



Furniture Marketing Website www.kk-furniture.com

by

Ms. Maneerat Boonchuaykuakul

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

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

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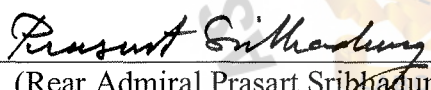
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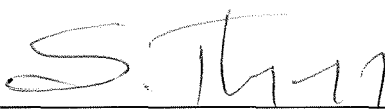
The Graduate School of Assumption University has approved this final report of the six-credit course, IC 6998 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

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ABSTRACT

By the year 2002, it is expected that there will be 112 million host computers connected to the Internet, implying a user base of more than 300 million. Such a large and fast growing marketplace is too significant for any business to ignore.

The internet is a channel of e-commerce that is a part of e-business, not only on selling or buying, but also marketing, advertising, promotion and so on. E-commerce provides convenient ways in service, shopping, price comparison, and product searching. Since our company, Kuakul Furniture Co., Ltd., realize the important of internet as a market channel of company's products and services. Company main products are wood furniture. And the company also represent as the interior contractor. The purposes are to promote and introduce the company to the public., Create brand awareness to customer both domestic and international market, indirectly generate revenue from selling goods, to enable consumers to visit the site 24 hours a day, to reduce costs i.e. lower costs in printing, postage, order taking, market research, to open new markets and be able to reach new customers, to be able to offer more products to the customer than they could ever fit in an ordinary catalog or in a traditional store. Our target groups are mainly focused in domestic such as interior designer firm and individuals who have houses. Before creating an online store, we set up our business plan, product strategies, market & sale strategies and how to achieve our mission and goals, how to manage marketing mix and customer delivered value. We also do the analysis about SWOT analysis, competitor analysis, and cost and benefit analysis and so on to find the best way to manage our online shop. At last, we can design and create our web site.

Creating online shop is not easy but the more difficult part is how to analyze and plan to manage it effectively. Working hard and paying more attention will help my store to succeed. We will put more and more products to our Web in the near future, and I would like to present my cyber shop's name "kkfurniture.com".



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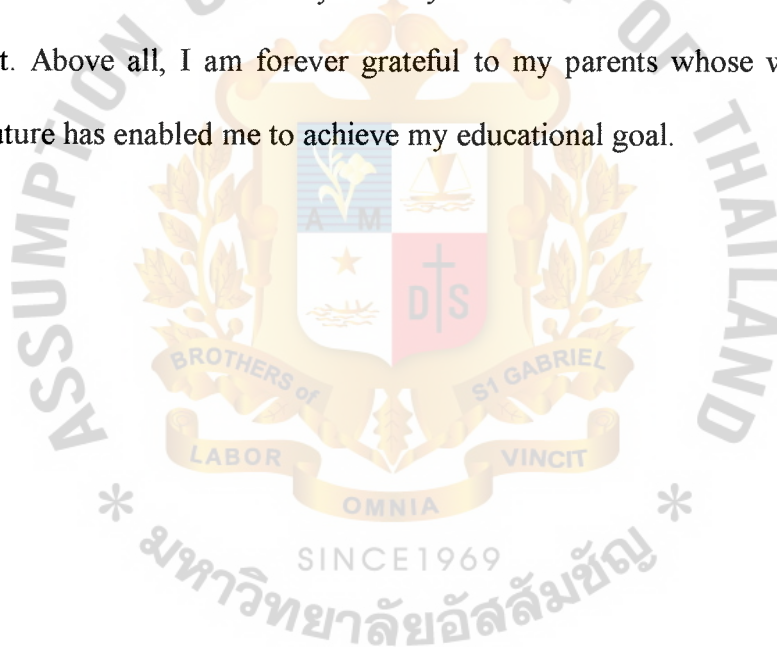


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I. INTRODUCTION

1.1 Background of the Project

In the fast changing world, the direction is aimed towards becoming the world of information technology that is the boundary. The result is the changing ways of the world's population in almost every aspect. Internet reduces distance and breaks boundaries between people. The Internet's impact on human living is unbelievable. For example, what we do at home, how we work, how we study and what we do during the leisure time have changed dramatically. The Internet also changes the way you do your business because it makes your business become more efficient. It has changed from physical to virtual.

"The Internet is a channel of e-commerce that is a part of e-business, not only on selling or buying, but also marketing, advertising, promotion and so on. E-commerce provides convenient and effective ways in service, shopping, price comparison, and product searching. Our Company, Kuakul Furniture, has recognized the opportunity of this huge target market so we have decided to open an online shop as a distribution channel.

The furniture market is highly competitive. Nowadays 70% of Furniture Companies have created their website. Not only big companies in furniture industry like modernform (www.modernform.com), practika, (www.practika.com) but also small furniture firms have created their website as well. In order to get advantage from electronic e-commerce, furniture online shop is established to provide service and useful information to groups of people who want to decorate their homes with good design but limited budget and another group of people who have unlimited budgets and are looking for a good handicraft company.

1.2 Objectives of the Project

The purpose of the study is:

- (1) To open new markets and be able to reach new customers
- (2) To promote and introduce our company to the international market.
- (3) To create professional look to our customer.
- (4) To be a new marketing channel or tool of doing business.
- (5) To enable consumers to visit the site 24 hours a day
- (6) To reduce costs i.e. lower costs in printing, postage, order taking, market research
- (7) To create an effective website for the company
- (8) To increase customer service

1.3 Scope of the Project

- (1) To apply the knowledge learnt in the Master of Science in Internet and E-commerce Technology into this project.
- (2) To conduct a complete advantage, SWOT analysis, and a detailed Competitors analysis both direct and indirect. Then 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 promotional mix.
- (4) To promote our company online as one of the sale channels and indirectly sale our product
- (5) To update web site products frequently.
- (6) To use offline payment since Thai's e-commerce laws have not been declared to use and because of restriction of product
- (7) To manage the web site effectively allowing users to find information

easily.

- (8) To use the web site as a tool to support the traditional storefront.

1.4 Deliverables

- (1) The final report covers the scope as mentioned above.
- (2) The applicable e-commerce website consists of company portfolio and etc.

1.5 Project Plan

A plan is marked in order to accomplish the project on time. There are six steps to perform during a project period stated following:

- (1) Proposal submission
- (2) Research
- (3) Concept/Features, web development and design
- (4) Web/Report complete
- (5) Report submission
- (6) Defense



II. LITERATURE REVIEW

2.1 Growth of Internet in Thailand

In 1995, CAT, TOT and NSTDA established the Internet Thailand Company, a state enterprise Internet Service Provider at that time cost of internet is very high for Individual is charged approximately around bht.640.-/USD\$16 for e-mail and for Usenet news around bht.2160.-/USD\$48 for a full IP account. And corporate users were charged from bht.15,000.-/USD\$600 for a 9.6 Kbps link to bht.700,000.-/USD\$28,000.- for a 512Kbps link

After that KSC Comnet, was also established KSC is a joint venture of CAT, ABAC (privately-owned Assumption University), Ban Chang Group, and the Thai Sugar Group, later replaced by Jasmine International, a Thai fiber optic construction company. At the end of 1995, CAT approved three additional ISPs, including Loxinfo, which is led by a giant telecommunications firm, Loxley International Company, the Wattachak Group, a media company, and the Advanced Research Group.

After commercialization, the internets become more socially significant in Thailand. In year 1990s, Thailand's government has promoted computer usage by using many strategies. For clearly seen example, Government has reduced import taxes from 35-40% to 5% for finished products and from 20% to 4% for hardware. After tax reducing is used, Government has found that in 1996, there is 30% growth of PC and 11% of software annually (Bussakorn 1996). Perception of people is also changed in past when people want to make a document like a letter they will use typewriter but after computer is widely used people become used them as typewriter so the usage of typewriter is decreased rapidly

Even through the government promotion, commercial internet service is not high as expected. By the end of 1995, there were only 60 corporate nodes connected to the commercial ISPs. The number of users in Thailand was about 100,000, and most of users are used within their organizations that mean there was no individual user. One reason for that situation is price of usage is still high. Because of that time the company who serve this service still charge users for international rate because the organization like KSC or Cat has to payback in USD\$.

Another reason that makes the internet usage rate very low is the use of English language. Most websites run on internet under WWW. use English as the communication language and Thais are not like Hong Kongers or Singaporeans or Indians where people use English as their second language.

In early 1997, Ministry of Transport and Communication has intervened in price of internet usage and competition among Thai ISPs made price of internet usage drove down. Some are looking for niche market. For example, Loxinfo encouraged local radio and television production to expand their channel by using internet as one of their distribution channel ("Internet Provider", June 26, 1997)

The usage of internet is eventually increased because both government and the ISPs company have see the important of using internet so the growth in increasing until now.

Currently, (2002,) there are 112 million host computers connected to the internet, implying a user base of more than 300 million and it is expected to be more and more in the future.

2.2 Benefits of the Internet

The internet provides many benefits to both users and organizations. For example, reduces cost; accelerates the distribution of knowledge, improves customer service and satisfaction, and facilitating marketing and sales, etc. The Internet has enormous potential for helping organizations participate in electronic commerce and for reducing their transaction costs.

(a) Reducing Costs

First of all, internet leads to use of paperless system in organizations that means no more paper to Xerox, no use of Xerox cabon and save time to go to make a photocopy. In addition to the benefit of internet is communication cost .For example when you make a photocopy of that document you have to physically send to another department in order to run on your work and then key on computer, which is a waste of time instead of you just clicking on to the internet and your work will finish in a few minutes.

(b) Enhancing Communication an coordination

The Internet has made it easier and cheaper for new companies to start up their business or companies whose coordinate small staffs by no need to pay a big amount of money to create their own network when they want to communicate to each other.

(c) Accelerate the Distribution of Knowledge

The year 2002, is the time of information era. Access to knowledge is critical to success of many companies. Most organizations using mail and check for availability of databases all over the world to gain easy access to

information resources in such key areas as business, science, law, and government.

(d) Improving customer service and satisfaction

Either large or small companies are using the internet to effectively and efficiently communicate to their customer get things they want easily such as the product sample instead of come to the shop and see they can look through mail or supplier website.

2.3 What Is Marketing?

Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organizational objectives.

The marketing is become important in the period of the end of war world II. As business people began to recognize that marketing is vital to the success of their organizations, a new philosophy of doing business developed. Called the marketing concept, it emphasizes customer orientation and coordination of marketing activities to achieve the organization's performance objectives. Sometimes the marketing concept is simply stated a customer orientation. Most of good marketers will always think that there is only one boss: the customer.

Marketing is practiced today in all modern nations, regardless of their political philosophy. As international competition has heated up, the attention paid to marketing has increased.

In organization, marketing considerations should be an integral part of all short range and long range planning in any company because the success of any business comes from satisfying the wants of its customers. Nowadays just provide good product doesn't mean of successful company. Sometimes good product Producer Company may

bankrupt because product cannot sold. For example Dove cream bath, actually there are many of soap and bath cream product. If we think by these conditions of the market Dove cannot come to the Top of Cream bath or soap product. But as Dove has very good marketing they bring out their strength an advertising that publish only 7 days and then make the company become well known in short time.

Nowadays Dove has launched out many lines of consumer products like cream, bath, shampoo, conditioner and soap.

It is not only profit organization that can make profit from the marketing plan but non-profit organizations are also used them. We can call them as “Nonprofit Marketers” For Example, ABAC (Assumption University) Nowadays everyone know ABAC as the first university in Thailand that teaches by English.

