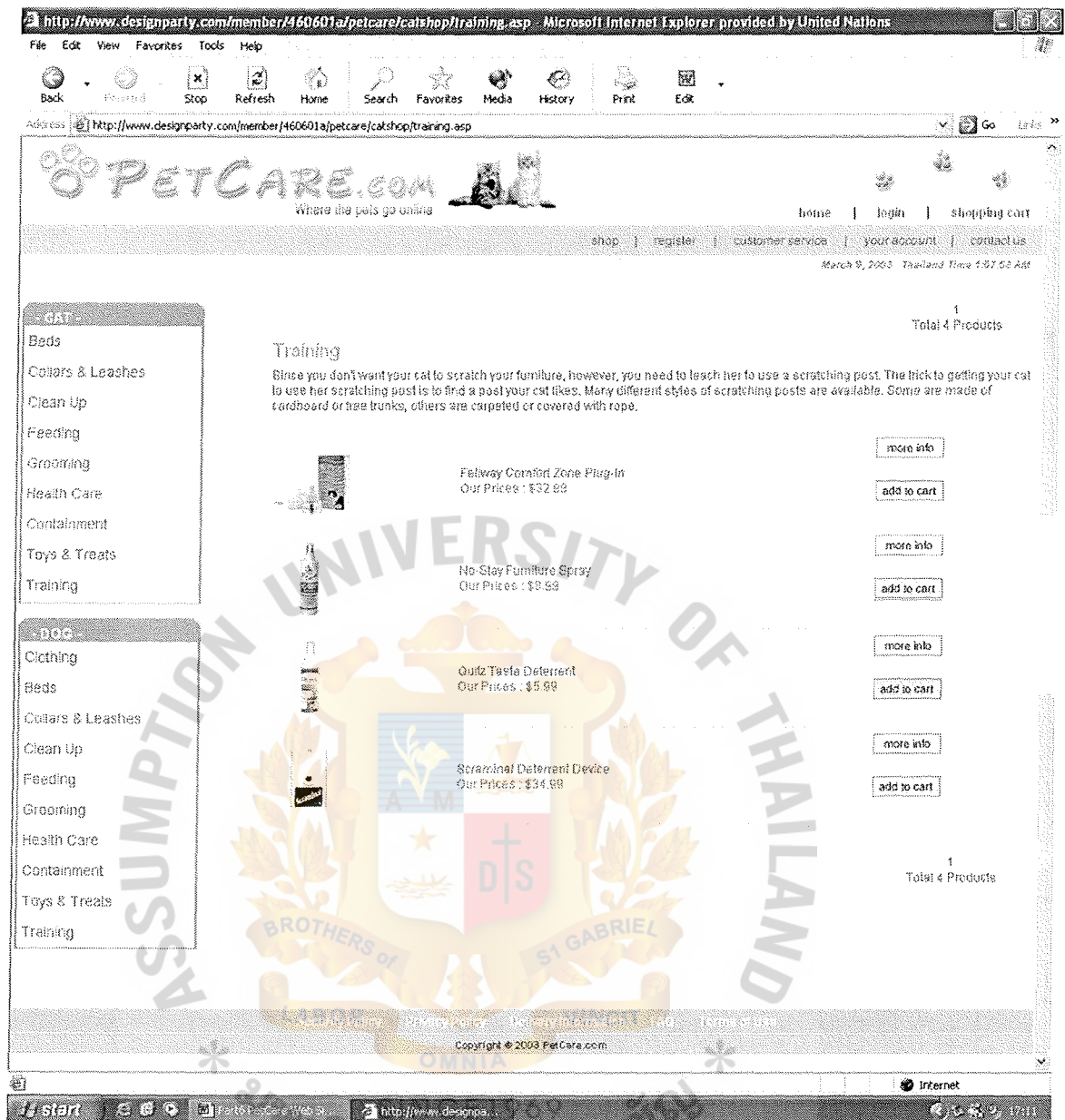


Figure 6.20. Cat Training.

6.4 Product Detail

When the customer clicks more info button, each product will be shown as follows:

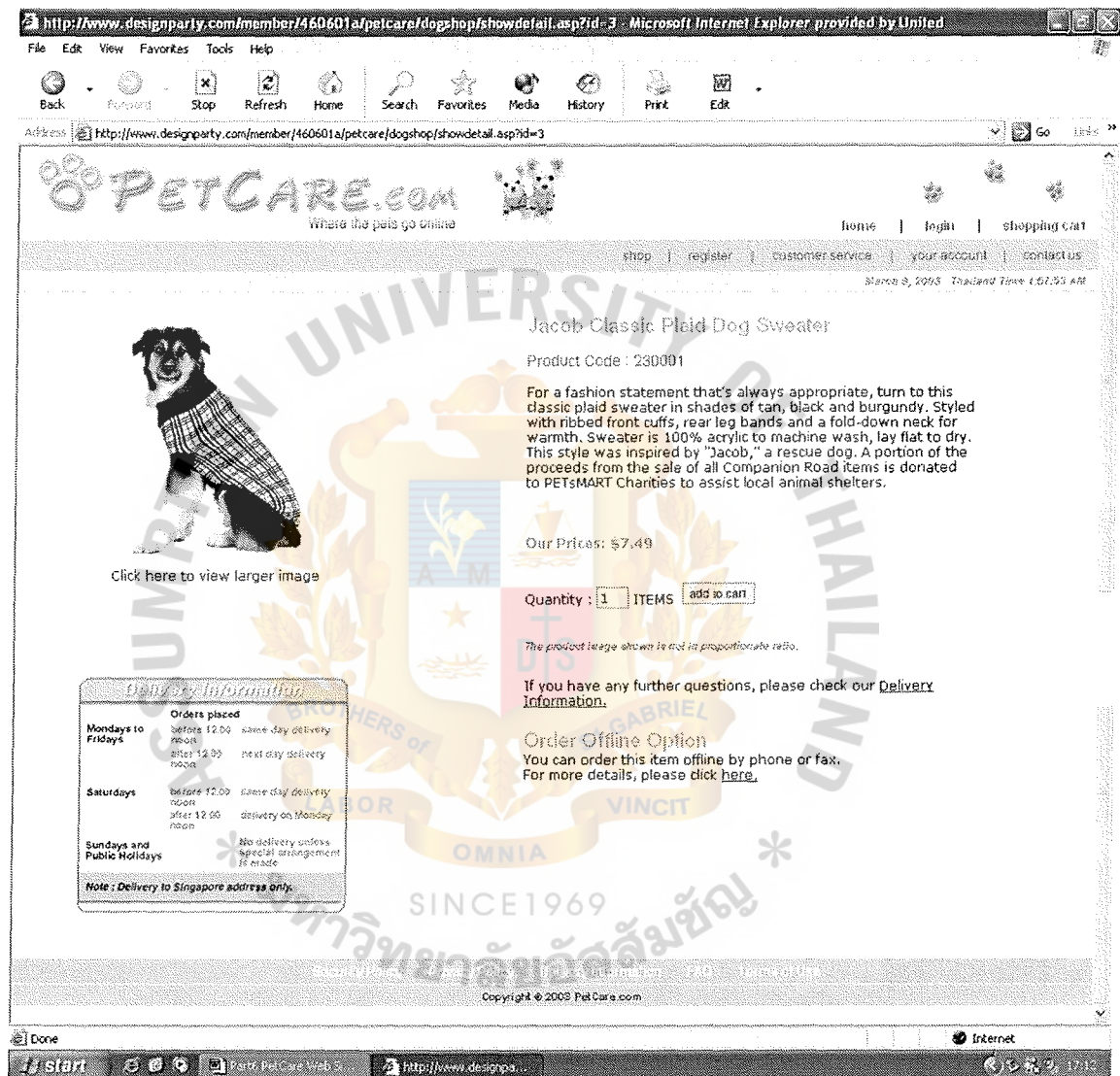


Figure 6.21. Dog Detail.

http://www.designparty.com/member/460601a/petcare/catshop/showdetail.asp?id=3 - Microsoft Internet Explorer provided by United

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Print Edit

Address http://www.designparty.com/member/460601a/petcare/catshop/showdetail.asp?id=3 Go Links

PETCARE.COM
Where the pets go online

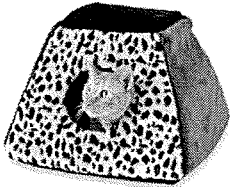
home | login | shopping cart

shop | register | customer service | your account | contact us

March 9, 2003 Thailand Time 1:57:53 AM

Companion Road 3-Way Plush Cat House

Product Code : 110001



Click here to view larger image

This Plush Cat House is a comfortable place for your cat to rest and sleep. Convertible design allows it to be used as a fully enclosed and very cozy cat house, as a 4-wall nest-style bed, or as a 3 wall bed with a front opening. Soft, snugly and comfortable, your cat will spend hours lounging in this unique hideaway. With a soft, satin inner lining and cotton canvas bottom for durability. Measures 11.5"H x 16"W x 13"D; opening measures 6" across. Hand wash in cold water.

