



MoosunGirly Soap Shop

by

Ms. Pattaranit Tancharoenlap

A Final Project 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

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Project Title MoosunGirly Soap Shop
Name Ms. Pattaranit Tancharoenlap
Project Advisor Rear Admiral Prasart Sribhadung
Academic Year November 2006

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:


(Rear Admiral Prasart Sribhadung)
Advisor and Program Coordinator


(Prof. Dr. Srisakdi Charmonman)
Chairman


(Assoc. Prof. Somchai Thayarnyong)
CHE Representative

November 2006

ABSTRACT

As you can see, nowadays, everything is becoming more and more digitized. Every kind of product and service is going online so as to serve their customers' needs and wants and to be globally connected. In order to gain a competitive market share you should be able to be connected and to make sure that people are aware of your existence.

The purpose of this report is to create and develop a prototype website and to develop on-line marketing strategies. Therefore, the marketing plan and the strategies are developed to support and drive the company to reach their ultimate goals. With e-marketing tool, potential customers can purchase soap online very conveniently, the company can create MoosunGirly as their brand awareness, and provide information to create value for customers.

This project involves searching for information through many resources, including books, websites etc. With the information collected, several analyses including the analysis of SWOT analysis, Marketing Strategy (4Ps), competitive advantage, and Break Even Analysis for online business, the implementation of appropriate strategies will enable the company to survive in the real world situation.

ACKNOWLEDGEMENTS

Several people have made contributions to this project. Without their help, this project would never have been completed. I would like to acknowledge their efforts and thank them for their contributions.

First of all, I am extremely grateful to Rear Admiral Prasart Sribhadung, my advisor for his valuable suggestions and advice given in the preparation of this project.

I extend my sincere thanks to the entire faculty that taught me during my Master of Science in Internet and E-commerce Technology courses. The knowledge that I acquired from them indeed helped make this a successful project.

Finally, I would like to thank my friends who had been patient while I was conducting this project. Without their support this project would not have been possible.

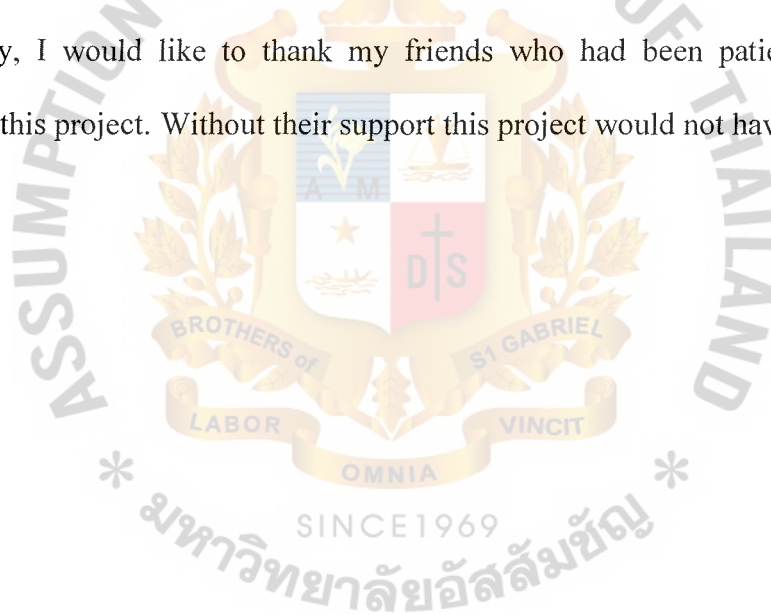


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I. INTRODUCTION

1.1 Background of the Project

Nowadays, people all around the world are familiar with Internet and E-commerce technology. E-Commerce can display information, pictures, and prices of products without spending a fortune on colorful advertisements and can reach worldwide market with unlimited volume of customers. Customers are able to shop any time of the day (24/7), from the privacy of their homes, offices, etc. Selling products on the Internet is one of the most formal activities that everyone who uses the Internet knows.

This project is about soap shop. The customer can make a decision easier to purchase soap for any occasion and any time. We make the variety of product and prices. We help you send the gift by offering a large selection, information of the product and give the high quality affordable products. The web site is aimed to provide the best possible shopping experience to customers. We will add value to our products and website by welcoming customer feedback to help in designing new and exclusive custom features. At the same time, our website is continuously improving our products and service by marketing research. The key success factors of web site are the wide selection of affordable, high quality products that is not easily found in local markets.

1.2 Objectives of the Project

Create a website for a soap shop.

Goals:

- (1) To expand the distribution channel of this line of products more in the market.

1.3 Scope of the Project

- (1) To implement the knowledge gained from Master of Science in Internet and E-commerce in developing a prototype website.

- (2) Analyze business processes of online shopping in order to design a prototype website.
- (3) Analyze the SWOT Analysis theories to improve the performance of own website for the future development.
- (4) Develop the marketing plan for the website and then use the marketing strategy to follow every steps of the website such as the Customers Relationship Management program and etc.

1.4 Deliverables

Project report contains the following contents:

- (1) The final project report in details covering the scope mentioned.
- (2) The prototype of a website showing the concepts in the report being applied.



II. LITERATURE REVIEW

2.1 Internet and Electronic Commerce

Nowadays, the internet has become a part of people's life. It brings an important change to people, business and government which means we are moving to an internet based society. The internet is a large network formed by the interconnected computer networks and individual computers all over the world via the telecommunication systems such as phone lines, satellites and etc. Almost everything has changed at home, work, school or even in our leisure activities. One of the most significant change is in the manner of how we conduct and manage the business.

E-commerce offers buyers convenience. They can visit the web sites of multiple vendors 24 hours a day and seven days a week to compare prices and make purchases, without having to leave their homes or offices. In some cases, consumers can immediately obtain a product or service, such as an e-book, a music file, or computer software, by downloading it over the Internet. E-commerce describes the manner in which transactions take place over the internet. It is the process of buying and selling products or services in electronic form. It also includes marketing, advertising, sales promotion and research

The future of E-Commerce in Thailand is bright. Both the government and business sectors are well positioned to experience the benefits of E-Commerce on a significant scale. The Thai government's ICT plan (2000-2010) plays an important role in building an environment for facilitating E-Commerce by identifying and developing key building blocks, and enhancing the electronic environment for trading or transactions among businesses. The information infrastructure is becoming more universal and less expensive. Security, privacy protection, and trust are being enhanced

so that consumers will have more trust and confidence, and will try different products and services in the future. These developments are creating great opportunities for U.S. E-Commerce solution providers, and E-Commerce-related services.

2.2 What is the Internet and benefit of Internet?

The Internet is the world's largest and most widely used network. The internet is an international network of networks that are both commercial and publicly owned. The internet connects hundreds of thousands of different networks from more than 200 countries around the world. The internet provides the primary technology platform for the digital firm. The internet began as the need to transfer information between different machines became apparent. In the early 1960s, computer scientists across the country began exploring ways of directly connecting remote computers and their users. In the mid-to-late 60s, the United States government began to realize the impact computers would have on education and military research and development. So, the government decided to fund an experimental network that would allow remote research and development sites to exchange information. This network, funded by the U.S. Advanced Research Projects Agency, was named the ARPANET.

One of the major impacts of the ARPANET research, and the one that led to today's "Internet", was the development of the TCP/IP network protocol, the language that computers connected to the network use to talk to one another. TCP/IP soon became the standard networking protocol for the ARPANET. By the end of 1983, all the interconnected research networks of the ARPANET were converted to the TCP/IP protocol, and the "Internet", as we know now was officially born.

Benefits of the Internet: -

- (1) Reducing communication cost.
- (2) Enhancing communication and coordination.
- (3) Accelerate the distribution knowledge.
- (4) Improving customer service and satisfaction.
- (5) Facilitating marketing and sales.
- (6) Accessible, 24 hours a day, 7 days a week.
- (7) Sharing research and the business data among colleagues and like-minded individuals.
- (8) Communicating with others and transmitting files via E-Mail.
- (9) Requesting and providing assistance with problem and question.
- (10) Marketing and publicizing products and services.
- (11) Gathering valuable feedback and suggestions from customers and business partners.

The Internet is considered as an important tool as time, distance and organizational barriers between people are eliminated. In industries as varied as banking, retail and insurance, competitive advantage is being wiped-out as new, sometimes unique; competitors quickly produce new value chains that use digital technologies to alter the business equation radically. The Internet is creating a new world where everyone can be connected worldwide and try to gain the best out of it.

2.3 Internet User Trend

(1) Internet Expansion in ASEAN countries

It was in 1993 that the Internet was first opened to commercial use. Before that, it was only used by the nonprofit sectors, such as academic, state, and military institutions. In Asia the number of host computers connected to the Internet started to increase from around 1996, which were considered as the first year of the Internet age.

(2) Current Extent of the Internet in Thailand

According to National Electronics and Computer Technology Center (NECTEC), the government organization that promotes diffusion of information technology in Thailand, the extent of Internet service and use in Thailand is as follows:

Table 2.1. Internet users in Thailand. Last update: 2004-11-01

Year	Year A.D.	Users	Source
2534	1991	30	NECTEC
2535	1992	200	NECTEC
2536	1993	8,000	NECTEC
2537	1994	23,000	NECTEC
2538	1995	45,000	NECTEC
2539	1996	70,000	NECTEC
2540	1997	220,000	Internet Thailand/NECTEC
2541	1998	670,000	Internet Thailand/NECTEC
2542	1999	1,500,000	ISP Club/NECTEC
2543	2000	2,300,000	ISP Club/NECTEC
2544	2001	3,500,000	NSO/NECTEC (household survey)
2545	2002	4,800,000	NECTEC (estimate)
2546	2003	6,000,000	NECTEC (estimate)
2547	2004	6,970,000	NECTEC (estimate)

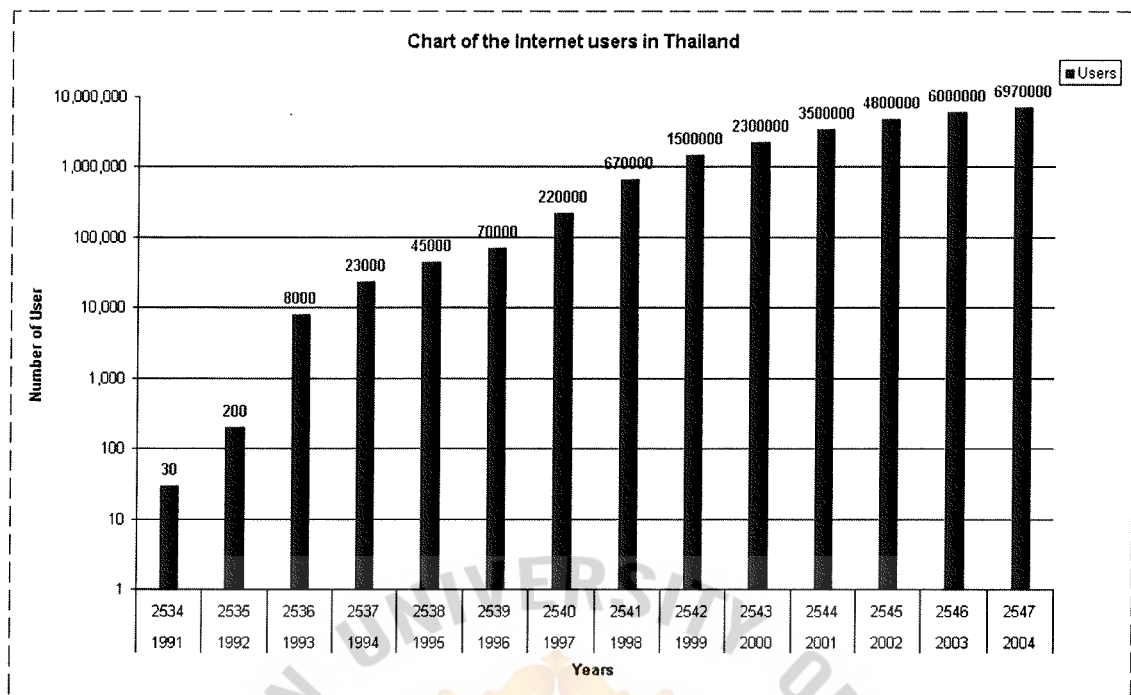


Figure 2.1. Chart of the Internet users in Thailand

From the above table the company can see the gradual increase of Internet users in Thailand from the year 1991-2004. The number of Internet users in the year 2004 shows a good fundamental of people respond to the communication technology which can easily develop and conduct other new coming technology in the future. It shows that people in Thailand are familiar, interest and ready to use Internet technology. This means they are ready to do e-business and e-commerce also (New update 8,420,000 Internet users as of March/05).

(3) Profile of the Internet user

From the result of the survey of Internet users on the Net, the image of the typical Internet users in Thailand emerged: a young, highly educated male of 25 years old or older lives in Bangkok. Typical respondents use the Internet relatively

frequently and many of them access it from home. Their main purpose is sending and receiving e-mail, downloading files and Web surfing. Few have any experience of online shopping. But the people who actually use online shopping have revealed that they utilize the Internet in many different ways from purchase of computer software, books and CDs to hotel reservation. This suggests that the online shopping market in Thailand has passed the experimental stage and is about to take off.