2.4 Current Furniture Market Situation

Ten years ago, surfing the net was the new idea. Internet had little impact on day to day business, especially within the furniture industry. Over the last decade, use of internet has rapidly made the transition from fun and games to information and commerce. In year 2002, it is supposed that will have 112 million hosts and around 300 million users.

From the survey of exclusive Furniture today, they found that 65% of furniture companies have website and 20% of those who do not have a website plan to launch their website within 6-12 months and 35% more are in process of making company websites that means just only 20% from 35% do not have a website and do not consider about creating a website for their companies.

This shows that internet in Furniture industry has become more popular. Most of these retailers are recognized for importance of creating the company website not only for selling, some furniture websites are selling online some just show the companies ‘s

profile, just to let there customers feel professional and have another channel of distribution.

Many big companies in furniture industry like modernform, PIA, practika, index, koncept, sb, and etc. All of them have created their website in order to be familiar with the users because they have recognized that the group of people who play internet is the group that can use their products/ services because they have set their target market in the mid to high end users. Small firms also recognize the importance of having their company website. So we can say that current situation of internet market with furniture industry is very high and it is expected that the growth rate will still increase in the near future too.

2.5 A Role of Marketing on Furniture Industry via Electronic Distribution Channel

According to the growth rate of internet user in Thailand and expansion of furniture company that has created company website. We have found that internet is one of market channel that has influenced the users both directly and indirectly.

In the present, it's the time of information when people want to buy something they will take information as much as possible and then compare price and quality and then decided to buy or not. An internet is the place which collects a lot of information that you can get it in minutes by just coming to sit in front of computer and then click to website (the cyber world). More than 300,000 people have access to the cyber world that is a big marketplace that Kuakul Furniture Co., Ltd has seen and tried to take advantage of this opportunity.

The marketing is also one important factor that make company success or not with in a time. Let example for the good marketing company on cyber world. www.thai2hand.com is one website that is made from a group of Thai people who are

interested in E-commerce business they started their website by making a marketing concept of a place for used product. As they feel that the economy of Thailand has slowed down. Income is lower so trends to use used products has become more popular www.thai2hand.com become well-known in a short time. They got a successful in a short period. Many banners want to have been advertised within their website.

So a role of marketing via internet is for creating a professional look to the public, to make them familiar with the internet user in order to invite them to know our company, to generate income indirectly, to increase distribution channel to our company in a cheap and effective way.

As marketing comprise price, place, promotion and distribution which is a customer satisfying thing. So internet marketing can help by reducing cost of products that will make their customers get cheaper products in the same quality. Promotion, you can make it easily via the net, as you will have 24 hours storefront in a cheap rate.

So internet has a significant role in our company nowadays and will be more in the near future because the trend of internet usage is expected to increase more and more.

2.6 Website and Homepage

2.6.1 What is a Web Site?

Every place to visit on the Internet has an “address” or URL. A Web site is the “location” represented by the URL. In order for a business to create a Web site or “location” from which to advertise, they need to write their Web site using HTML or Java. HTML is “a markup language that describes the structure of a Web document’s content plus some behavioral characteristics” (Title & James 1995, p. 37). This standardized language is a way of “representing text, and linking that text to other kinds of resources including sound files, graphics files, multimedia files, etc. That allows

these different kinds of data to be displayed together, to let them augment and reinforce one another" (Title & James 1995, p. 37). Once business has used HTML to create their Web document (or virtual storefront, for small business who plan on using the site to advertise), they must deliver it to a Web server. A Web server is, in simplest terms, another computer that is always on a 24-hours connection to the Net.

2.6.2 What is a Home Page?

The term home page has been in use from before the time of the World Wide Web. A home page is typically the starting page in an individual or organization's set of pages. A home page could be all the information that an author makes available through the WWW, though it more typically is a starting page that introduces an author or group and lists categories of information that are available from the author. Combined with the material prepared by the author, there are typically references to other resources available throughout the network. Often the term home page is used to refer to the total system of pages that an individual or organization has available through a network address. Home Page has advantage that is; a personal home page can be useful for gathering and arranging network resources that are often used. For example, access to specific newsgroups, telnet addresses, or tiles on the network can be established through a home page. Often people use their home pages to list references that they are interested in.

A company home page can be used to represent a company and its services to customers and potential customers. Taking a much generalized view of a customer, government academic groups can communicate with their constituency in the same manner.

A home page should add to exiting communication with customers through making information more visible, easily accessible, understandable, and less expensive.

One question about having a local home page is “how is having one’s own home page preferable to using the information that is already available, what benefit is there to devoting the time to develop a local home page?”

Opportunity for emphasizing local interest, concerns and resources and increasing on a local level using local resources including computers are some reasons. There may also be less likelihood of network inference. Providing a certain level of access to materials that are not available through the network as well as easy access to a starting point is also benefits. There is also more control over presentation including accuracy and content and opportunity for learning for future projects or phases of the WWW project.

With the 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.

The Internet offers benefits to businesses of all sizes. The following are only a few of the ways the Internet can empower business.

- (1) Increase in demand for choice (product depth, global reach, price choices);
- (2) Demand for information (detailed product information, inventory, order status);
- (3) Demand for interactive, online support;
- (4) Avoidance of travel and parking difficulties for consumer e-commerce;
- (5) Elimination of time constraints (that is, opening hours or delays between placing an order and delivery).

For the business customer, similar reasons for and against buying online may apply, but e-commerce also offers the business customer the following benefits:

- (1) Lower purchasing overhead - especially for small value and repeat orders;
- (2) Greater choice (greater product depth and global reach);
- (3) Faster fulfillment cycle time (ordering, shipping, billing);
- (4) Greater ability to supply information (inventory, order status, etc.);
- (5) Lower cost than EDI
- (6) Ease of swapping between suppliers greater than with EDI

Consumers must actively go to a Web home page. Therefore, marketers need to attract consumers, keep them coming back and motivate them to tell their friends to visit the site. Here are several techniques:

- (1) What's new: Every home page should have a "What's New" icon leading to a page that tells consumers about new information and features. Without this device, consumers probably won't find the latest updates. If we don't regularly add new features, people will stop making return visits.
- (2) Changing information: Multiple impressions are a key to the success of any advertising campaign. The more often a person is exposed to your message, the more likely it is that he or she will buy. Therefore, you must create a reason for people to come back to your site. You can do this by adding new features, information and free samples.
- (3) Other interesting places: At the bottom of a home page, you might consider listing related home pages that would interest your readers. This function will, with reciprocity from other marketers, lead to valuable source of new prospects.

- (4) Ordering information: Placing the order must be easy. Your home page should contain an icon that links to an ordering form or displays a phone number in case they worry about online ordering.
- (5) Register and comments: Capturing names and addresses of readers is of paramount importance to create relationships. Inviting strategies to gather this information include asking the reader to sign a register and add comments about the home page.



III. THE EXISTING SYSTEM

3.1 Background of the Company.

Kuakul Furniture Co., Ltd. was established in year 1983 as the furniture selling company. At first time the company emphasized on furniture selling by positioning itself on mid to low end group customers until 1988. Kuakul Furniture Co., Ltd. has got more experience and started to do furniture in form of built in. The company has mainly focused on wood products especially teak wood in Louis furniture style, with a quality job and friendly price. Kuakul Furniture was accepted by the market very rapidly. Many big projects are sent to us such as Land&House sample housing projects which are more than 30 projects. After that the company has varied their range of job in the beginning mostly focusing on house in Louis style for office job, hotel and shop as well.

Nowadays, Kuakul Furniture Co., Ltd. has fully become interior contractor for Thailand decoration industry by the same time the company still have their own showroom that opened for more than 20 years that mostly sell for Louis style furniture.



Figure 3.1. Logo of kkfurniture

3.2 The Problem That Caused by Existing System

The company is created by a family and still is in family system. There are many problems that are caused by this existing system, which is unsystematic so sometimes there are many points that the company loses their money unintentionally.

kkfurniture has no any salespeople on the market .There is also no marketing plan as to what should be done in this year, next year and so on. The company doesn't have any sales promotion, no business plan at all. But they use the connections which come from the executive management members of the company which quite limits the capabilities.

No brand awareness creating, only people in the same business will know our company but we cannot be familiar with the end users. Unlike Modenform, they create brand awareness and people inspect their furniture when they want to buy some furniture.

Lack of materials, in the past many important projects had come from Brighton Office Complex and Yacult but we can refer only and we cannot show because there is no photograph taken at that time.

Lack of professional, due to family system in the organization caused many problems to the management not only internal problems but external problem also available such as creditability. In a project that require a system work in order to handle a big projects. We have failed to get because the clients will prefer more on the company that has good systematic work.

Lack of staff, increase in operating cost, sometimes designers want to get information very soon (call in the morning and request in afternoon) sometimes staff is not enough and we cannot go at that times then designers will call for another contractor that caused a big problems to us.

All of these cause problems nowadays in a high competition situation. Many big companies try to capture different markets and they have brand awareness to the interior designer firms and be like in house contractor. Those are problems that the company faces in the existing system.



IV. MARKETING TECHNIQUES AND ANALYSIS

4.1 Internet and Traditional Marketing

There are two main ways to merge your traditional marketing to the Internet:
Integrate the Internet into your marketing communications mix. Integrate your marketing communications mix into the Internet.

Any bricks-and-mortar retailer who uses its Web site to draw customers to its mall store and uses in-store coupons to attract visitors to the Web demonstrates an example of this type of integrated marketing at work.

The URL can also be publicized by other methods, for example by including it on stationery such as company letterheads and business cards, even if this requires reprinting of these items. In brief, the web site URL should be put on all printed marketing communications! The Marketing message can be reinforced if the web address is associated with text to differentiate the offering of the web site.

When a web site is first developed, or when a major new version of it is developed, there are excellent opportunities for promoting the web site offline. The launch of the site represents news that can be used to generate PR in trade papers and other sources. If personal selling is involved with the product, then sales staff should be briefed to inform customers of the services the web site can offer, and the customers can be involved in defining the features of the site. It is worth remembering that, in a business-to-business context, different influences of the buying team may visit the site to assess the credibility of the company to deliver on promises.

Supporting the materials for the plan is the way of including data that reinforces your decision to market on the Internet best supports your Internet marketing plan. Including any combination of the following can expand Internet marketing plan:

Plan of action for converting selected trade show activities to the Internet.

Plan of action for teaming portions of selected trade show activities with Internet activities.

Suggestions for incorporating Internet addresses and your Web presence into displays.

Recommendations for participating in virtual trade shows.

A list of equipment needed for demonstrating your online presence to booth visitors.

A summary of how incorporating the Internet into the trade shows function will improve the marketing communications program efficiency.

Applying the Internet to the Trade Show Function is also another method that can bring customer to know your website. The Internet's impact on the trade show industry has been nothing short of phenomenal. Trade shows have taken on a new life online, and marketers are flocking to take advantage of it. If your job responsibilities include scheduling, planning, and post-show follow-up on any or all of your company's trade shows, conferences, and seminars, you will be pleased at the variety of planning functions that can be completed online. In addition, as part of your marketing promotion activities, you can also include the Internet as one more tool to help draw visitors to your booth.

4.2 What Is URL?

Each HTML document has an address which is referred as **Universal Resource Locator**. Similar to an E-mail address, a URL is a unique address on the internet. A URL is case sensitive, precise syntax must be used when entering an address. A URL is divided into four parts.