Our Prices: \$19.99

Quantity : ITEMS

The product image shown is not in proportionate ratio.

If you have any further questions, please check our [Delivery Information](#).

Order Offline Option

You can order this item offline by phone or fax. For more details, please click [here](#).

| Delivery Information | |
|---|---|
| Mondays to Fridays | Orders placed before 12:00 noon same day delivery after 12:00 noon next day delivery |
| Saturdays | before 12:00 noon same day delivery after 12:00 noon delivery on Monday |
| Sundays and Public Holidays | No delivery unless special arrangement is made |
| Note : Delivery to Singapore address only. | |

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start PetCare Web Site http://www.designparty.com 17:13

Figure 6.22. Cat Detail.

6.5 Shop Category

When the customer clicks shop menu on the top menu bar, each category will be shown as follows:

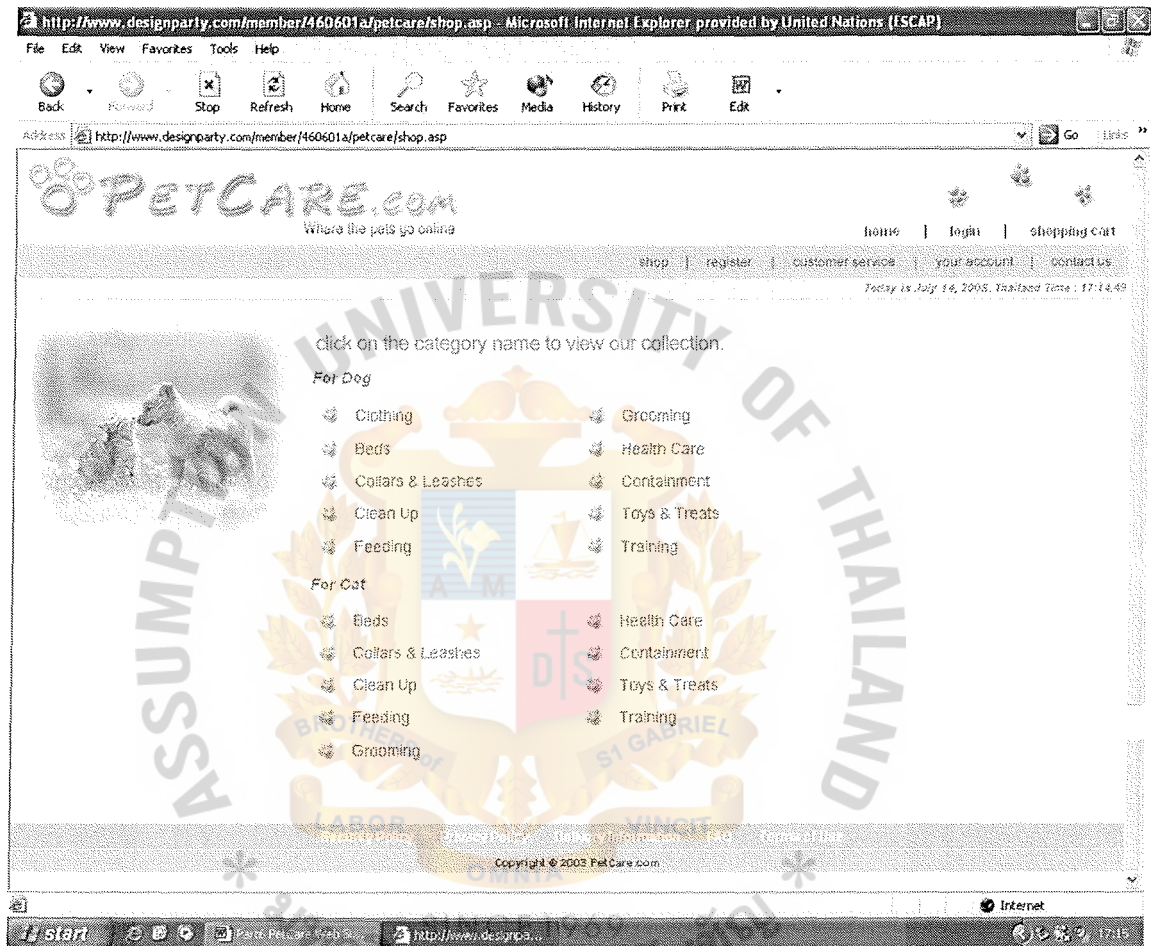


Figure 6.23. Shop Category.

6.6 Registration

When the customer clicks register on the top menu bar, it will show as follows:

register - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media Print

Address <http://www.designparty.com/member/460601a/petcare/register.asp> Go

PETCARE.COM
Where the pets go online

home | login | shopping cart

shop | register | customer service | your account | contact us

Today is August 18, 2003, Thailand Time: 20:1:59

Complete the following form to register.
Membership is restricted to persons 18 years or older.
By registering and providing the following membership information you represent to PetCare.com that you are 18 years old and above.
Please fill out ALL necessary fields.
All information is kept in the strictest confidence. For more information, please read our Privacy Policy.

Registration

Login Name (eg. johndoe123)

Login Password

Login Password Confirmation

Salutation
Pls Select

Name on card

Date of Birth
Day Month Year

Address

Postal Code

Country
Thailand

Contact Number

Handphone / Pager Number (optional)

Email

submit reset

SINCE 1969

Copyright © 2003 PetCare.com

start Project Parts PetCare Web S... register - Microsoft In... 11:03 PM

Figure 6.24. Registration.

6.7 Customer Service

This menu will be separated in to two parts for policies and general information.

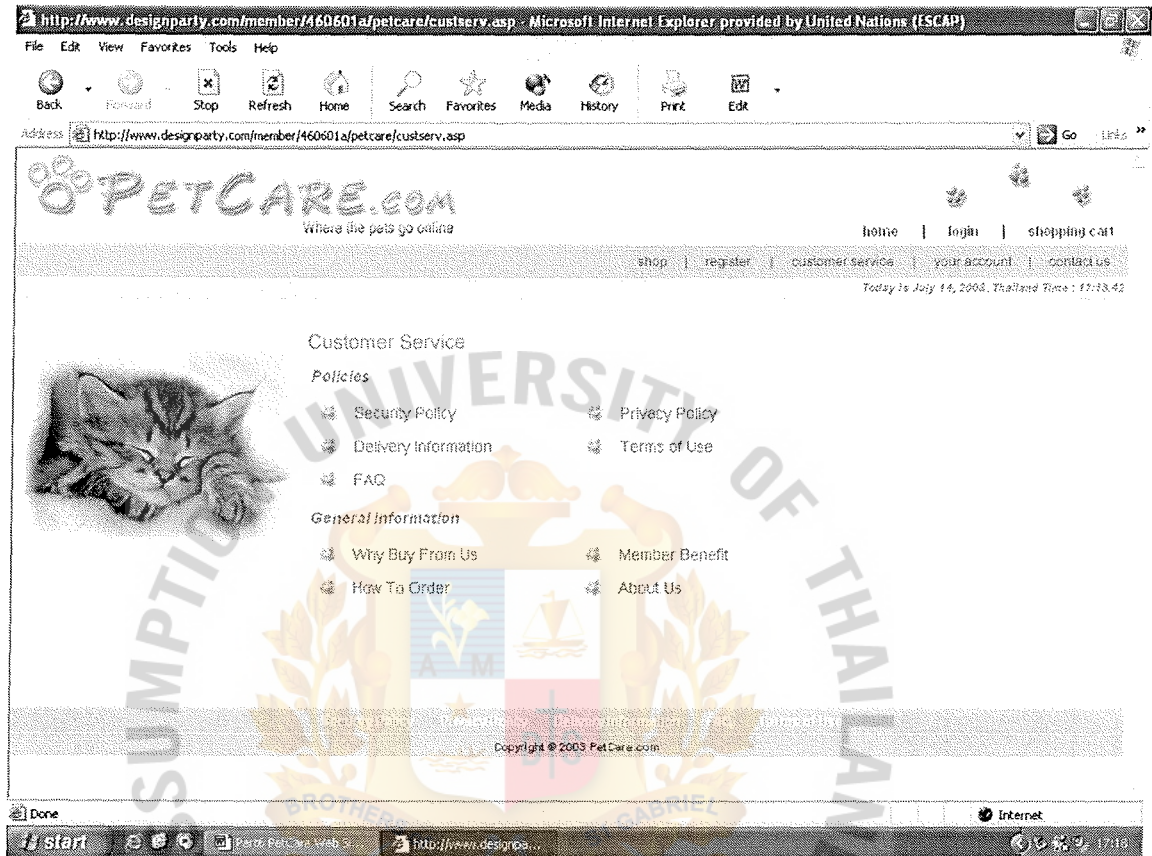


Figure 6.25. Customer Service.