2.4 What is Electronic Commerce?

Electronic Commerce is the process of managing online financial transactions by individuals and companies. This includes business-to-consumer (B2C) and business-to-business (B2B) transactions. And its focus is on the systems and procedures whereby financial documents and information of all types are exchanged. This includes online credit card transactions, e-cash, e-billing, e-cheques, e-invoices, purchase orders and financial statements.

All the same, E-business is doing many business activities electronically using Internet-centric technologies. The focus of e-business is on the application of Internet technologies in the management of day-to-day business processes. Its processes include online marketing and sales, supply-chain and channel management, manufacturing and inventory control, financial operations and employee workflow procedures across the entire organization.

E-commerce is rapidly developing with the internet. For instance, EDI technology has got out of company's local network which cost much and infiltrate in the internet. Web technology has been directly used by more and more companies for business activities.

2.5 Benefit of E-commerce

- (1) E-commerce can display information, pictures, and prices of products or services without spending a fortune on colorful advertisements.
- (2) E-commerce reduces cost for material and services to support paper transactions. It decreases the cost of creating, processing, distributing, storing, and retrieving paper-based information.
- (3) In some cases, E-commerce makes order processing a easier task than before.
- (4) E-commerce can reach worldwide market with unlimited volume of customers.
- (5) E-commerce's convenience. Customers are able to shop any time of the day (24/7), from the privacy of their homes, office, etc.
- (6) E-commerce's variety. Basically customer can shop for any item they can think of. From, airline tickets, books, clothing, medication, etc.
- (7) E-commerce's hassle free. Customers can shop online without physical contact with sales people. No fighting the congestion of shopping malls or moving from one store to another looking for product or service to another.
- (8) Moreover, other benefits include improved images, improved customer services, new found business partners, simplified processes, compressed cycle and delivery time, increased productivity, eliminating paper, expediting access to information, reduced transportation costs, and increased flexibility.

III. COMPANY OVERVIEW

3.1 Company Summary

MoosunGirly Soap Co., Ltd. is a company that was established in 2005. The company is about soap business. The company shop's located at Siam Squares. The company now supplies soap and toiletry makers, crafters, and aromatherapy with high quality affordable products. The company also carries a line of handcrafted soaps and unique gift baskets for convenient gift giving and retail gift shops. Vegetable-based oils are combined to create a luxurious lather that moisturizes the skin. Only the finest essential and fragrance oils aromatize soaps. There is no other soap out there on the market that will do what the product does. The product changes the texture of the skin leaving it soft and silky smooth. The product uses milk in soaps because of the intense conditioning agent that benefits the over-all look and feel of the skin

MoosunGirly Soap has unique E-Card to explain the thoughts and feeling. The company also joins with Hallmark.com, who is experts in the E-card, to create the value gift for customer. MoosunGirly Soap is a secure site. The company has taken all the necessary steps to create a secure environment for credit card transactions. The secure server encrypts personal information on all orders, including name, address, check information, and credit card number. This process ensures that no one can access your personal information. All personal information that you submit to us is encrypted and secure. Your privacy is guaranteed. The company will never give, lease or sell your personal information. You can verify that the company is registered as an authentic secure site by clicking on the Verisign seal on the left-hand side of index page.

The company's target markets are the group of customers in both international and local markets, classified as Business-to-Customer (B2C). It has positioned itself as a well established natural soap manufacturer with the best quality products in order to create brand trust to customers. The opportunity for the company seeking to make advantages of the capabilities of e-commerce is greater than merely adapting out present view of commerce to performing those buying and selling transaction over e-network. The service is a key tool for the company to have a competitive advantage and be differentiated from competitors. It has created marketing strategies and plans including price, place, promotion and product (4Ps) so that they can serve customers' need as much as possible.

The Vision

MoosunGirly Soap wants to provide luxurious ingredients and gifts for any occasion and also information about soaps that can help customers enhance relationships with the important people in their lives. The company is committed to serving your needs with affordable, high quality and special service to fulfill the customers' demands.

IV. STRATEGIC AND MARKETING ANALYSIS

4.1 Mission Statement

The mission is to provide you with premium soap products at extremely competitive prices 24 hours a day. Moreover, it will help to increase sale volume and improve customer services and decrease overhead cost. And it gets to generate return on investment within 2 years.

4.2 Marketing Objectives

- (1) To build sales product distribution over the Internet
- (2) To increase amount and frequency of sales for both new and current customers
- (3) To build relationships with customers by offering customer's most favorite and interested product or most often purchased product through the use of cookies technology
- (4) To provide interactive and timely communication to customer
- (5) To create reliability image of the company and website

4.3 Market Analysis Summary

To understand the online customers, there are many reasons why people buy or shop online. Some reasons are that they can turn into competitive advantages for the business. Convenience is the best reason that attracts shopping through online web sites. The customers can shop anytime and anywhere. There are many choices to choose online more than the offline. The customers just sit and click search for preferable goods and services. They can control what to see. Moreover, it has shopping privacy. There is no pressure from the salespeople. Moreover for services, the customers do not

want to shop in shopping mall. Because of they cannot find the sale assistants. Especially, during the long holidays as well as if the products are not in stocks.

4.4 Market Segmentation

Companies divide large, heterogeneous markets into smaller segments that can be reached more efficiently with products and services that match their unique needs. The company recognizes that buyers differ in their needs, perceptions, and buying behavior. It tries to isolate broad segments that make up a market and adapt its offers to more closely match the needs of one or more segments. It decides to set market for Business-to-Consumer. The consumers are both local and international.

The company segments its markets by demographic, psychographic and behavior segmentations as follows:

(1) Demographic Segmentation

Demographic segmentation divides the market into groups based on variables such as age, gender, size, income, occupation, education, etc. Demographic factors are the most popular bases for segmentation customer groups, largely because customer needs, wants, and usage rates often vary closely with demographic variables. Also, demographic variables are easier to measure than most other types of variables.

Target Group Gender: Female

Age: More than 18 year old

Occupation: Student, Working People, and Housewife

Income: More than 8,000 baht

(2) Psychographic Segmentation

Psychographic segmentation divides buyer into different groups based on social class, life style, or personal characteristics. People in the same demographic

group can have very different psychographic makeup. For MoosunGirly soap, it is segmenting its markets by lifestyles.

(3) Behavior Segmentation

Behavior segmentation, buyers are divided into groups on the basis of their knowledge, attitude, use, or response to a product. The company segments its market by benefits. All our products are made from natural ingredients. Thus, all its customers will get the benefits from it.

4.5 Positioning

MoosunGirly Soap focuses on customer convenience. Thus, the company tries to provide the customer with online service so as to serve their needs. MoosunGirly Soap offers a variety of soap categories for men and women. In the near future, the company would also expand to gift set category. Since the company concentrates on the customer convenience, it has added value to the products by providing the services, which are different from others. Services here are in terms of ordering easy delivering system, E-card and Gift-wrap service. MoosunGirly Soap positions its products to be the leader of online soap, therefore the products sold in the shop must be changed and updated to suit all occasions, for example; New Year, Valentine's day, Birthday and etc.

4.6 SWOT Analysis

SWOT analysis of this project can be described as follows:

Strengths:

- (1) The products are manufactured with the highest quality natural ingredients and guaranteed good quality.
- (2) The cost of advertisement on the Internet is lower than the traditional advertisement methods.
- (3) The product can be used as souvenir or gift set on various occasions.

- (4) Offer reasonable price for high quality products.

Weaknesses:

- (1) Customers prefer to shop with their friends or family.
- (2) The customer may not know the website.
- (3) The customer cannot test the products.

Opportunities:

- (1) Available 24 hours a day, 7 days a week.
- (2) The company can gain more advantage from using the high technology with the low cost of investment.
- (3) It is a chance for customers who need to reduce time to shop because of the time limit if they are working people.
- (4) Sales increased.
- (5) Internet is widely used in every household.

Threats:

- (1) Easily duplicated by competitors.
- (2) Customers cannot touch and see the real product.
- (3) Lack of sufficient security, reliability, standards, and communication protocols.
- (4) Some people still like the traditional way of shopping.

4.7 Marketing Strategies

According to four Ps concept of marketing, the shop will separate marketing strategies into four parts which are;

(1) Product

MoosunGirly Soap guarantees every product and offers several kinds of soap products, which are the high quality natural ingredients. And the product also has

high quality packaging which makes its customers to be certain that they will not break or damaged.

(2) Price

Price is one of the marketing strategies that is very important in competing with competitors. The company uses the appropriate and reasonable price. The main objective of setting price is to attract customers to order online: Online discount. The price will motivate customer to make an order online. The company will also use price adjustments strategies such as birthdays, anniversary discounts or seasonal discounts such as Christmas or Valentines. The promotional price will be included in the special offerings section. The pricing strategies will be flexible depending on the present situation.

(3) Distribution

The purpose of distribution strategy is to distribute company's products to target market effectively with low distribution cost. The online order is one to extend the market share so the company would like to increase sales volume by using internet or online distribution channel. The customer can make an order via the website and pay the bill through a secure payment system offered by many well-known commercial banks. With the delivery service, the customer can ensure that the product will reach the destination without any damages.

The company provides two ways of payment method which are as follows;

- (1) Transferring money through bank account and sending the confirmation documents to MoosunGirly soap shop. Once, the company receives confirmation documents from the clients, the company will send all the package information and received invoiced to the customer's address in Thailand.

- (2) Credit card payment is accepted via VISA, MASTER Card that can be made at the shop. Credit cards are the preferred method of payment, mainly because it allows us to quickly verify the customer's payment information and send his/her order on its way as fast as possible. Online credit card payment will be using Secure Socket Layer (SSL) technology to ensure privacy and security to all transactions made through the site. Furthermore, E-payment is offered to customers in order to increase customer satisfaction and convenience.

(4) Promotion

The objectives of promotion strategy is to create product awareness, build and develop relationship with customer, create accelerate short-term sales and convince the buyers to place an order, attract customers from traditional channel to online channel. The company provides the electronic discount coupons for the large volume ordering. The company also offers an electronic catalogue which customer can download to get company information and suggestions on the new and available products.

4.8 Advertising Strategies

The company's just established the website so advertising is the most important to create brand awareness of the company. It also creates good image toward the company and inform the customer about the web's functions and its benefits. The company plans to reach the target market by launching advertising campaign which includes banner, mailing list and search engine list. The company uses the online media initially due to its low operation cost.

(1) Banner

The reason why the company chooses banner advertising is that it has more communication ability to reach the focused audiences of our target which are the internet users. We use animated banners, which are easy to capture attention of audiences. We will post banners on many web shopping portals and online shopping places.

(2) Direct Mail

The company will buy a mailing list from online advertising agents to send e-mail to our targets' mailbox to invite them to visit the website. This media is the most customized and selective which suits very well with the company. Because direct mail goes only to the people we wish to contact, so there is almost no waste coverage. The cost is very economical comparing to the other media.

(3) Web Portal

Most of the internet users will visit web portal to look for the particular web that contains the targeted information. Therefore, it is the requirement for the company to put website in a searching list in the well-known web portal to announce to the world that company's web is available. We will register the website in the following top ten web portals such as Yahoo, MSN, Sanook and Google.

V. Project Cost and Benefit Analysis

5.1 Cost Analysis

To open an online shop, the developing cost and revenue need to be analyzed. So the company has to know the total cost for determining the budget. The company classifies the development cost into fixed cost and variable cost. Fixed cost consists of hardware, software and maintenance cost. Variable cost includes office supplies and equipment and miscellaneous cost.

According to the projection, the first operating expenses of the company in doing the business by opening the cyber shop has been invested in the total amount of 222,150 Baht. The revenue of the company derives from selling products through the online store. The company is estimated to have 5% sales growth every year until year 5.

For sales forecast the company estimates that 900 soap packages per year will be sold. For banner advertisement the company estimates 12,000 Baht per year. The company will set the sales forecast from 50 percent of the offline shop sales.

According to product type the company set the price in relation to the delivered value and customer perception. The table below shows the different prices of different sizes:

Market Growth				5%	10.0%	15%	20%
		Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue							
Sales	Price /Unit						
Soap package	750 -		675,000	708,750	779,625	896,569	1,075,883
Advertisement	-		12,000	24,000	36,000	48,000	60,000
Total	-		687,000	732,750	815,625	944,569	1,135,883
Accumulate Income	-		687,000	1,419,750	2,235,375	3,179,944	4,315,826
Expense							
Fixed cost							
Domain Name Reg.			400	400	400	400	400
Web designing	35,000						
Web Hosting	2,000		2,000	2,000	2,000	2,000	2,000
Payment Service	25,000		25,000	25,000	25,000	25,000	25,000
Buyer Authentication	6,150		6,150	6,150	6,150	6,150	6,150
Computer	90,000						
Maintenance Cost			7,000	7,000	7,000	7,000	7,000
Software							
- Windows 2003 Pro							
2 license@8,500	17,000						
- Microsoft Office XP							
2 license@7,500	15,000						
- Macromedia Dreamweaver							
1 license	17,000						
- Adobe Photoshop 7							
1 license	15,000						
Total Fixed Cost		222,150	40,550	40,550	40,550	40,550	40,550
Variable Cost							
Operating Cost							
Soap Ingredient	550		495,000	519,750	571,725	657,484	788,981
Transportation			20,000	20,000	22,000	23,000	24,000
Advertisement			6,000	6,000	5,000	4,000	3,000
Utility			9,000	10,000	15,000	20,000	20,000
Total Variable Cost	0		530,000	555,750	613,725	704,484	835,981
Total Annual cost		222,150	570,550	596,300	654,275	745,034	876,531
Accumulate cost		222,150	792,700	1,389,000	2,043,275	2,788,309	3,664,839
Net income		222,150	116,450	136,450	161,350	199,535	259,352
Accumulated Net Income		-222,150	-105,700	30,750	192,100	391,635	650,987

Figure 5.1. Total Investment Cost

5.2 Break Even Analysis

The break-even point is the regular form of cost and revenue comparison. Comparing the cost of developing an online system and the revenue derived from selling products through an online shop to determine the point that costs and revenue become equal. Figure 5.3 shows the break even-point that is approximately 2 years after operating the online shop. It means that the online system can generate profit after 2 years.