Service :// Server Name / Directory Path / File Name

Service

Service can be

http - Hypertext transfer protocol - Web pages

ftp - FTP file archive

gopher - Gopher server

news - Usenet News server

mailto - E-mail address

telnet - Telnet to a remote system

Server Name

The server name is the Web server address. WWW in www.wga.com is the name of Web server, a particular computer.

Directory Path

The location of the directory in which a file is located on a Web server is called directory path.

File Name

The file name is the name of file being requested by the Web browser

4.3 Contacting Customers via E-mail - best Practice

There are many ways to make company's target market to know and recognize your company that is:

- (1) Keep e-mail communications relevant and targeted. Junk mail is an apt term.

Companies should ensure that the information sent is likely to be of interest to the recipient. One way to achieve this is to customize contact to groups of users.

- (2) Keep timely contact. Inline with the previous guideline, e-mails should only be sent when there is something newsworthy to communicate to the

customer, such as a major new product launch or a new series of seminars.

Once a month is probably too frequent, unless the communication is newsletter. Once every few months is less likely to cause annoyance.

- (3) Keep it personal. Where appropriate the e-mil should be answered by a human to give personal touch, and the name and contact e-mil and phone number of the person should be specified. This will enable rapid follow-up if necessary.

For such practice will make our customers familiar with our electronic channel contract. That makes the company to save expenses instead of phone usage that cost higher and we also get customers group in mail instead, and it's better because when you use phone sometimes misunderstanding from this method will also help us to prove the correct deal.

4.4 Competitor Analysis

Referring to competitors, we can classify them as direct and indirect:

For direct competitor is Modernform, SB-Furniture. For indirect competitor, is the interior contractor whose make an offline service and some furniture shop in Bang Po area. Example of indirect competitors is such as 99 turnkeys, Creful, China group and etc. We classified modernform and sb-furniture as direct competitors because they have online website that are informative website like our company. Besides that, they are also have the same target market that is mid to end customer group because nowadays trend of home's product perception is changed from the past. In past, people need to get best things for their house by price are the second thing to consider and they have to consult with deign firm for their house design but now it is changed to be price sensitive customer. Example of direct competitors is listed as follows.

www.modernform.com

Modernform has used the same strategies as our company. The difference is the material that is used for the product. Modernform has provided finished designed Knock-down-product to the market website is one channel that will make their customers familiar with their company no any transaction created via this website but it's a tool to generate indirect income. For example, Yakult company wants to get 20 chairs for their staff with in five days instead of let their salesperson to drive in to give them a catalog Yakult staff can access in the website and select model that they want immediately click and send it to salesperson to make order immediately that will save a lot of time.

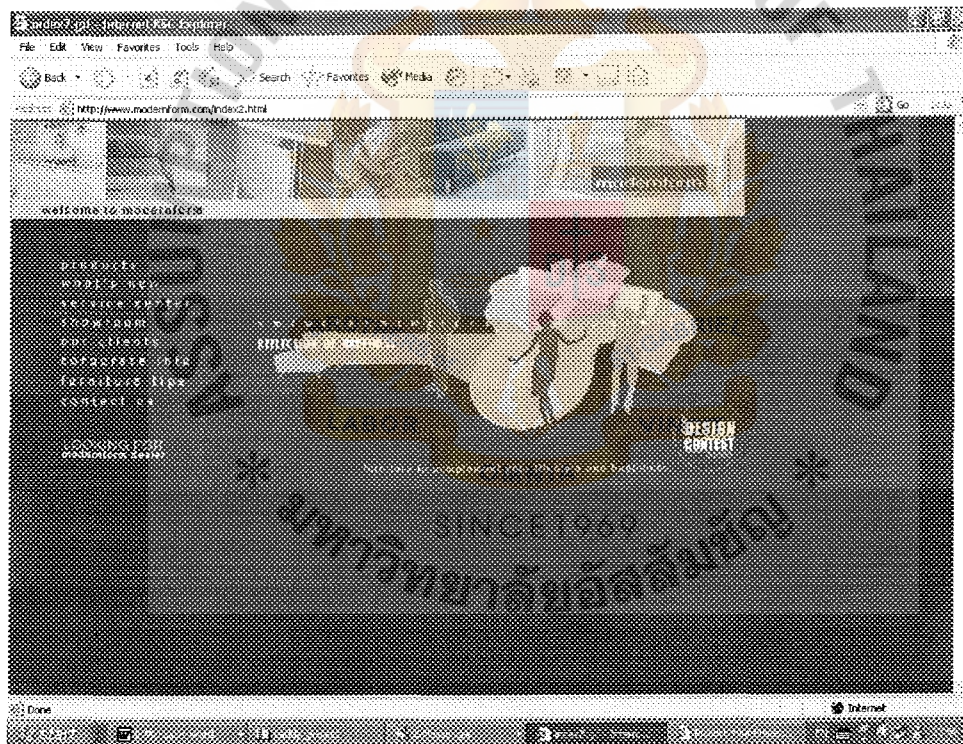


Figure 4.1. Home Page of www.modernform.com.

Strengths

- (1) Well known company.

- (2) This website is like online catalog. Customer can come to look for their desired product immediately in the website
- (3) Have some special service to their customer
 1. Good marketing plan company
 2. A lot of brand loyalty customers

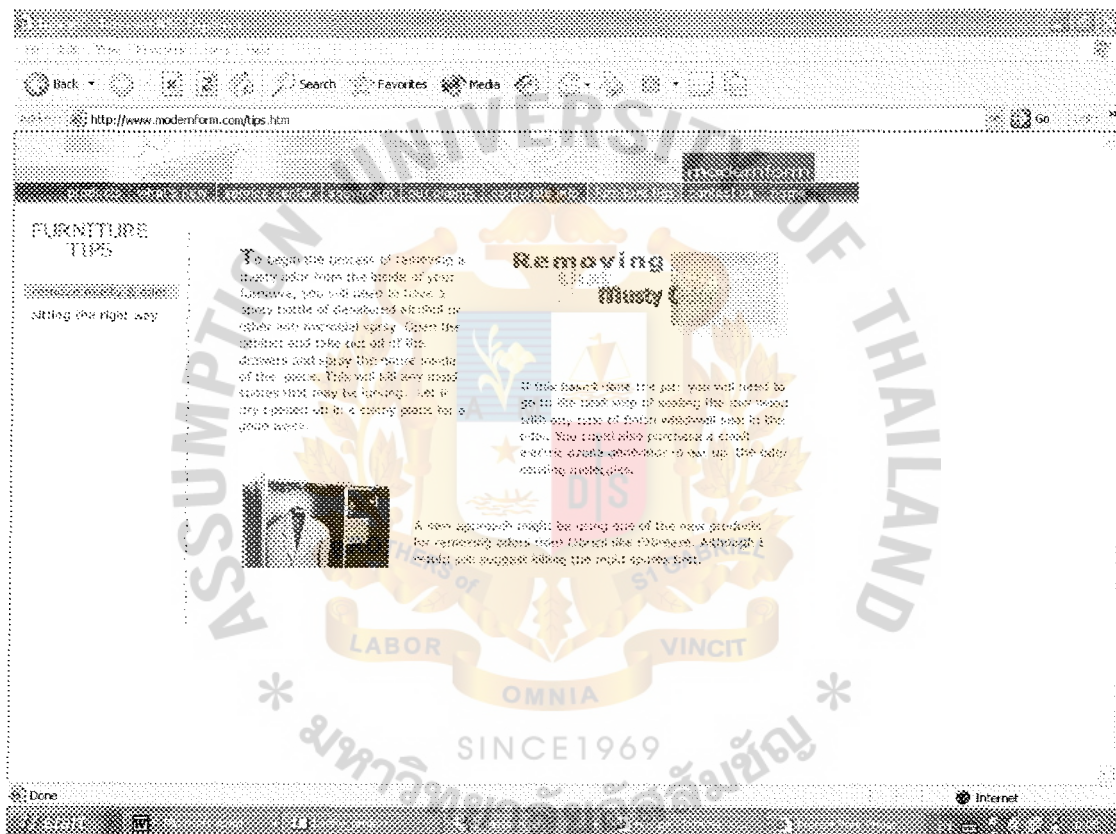


Figure 4.2. The Web Page That Provide Special Service to Customer.

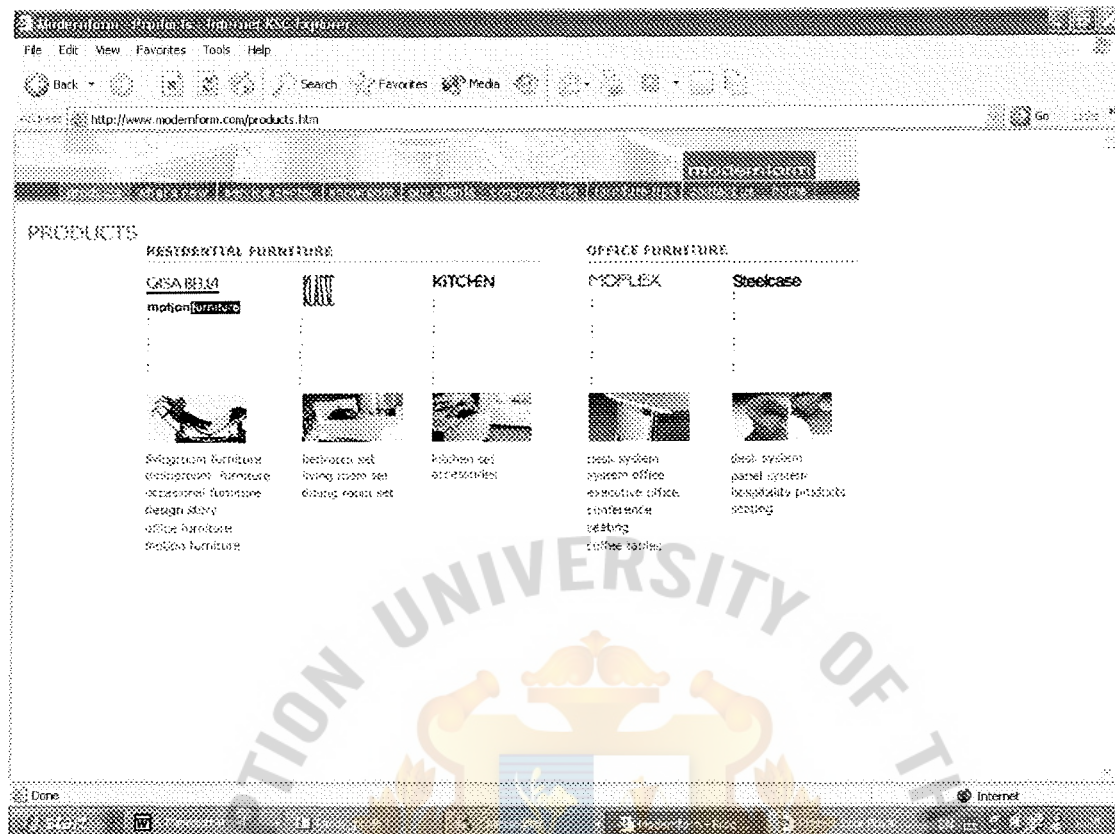


Figure 4.3. The Webpage That Show Product Like Online Catalog.