6.8 Contact Us

We provide the information for the customer to feel free to contact us by email, telephone or fax.

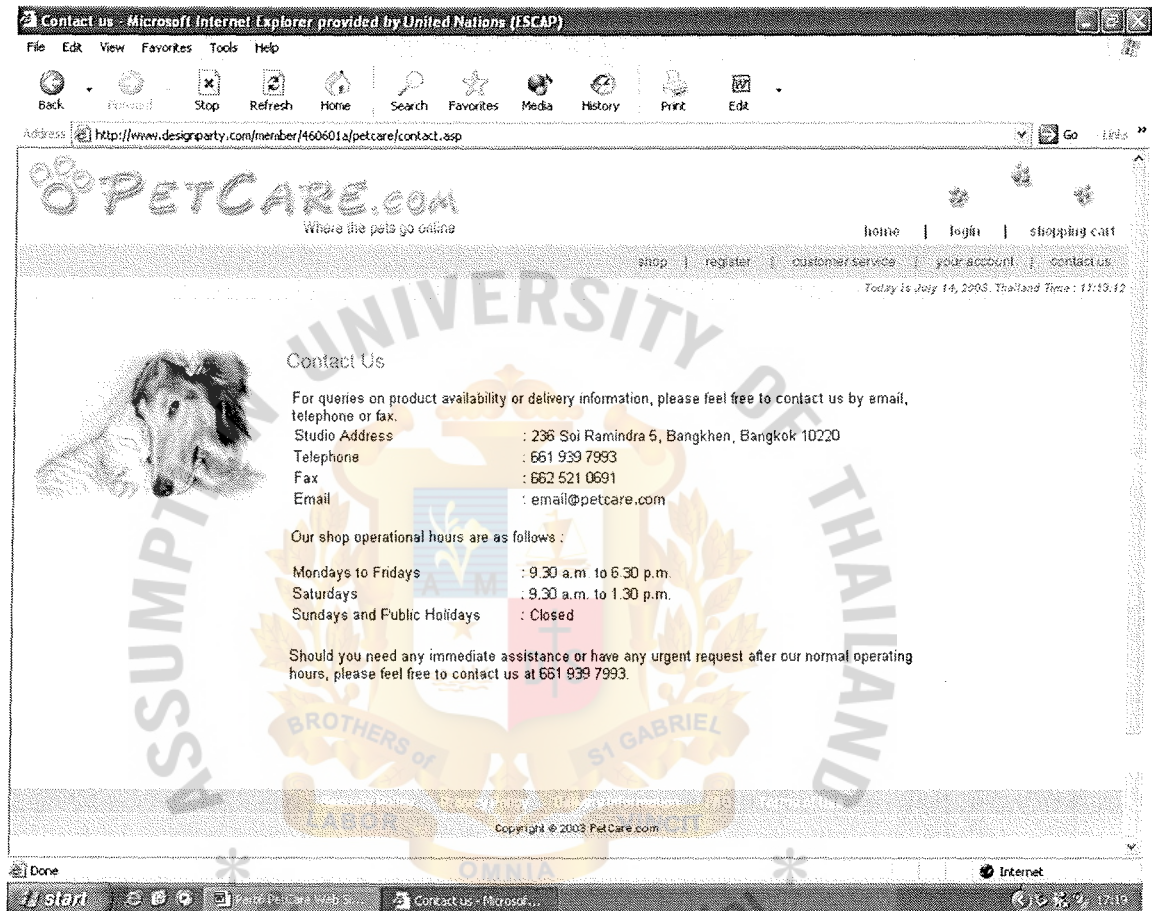


Figure 6.26. Contact Us.

6.9 Security Policy

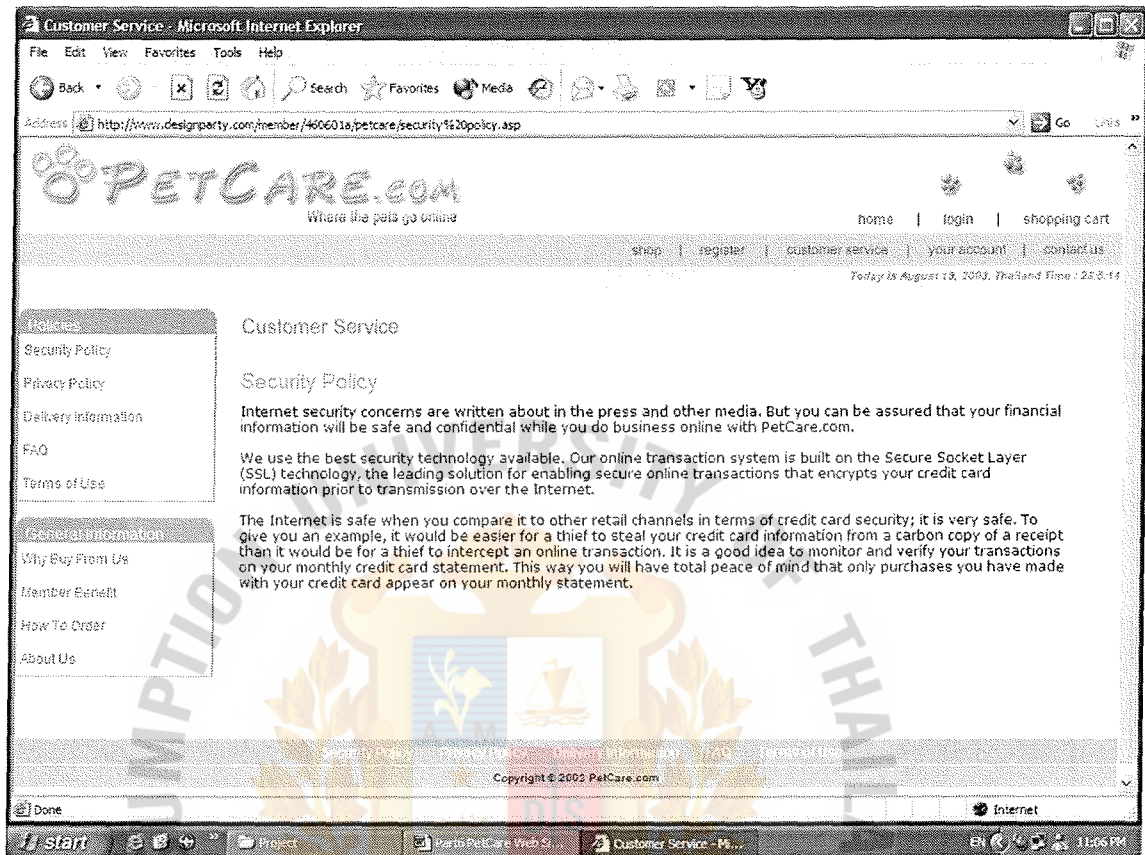


Figure 6.27. Security Policy.