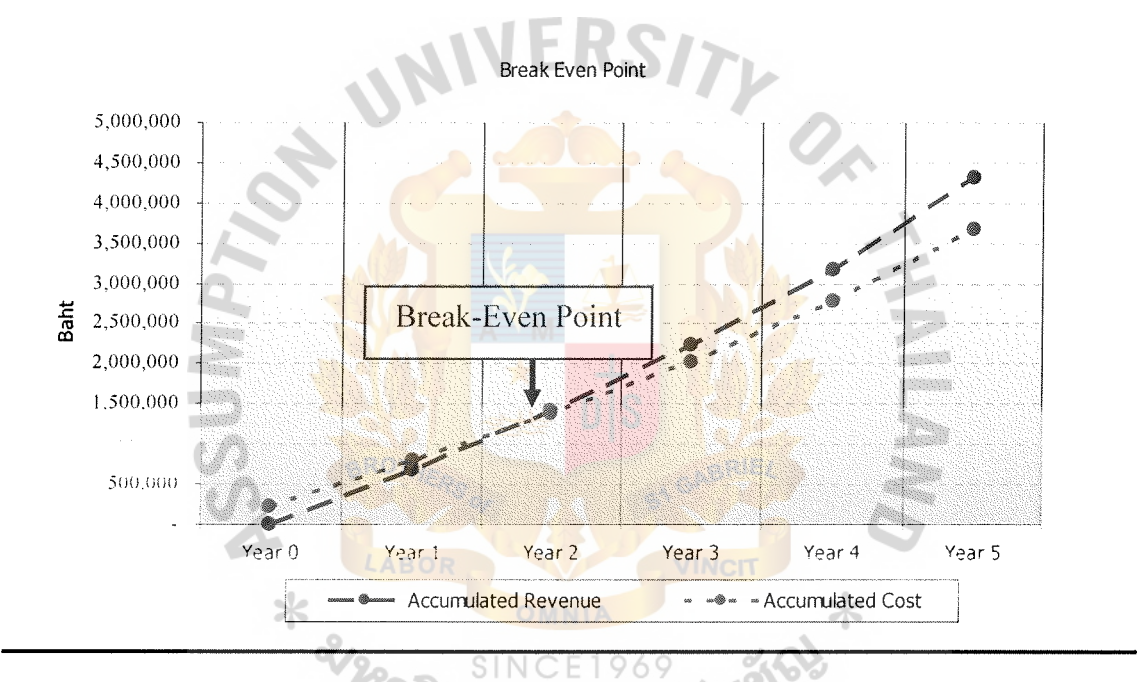


Figure 5.2. Break-even Point of MoosunGirly soap

VI. WEB DESIGN AND DEVELOPMENT

MoosunGirly soap shop website is designed based on the concept of easy navigation, user friendly, publishing and maintaining an online catalogue easily. The website uses an interactive multimedia tool for conducting advertising or promotion events and several convenience tools with lower operation and communication cost to both customers and company.

6.1 Objective of the site

- (1) To introduce MoosunGirly soap shop into the public mind.
- (2) To contribute good image of website as a brand of the company.
- (3) The site must be easy-to-use by providing user friendly tools for customer.
- (4) The information on site must be up-to-date and serve customers need.
- (5) To provide basic information of the products to the customers.
- (6) How to order products.
- (7) How to contact with the company.
- (8) Try to create the customer database.

6.2 Site Structure

The structure of the website is the critical points that can make the audience see that this website has a good organization or not. The good website must have a good organization because it can be beneficial to all of the sides such as if the website has a good organization, the audience can look through the things on the website more clearly and find stuffs that they want easily.

For MoosunGirly soap website, the structure of the website is “**Hierarchical Information Structure**”. It was created and designed to present commerce website that catalogues, soap information, ingredients and about us that the company serves for its customers to search and find more information about the products and company. These are the objectives of the company so it decided to use this structure to create the website, because this structure provides a road map of the site, making it easier to manage the site. The site structure gives an idea of where each is located and what link or graphic navigation is required.

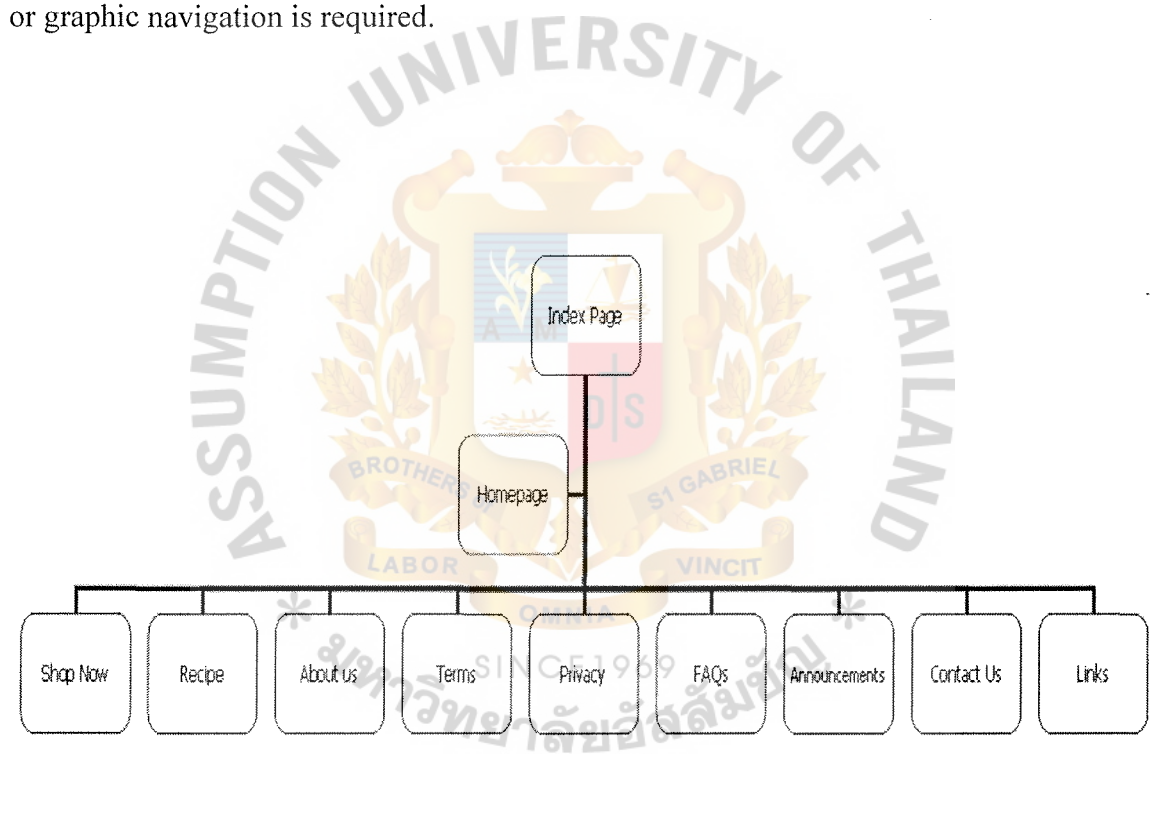


Figure 6.1. MoosunGirly soap Site Structure

6.3 Strategy to Create the Website

The main purpose of creating this website is to make the product information available on the web. The company uses the basic techniques and simple concept to design this website. As this website is the commerce website, the creativity the company uses in that process is very satisfying, such as in deciding what pages to initiate, in designing the look of the pages, in determining how the internal navigation of the pages and the site might work most effectively, and in incorporating visual and technical elements without unduly slowing down loading time. The company plans to create the web pages with a simple and attractive concept.

(1) Visual design

Visual design is another key success factor in attracting visitors when accessing the site. In attempt to make this website interesting, the color is pink which is attractive. The company uses light pink as the background color because the company wants the web pages an easy view for the product. The logo with smooth font creates the feeling of comfort which suitably to represent the soap product character.

In addition to the colors used, graphics also play a major role in attracting the viewers. The visual impact of those designs is often used to motivate the audiences to investigate the site content in the deeper level since dense text document without the visual designs are boring and more difficult to read especially on the low resolution screen. For MoosunGirly soap website, the company also uses the same type of text on each page which is easy for visitors to read the message in the website. As for color of text, the company uses dark red on the site which is easy to read and consistent on each page.

The graphic that the website uses is high quality graphic that can create the value and it also matches or complements the site's color scheme. This website mostly uses .JPG and .GIF because it is a simple format; the file size is not too big and suitable for the general website. The company also uses the format in both the Logo and the general picture. The Adobe Photoshop is one of the powerful software for the website to create the graphic that is very effective and automatic.



Figure 6.2. Logo MoosunGirly Soap

(2) Layout *

For the layout of this webpage, the company creates an easy pattern because the company would like the visitors focus and pay attention to all contexts and contents of the webpage. The navigation also links at the head and bottom of each page. The company sets the navigation at the top and bottom of the web page because it will be convenient and flexible for customers to use and moreover, these layout style and page elements create unity within the web site. The company designs the page layout and all page elements in the center base because the company would like the visitors to focus and pay attention to all contents and presented information.

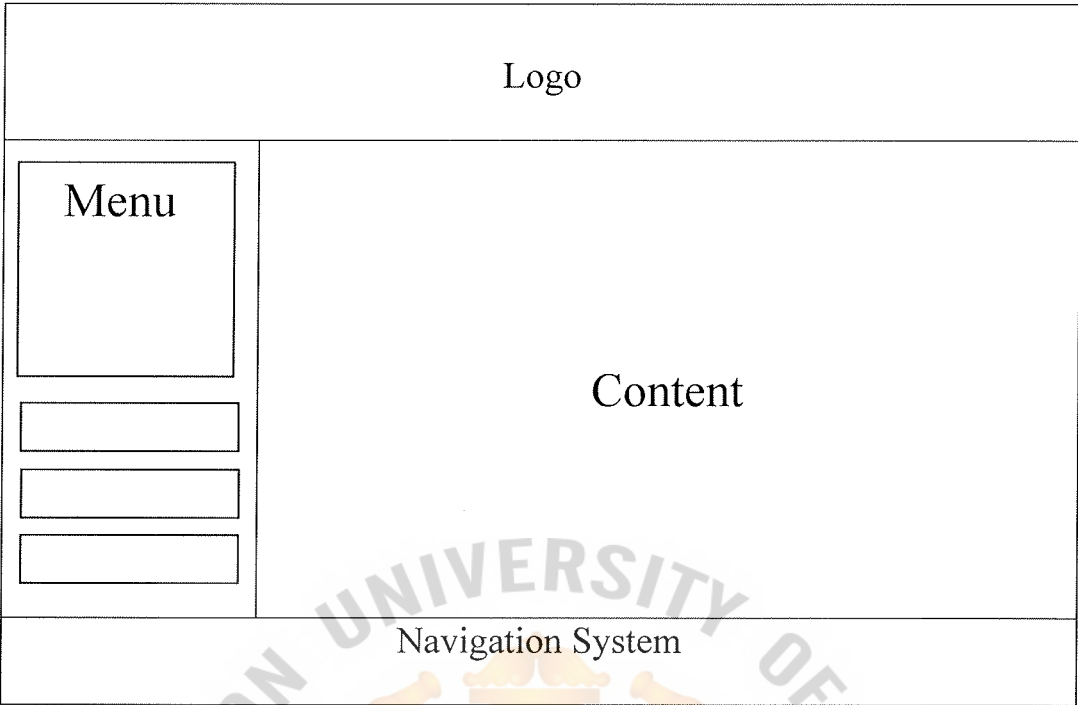


Figure 6.3. Layout of MoosunGirly Soap page

(3) Navigation System

The navigation system is positioned on every page of MoosunGirly soap website because the visitors will be able to move to different locations on a page of other pages to find quick and easy information in the web site. It is clear for visitors at every stage when they are in the site by emphasizing the currently active link. The navigation systems of this website are both user-based and user-controlled navigation because the visitors will be able to move to different locations on a page or to other pages in the website to find useable information quickly and easily. Visitors can link to the essential pages, as well as to other sections of the site.

(4) Functional design

Most of this site contains the static contents such as catalogue, soap information, ingredients and about us.