Weakness

- (1) Too much of Blue color. Feel not warm to visit the next page.
- (2) Product quality is from MDF not good as the real wood because of density of wood.
- (3) Make cool feeling when enter to this Website not generate feeling to come to next page.
- (4) Specific size and model (product).
- (5) High price.
- (6) Too small size (720*420)

www.sb-furniture.com

For sbfurniture, they have positioned themselves as the mid end user target until now their have developed their product to be now almost equivalent to modernform, same concept of modernform webpage that is generate professional look and crate familiar to customer

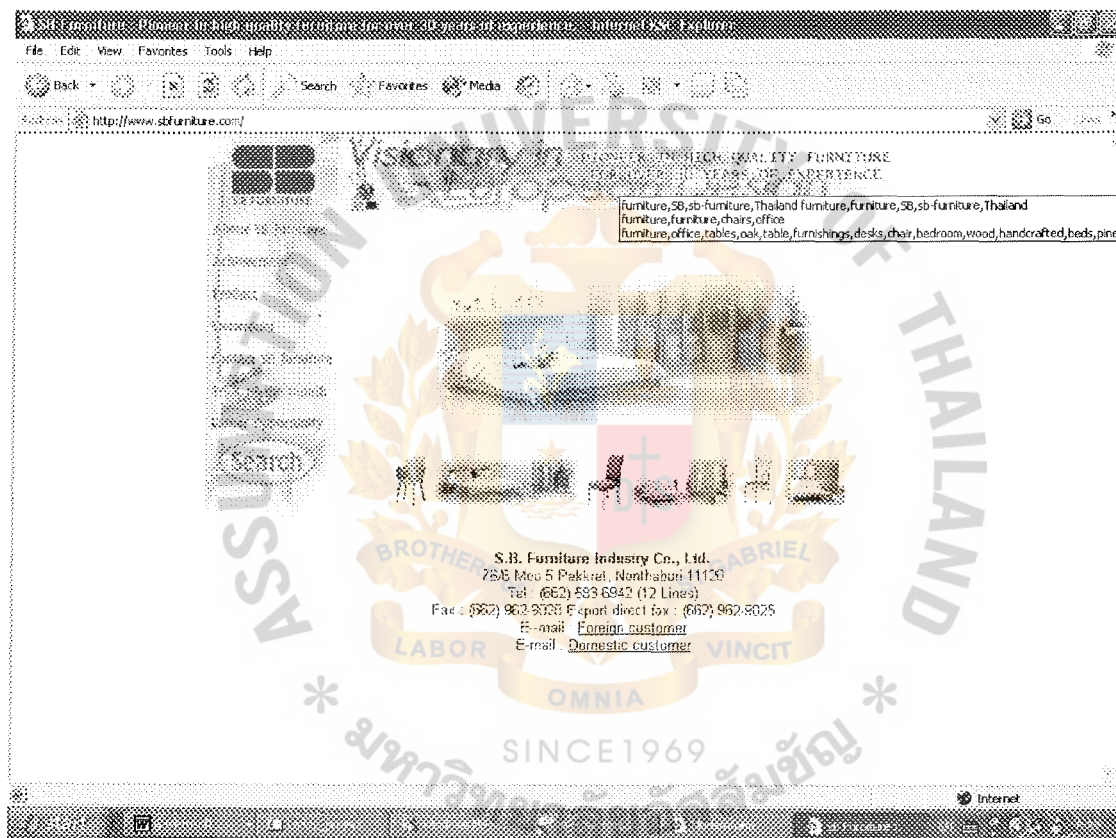


Figure 4.4. Home Page of sb-furniture.

Strength

- (1) Full information for their customer
- (2) Make visitor give credit to their company because of the prize from many institutions

- (3) Have graphics that don't make the website boring
- (4) Site is orderly and easy to use

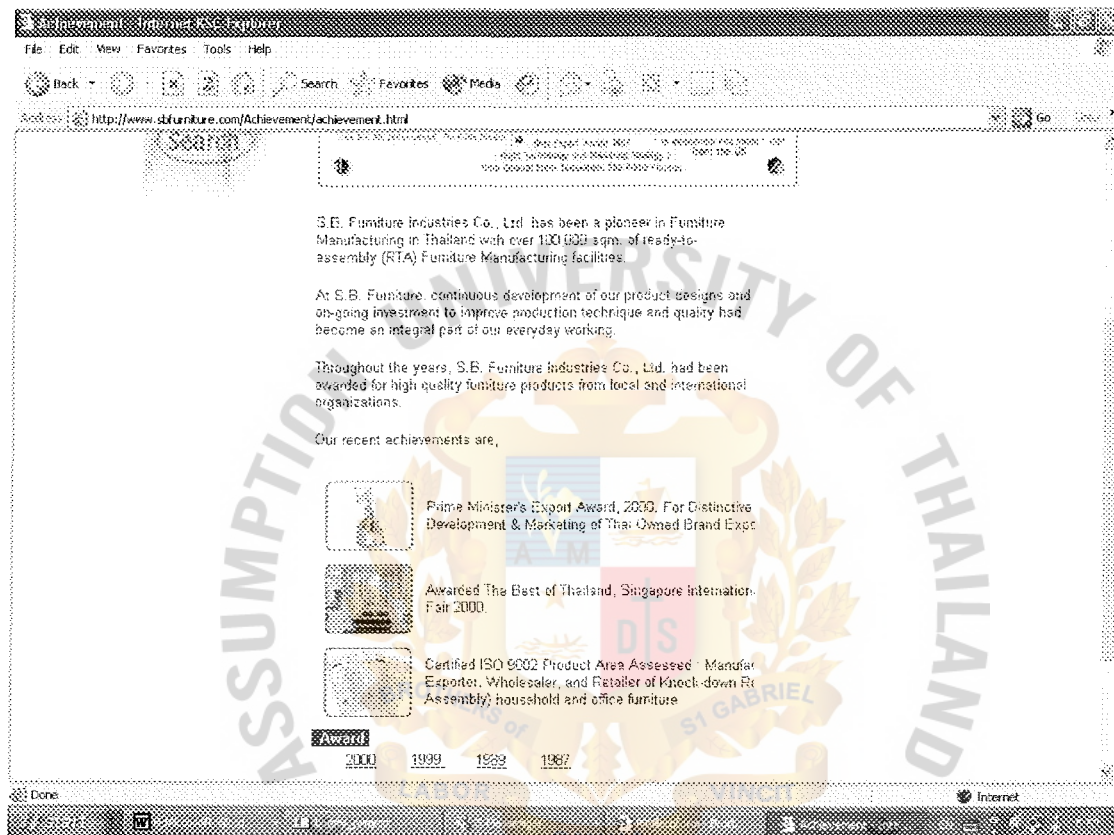


Figure 4.5. The Achievement Web Page.

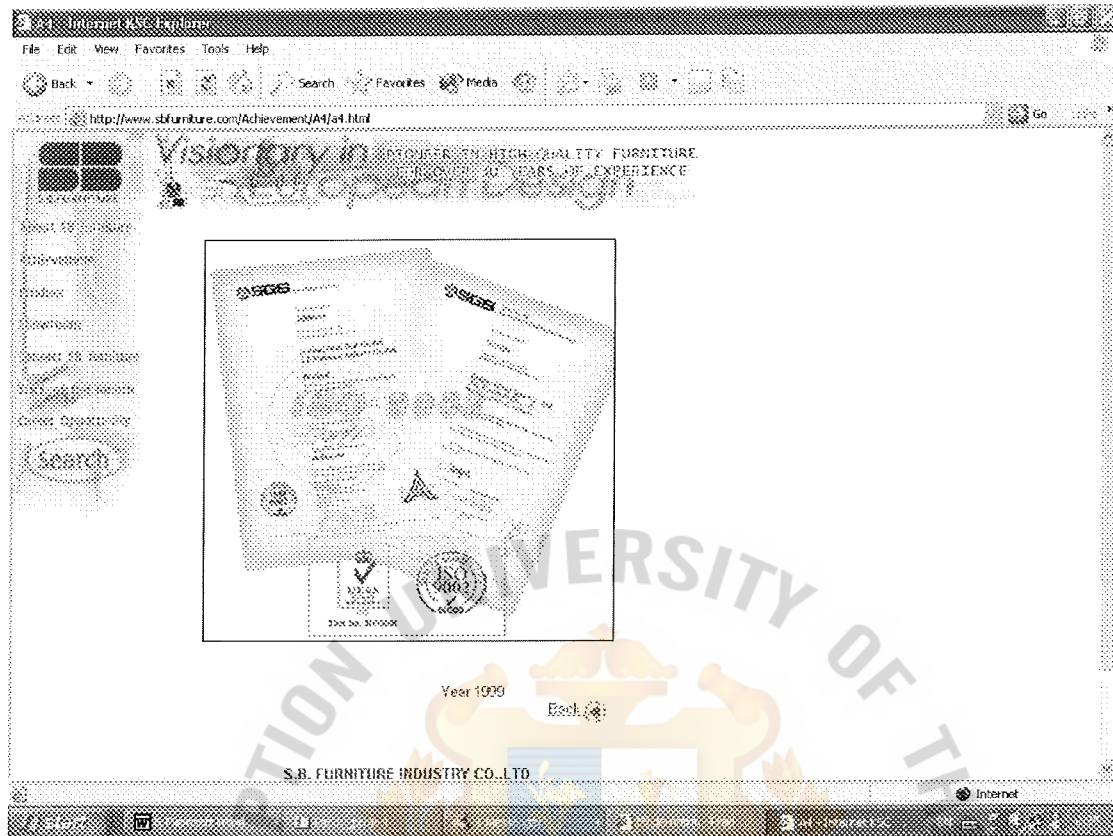


Figure 4.6. A Certificate for Year 1999.

Weakness

- (1) Use color that makes the customer feel like in another market not the same one as high end market.
- (2) Product quality is from MDF not as good as the real wood because of the density of wood.
- (3) Few product pictures.
- (4) Specific design.

For indirect competitors like Furniture shop in Bang Po area

Strength

- (1) Cheaper price.

- (2) Easy to find and select because near by source.

Weakness

- (1) No after sales service
- (2) The handicraft is quite different from our company
- (3) Have to expert on selective otherwise will not get good quality product
- (4) Specific design

4.5 Cost and Benefit analysis

In order to join the cyberspace community, the company need a PC with included all set of software and hard drive (30,000 to 45,000 Baht) inclusive of modem and others that have to have in order to create website. That is onetime cost and recurring costs (maintenance and data storage).

Estimate of Income per Year (Year 1-2)

Income from group of customer who know company via website expected to increase 10% from total sales volume in year 1-2
(Past 10,000,000/year) * 1,000,000 Baht.

Total Income/Year (Year 1-2) 1,000,000 Baht.

Estimated Income/Month (Month 1-24) 41,666.66 Baht.

Estimate of Income Per Year (Year 3-5)

We estimate the income to increase by 20 percent because the name kkfurniture.com will be more and more popular to all in most condominium and house owner.

Total Income/Year (Year 1-2) 1,000,000 Baht

Ratio of Income Expected to be increased **20 Percent**

Total Income/Year (Year 3-5) 6,000,000 Baht.

Estimated Income/Month (Month 25-60th)	166,666.66 Baht.
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Initial Investment Cost

(1) Hardware and software	80,000 Baht.
(2 sets of PC, Printer, Accessories and related software)	
(2) Leased line and hosting installation/year	18,000 Baht.
(3) Miscellaneous	<u>12,000 Baht.</u>
Total Investment Cost	110,000 Baht.