6.10 Privacy Policy

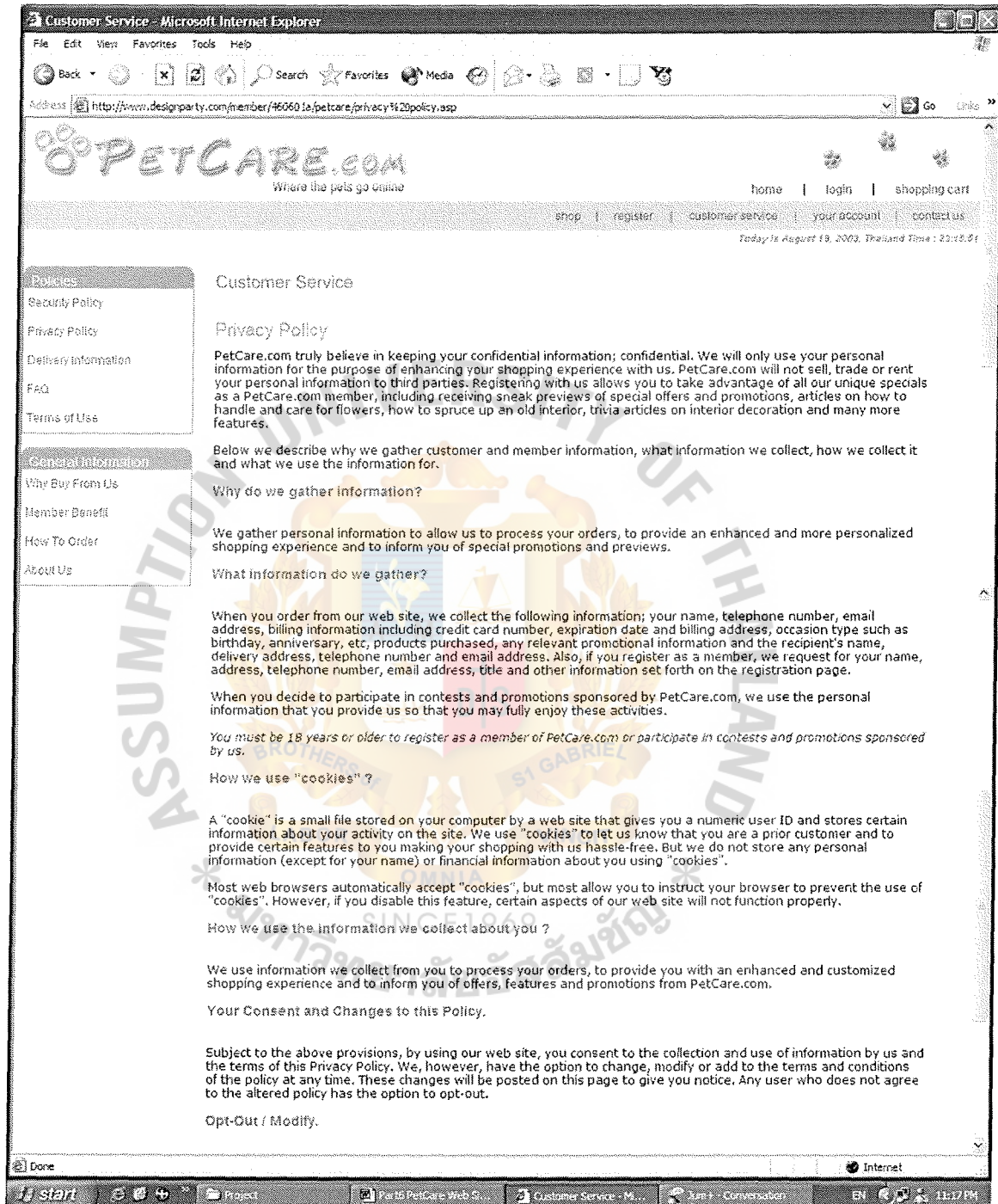


Figure 6.28. Privacy Policy.

6.11 Delivery Information

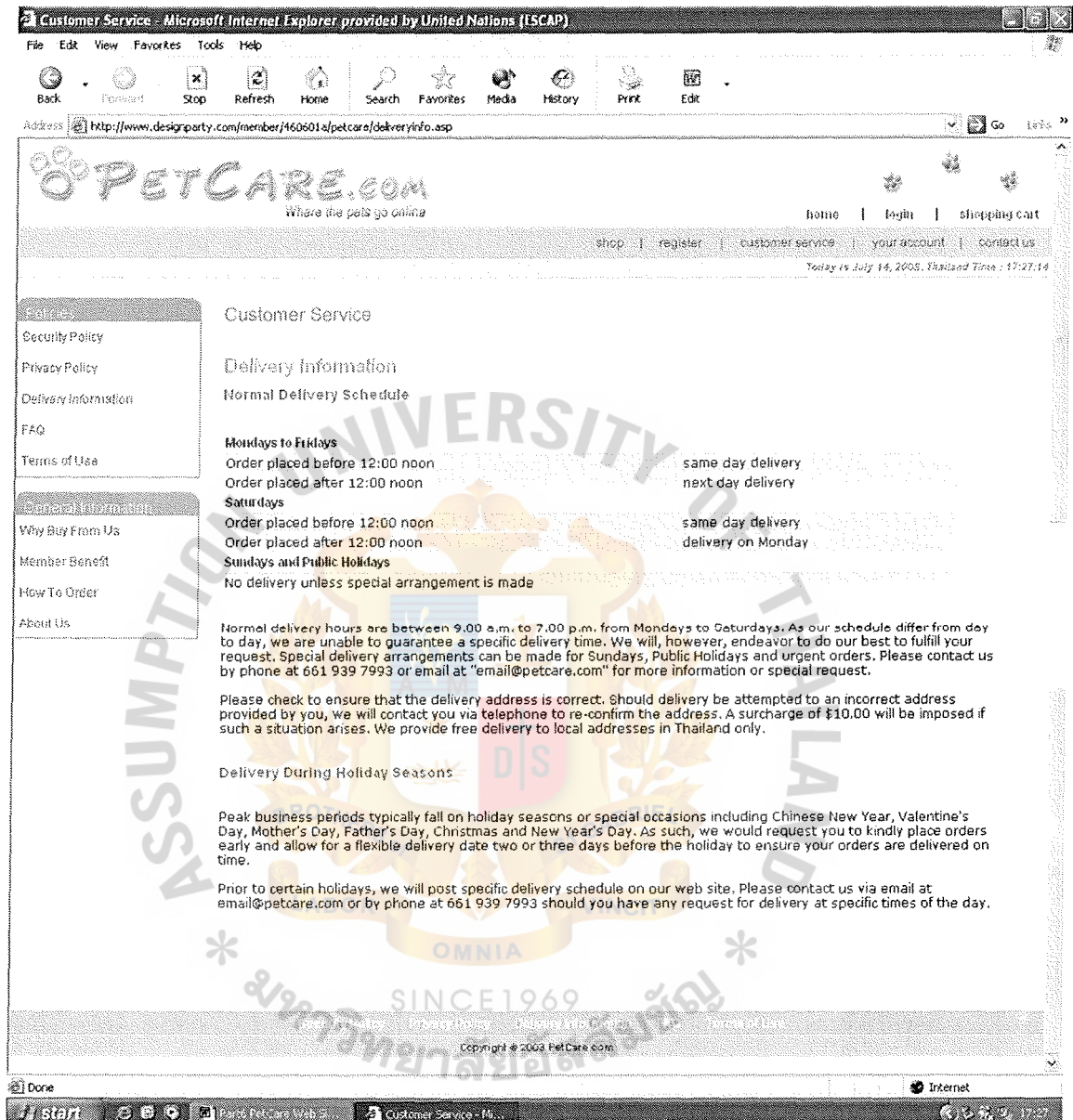


Figure 6.29. Delivery Information.

6.12 FAQ

We also have FAQ page in policies for the customer to find out.