Table 6.1. Details of the Function of the Site

Menu	Description	Type	Format
Index page	To provide a short description about this site, new product and product categories	Text and Image	Photoshop, Dreamweaver MX
Ordering & Shipping Information	To provide customer the information about how to make order and product delivery with us	Text and Image	Photoshop, Dreamweaver MX
Soap product specification	To provide the details of each product in this site	Text and Image	Photoshop, Dreamweaver MX
Ingredients	To provide the details of ingredients of soap product	Text	Dreamweaver MX
Shopping Cart	To provide the information about the product and information what customer will buy; choose Gift wrap, Quantity, Coupon and Free Sample.	Text and Image	Photoshop, Dreamweaver MX
Billing Details	To provide the information about how many items you buy and how much you will pay. And the information of the customer: name, address, method of payment, etc.	Text	Dreamweaver MX
Customer Service	To provide the background and information about MoosunGirly Soap	Text and Image	Photoshop, Dreamweaver MX
- Contact US			
- The Guarantee	To Provide the information of the guarantee		
- Exchange	To provide the information of how to exchange the product		
- Privacy Policy	To provide the information of the privacy policy of MoosunGirly soap website		

(5) **Attract customer**

- Free gift-wrap: The company provide Free Gift wrap for any occasion.

6.4 Website Content

Why MoosunGirly soap?s

- (1) Easy to remember
- (2) Colorful
- (3) Attractive
- (4) Owner's name

Concept of the Shop

The main content is grouped and labeled into categories as follows:

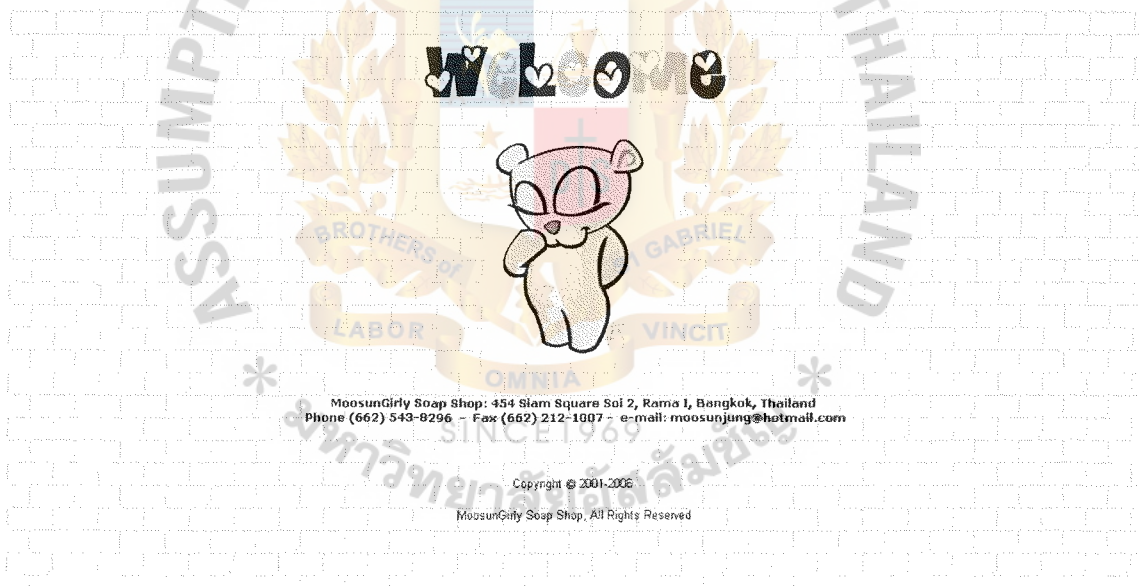


Figure 6.4. Index Page

This is the first page to enter for MoosunGirly soap website. The index page provides the information of address, phone and e-mail of MoosunGirly soap shop.

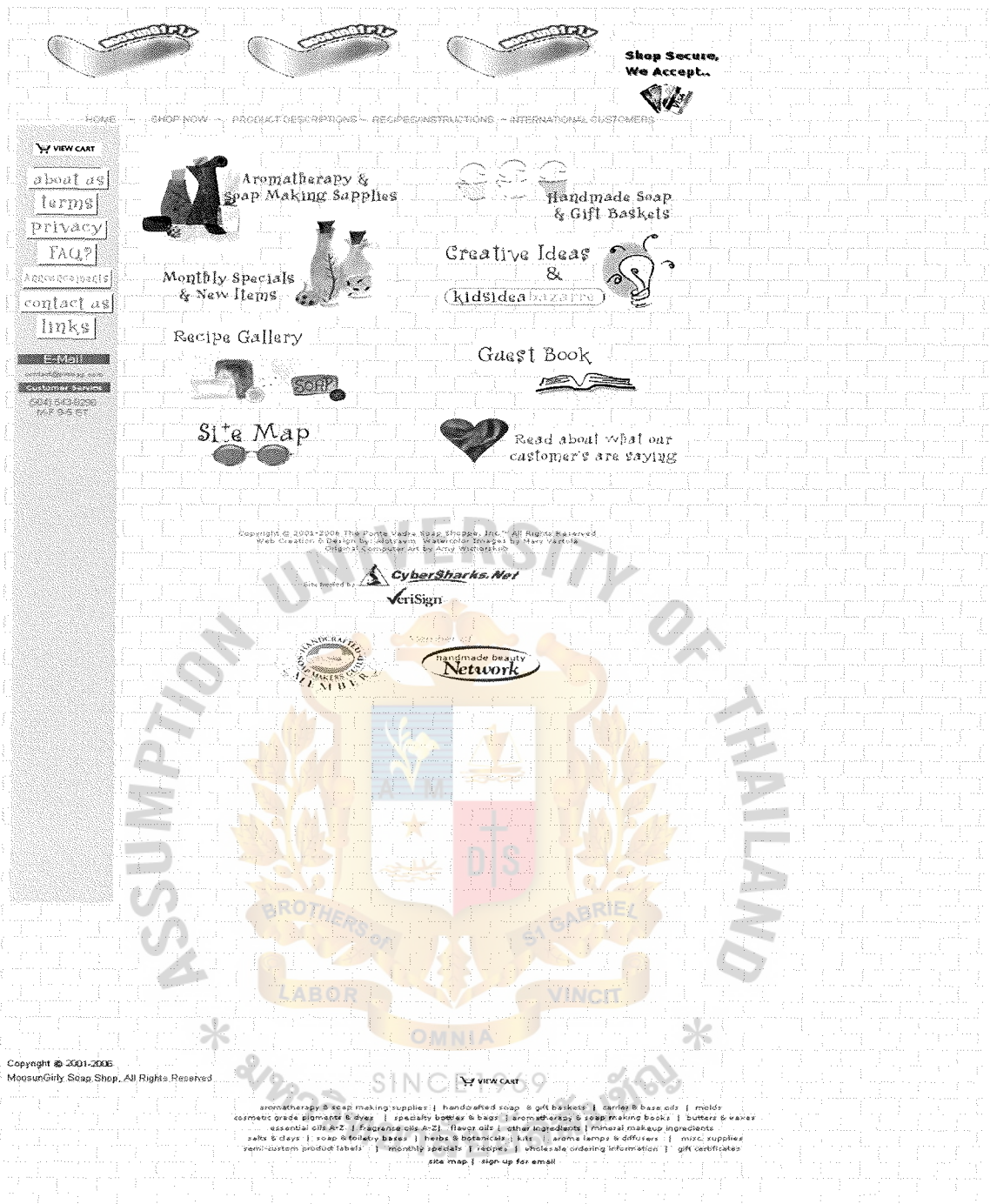




Figure 6.5. Homepage

This is the main page of the web site. In the homepage, the web site will provide the content of the website. Every web page can link to this page by clicking at the logo. And the customer can search for the catalogue by using link at the left of website.



WOMEN • SHEEP NURSE • PERSONAL OBSERVATIONS • PROFESSIONAL TECHNIQUES • INTERNATIONAL CONFIDENTIAL

**Shop Secure.
We Accept.**



VIEW LIST

about as

terms

privacy

FAQ?

CONTACT US

links


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Customer Service

800.643.6226

"Know your Ingredients"

Ingredient Library & Product Descriptions



-A-

Almond Oil Sweet - An odorless base/carrier oil good for most skin types. Made with pure essential oils for massage. Widely used in soap-making, cosmetic and perfumes.

Aloe Butter (Cocos Nucifera Oil / Aloe Barbadensis Leaf Extract) - A proprietary active ingredient for use in cosmetics & lotions. It is an extraction of Aloe Vera using a coconut fatty fraction to produce a soft solid which melts on contact with the skin. Subsequent skin care applications for lotions, soaps, skin creams and lip balms to enhance moisturization and to gain the properties of Aloe. Suggested use levels: Lotions & Creams: 3-5% Balms: 5-100%, Bar Soaps: 3-6%, Conditioners: 2-5%.

Aloe Vera Liquid 1:1 - Derived from the aloe vera plant, this liquid heals burns, moisturizes skin and is odorless. It may be added to cosmetic formulations, soaps, and used pure on the skin.

Almond Kernel Oil - A light oil especially good for sensitive skin, as well as for skin that is itchy or dry. It can be used alone or in massage. Also used in lip balms and creams. It is particularly helpful for dehydrated, delicate, mature or sensitive skin. It has a high vitamin A content. For soap making, one should use one or two ounces for every pound of fat.

Avocado Butter - This ultra refined exotic butter is from tropical regions of the world. It is obtained from the oil of the fruit of the avocado tree. Through a unique process, which produces a soft butter with a mild scent, is known to help to moisturize and soften rough, dry and cracked skin. Works excellent in soaps, lip balms, lotion bars, creams, lotions, & body butters.

Avocado Oil (Persea americana) - A base/carrier oil. Has the same uses as Almond Oil, good for dry, dehydrated skin because it contains vitamins A, D and E, proteins, leathin and fatty acids. An excellent source of enrichment for dry, damaged or chapped skin. Store in cool place or refrigerator.

-B-

Bee Soap - The soap produced by the saponification of fat and/or oil, water and lye, but with no additives or scents added.

Beeswax Paraffin - A base ingredient in lip balms that has a sweet honey scent. Also used in candle and candle-making. Beeswax adds firmness to the finished products.

Buckwheat hulls - Our buckwheat hulls (or husks) have a triangular flat round shape with a diameter of 3-5mm. They are clean and dust free making them an ideal stuffing for pillows, mattresses, pet beds, etc. They allow air circulation and support the sleeper's head. Can also be used in combination with dried botanicals and flax seed for eye pillows. A 14" x 10" pillow requires 2 lbs of hulls.

-C-

Candelilla Wax - The Candelilla plant (Euphorbia antisyriatica and Euphorbia Pavonis) grows in Northeastern Mexico. The production of Candelilla Wax is attributed to areas where rugged climatic and topographical conditions combine to produce the highest wax-yielding varieties. Plants growing in the hottest and driest areas produce a scale-like covering on the plant, which, after processing at hundreds of rural sites, yields a hard vegetable wax of superior quality. Suggested use: lip balms, soaps, creams, vegan products.

Carnuba Wax - Obtained from the leaves of a palm tree known as Copernicia Confere, which is also referred to as the "Tree of Life". No. 1 Yellow in name from which it is FDA approved for use in cosmetics, pharmaceuticals, ointments and candles. It is the hardest of all waxes and has a melting point of 80-85 deg. C and a SAP value of 78-95.

Castile Soap - A hard, bland, very mild soap made from olive oil, sodium hydroxide and water. Named after the region in Spain where it was first made.

Castor Oil - Soothing to the skin, used in soap-making, and cosmetic industry. Use castor oil when making shampoo bars for it's lathering quality.

Citric Acid - A safe, powdered preservative used in lotions and soap making. Add castor oil when making shampoos for it's lathering quality.

Cocoa Butter - An emollient that softens and lubricates, used in massage and soap-making. Produces a smooth hard soap. An cocoa butter is pure, prime pressed and food grade.

Coconut Oil - A base/carrier oil, used widely in soap-making, lathers quickly, produces a hard bar with excellent lather. When used in excess, can cause drying of the skin. Semi-solid white fatty oil that comes in 76% when it's melting point.

Coconut Oil, Virgin - see below.

Colloidal Oatmeal - To produce colloidal oatmeal, the oats themselves are very finely ground-pulverized. This enables the grain to readily absorb liquid. When the colloidal oatmeal is added to both water, it almost instantly gives a slightly milky, almost sticky consistency to the water-which then coats the skin, moisturizing, softening, and protecting it. The emollient, or skin-softening, properties of oat products come from ingredients in the oatmeal such as cellulose and fiber.

Color Mugglets - are packaged in a snap-closure, 4-compartment plastic case. Each container approximately 2 ounce of Red and Blue Glycerin Soap which is super-infused with color. They are available in single colors, or as a variety pack of four colors. Color Mugglets are appropriate for use as a color additive ONLY for Melt and Pour Soaps. Each box of Color Mugglets will color approximately 5 pounds of soap to a medium shade. Easy to use, just cut off a portion and melt along with your soap.

Colorant, Liquid Soap Dye - Color that dissolves in water and oil. Usually transparent and will not sink to the bottom when mixed in a liquid application. Dyes will blend and migrate. They work best in melt and pour soap used in cold process soap making. Because of the high pH in cold process soap making, the dyes will change color. One ounce of dye colors about 8 lbs. of soap to a medium shade.

Confrey Butter - Confrey contains calcium, potassium, phosphorus, and alantoin which speeds cell renewal in damaged muscles. It can also reduce swelling and bruising around sprains and arthritic joints and speeds the healing of cuts, burns, open sores and sores.