Operating Expense (Per Year)

(1) Marketing and Promotion Programs	100,000 Baht.
(2) Salaries for Labor and Staff	500,000 Baht.
(3) Hosting Fees and Domain Name Fee	140,000 Baht.
(4) Miscellaneous	100,000 Baht.
(5) Total variable cost	300,000 Baht.
Total Operating Expense/Year	1,140,000 Baht.

Estimated Operating Expense/Month 95,000.- Baht

We expect the income of 41,666.66 Baht per month for the first two years within 12 months period this site would be profitable. Also, with the positive value of NPV, and the result of payback in year three-five is very high so this project is acceptable to proceed further, at least, during the next five years.

4.6 Buyer Behavior

The role of the Internet in supporting customers at different stages of the buying process should also be considered. Figure 4.7. indicates how the Internet can be used to support the different stages in the buying process. The boxes on the left show the typical stages that a new prospect passes through, according to, for example, Robinson et al.

(1967). A similar analysis was performed by Berthon et al. (1998), who speculated that the relative communications effectiveness of using a web site in this process gradually increased from 1 to 6.

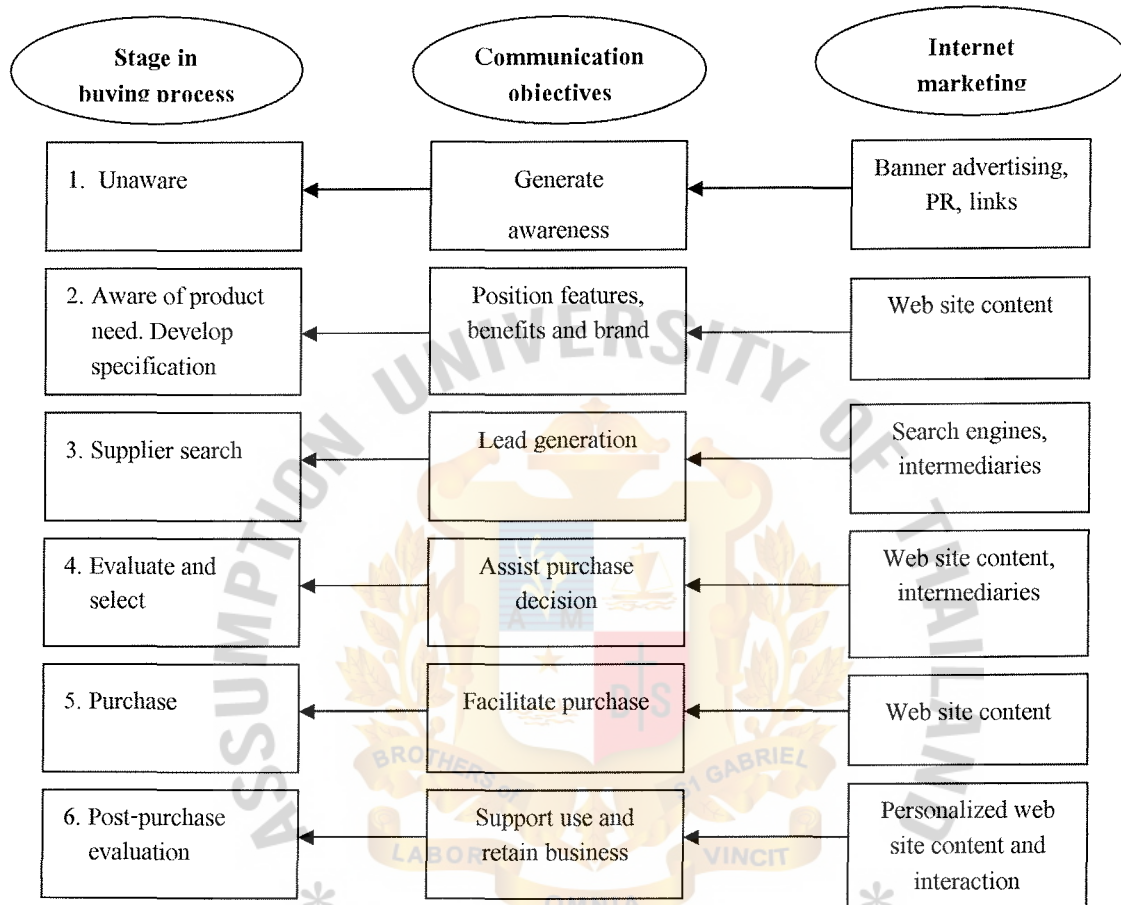


Figure 4.7. A Summary of How the Internet Can Impact on the Buying Process

It is worthwhile reviewing each of the stages in the buying process referred to in Figure 4.7 in order to highlight how effective the Internet can be when used at different stages to support the marketing communications objectives.

(1) Generate awareness (of need, product of service)

Generating awareness of need is conventionally achieved principally through mass media advertising. The Internet is not very effective at this since it has a more limited reach than television, radio or print media.

Although banner advertising is widely used, it is more limited in the message that it can convey. It can assist in generating brand awareness. Some companies have effectively developed brand awareness by means of PR and media mentions concerning their success on the Internet, with the result that even if a customer does not have a current need for a product, that customer may be aware of the source when the need develops.

(2) Position features, benefits and brand

Once a consumer is aware of need and is considering what features and benefits he or she requires from product, then he or she may turn to the Web to find out which suppliers are available or to find the range of features available from a particular type of product. Intermediaries are very important in supplier search and can also help in evaluation. For example, CNET (www.computers.com) provides detailed information and reviews on computers to help consumers make the choice. The prospect may visit sites to find out about, for example, features available in a digital television or characteristics of a place to go on holiday. If a company is fortunate enough to have such a customer, then it has an early opportunity to enter a dialogue with a customer and build the product's brand and generate a lead.

(3) Lead generation

Once customers are actively searching for products (the directed information seeker of Lewis and Lewis, 1997), the Web provides an excellent medium to help them do this. It also provides a good opportunity for companies to describe the benefits of their web sites and obtain qualified leads. The Internet marketer must consider the methods that a customer will

choose for searching and then ensure the company or its product is featured prominently.

(4) Assist purchase decision

One of the most powerful features of web sites is their facility to carry a large amount of content at relatively low cost. This can be turned to advantage when customers are looking to identify the best product. By providing relevant information in a form that is easy to find and digest a company can use its web site to help in persuading the customer. Brand issues are important here also, as a new buyer will prefer to buy from a supplier with a good reputation - it will be difficult for a company to portray itself in this way if it has a slow, poorly designed or shoddy web site.

(5) Facilitate purchase

Once a customer has decided to purchase, then a company will not want to lose the custom at this stage! The web site should enable standard credit-card payment mechanisms with the option to place the order by phone or mail.

(6) Support product use and retain business

The Internet also provides good potential for retaining customers since:

- (a) Value-added services such as free customer support can be provided by the web site and these encourage repeat visits and provide value-added features;
- (b) Feedback on products can be provided to customers; the provision of such information will indicate to customers that the company is looking to improve its service;

- (c) E-mail can be used to give regular updates on products and promotions and encourage customers to revisit the site;
- (d) Repeat visits to sites provide opportunities for cross selling and repeat selling through sales promotions owing to the amount of information that can be displayed on the web site.

Internet marketing techniques to support different aspects of marketing communications have been categorized by Breitenbach and van Doren (1998). Their categories include the supply of in-depth product or company information, open communications (a two-way dialogue with the customer), real-time transactions and catalogue browsing, demonstrations ('try before buy'), club membership (or discussion forum). Give-away, entertainment (games or quizzes), virtual tours, instructional support and complementary services such as links and free customer support. The authors conducted a cross-industry survey of 50 company web sites, and found that of these techniques, those most commonly used include in-depth product or company information, open communications and complementary services.

4.7 SWOT analysis *

The SWOT analysis of the company is:

Strength

- (1) Good reputation of the company.
- (2) Available for own factory.
- (3) Flexible (family system sometime reduce large amount of paper work).

Weakness

- (1) Family system cause many problems in management.
- (2) Lack of professional.

Opportunity

- (1) The Growth of real estate market.
- (2) Government support.
- (3) High growth in Internet usage in Thailand.

Threats

- (1) Reducing price strategies of competitor.
- (2) The slowdown in world economic cause slow down in money supply in the market.

4.8 Target Market

The company has divided the company target market into 2 groups

- (1) B2C customers.
- (2) B2B customers

B2C customers

The group of B2C is focused mainly on individuals aged between 26-45 years old with in mid to high end group of society. Because this group of customer is the group that already graduated and have earning capabilities at this age they are looking for their own house or condominium. We have subdivided the B2C customers into 2 groups that are:

1.1 Individuals aged between 26-36 years old

This group they have just worked and have limited amount of money but looking for their own house or condominium. This group of customer has a good taste but because of limited budget so we will provided substitute product to them but in high quality (not similar with the second group)

1.2. Individuals aged between 27- 45 years old

This group of customer has worked for many years and has money enough to buy car by house with a premium product. For this group we have provided premium product with high class design emphasize with a good handcraft.

B2B consumers

The group of B2B is interior design firm and some freelance. They can visit company website and look for the company profile, company handcraft. After they have seen our company website they will get the idea about our company. And they can use it as the media for presenting to their customer as well. The interior design firm such as PIA, DWP cityspace, Steven J. Leach & associates, etc.

4.9 Marketing Strategies

Business plans for e-commerce cannot be planed for a long time because internet is changing world. Every minute passes information and development in the cyber world. We can say that the internet is rapidly changing the market. The innovation happens every minute, real time technology assists us to learn new trend of consumers' need. Sometime the plan might not be in the ways that are expected. It must be adjusted to get along with the audiences' demand. Therefore, the plan should be considerably flexible to the new-fashioned trend. But in the furniture business, luckily there cannot change much but it is affected by the other business.

Marketing strategies is the strategies of product, price, place and promotion or the four Ps that will be listed below in detail.

Product strategies

In furniture business, there are thousands of suppliers who can do business, how can we compete with all these furniture companies and make our company to be top in the furniture business?

Many companies try to give special service to the customers called as value added service for example sb-furniture now they have launched out an interior consultant service. Since they have known the trend of the market and research income of people aged between 25-32 whos just work and collect fix amount of money but plan to buy houses or plan to get married. But as Thai style they have belief about high class living. So the company has to differentiate them from a hundred furniture firms by giving the interior model for fixing space to the members free of charge.

The company has put value added in company product such as after sales service, but now they have increased the product by provided the consultant to customer decorate in built in style with the high class interior design by free of charge.

Our company has to differentiate ourselves by positioning as the company that give high quality product only, inclusive of high quality materials and capture target market that want to pay more for better things.

Pricing strategies

We have segmented our target group in to two groups that is

- (1) People who interest in your design section for this kind pricing will not high but we will emphasize on design by use fair to good materials by controls budget.
- (2) The group of people who love good work and design, high product quality will also inclusive. For this one our price will higher to the market because we want to keep our product standard by do not reduce speculation like other contractor.

Distribution strategies

Since our target market is Internet users who love to stay at home and some are busy working people who do not have time for physically shopping. We will use the Internet to offer information and service. When customers gather information enough and make a decision they can mail to the company, some can mail their plan with budget and design.

After price and design is proved in the first stage, the company staff will visit the actual site and confirm for the price and after that contract. In the future after company have added company collection to website people can order by mail, 30 minutes after that Company staff will call back to customer home to make confirmation by phone then used company transportation to send product and physically charge at the point of delivery.