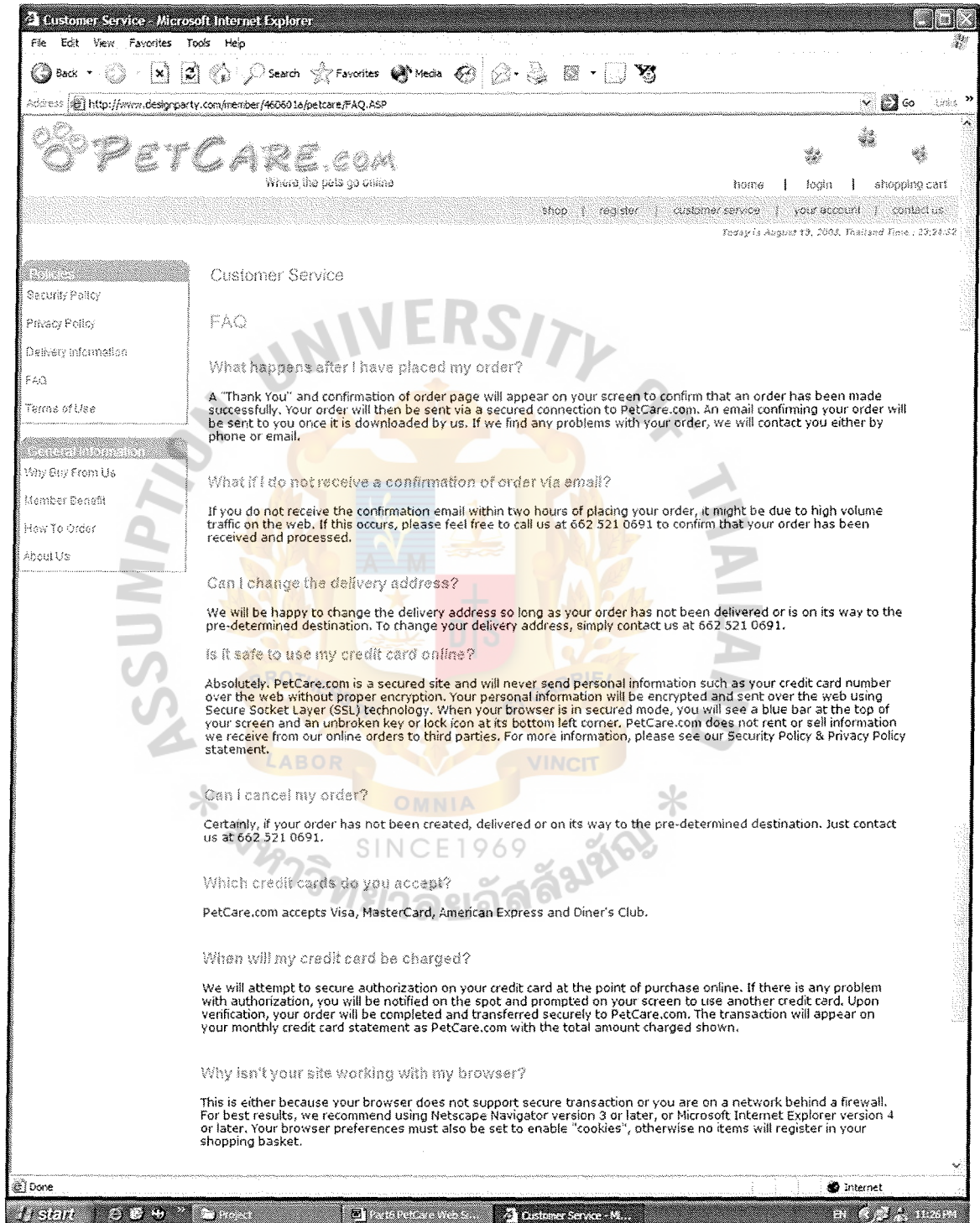


Figure 6.30. FAQ.

6.13 Terms of Use

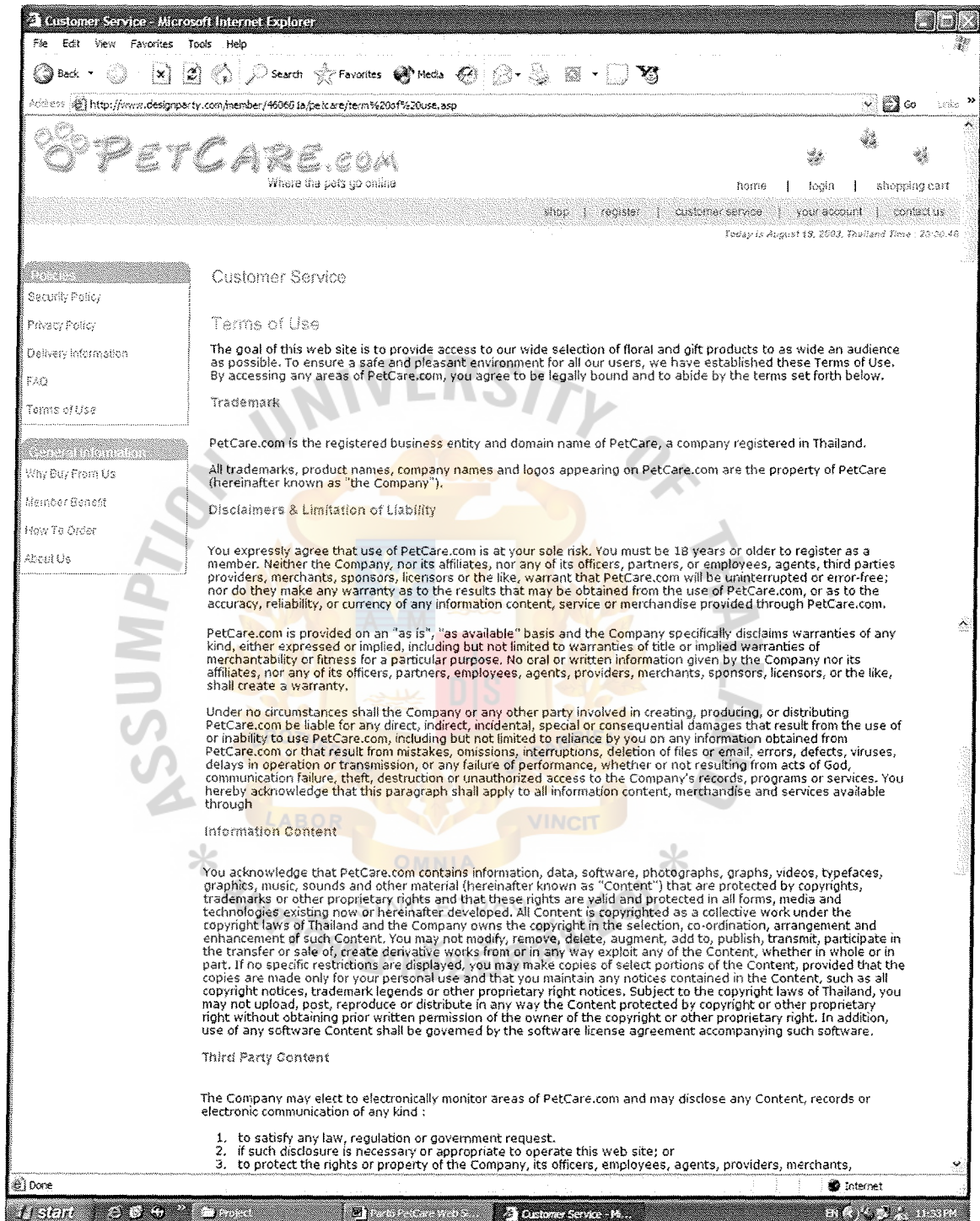


Figure 6.31. Terms of Use.