-D-

Dead Sea Salt - Dead Sea salts are very dry and absorb essential oils with ease, which enables them to be released into the bath water as they dissolve. They contain far more minerals than sea salt. These minerals assist in cleansing, detoxifying and restoring a healthy body, especially the skin and muscles. A product of Israel.

-E-

Emulsifying Wax - This wax is used for combining oil and water in your recipes for lotions, creams, etc. This emulsifier is derived from plant-based alcohols and derivatives. It is a waxy solid containing a derivative of a fatty acid ester of sorbitan which comes from sorbitol in berries.

Exfoliant Salt (Magnesium Sulfate) - Most commonly thought of for softening feet. Mineral crystals, soak in the bath and can be used in bath teas, body and foot scrubs as an exfoliant, massage, and for easing aching muscles.

Essential Oils - Highly concentrated oils distilled from the different part of plants. Pure essential oils are sold by weight.

Figure 6.6. Product page

This page provided the information of ingredients for the soap. The customer could see in the details of each ingredients.

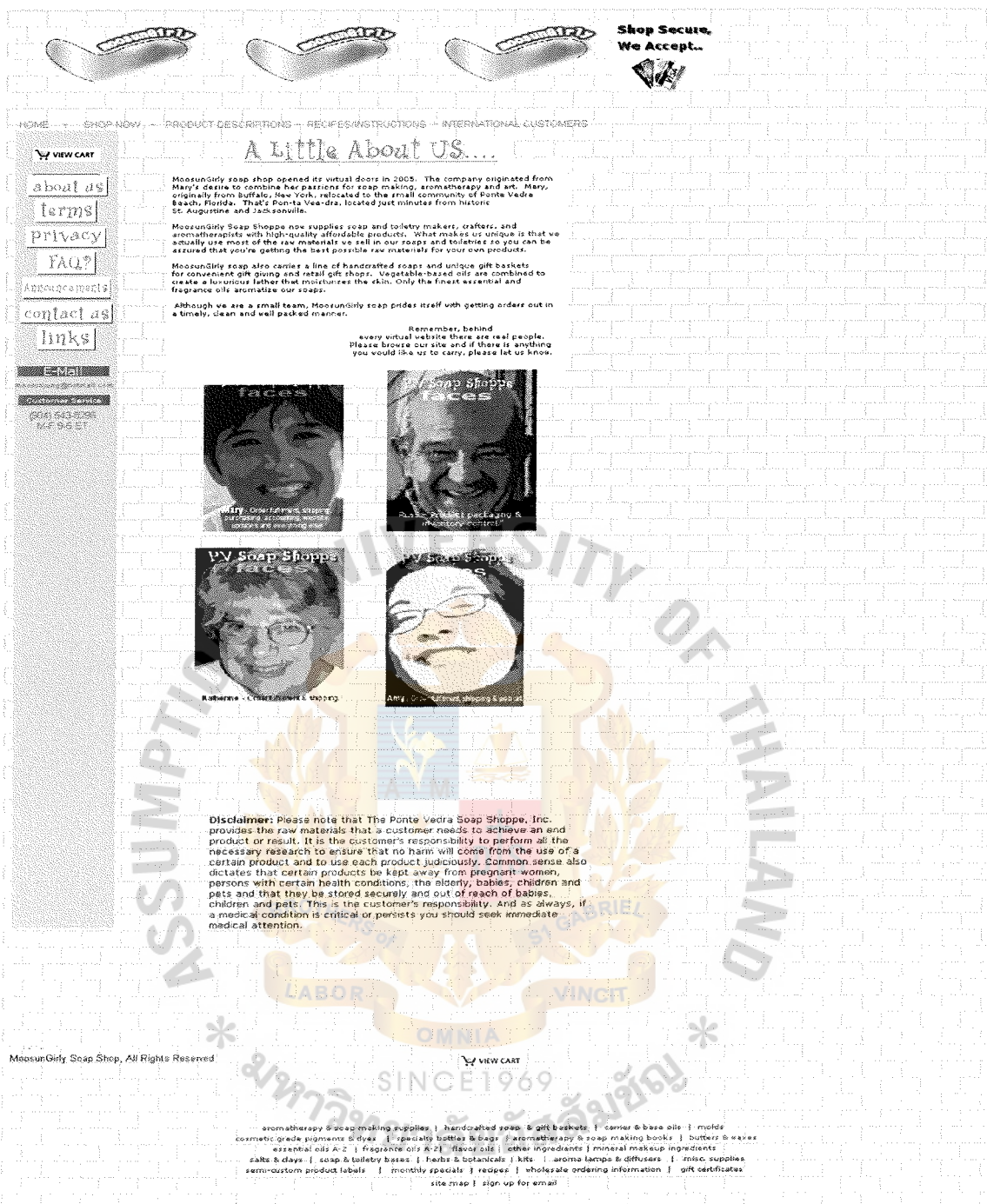


Figure 6.7. About Us page

This page is About us page. It provided the history of the company.

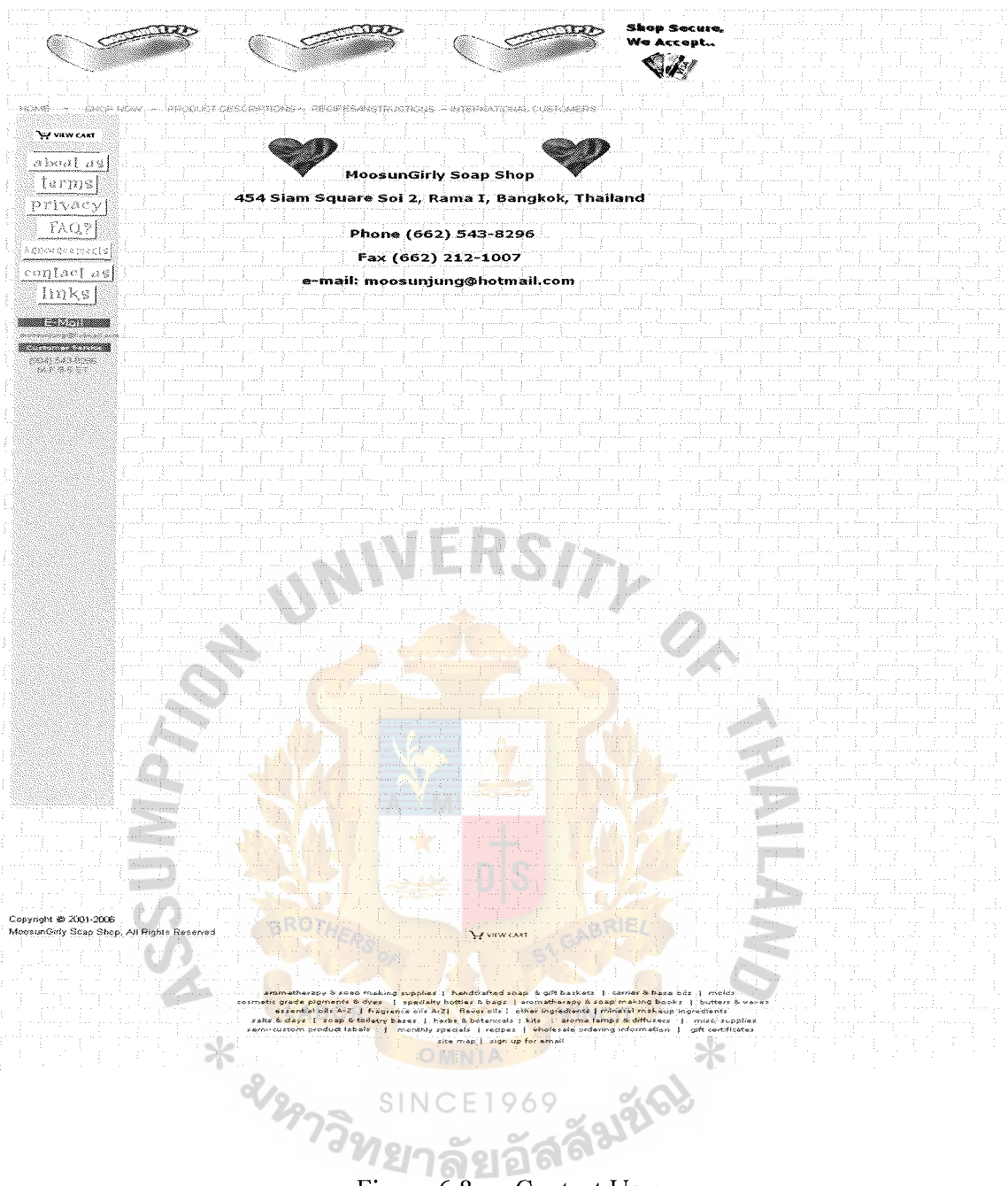


Figure 6.8. Contact Us page

This page is contact us page. It provided the address, phone, email of the company. Customers can send email to the company by clicking at the link of email address.

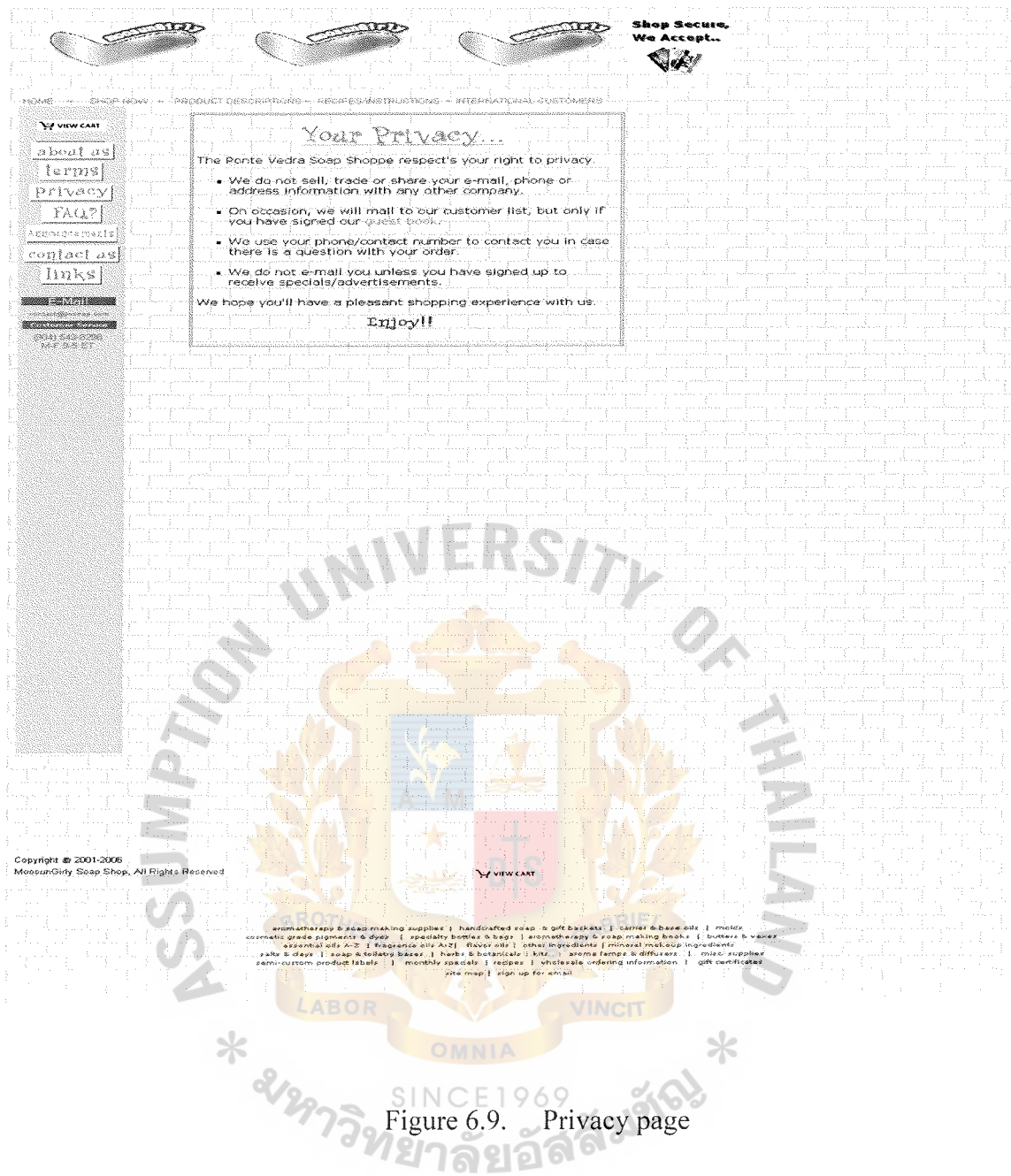


Figure 6.9. Privacy page

This page is privacy page. The customer can be sure that the information of his own will be protected.

6.2.1 Text -- Text typically is the primary component of a web site.

- (1) The index page of this web site is to try to make it easy to understand and navigate the information that visitors want to see
- (2) All pages of this site include a link back to home page for visitors who do not enter the site through the home page by clicking at the logo.
- (3) The typefaces and font size are very readable, full of graphics, and fun to use. The visitors will probably enjoy seeing it.
- (4) The web site clearly shows the purpose of this website.
- (5) Each page is clean looking.

Typeface: The website uses Verdana, Arial, Helvetica, sans font because these are intended to be printed and then read.

Type style: The website uses roman (regular) for normal text and italic style to improve the appearance of the web site.

Type size: The website uses 10 points. That is neither too small nor too big.