Promotion mix Strategies.

kkfurniture realizes the importance of the promotion as a tool to inform the target and to achieve the expected sales volume. We believe that the effective promotion tools will stimulate the demand of the customers. As a result, we carefully consider in selecting the type of the promotion used to convey and maintain the image of the web. There are 3 types of promotional methods, which are as follows:

Advertising

Advertising objectives:

- (1) To create brand awareness.
- (2) To create good brand image toward the web site.
- (3) To create preference of company website.
- (4) To inform the customer about web's function and its benefits.

Advertising Strategy

- (1) We plan to reach the target market by launching advertising by used Banner Exchange.
- (2) Buy Mailing List To Send Electronic Invitation Card.
- (3) Register in top 10 Search Engines.
- (4) World of mouth.

We use these media initially due to the low cost and catching our target group. The company products is things that you decided to buy in 5-10 minutes after reading but they

have to use time to gather information before selection. However, we have planned to expand the market in the future and physical media will be used.

Advertising tactics

Banner exchange

The reasons that we choose banner exchange are that it has more targeted communication and ability to reach the focused audiences. Our target is Internet users. There are three types of banners consisting of static banners, animated banners and interactive banners. kkfurniture will use interactive banners which have movement to capture attention of audiences. Due to online advertising, customers would control for the content to consume. The efficient advertising must be appealing and can express that the web is relevant to their needs.

Direct mail advertising

We will buy mailing lists from online advertising agents to send electronic invitation cards to our targets' mail box to invite them to visit our web. This media is the most personal and selective, because direct mail goes only to the people we wish to contact, there is almost no waste coverage. The cost is very economical comparing to the other media and beneficial. One millions E-mails cost only USD35, USD50 or USD75. We will use direct mail to distribute our advertising as well as sales promotion.

Search Engines

Search engine likes the yellow pages for telephone number searching. Internet users will visit the search engines' web site to look for particular web which contains the targeted information. Therefore, it is the requirement for Siam herbs to have a list in search engines to announce to the world that our web is available. We will register our web site in top ten search engines: Yahoo, Netscape, MSN (Microsoft), Excite, Alta Vista, Lycos, Infoseek, Hot Bot, Snap and Google.

Sales Promotion

Promotion Objectives:

- (1) To create product awareness.
- (2) To create an immediate sales.
- (3) To create product perception.
- (4) To create need.

Publication

Trade show

We will contact with government agencies such as Departments of Industrial Promotion, Department of Export Promotion and Ministry of Commerce. The web plans to participate in international trade shows or exhibition supported by the department of export promotion. The objective of Trade show is to introduce a company handicraft product and it is also benefits to foreigners as well as informing the customers about the web site.

4.10 Market Segmentation

The company makes a market segment, according to geographic segmentation, demographic segmentation, and behavioral segmentation.

Geographic segmentation: We segment the market into Domestic and International. People from domestic and international have different taste and consumer behaviors. For example, European countries prefer cherry wood and teakwood, but for domestic prefer Beech, Maple and Oak.

Demographic segmentation: The company will consider age, gender and income for demographic segmentation. We believe that consumers at different age and gender have different demands. This segment will be beneficial for web design and selecting content for our target group. Income segmentation will be considered to know the

purchasing power of our consumers. It will be beneficial for selecting the product to e-commerce and for pricing strategy.

Behavioral segmentation: Attitude of audiences can be segmented as enthusiastic, positive, indifferent, negative and hostile. Attitude toward wood work or steel product.

Customer value

- (1) **Product value:** kkfurniture has provided the information of the company to the customer and in the near future part will help the group of people who are the starter can have their home in the limited price. The concept of “Good price High taste” will be used in this section.
- (2) **Service value:** For service value. The company website will make it easy to the customer to click in and check the profile of company and found about company specialize then make a decision easily. Service to group of B2B customer in the past they will ask for portfolio when they want to present to their customer but now they just click on and serve their needs. The furniture tips that will be added in three months will make customer to know how to take care their furniture. Special service will be also useful to the target group.
- (3) **Image value:** The web site will refer to a big project such as the Novotel Phuket Hotel that can create image value. All pictures and published information will come from the reliable sources.
- (4) **Personal value:** With the Internet technology, the web could provide 24 service when the customer want to access to our website in order to gather information from anywhere and anytime in the world.

Customer cost

- (1) **Monetary cost:** monetary cost is low because people can come to our company website to look the company work and style when they want to know rough idea about our company handcraft. Sometimes it is used when you want to send a design plan to your prospective customer. No need to drive.
- (2) **Time cost:** Internet could reduce time cost with the real time interaction. E-mail system on the Internet is also lower cost than physical mail or phone.
- (3) **Energy cost:** Energy for searching the kkfurniture is low because they can get the idea from the map that provided in the site or drive to other furniture to check price and check their handcraft.
- (4) **Psychic cost:** Psychic cost is high because people feel uncertain to use company furniture in the first time because of awareness of quality because only customer that used to use company furniture will know about company handicraft. To reduce psychic cost, kkfurniture will increase the reliability by providing the reference project to the new group of customer.

4.11 The Site's Goals.*

The company has to look for the new market and try to capture that market and also create brand awareness to the audience. Internet is selected as a tool to help the company to do the marketing plan.

www.kkfurniture.com is created to encourage people to be more conscious in design and good handicraft work. The website has shown many interiors style in order to make target group felt of professional and quality work.

Even through the internet growth in Thailand expected to be more and more in the near future. Furniture website in US is also in crease more and more just few of them have no website. But in Thailand, Furniture company website is not much. Kuakul

Furniture Co., Ltd. has recognized early the importance of internet marketplace so we want to create online storefront that provide company work, to create company concept of good work, good price, good design. And also create brand awareness to the market. People in Thailand felt that brand product has good class more than unbranded product. Most Asian people have such kind of perception. For example, Japanese, Hong Kongers or Thais when they shop at France, they will buy Louis Vutton Bags, Channel Bags but for same quality bag that are located near by that area, there is no attention from Asian people. This is my direct experience when I went to France in year 1998. So that is the importance of making brand awareness. If you can make your brand to be well known to the market it will help customer to make an easier decision when they want to buy the same kinds of product.

4.12 Business Plan

In order to achieve the site's goal, kkfurniture has set two kinds of plan that is

1. Short term plan typically covers one year or less.
 - (1) To make a publication of company website through E-mail, Brochure, word of mouth.
 - (2) Check feedback of people who have visited to company site how they feel and their comment.
 - (3) To update profile at least once a months.
 - (4) Increase more service to customer like Furniture tips or Make an after sales service to our old customers once a year (In Bangkok area).
 - (5) Complete your design part and launched out company new service.
 - (6) To publicize company web to interior group(B2B) in order to represent profile.

2. Long term plan is planning deals with company-wide issues such as expanding or contracting production, markets and product lines.

- (1) Use your design section as a tool to capture a niche market instead of modernform or sb-furniture usage. From our research we have found that new generation why a group of that people preferred to buy knot-down product even through the knot down product is weaker than built in product. Survey from 100 people age between 25-32 years old told that you can see the design in finished product, after service also. By the same time built in work has to pay for extra design cost that quite high for people who just works and have money around 700,000 – 800,000 Baht, and want to have designed home.
- (2) To make the company more systematic in order to get easy work.
- (3) To promote to international markets.
- (4) To install professional program that will help user view 360 degree pictures.
- (5) To create company product collection.

4.13 Expected of Marketing Plan

The company expected that after having done their marketing plan, it will increase brand awareness among customers both B2C and B2B (interior designer) approximately 20 % in first two years by 30% in the third year by 35% in fourth year and 40% from the fourth year respectively. With in five years the concept of your design will be accept from the market and that will generate income to the company around 30% up from the base group income. After we can increase brand awareness to the target group we will launch out company collection in the five years and that is expected to generate an income of around 15% of total sales volume.

V. THE PROPOSED SYSTEM

5.1 Proposed Website

www.kkfurniture .com is launched out in order to solve the problem that caused by existing system both for sales people problem and high cost of production, lack of staff when designer want to send some layout plan or want to get company profile.

Company website is provided professional look to the customer.

Moreover the company website will provide easy way to communicate with the customer. It create a big database to the company when customer come to leave their comment within the site

5.2 Proposed Function

Company website provided many function to users that is:

Gallery function : Gallery is used to show your past job profile, reputation of the company. It also provided the source of database for the company as well

Customer service function : Your customer can visit website and give 24 hours service, the customer can send you a problem anywhere anytime when they got a problem about furniture

Design function : The company website will generate the customer to view the company sample design that will be changed once a months and then design their own need

VI. WEB PUBLISHING AND DESIGN

6.1 Web Publishing and Design

In the construction of the web site, web publishing and design is the most important thing to be considered. Every audience is attracted to the beautiful and easy to use web. The impressive web will attract audiences to reuse and introduce the web page to their friends. Due to the increasing amount of web site's rate, higher competition drives web master seeing the important of web design. Web design is the only thing to show the image of the store to visitors and to compete with the competitors. Audiences would evaluate the web site according to web design and its credibility. Web design can even determine whether that particular web site will be success or not. To design web site, the designer has to clearly determine the objective and target group. The structure and information must be analyzed before creating the most appropriate design to be parallel with the assigned objective and target. The site's content will be categorized and organized systematically for convenient to surf. There are various structures to be considered such as navigation bar, graphic, color and written characters. All structures must be summed up to be parallel and direct to the concept of the web design's objectives.

6.2 The Mission and Purpose of Company Website

To introduce the good handcraft with good design furniture firm to the market,
Create brand awareness to customer.

6.3 Site Content and Navigation

The process of site content will organize the information by identifying content and functional requirement as well as group content for target group to reach the content easily and do not get lost while visiting. To arrange the convenient usage of the web,

scenario and site structure must be planed thoughtfully by considering each content's relationship.

Site Map of kuakul Furniture web site

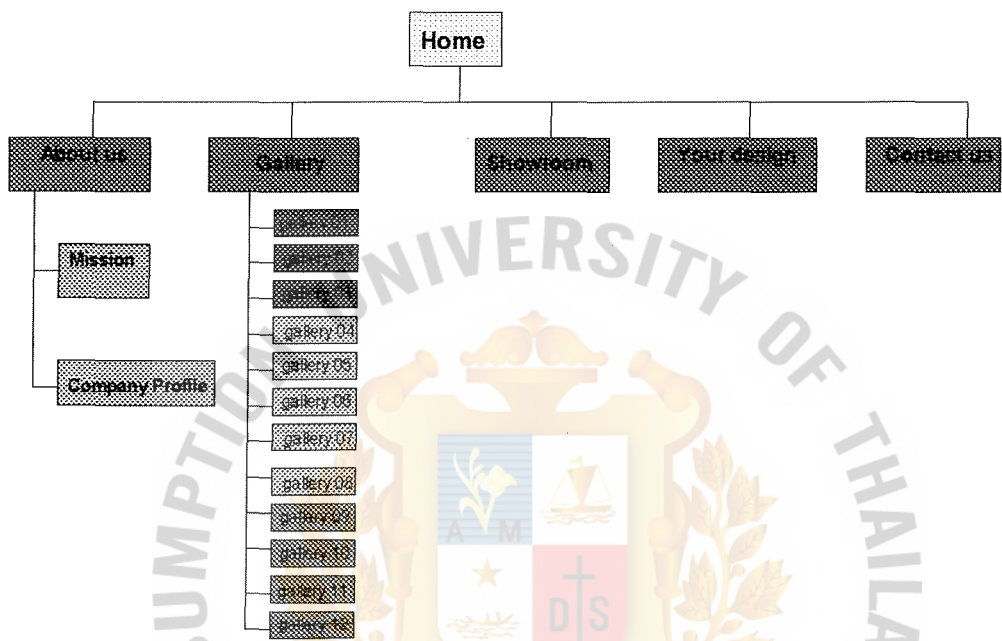


Figure 6.1. Site Map of www.kkfurniture.com

Home page or main page is the first page which audiences will visits and it would link to other page. Kkfurniture.com designs this page to be attractive by making it movable in order to attract the first impression from customer. The sentence of from pieces of paper to become a masterpiece work is created to make customer feel capabilities of company to make product same as the design.