6.14 Why Buy From Us

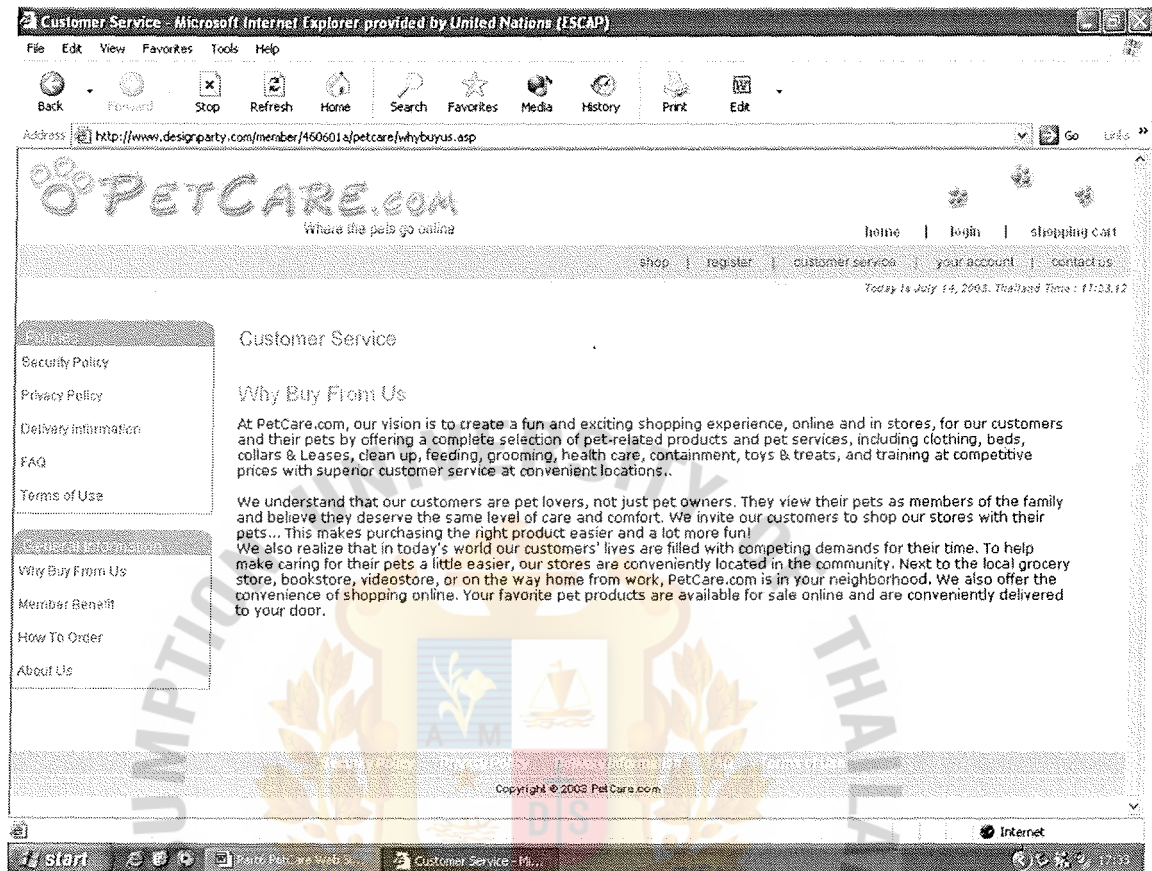


Figure 6.32. Why Buy From Us.

6.15 Member Benefit

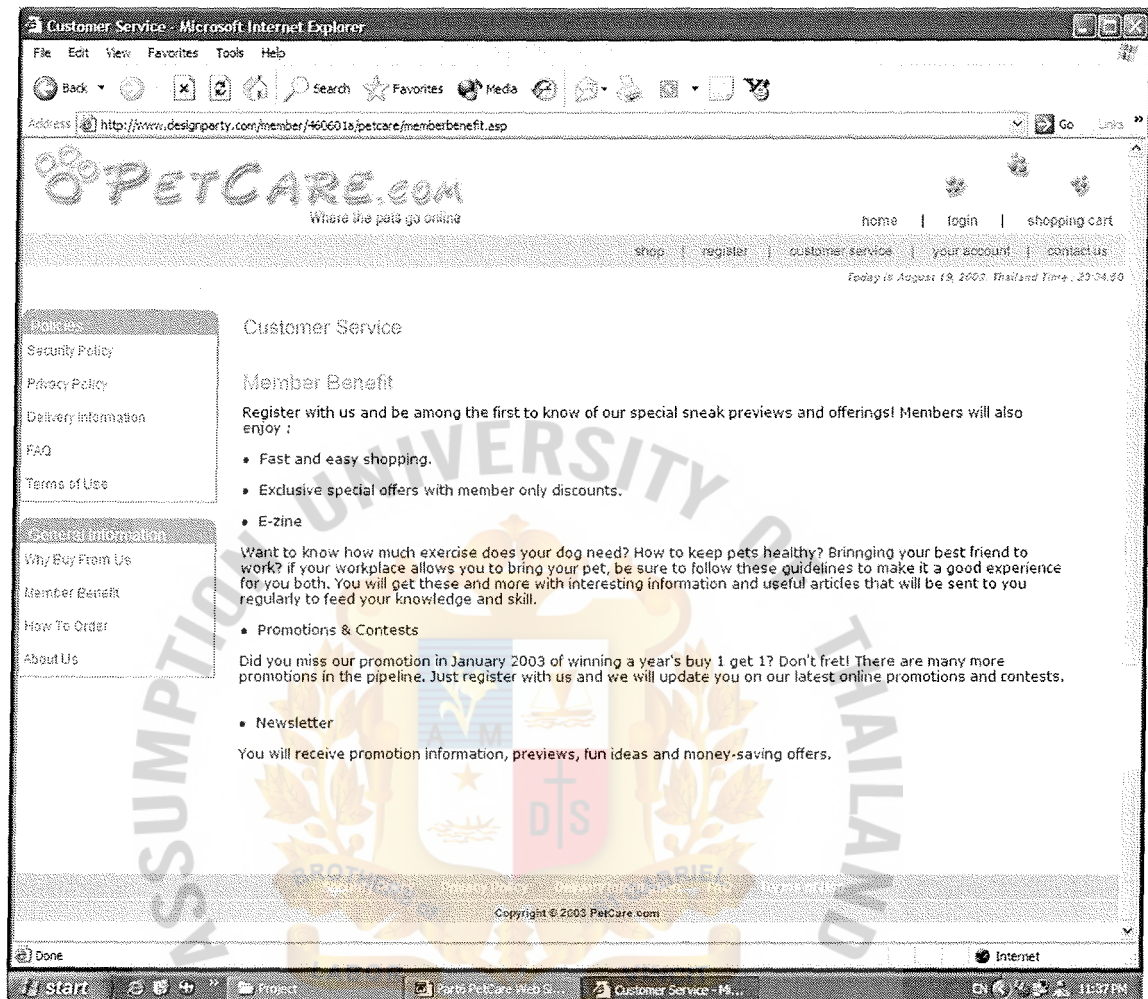


Figure 6.33. Member Benefit.

6.16 How to Order

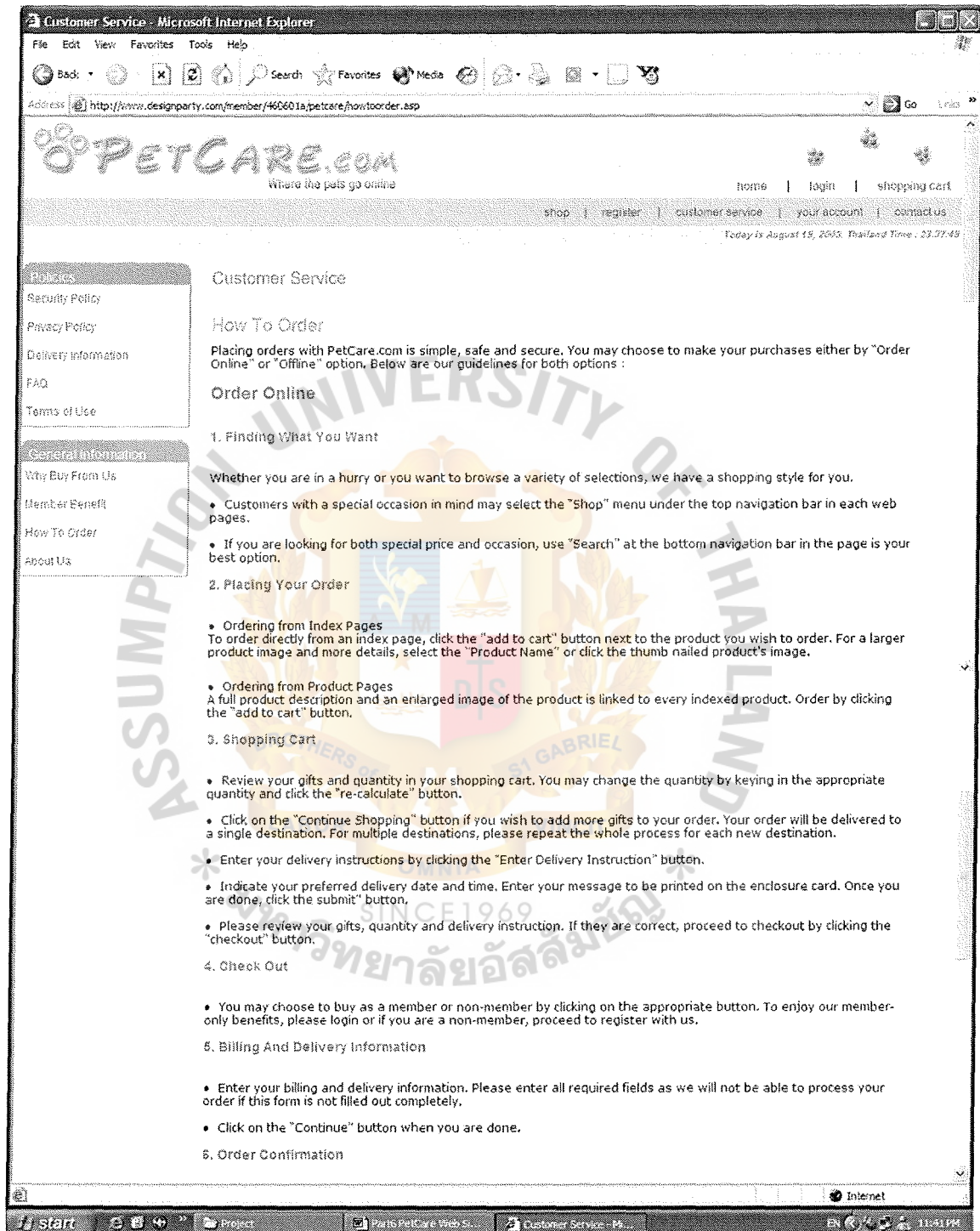


Figure 6.34. How to Order.