6.2.2 Photographs

- (1) The picture in MoosunGirly soap website consists of the pictures of the products that make it easy for customer to decide whether to buy the products.
- (2) MoosunGirly soap website contains real pictures that are related to the physical products in the shop.
- (3) The use of photographs can deliver a message to replace the use of text.
- (4) The photographs in the website are the photographs that can catch the visitors' eyes (attention) who are interested in the products.

Sources for graphics: The website uses a digital camera to take pictures and Photoshop to edit the pictures and save it as JPEG file formats.

6.5 Maintaining and Updating the Website

- (1) Add changing, timely content: the company will update new products, offer special promotion hold special events every month to encourage visitors to return to the web site.
- (2) Check for broken links, and add new links: the company will check the links and add new links every month.
- (3) Document the last reviewed date on web pages: the company has the date that the company update the information at the bottom of the home page.
- (4) Include a mechanism to gather user feedback: the company has Contact us for the customer to contact the members.

6.6 Payment System Preparation

The electronic shop prepares for online payment system by having cooperated with commercial banks for the purpose of ensuring customers for high security in payment process with the use of internet payment gateway of VISA, MASTER Card, American Express.

The company will provide three payment methods for customers who pay for the product via the online channel.

The online shop provides 3 ways of payment for customers to pay for product. They are online credit card payment, bank transfer, and via ATM Account.

(1) Online Credit Card Payment

Electronic commerce involves the exchange of some form of money for goods and service. Online credit card payment will be using SSL technology to protect the data of customer and sent the data to the bank.

(2) Transfer Payment

The customers can transfer their payment into the company's account and fax the payment slip back to the office and after that the operator will activate the order online .At MoosunGirly soap, the company has several payment methods

available when the customer makes a purchase. Customers can make orders from us as conveniently as possible.

(3) Via ATM Account

The customers can key in ATM number on “MoosunGirly soap”, the system will automatically make payment transaction with the Bank and activate the reservation seat into the actual seat.

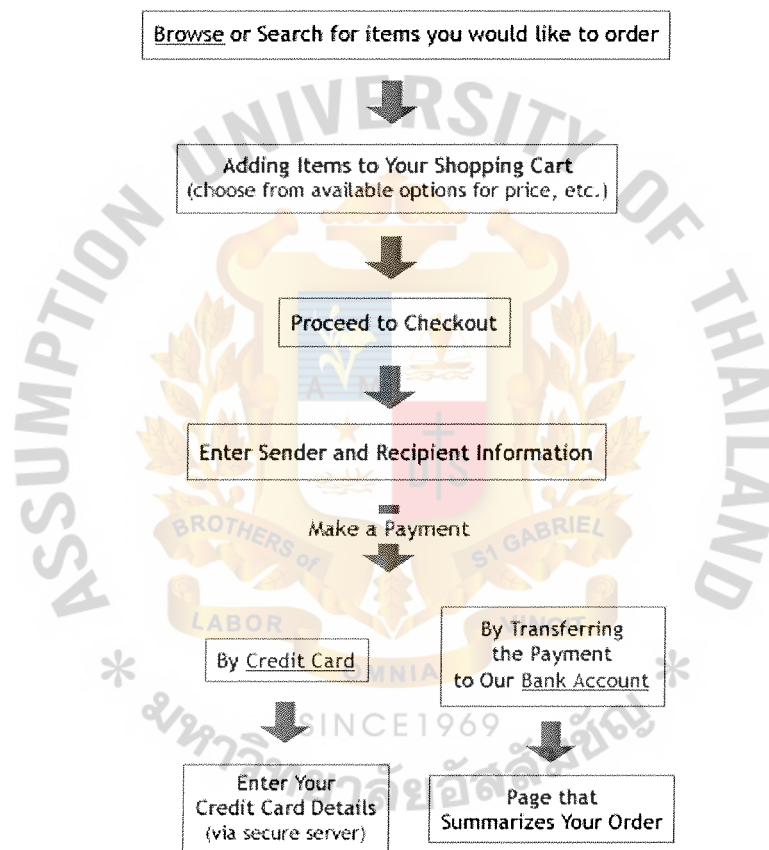


Figure 6.10. The process of how to make an order with MoosunGirly soap

6.7 Security Plan

Web Application Security

(1) Copyrights

In order to ensure that your website assets such as image, picture, other components, including Trade Mark, Logo, know-how, and etc. that appear on the web are already protected by Law of Thailand against the unwilling activities such as copies or change or duplicate to public or sell or rent for commercial.

(2) VeriSign

VeriSign delivers intelligence infrastructure services that make Internet and telecommunications networks more reliable and secure. The website uses *VeriSign* as a security guarantee for customers. With *VeriSign*, customers feel more comfortable to give their credit card number and make transaction online. On the side of MoosunGirly Soap, *VeriSign* allows the company online store to easily and securely accept and process credit card from customers.

6.8 Back Office

MoosunGirly soap Company develops the inventory management system for administrator and staff to use in managing and operating inventory. This inventory system relates with many departments such as financial/accounting department, marketing/sales department, administration department and purchasing department by using Visual Basic Program. The administrator can log in from the website. The icon will be hidden and ask for user name and password.

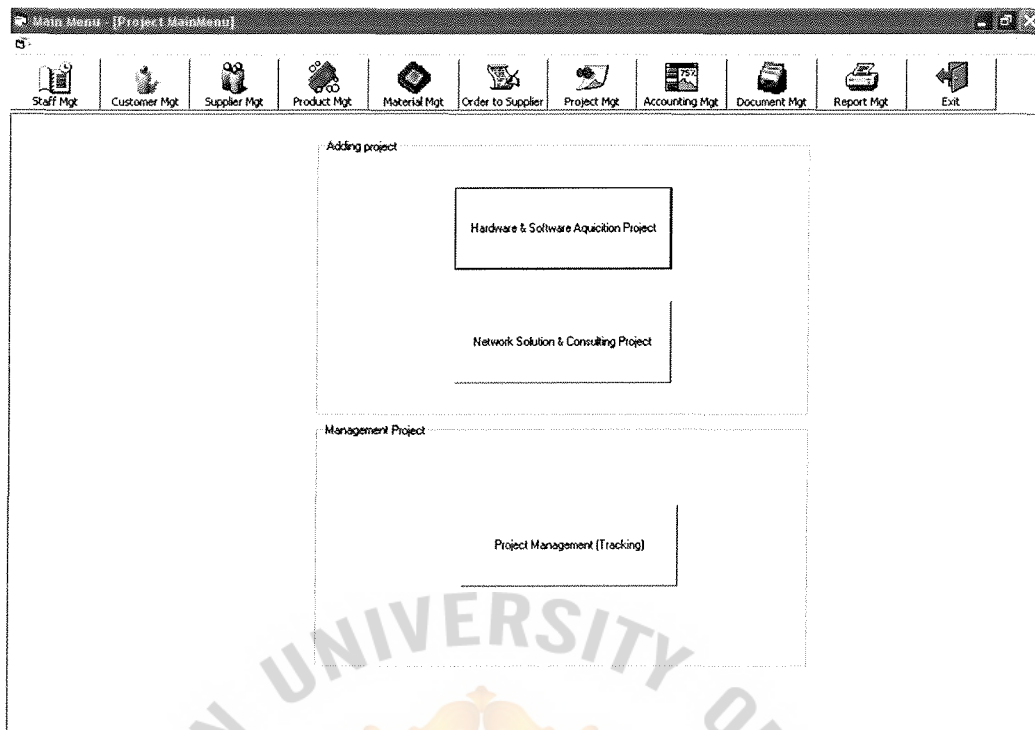


Figure 6.11. Back office Program

This system provides the function by which administrators can operate inventory which are adding, editing, and viewing information such as product information, customer information, order transaction and purchasing transaction information.

6.9 Database Design

The function, which is needed for the company, is the database system. The database system that the company uses in prototype design is access Application. The database is classified as follows:

(1) Database Design relationship

The database created from Microsoft access support both front and back offices. This database will keep customer information, order of customer, shipment method, information of gift and etc.

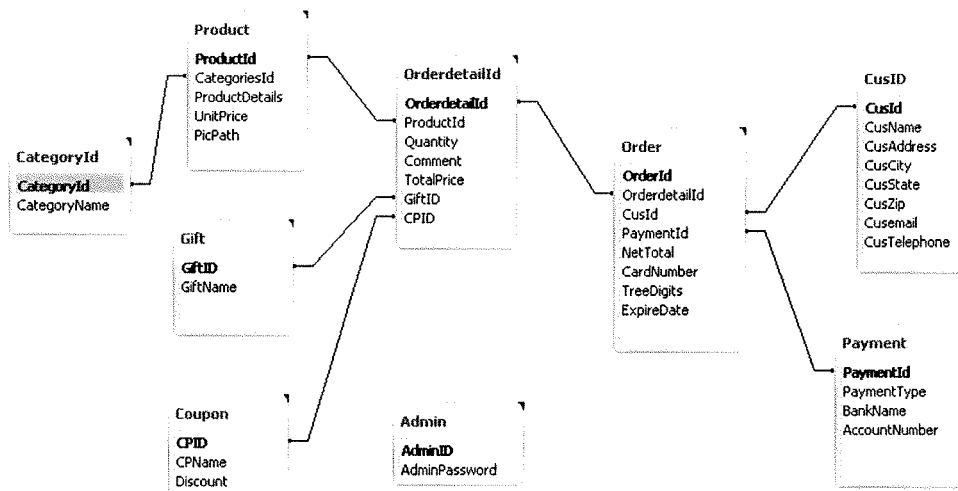


Figure 6.12. Database Design Relationships

(2) Administrator

This table is used to keep username and password for the administrator.

Table 6.2. Administrator Details

Field	Data type	Remark
AdminID	Auto number	Primary Key
AdminName	Text	
AdminPassword	Text	

(3) Product Categories

This table is used to classify the category of each product.

Table 6.3. Product Categories

Field	Data type	Remark
CategoryID	Auto number	Primary Key
CategoryName	Text	
CategoryDetail	Memo	

(4) Coupon Information

This table is used to keep the information of the coupon.

Table 6.4. Coupon Information

Field	Data type	Remark
CPID	Auto number	Primary Key
CPName	Text	
Discount	Number	

(5) Customer Detail

Customer detail database is used to keep details of each customer who buys products from the website.

Table 6.5. Customer Details

Field	Data type	Remark
CusID	Auto number	Primary Key
CusName	Text	
CusAddress	Text	
CusCity	Text	
CusState	Text	
CusZip	Number	
CusCountry	Text	
CusEmail	Text	
DayTimePhone	Number	
HomePhone	Number	

(6) Gift Wrap

This table is used to keep the information of the gift warp for customers.

Table 6.6. Gift Warp

Field	Data type	Remark
GiftID	AutoNumber	Primary Key
GiftName	Text	

(7) Order Id

OrderId is a table that is used to keep the sales of each customer at each time.

Table 6.7. Order ID

Field	Data type	Remark
OrderID	Auto number	Primary Key
OrderDetailID	Text	Foreign Key
CusID	Text	Foreign Key
PaymentID	Text	Foreign Key
NetTotal	Number	
CardNumber	Text	
ThreeDigits	Text	
ExpireDate	Date/Time	

(8) Order Details

Order detail is used to keep details of each product sales.

Table 6.8. Order Detail

Field	Data type	Remark
OrderDetailID	Auto number	Primary Key
ProductID	Text	Foreign Key
Quantity	Number	
Comment	Text	
TotalPrice	Currency	
GiftID	Text	Foreign Key
CPID	Text	Foreign Key

(9) Payment Information

Payment information database is used to keep details of payment.

Table 6.9. Payment Information

Field	Data type	Remark
PaymentID	Auto number	Primary Key
CardNo	Number	
ThreeDigit	Number	
ExpireDate	Date/Time	
ExpireYear	Date/Time	
CardTypeID	Text	Foreign Key
PaymentMethodID	Text	Foreign Key

(10) Product ID

This table is used to keep each product.

Table 6.10. Product ID

Field	Data type	Remark
ProductID	Auto number	Primary Key
CategoryID	Text	Foreign Key
ProductDetailID	Text	Foreign Key

VII. CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions

The e-commerce website is created to open market and be able to reach new customer worldwide, etc. It provides useful information of soap and details of ingredients. The website's design is designed to be user friendly, showing products, prices, product information and shopping cart on the product page. The target market is female aged over than 18 years old. They should be educated or at least can read English since the website is created in English

In addition, the company knows that it is hard to have shares in this market, so first of all the company has to define an organization itself and its environment by SWOT analysis. SWOT shows the company has guaranteed good quality, good supply chain management, strong management team, and etc, and reveals the fact that customers cannot touch and see the real product, customers prefer to shop with their friends or family and etc. After that, the company also uses marketing Mix Strategies or 4Ps to help marketing product, price, place, and promotion. And Thailand being the web target, the problem is that most Thai customers are reluctant to shop online so the website also acknowledges the security uses in the web which is SSL or Secure Sockets Layer to take care of processing transactions securely on the web by the company which will coordinate with Visa to make this process.

Furthermore, when the company invests something, the company should monitor the outcome and break-even analysis thus the further development significantly takes less cost and brings a potentially beneficial banner occurring to the website. The pay back period of this website is 2 years which is a very good sign to invest.