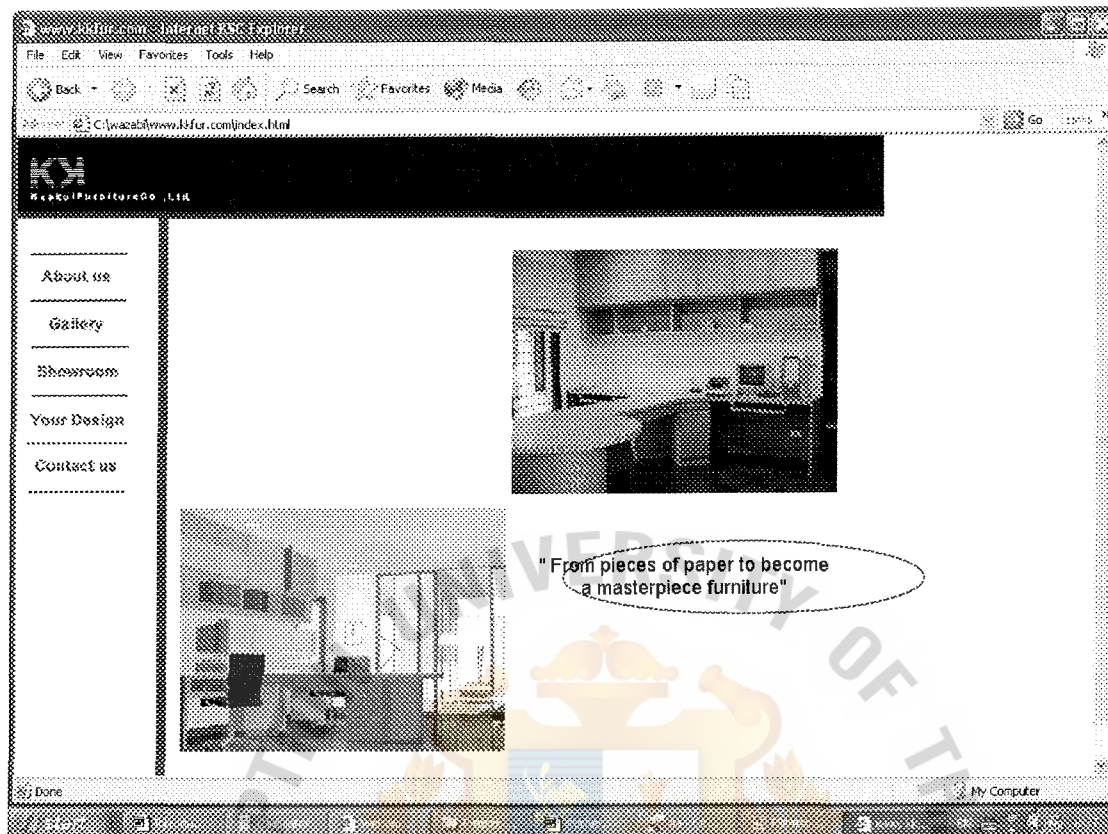


Figure 6.2. Home page of www.kkfurniture.com.

For the about us page is designed from based of target group because we want to create the webpage that catch up customer so color has to be attractive and the template has to use not too much. We mainly concerned about good taste because our target group is on high class group. The picture of company factory is tracing in order to make customer feel about handcraft and price. When they visit this page they will feel about good work good price.

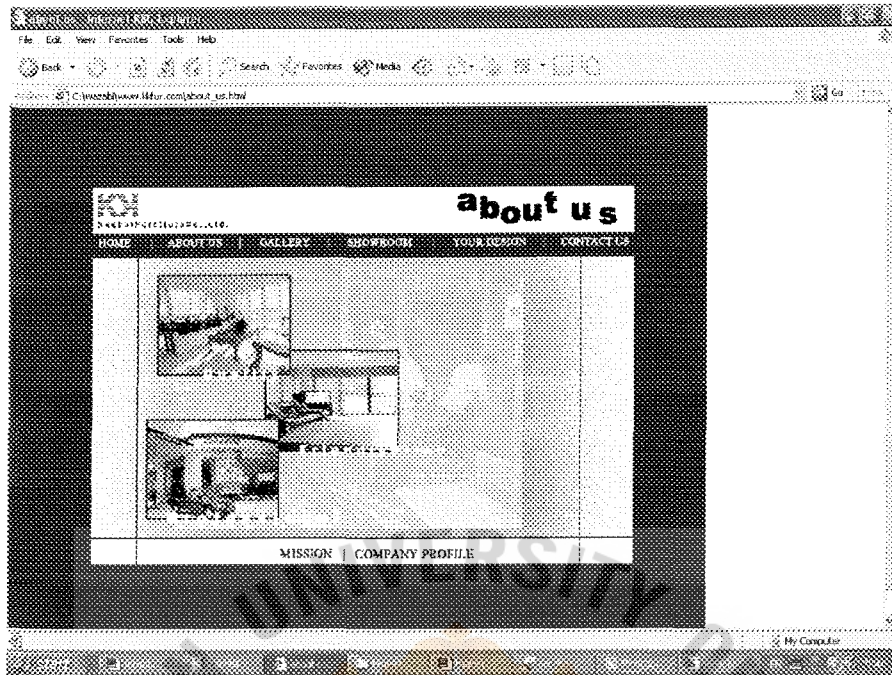


Figure 6.3. About us webpage of kkfurniture.com.

From About us, it can link to mission and company profile page. Company profile is used in cool tone color. We want to generate something different from the main page

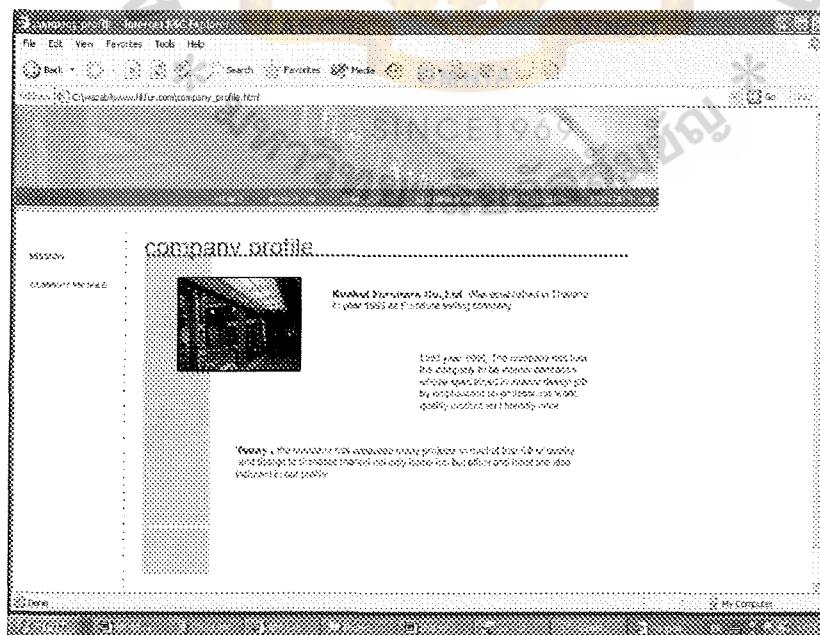


Figure 6.4. Company Profile's Web Page of kkfurniture.com.

St. Gabriel's Library, Au

Mission page is created to get easy but good style so black and white color is used

here

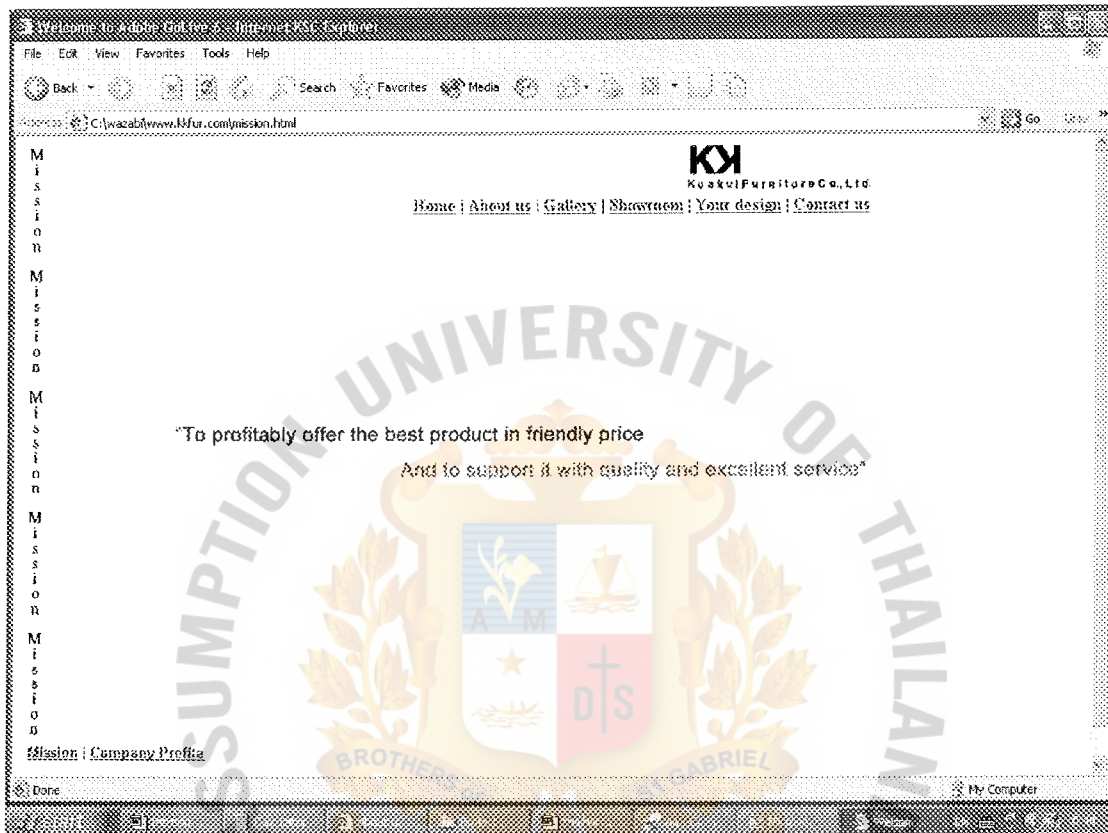


Figure 6.5. Mission Page of kkfurniture.com.

For gallery page, this page has to comprised with many houses's picture so color that being used cannot so strong, color such as red cannot be used otherwise the page color will more interesting than picture. Blue is used because it's not too strong but in the same time it can capture attention of customer to company logo too and in each picture is be able to link to a big picture.