6.17 About Us

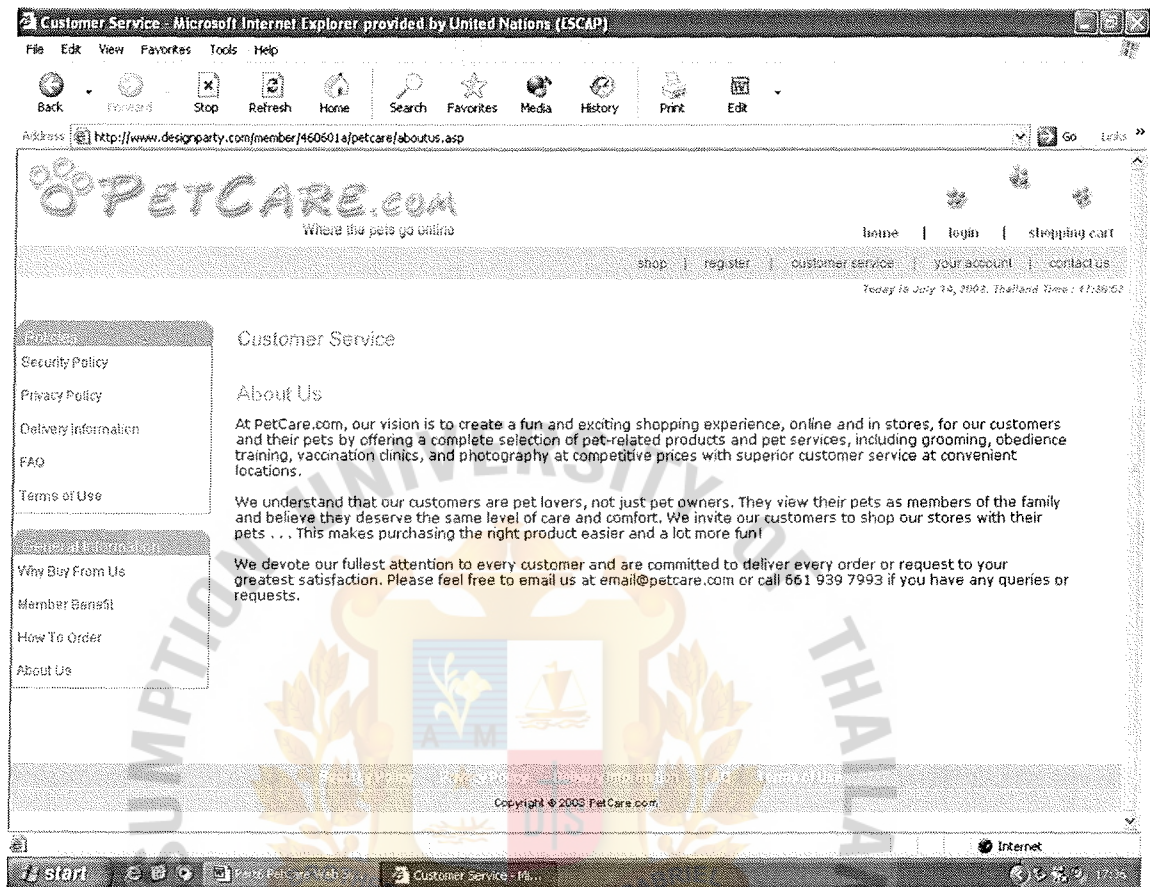


Figure 6.35. About Us.

6.18 Shopping Cart

PETCARE.COM
Where the pets go online

home | login | shopping cart
shop | register | customer service | your account | contact us
Today is August 19, 2003 Thailand Time : 23:48:59

Shopping cart

| Description | Qty | Price | Total | Remove |
|----------------------------------|----------|--------|------------------|--------------------------|
| Vibrating Pet Massaging Brush | 1 | \$9.99 | \$9.99 | <input type="checkbox"/> |
| Elasticized Cat Harness and Lead | 1 | \$7.49 | \$7.49 | <input type="checkbox"/> |
| Summary | 2 | | \$17.48 | |
| Shipping Cost | | | \$10 | |
| Total | | | USD 27.48 | |

Order Offline Option
You may order this item by phone. Contact us at telephone : 661 539 7993 and our customer service representative will assist you with your order.

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Figure 6.36. Shopping Cart.

6.19 Checkout

http://www.designparty.com/member/460601a/petcare/shopping/checkout.html - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address http://www.designparty.com/member/460601a/petcare/shopping/checkout.html Go Links

PETCARE.COM
Where the pets go online

home | login | shopping cart

shop | register | customer service | your account | contact us

Today is August 19, 2002, Thailand Time

Complete the following form to checkout.
Please fill out ALL necessary fields.
All information is kept in the strictest confidence. For more information, please read our Privacy Policy

Checkout Data Form

Billing Detail

Name

Surname

Address

Handphone / Pager Number (optional)

Email

☐ Check if shipping detail is same as above

Shipping Detail

Name

Surname

Address

Handphone / Pager Number (optional)

Email (optional)

Copyright © 2002 PetCare.com

Done Internet

start Project http://www.designparty.com

11:48 PM

Figure 6.37. Checkout.

6.20 Database Design

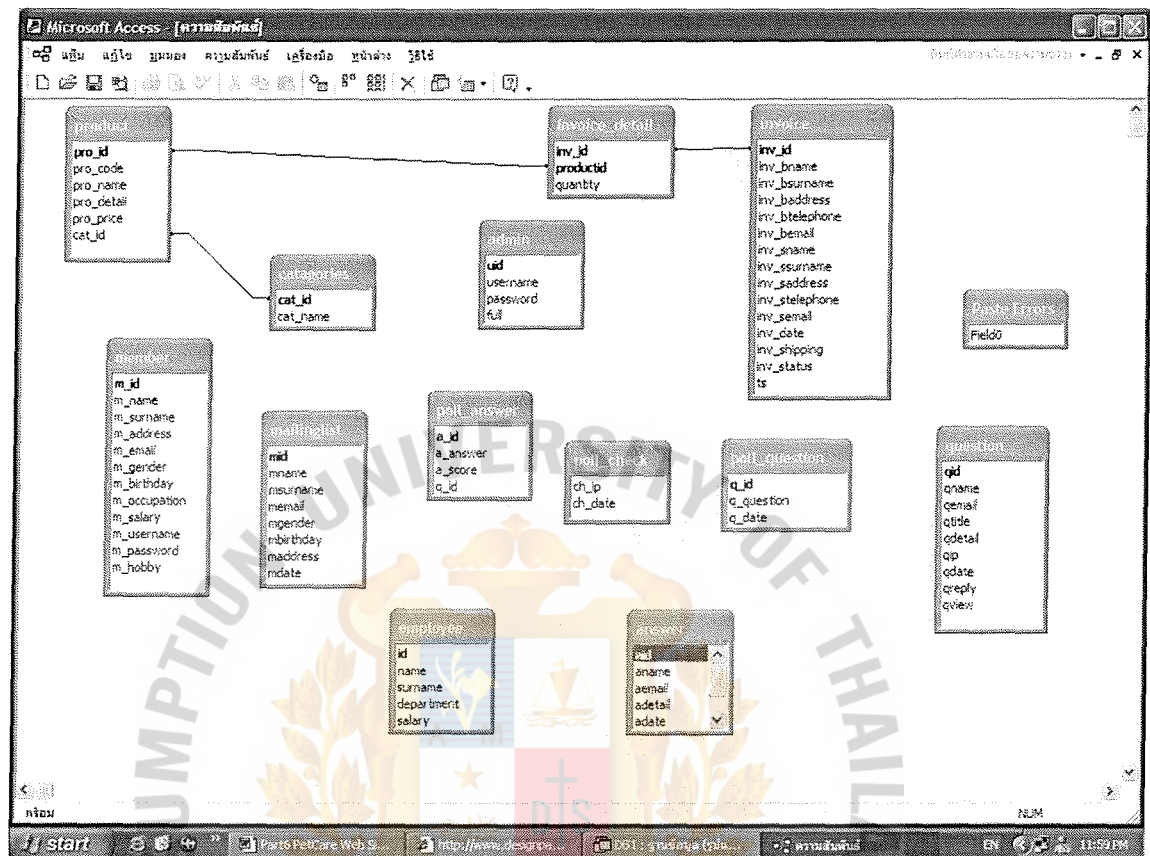


Figure 6.38. Database Design.