The structure of this website is “Hierarchical Information Structure”. The web page of the website uses white pink that makes customer feel relaxed when visiting to .

the website. The company uses white color as the background color because the company wants the web pages to be a formal web site and look clean as much as possible. The page layout and all page elements are in center base because the company would like the visitors focus and pay attention to all contents and presented information. The website offers free shipping, free Hallmark card, and free gift-wrap to attract customers.

The company follows the design plan to design this web site to reach the customer. The company uses typography, graphics, multimedia, and DHTML scripts to make the web site look attractive. And the company plans to improve the publishing web site to be successful. This entire step has inspired me to create this website and there is a chance to be successful. The company uses visual basic programs to manage the back office, and asp to connect the database and Microsoft access to build database.

7.2 Recommendations

To achieve a long-term goal and be in customer's mind, looking forward to the future plan is very important:

- (1) Increase linked connection with more websites in order to make the shop well-known.
- (2) Create alliance with the reliable manufacturers to back up the business.
- (3) Free member subscription and real-time service (MSN) for the customer so the company can post on the latest news and new products.
- (4) Add more category, language, and perfume (perfume made from herb).
- (5) Promotion plan for the people who buy the products for more than 5,000 Baht, the company will provide a 10% discount as a special offer.

- (6) The company should expand more product lines for special gift such as personalized gifts, flowers, chocolate cakes, and other products. These kinds of gifts can make the marketing strategy the product variety more effective and efficient.
- (7) New service such as online talking by using MSN technology for communication and connection. Customer can talk with the staff at real time and if the website is offline the customer can leave the message for the staff.
- (8) The company should play a role in the mobile commerce and payment. Nowadays, customers use cell phones to connect and M-commerce is a new tool for the company to do new business. If MoosunGirly Soap expands to this business, they will also gain the first mover advantage and maintain their leading position in perfume shop industry, which can fulfill customers' satisfaction.



APPENDIX A

MOOSUNGIRLY SOAP SHOP WEBSITE

WELCOME



MoosunGirly Soap Shop: 454 Siam Square Soi 2, Rama 1, Bangkok, Thailand
Phone (662) 543-8296 - Fax (662) 212-1007 - e-mail: moosunjung@hotmail.com

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Figure A.1. Index Page



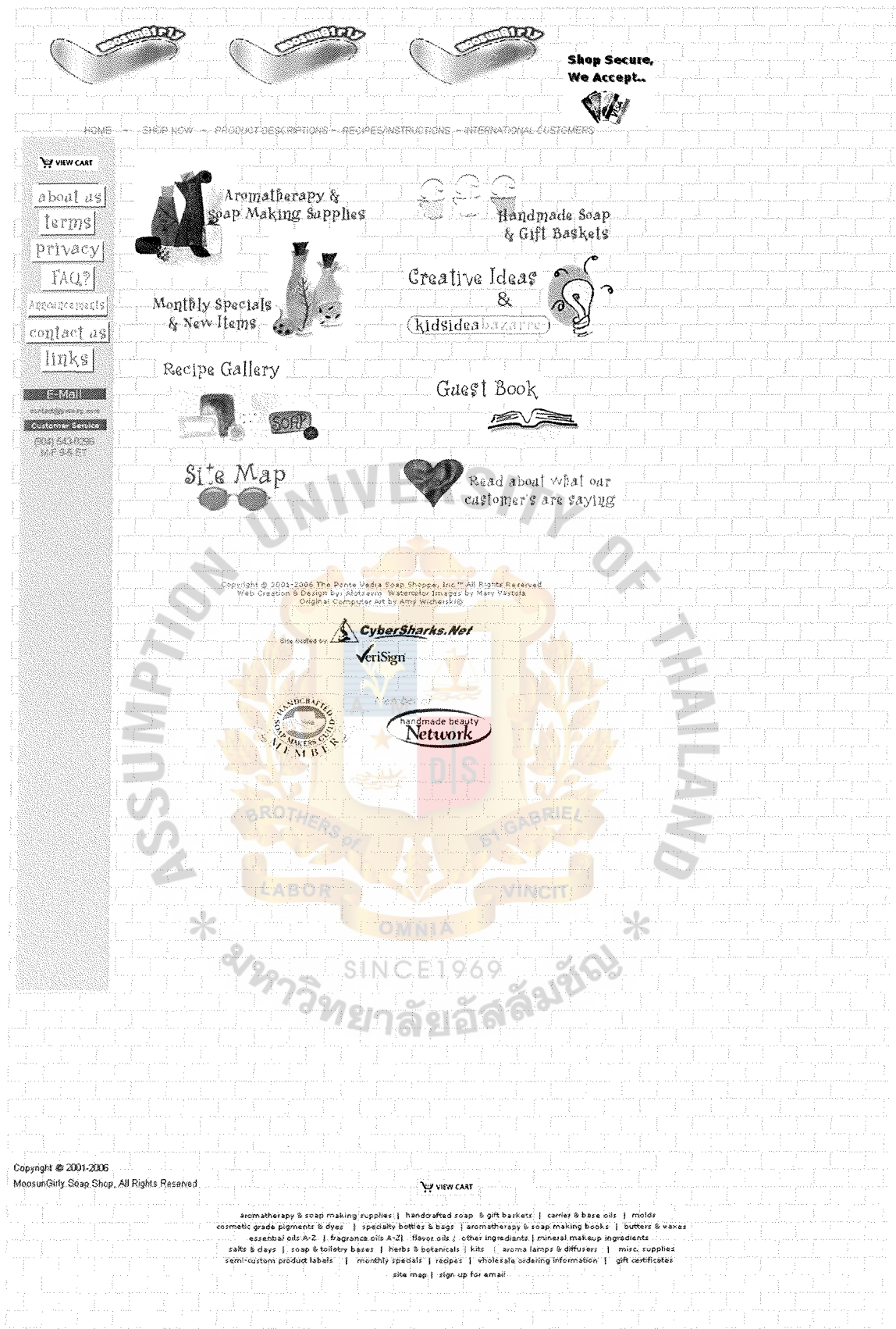


Figure A.2. Homepage



Figure A.3. Contact Us Page

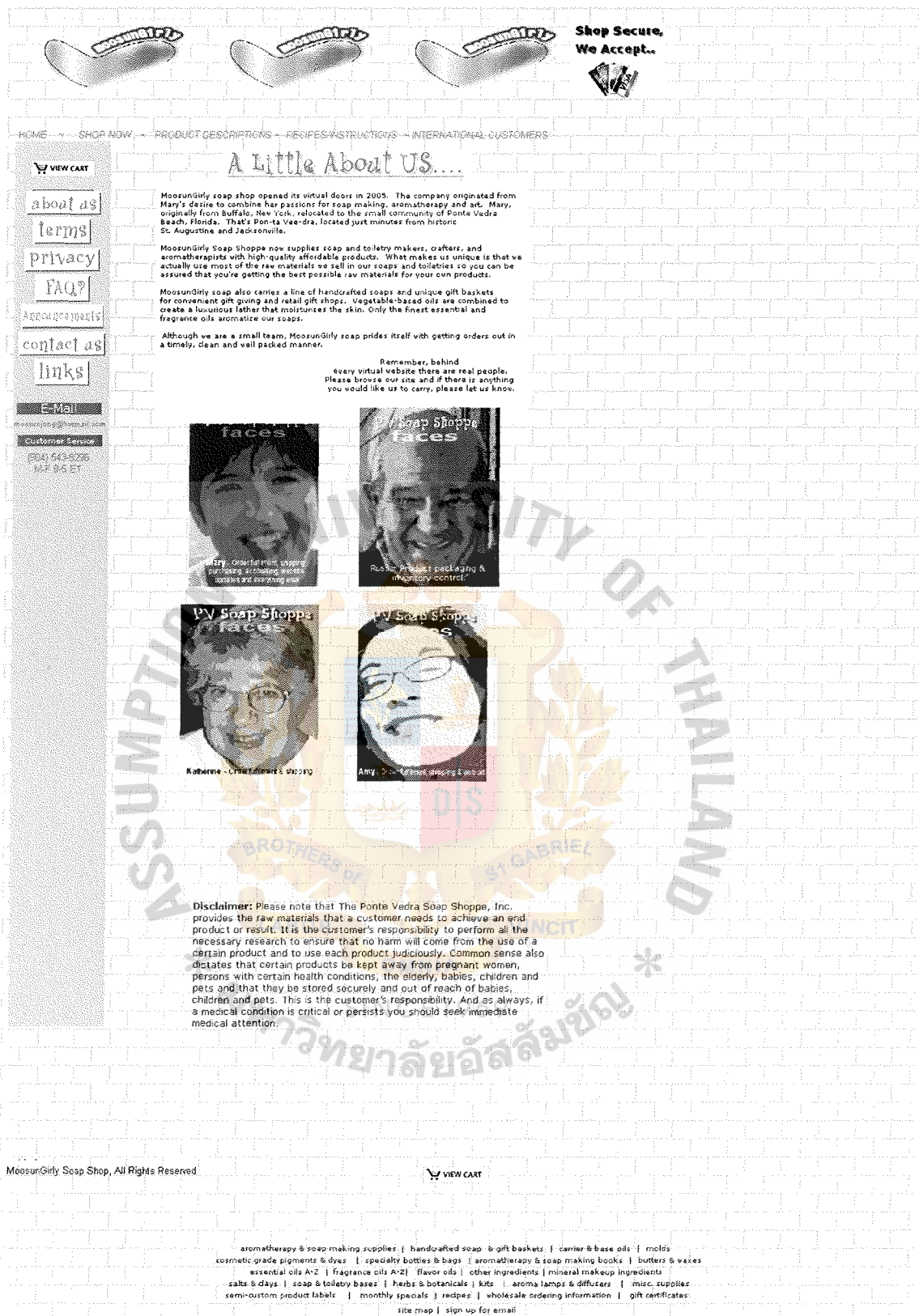




Figure A.4. About Us Page



**Shop Secure,
We Accept.**



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"Know your Ingredients"

Ingredient Library & Product Descriptions

-A-

Almond Oil Sweet - An odorless base/carrier oil good for most skin types. Mix with pure essential oils for massage. Widely used in soap-making, cosmetics and perfumes.

Aloe Butter (Cocos Nucifera Oil / Aloe Barbadosensis Leaf Extract) - a proprietary cosmetic butter developed exclusively for use in cosmetics & toiletries. It is an extraction of Aloe Vera using a coconut fatty fraction to produce a soft-solid which melts on contact with the skin. Suitable for a variety of skin care applications for lotions, soaps, skin creams and lip balms to enhance moisturization and to gain the properties of Aloe. Suggested use levels: Lotions & Creams: 3-5% Balms: 5-10%, Bar Soaps: 3-6%, Conditioners: 2-5%.

Aloe Vera Liquid 1:1 - Derived from the aloe vera plant, this liquid heals burns, moisturizes skin and is odorless. It may be added to cosmetic formulations, soaps, and used pure on the skin.

Apricot Kernel Oil - a light oil especially good for sensitive skin, as well as for and skin that is inflamed or dry. It can be used alone or in massage. Also used in lip balms and creams. It is particularly helpful for dehydrated, delicate, mature or sensitive skin. It has a high vitamin A content. For soap making, one should use one or two ounces for every pound of fat.

Avocado Butter - This ultra refined exotic butter is from tropical regions of the world. It is obtained from the oil, of the fruit, of the avocado tree. Through a unique process which produces a soft butter with a mild scent. Is known to help to moisturize and soften rough, dry, and cracked skin. Works excellent in soaps, lip balms, lotion bars, creams, lotions, & body butters.

Avocado Oil (Persea americana) - A base/carrier oil. Has the same uses as Almond Oil, good for dry, dehydrated skin because it contains vitamins A, D and E, proteins, lecithin and fatty acids. An excellent source of enrichment for dry, damaged or chapped skin. Store in cool place or refrigerator.

-B-

Bee Soap - The soap produced by the saponification of fat/and/or oils, water and lye, but with no additives or scents added.

Beeswax Pearls - A base ingredient in lip balms that has a sweet honey scent. Also used in soap and candle-making. Beeswax adds firmness to the finished products.

Buckwheat Hulls - Our buckwheat hulls (or husks) have a triangular half round shape with a diameter of 3-5mm. The hulls are clean and dust free making them an ideal stuffing for pillows, mattresses, pet beds, etc. They allow air circulation and support the sleeper's head. Can also be used in combination with dried botanicals and flax seed for eye pillows. A 14" x 10" pillow requires 2 lbs of hulls.

-C-

Candelilla Wax - The Candelilla Plant (Euphorbia Antisyphilitica and Pedilanthus Pavonis) grows in Northeastern Mexico in the Chihuahuas Desert. The production of Candelilla Wax is confined to areas where rugged climatic and topographical conditions combine to produce the highest wax-yielding varieties. Plants growing in the hottest and driest areas produce a scale-like covering on the plant, which, after processing at hundreds of rural sites, yields a hard vegetable wax of superior quality. Suggested use: lip balms, salves, creams, vegan products.

Carnauba Wax - Obtained from the leaves of a palm tree known as Copernicia Centaria, which is also referred to as the "Tree of Life". No. 1 Yellow in flake form which is FDA approved for use in cosmetics, pharmaceuticals, ointments and candles. It is the hardest of all waxes and has a melting point of 90-95 deg. C and a SAP value of 78-95.