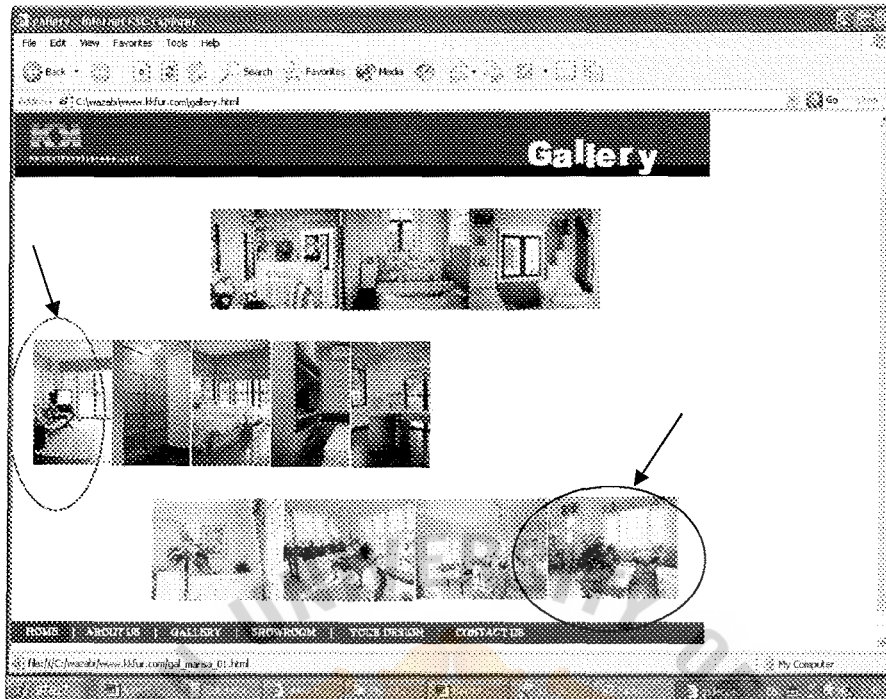


Figure 6.6. Gallery Page of kkfurniture.com.

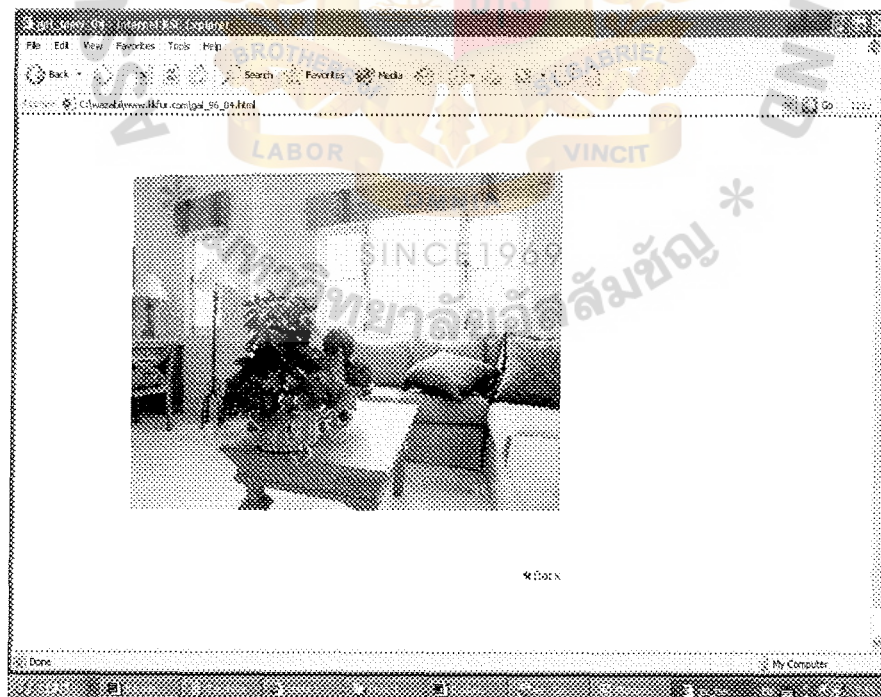


Figure 6.7. Big Picture of Picture in Gallery Web Page.

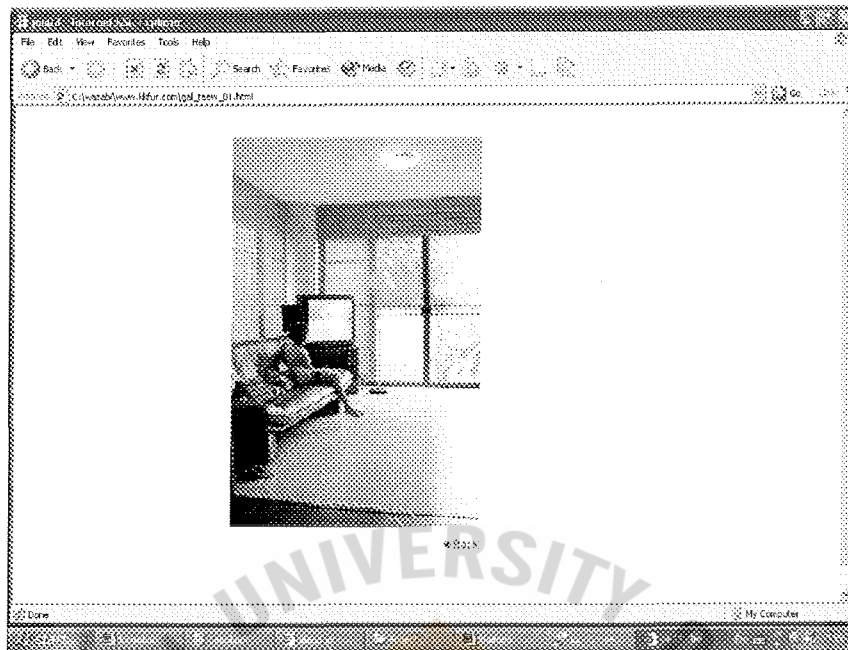


Figure 6.8. Big Picture of Picture in Gallery Web Page.

Showroom page is used orange because in our website is no any effect, any movement so we have to emphasize on the color for capture customer attention.

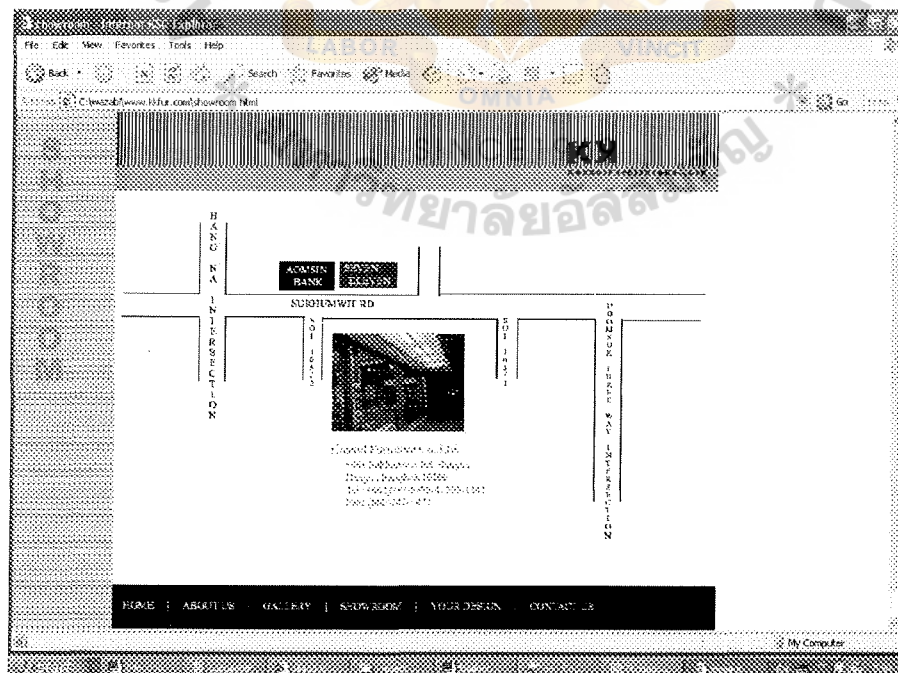
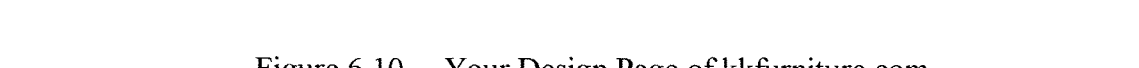


Figure 6.9. Showroom Page of kkfurniture.com.



VII. PROJECT IMPLEMENTATION

7.1 Hardware and Software requirements

Hardware Specification

There are 2 sets of PC; Pentium IV 1 GHz Processor, 256 MB of RAM, 20GB of Hard Disk, 17 inch Monitor, Keyboard and Mouse, Printer, CD Writer and Modem.

Software Specification

There are Window XP, Internet Explorer 5.0 and Netscape Communication, HTML Editor, Internet Access, XML and SQL application.

7.2 Key Elements of Effective Web Site

The key success factors for a web site design strategy can be summarized as the 6Cs of capture, content, community, commerce, customer orientation and credibility.

We will now consider these factors:

- (1) Capture - since there are estimated to be over one billion web pages (the search engine Altavista references about 200 million web pages). It is highly unlikely that a casual user will visit an Internet site by chance. Web site designers must consider how to promote the web site to acquire these users. This can be achieved by online methods such as ensuring the web site can be easily located via search engines when the appropriate keywords are typed in or by means of banner advertisements to attract visitors to the site. There are also offline promotion methods such as including the company web address in advertisements and stationery.
- (2) Content - the content is the key to a web site, since this will be what attracts visitors to a web site and, if they recognize value, it will be what keeps them

returning. Interactive content and personalization to a user's preferences can assist in generating return visits.

- (3) Community - the ability to develop specialized communities on a web site is one of the special characteristics of the Internet. If the web site designer can harness this, then it will be of great value in generating return visits to a site.
- (4) Commerce - all content on a site and the way in which it is designed should be targeted at directly or indirectly generating additional sales transactions. However, many early sites did not offer the facility for online purchases or the call to action was perhaps too subtle.
- (5) Customer orientation - in accordance with the mantra of many marketing researchers and authors, who exhort companies to adopt a market orientation in marketing activities, customer orientation is a key in web site design. To help customers find the information they need, the content should be targeted at particular customer segments. Customers may be any types of person who uses the site, not just people interested in buying a product. They may include new buyers, existing users of products or other users.
- (6) Credibility - since the Internet is a medium where there are likely to be many competitors in any sector (with over five million commercial web sites in 1999), it is important for companies to use the medium to establish that they are reliable and trustworthy. This can be achieved through a high quality brand identity and information about the company that summarizes its pedigree.

VIII. CONCLUSION AND RECCOMENDATION

8.1 Conclusion

The competition in the furniture industry is more and more. The company has realized that kind of competition. So the company has studied and researched about many things such as the SWOT of the company, company target market, competitor's SWOT analysis, and etc.

Comprised of the internet usage in Thailand is increased and seems to be more and more in the near future it expected that there will be more than 112 million computers in Thailand. Internet is being a new channel of distribution, moreover the cost of production is also cheaper than other distribution channel

www.kkfurniture.com is come out to the market and from the financial analysis we found that the company will break even in the first year and that is feasible to create company website. With the company webpage, it easy to come to other pages and it is able to link any pages in the website

We believe that in the year end of 2005, 3 years from now internet will be used by every household and organization. The name of kkfurniture.com will be known to the internet usage as the high class furniture company, income will be increasingly each year.

8.2 Future Plan

- (a) Updating website consistency.
- (b) Expand the web section provide more service to the customer
- (c) Create member and give a special promotion or gift to the member
- (d) Open international market

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