VII. CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

The surge in growth of the pet supply industry owes itself to a changing trend in Thailand that was observed and quickly acted upon by savvy entrepreneurs. These observers noted the increasing interest in pet-ownership along with a declining population growth-rate. Thus, successful marketing campaigns were launched and designed to educate the public on responsible pet-ownership and the philosophy that pets were more than just pets, with the unspoken but subtle message that pets were in fact surrogate-children. At the same time, premium pet foods and products were launched, and specialty stores sprang up to sell them. These exclusive channels of distribution contributed to the aura of pets as special, thereby raising consumers' reference-prices for their pet supply purchases.

As we see the advent of new, non-traditional distribution channels, the exponential growth of Internet use comes the entry of e-tail pet supply sites, both brick-and-mortar-backed and online-exclusive. Extensive marketing campaigns have established prominent brand-recognition, and the sites provide the consumer with convenient shop-at-home, information-packed methods of product-and price-comparison. The brick-and-mortars bring established inventory-management skills to their e-tail sites, while online-exclusives can offer competitive prices due to low overhead even while establishing economies of scale and learning inventory management logistics.

The marketing strategy is needed to create and maintain customer satisfaction. 'PetCare.com' offers high quality of products and services with reasonable price, corresponding to the target which is a middle-class people. The effective and efficient distribution is also focused. The price must be acceptable with 15-30 percent mark-up from total unit cost. The combination of traditional and online advertising methods are used to promote the shop, including banner swapping, banner exchange, and registering URL with search engines, etc.

'PetCare.com' has been supplying the needs of pets and pet-owners all over the world with a comprehensive range of attractive, high quality and innovative pet products. Each product satisfies our principal objective of incorporating the most impeccable raw materials, innovative designs, attractive colors, user convenience and safety.

After the concept of marketing and website has been applied, then the web site has been developed. The program and software that PetCare.com used in creating the web pages are Editplus2, Macromedia DreamWeaver and Photoshop. PetCare.com websites are designed to attract people by making the style of the web site looks soft, warm and easy to use, by using soft color like green, blue, white, etc. So the visitors can navigate PetCare.com web site for a long time. And also, they can navigate our web site easily as we do not make the web site complicated to explore and navigate.

There are many activities needed to succeed in managing the shop. For instance, we need to update the site frequently. Analyzing competitors is also required. Besides, evaluation and improvement of products and services are important. Moreover, extending variety of products categories is the major plan to implement in the future. Therefore, maintaining a positive relationship with customers is an important goal for 'PetCare.com'.

7.2 Recommendations

In order to survive in this highly-competitive industry, PetCare.com also needs to have further plans that can effectively attract more and more customers in the future.

PetCare.com plans to increase the number of product categories such as food and products for new pets. Besides selling and assembling dog and cat products, PetCare.com plans to increase a new category for fish and birds. Finally, PetCare.com has set the objective to make the first on-line shop complete in dog and cat needs for our pet lovers.

The following are the plans that will be implemented in the future:

(1) Invest more in advertising and Public Relation campaigns

After a certain period of operation, we will also employ more advertising media (some conventional methods may be used), if the evaluation result of the web site (in terms of number of visitors) is below the standard that we set. And we will also organize a press conference to promote our web site. Some exhibitions of the web site will be held at some leading shopping centers as well.

(2) Improve the efficiency of the services

In order to keep the customers constantly visit the web site, we also have to monitor and control to ensure the standard of services provided to the customers all the time.

In order to make our Cybershop successful, we have prepared effective advertising plan, delivery plan, experienced sales team, excellent customer service with satisfaction guaranteed and reliable & sales transaction process.

Moreover, extending variety of products categories is the major plan to implement in the future. Therefore, maintaining a positive relationship with customers is an important goal for 'PetCare.com' that plans to be number one online pet shop in Thailand.





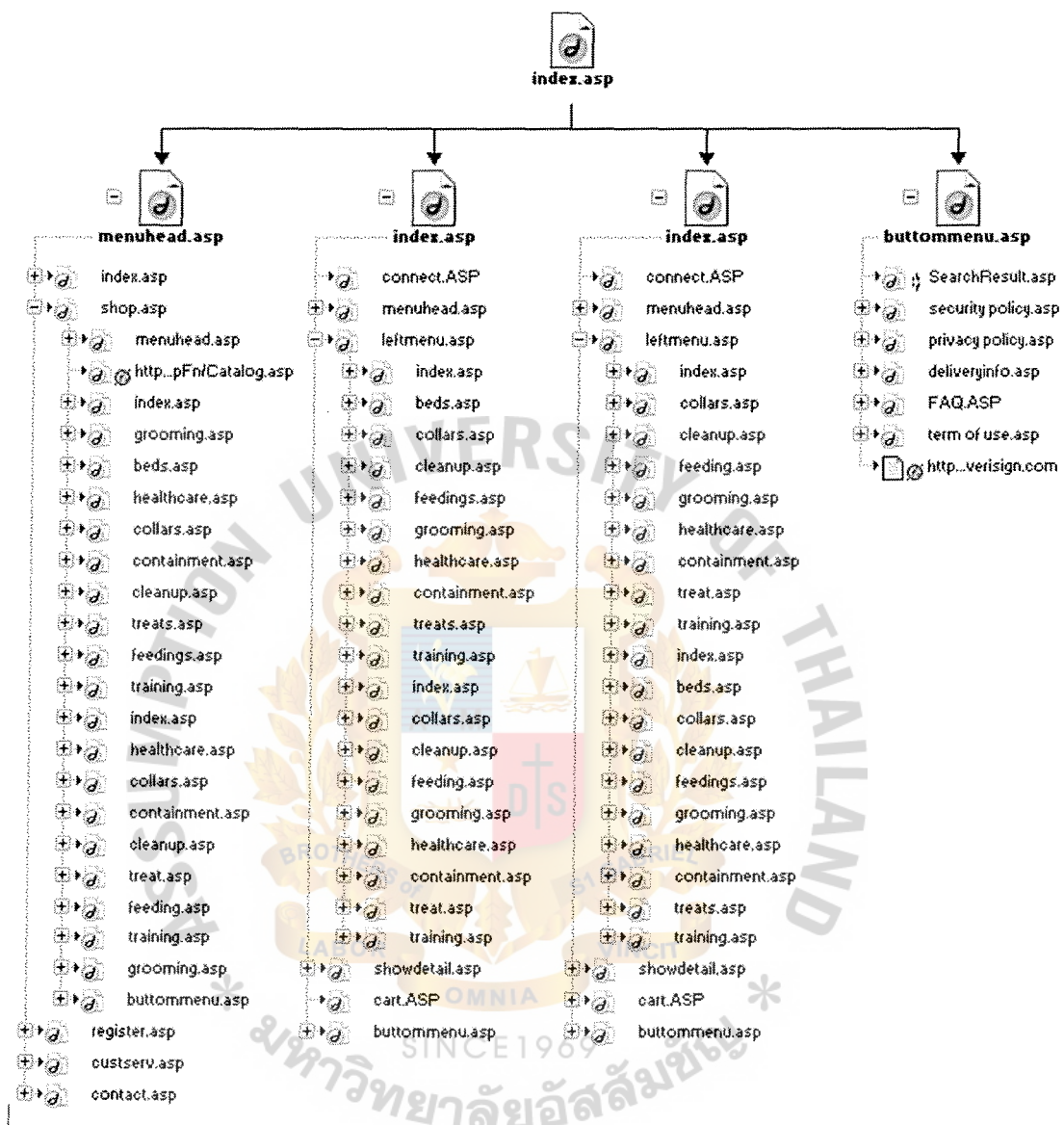


Figure A.1. Site Map.

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