Castile Soap - A hard, bland, very-mild soap made from olive oil, sodium hydroxide and water. Named after the region in Spain where it was first made.

Castor Oil - Soothing to the skin, used in soap-making, and cosmetic industry. Add castor oil when making shampoo bars for it's lathering quality.

Clitic Acid - A safe, powdered preservative used in toiletries and soap making. Use if your soap contains ingredients that will spoil such as fruit or vegetables. Also used in bath bombs.

Cocoa Butter - An emollient that softens and lubricates, used in massage and soap-making. Produces a smooth hard soap. Our cocoa butter is pure, prime pressed and food grade.

Cocunut Oil - A base/carrier oil, used widely in soap-making, lathers quickly, produces a hard bar with excellent lather, when used in excess, can cause drying of the skin. Semi-solid white fatty oil that comes in 76% which is its melting point.

Cocunut Oil, Virgin - see below.

Colloidal Oatmeal - To produce colloidal oatmeal, the oats themselves are very finely ground-pulverized. This enables the grain to readily absorb liquid. When the colloidal oatmeal is added to bath water, it almost instantly gives a slightly milky, almost slimy consistency to the water—which then coats the skin, moisturizing, softening, and protecting it. The emollient, or skin-softening, properties of oat products come from ingredients in the oatmeal such as cellulose and fiber.

Color Nuggets - are packaged in a snap-close, 4-compartment plastic case. Each contains approximately 2 ounces of Melt and Pour Glycerin Soap which is super-infused with color. They are available in single colors, or as a variety pack of four colors. Color Nuggets are appropriate for use as a color additive ONLY for Melt and Pour Soap. Each box of Color Nuggets will color approximately 8 pounds of soap to a medium shade. Easy to use, just cut off a portion and melt along with your soap.

Colorant, Liquid Soap Dye - Color that dissolves in water and oil. Usually transparent and will not sink to the bottom when mixed in a liquid application. Dyes will bleed and migrate. They work best in melt and pour soap but can also be used in cold process soap making. Because of the high pH in cold process soap making, the dyes will change color. One ounce of dye colors about 8 lbs. of soap to a medium shade.

Comfrey Leaf - Comfrey contains calcium, potassium, phosphorus, and allantoin which speeds cell renewal in damaged muscles. It can also reduce swelling and bruising around sprains and arthritic joints and speeds the healing of cuts, burns, open sores and eczema.

-D-

Dead Sea Salt - Dead Sea salts are very dry and absorb essential oils with ease, which enables them to be released into the bath water as they dissolve. They contain ten times more minerals than sea salt. These minerals assist in cleansing, detoxifying and restoring a healthy body, especially the skin and muscles. A product of Israel.

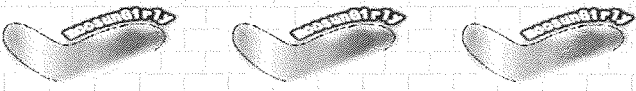

-E-

Emulsifying Wax - This wax is used for combining oil and water in your recipes for lotions, creams, etc. This emulsifier is derived from plant-based alcohols and derivatives; it is a waxy solid containing a derivative of a fatty acid ester of Sorbitan which comes from sorbitol in berries.

Epsom Salt (Magnesium Sulfate) - Most commonly thought of for soothing tired feet. Mineral crystals, small to fine grain size can be used in bath teas, body and foot scrubs as an exfoliator, massage, and for easing achy muscles.

Essential Oils - Highly concentrated oils distilled from the different part of plants. Pure essential oils are sold by weight.

Figure A.5. Ingredients Page


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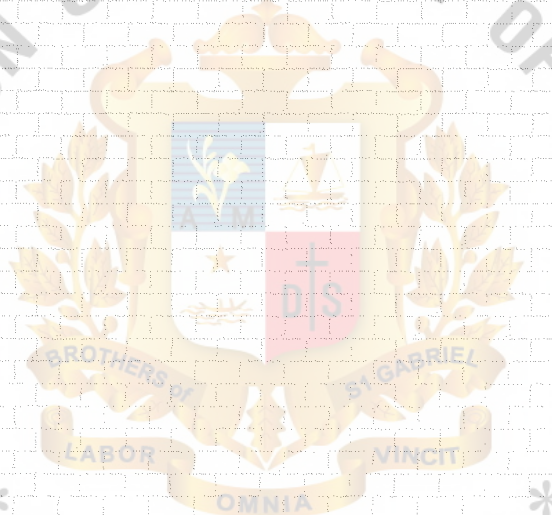
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The Ponte Vedra Soap Shoppe respects your right to privacy.

- We do not sell, trade or share your e-mail, phone or address information with any other company.
- On occasion, we will mail to our customer list, but only if you have signed our guest book.
- We use your phone/contact number to contact you in case there is a question with your order.
- We do not e-mail you unless you have signed up to receive specials/advertisements.

We hope you'll have a pleasant shopping experience with us.

Enjoy!!



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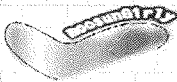
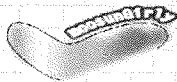

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Figure A.6. Privacy Page




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Fall Vacation Closing: Oct. 16 - 19th
 Orders will ship at the end of that week when we return.

~~~~~

**Red Devil brand lye is no longer available to consumers.** If you need to purchase small quantities, here are some online suppliers:

~~~~~

International ordering is now available to most countries via our shopping cart. However, shipping costs will not be reflected in the final total. International customers can email for a shipping quote prior or after placing their order.

~~~~~

**Cold Process Soap Making Class was a great success -- view images from the event!**

~~~~~

We will no longer be accepting personal checks. Credit cards (Visa, MasterCard, American Express & Discover) and money orders will be accepted forms of payment.

~~~~~

For those requesting a catalog: We are still working on our new catalog. Email us if you would like a copy, but please use the website as the most up-to-date reference.

~~~~~

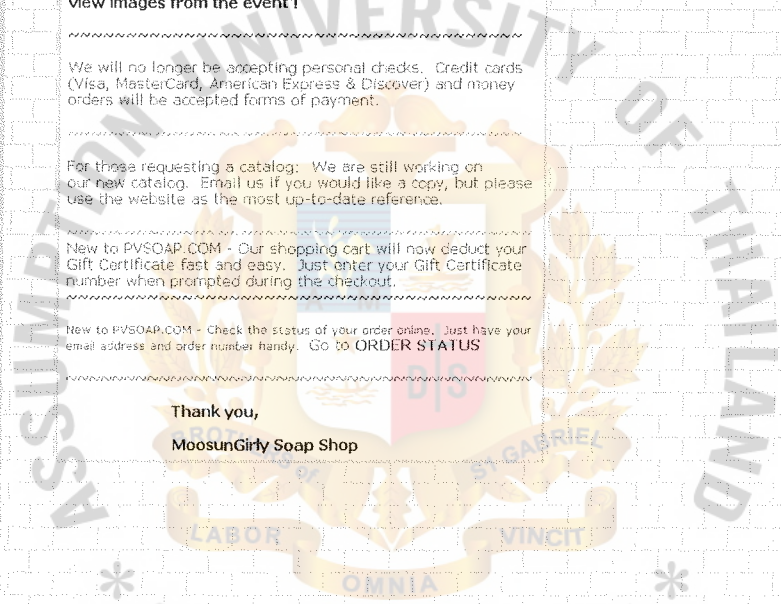
New to PYSOAP.COM - Our shopping cart will now deduct your Gift Certificate fast and easy. Just enter your Gift Certificate number when prompted during the checkout.

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Thank you,
MoosunGirly Soap Shop




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Figure A.7. Announcements Page



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Frequently Asked Questions...

Where is MoosunGirly Soap?
MoosunGirly Soap shop is at Siam Square Soi 2, Bangkok, Thailand.

How do I figure the shipping charges when ordering by mail?
Simply use our shopping cart, adding items as if you were buying online. Proceed through all the steps selecting the Phone/Fax method and checkout. This will generate an order with a shipping total and an Order ID number which we will receive via our server. You may then fax or phone us your credit card information or mail in your payment to: MoosunGirly Soap, 1520 Sawgrass Village Dr. #212, Ponte Vedra Beach, FL 32082. Phone (904) 543-8296 or Fax (904) 212-1007. We will confirm receipt of your information via email.

I live in the Jacksonville area and would like to pick up my order, can I?
You sure can. Since we do not have a physical location, you can order online using a credit card and be sure to tell us in the "Special Instructions" area of the checkout that you would like to pick up your order. We will deduct the shipping charges once the order is processed and call you to arrange a pick up time. MoosunGirly Soap Shop: moosunjung@hotmail.com

Some of the pictures on your website overlap the text and I can't read the text?
Our site is best viewed in Internet Explorer or newer versions of Netscape Navigator. When pictures overlap text try checking in your browser's tool bar under "View" and select "Text Size." It should be set on Medium for best viewing.

I'd like to know a little more about the product before I purchase it? Our "product description" pages on the website can give insight to the products uses and properties. If that doesn't answer your question, please email us. MSDS (Material Safety Data Sheets) are also available upon request.

What is the difference between Cosmetic and Non-Cosmetic Grade Colorants?
The Federal government regulates the use of color additives in foods, drugs and cosmetics. Soap, as defined by the government, is not considered a "cosmetic". For this reason, it is acceptable to use a non-cosmetic color additive in your soap making. This is good news for "natural" non-cosmetic sources such as alkanet root or madder root, as well as for commercially manufactured non-cosmetic color additives such as our Neon Color nuggets or Neon Mica Powders. Toiletries (lotions, lip balms, and the like) are considered cosmetic products and for this reason, only government-approved cosmetic grade color additives should be used. Food colors are generally considered as cosmetic-grade and are OK for use in toiletries.


Why Handcrafted Soap?
Did you know... the commercial soap bars that line most grocery stores' shelves are actually synthetic detergents? In contrast, Handcrafted Soap is soap in its true, pure form. Handcrafted Soap - also known as Handmade Soap - can be made using either Cold Process or Hot Process methods. When properly made, these soaps contain both soap and moisture-rich glycerin.

What is Handcrafted Soap Made of?
Look on the label; it should list the ingredients. Most handcrafters use olive, coconut, palm and other vegetable oils for their base. Some soap makers use tallow, which is derived from animal fat. Essential and fragrance oils contribute scent; cosmetic-grade pigments impart color; and botanicals, spices and other natural ingredients add texture. Adding oils or fats after saponification has begun will superfat soap. These additional oils may be of seed, nut or fruit extraction.

Is there Lye in my Soap?
No. When Handcrafted Soap is properly made and cured, the soap no longer contains lye, as the chemical reaction has converted the alkali (lye), water, and oils and fats into saponified oils and fats and glycerin. The end result is mild, pure Handcrafted Soap.

Is there a way to make Handcrafted Soap last longer?
Handcrafted Soap is a special product. Extend the life of your beautiful soap by placing the bar in a well-drained soap dish.

Provided by:



©Handcrafted Soap Makers Guild, Inc.

Figure A.8. FAQs Page



Figure A.9. Home Made Soap Page



Figure A.10. Links Page



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October Specials:



Olive Butter 32 oz - \$500
Shampoo Base Concentrate 1 Gal. - \$550
Buckwheat Hulls - 16 OZ - \$450

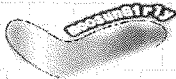


****Special - 5 gallons of our Premium Unscented Body Lotion Base -- \$550.00 (allow extra delivery time)**


NEW ITEMS JUST IN.....

- ~ More new Soap Stamps
- ~ NEW MOLDS - Baby Hearts, Buddha, & Dog Bones
- ~ Deep Red Iron Oxide
- ~ Five new Mica Powder - Pearls
- ~ 1 oz Cobalt Blue Bottles w/orifice reducer
- ~ New Books: RELAX TO THE MAX and the COMPLETE AROMATHERAPY HANDBOOK
- ~ 4.6Z COBALT BLUE GLASS PUMP BOTTLE
- ~ New M&P variety: (Olive Oil, Shaving, Hemp Seed, Honey & Oatmeal)
- ~ NEW MOLDS - Kid Critters #2, Moon Man & Sleeping Woman
- ~ 1 oz CLEAR PUSH UP CONTAINER/TUBE
- ~ So COMING: Warm Vanilla Sugar & Kitchen Spice Fragrance oils.
- ~ Give somebody some "LIP" - Check out our Best Selling - Lip Balm Kit



Figure A.11. Monthly Special Page

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DOG BONE SOAP


RECIPE OF THE MONTH ~ September, 2006


Ingredients & Supplies:

Several pounds of white melt & pour soap base
 Dog Bone soap mold
 Carrier oil
 Essential oils: eucalyptus, citronella & cedarwood; 1/2 oz each or more depending on how much you are making.
 Small wicker basket, tissue paper, raffia & our custom label

Start by following our basic directions for melt & pour soap. Add 2 tbsps per 11 ozs of soap base (each half of the dog bone mold holds 5.5 ozs) to the melted soap base along with several drops of each of the essential oils. Pour into the two half of the mold and let dry. Remove and package to your style.

The Dog Bone Soap pictured below is two half tied together with raffia.





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Figure A.12. Recipe Page

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- (3) <http://www.strawberrynet.com/>
- (4) <http://www.pvsoap.com>
- (5) <http://www.cosmeticmall.com>
- (6) <http://www.aromaweb.com>
- (7) <http://www.soapguild.org>
- (8) <http://www.gloss.com>

